



MidAtlantic Dreamin'

2026 Prospectus

May 4th, 2026 – Philadelphia, PA





MidAtlantic Dreamin'

MidAtlantic Dreamin' is a community-led conference for Salesforce enthusiasts, welcoming everyone from beginners to experts. We cover all aspects of Salesforce, including career development, sales, and analytics. Our goal is to empower attendees to expand their knowledge and skills in a collaborative environment.

Conference Highlights

Experience engaging sessions and keynote speakers that illuminate Salesforce's future.

Sponsorship Opportunities

Enhance your brand's visibility by partnering with us for this intimate Salesforce event.

Community Engagement

Participate in local initiatives that showcase strong local business partnerships & interact with diverse-engaged attendees.

Welcome to Philly

Experience the vibrant culture of Philadelphia, from the iconic Liberty Bell to colorful murals and delicious cheesesteaks that define this city.





Where & When?

City Winery - Philadelphia

990 Filbert St. Phila, PA 19107

Monday, May 4th, 2026 from 8:15AM to 6PM

Getting There

- Located half a mile from City Hall Station that includes access to both the Broad Street Line and Market/Frankford Line trains.
- Within walking distance from Jefferson Station Regional Rail, which connects directly to the Pennsylvania Convention Center and the PATCO Speedline.
- Parking garage is located across the street.

Local Landmarks

- Across the street from Reading Terminal Market
- Philadelphia's Chinatown
- Access to world-class restaurants & bars
- Historic Old City w/ the Liberty Bell & Independence Hall



Diamond Level

(Only 1 Available)

\$13,200

Included in Package...

Top marketing on social media, the MAD website w/ sponsor logo and 250-word description and Signage Promotion DOE.

First choice of traffic position in the main exhibition hall.

Trailblazer Community Room Spotlight including a Talk Session promoted during the event. (topic and details to be discussed with Sponsorship Lead)

3 event passes provided with package. Additional passes may be purchased at early bird pricing while offer lasts.

Leads list of attendees that opted in to share contact information will be provided at the end of the event.

2 - 6ft tables for vendor section setup, along with electricity and a 70" screen display monitor. You must provide your own table cloths for the tables.

Includes Demo Jam participation.

You will not be able to use additional signage other than what can be displayed on the provided table tops unless purchasing an à la carte option that provides this benefit.

Ok to provide a raffle prize to be announced during closing ceremony.



Platinum Level

(Only 2 Available)



\$7,700

Included in Package...

Get extra exposure by putting your company name in front of our guests with either a Main Room or Loft Room Sponsorship

Breakfast or Lunch Sponsorship

Top marketing on social media, the MAD website w/ sponsor logo and 250-word description and Signage Promotion DOE.

3 event passes provided with package. Additional passes may be purchased at early bird pricing while offer lasts.

Leads list of attendees that opted in to share contact information will be provided after the event.

1 – 6ft table for vendor section setup, along with electricity and a 55" screen display monitor. You must provide your own table cloth for the table.

Includes Demo Jam participation.

You will not be able to use additional signage other than what can be displayed on the provided table tops unless purchasing an à la carte option that provides this benefit.

Ok to provide a raffle prize to be announced during closing ceremony.

Ok to hand out any company swag or snacks you want from your vendor table.



Gold Level

(Only 2 Available)

\$5,500

Included in Package...

2nd tier marketing on social media, the MAD website w/ sponsor logo and 50-word description and Signage Promotion DOE.

2nd tier foot traffic position

3 event passes provided with package. Additional passes may be purchased at early bird pricing while offer lasts.

Leads list of attendees that opted in to share contact information will be provided after the event.

1 – 6ft table for vendor section setup, along with electricity and a 55" screen display monitor. You must provide your own table cloth for the table.

2nd tier Trail Quest position

You will not be able to use additional signage other than what can be displayed on the provided table tops unless purchasing an à la carte option that provides this benefit.

Ok to provide a raffle prize to be announced during closing ceremony.

Ok to hand out any company swag or snacks you want from your vendor table.



Silver Level

(Only 5 Available)



\$4,400

Included in Package...

3rd tier marketing on social media, the MAD website w/ sponsor logo and 50-word description and Signage Promotion DOE.

3rd tier foot traffic position

2 event passes provided with package. Additional passes may be purchased at early bird pricing while offer lasts.

Leads list of attendees that opted in to share contact information will be provided after the event.

1 – 6ft table for vendor section setup.

You may bring your own monitor or rent one from us.

Will discuss details as necessary.

3rd tier Trail Quest position

You will not be able to use additional signage other than what can be displayed on the provided table tops unless purchasing an à la carte option that provides this benefit.

Ok to provide a raffle prize to be announced during closing ceremony.

Ok to hand out any company swag or snacks you want from your vendor table.



Bronze Level

(Only 8 Available)

\$2,200

Included in Package...

2 posts on social media and the sponsor's logo shared on the MAD website.

1 event pass provided with package. Additional passes may be purchased at early bird pricing while offer lasts.

Leads list of attendees that opted in to share contact information will be provided after the event.

1 – Small exhibit space with a round, high-top table and electricity.

You will not be able to use additional signage other than what can be displayed on the provided table tops unless purchasing an à la carte option that provides this benefit.

Ok to provide a raffle prize to be announced during closing ceremony.

Ok to hand out any company swag or snacks you want from your vendor table.



Swag Sponsor

\$4,400

This is a special sponsorship tier as it allows you to provide sponsor-branded swag bags for general attendee swag. The expectation is that the bags are sponsor-branded. This sponsorship directly funds the purchase of swag for our guests.

Included in Package...

Special shout-out/thank you during the opening and closing sessions in the main theater.

Logo and 25 word description posted on the MAD website.

Signage Promotion on the patio. (This space is popular with attendees for deep conversations and relaxation breaks)

3rd tier marketing on social media and MAD website.

2 event passes provided with package. Additional passes may be purchased at early bird pricing while offer lasts.

Ok to provide a raffle prize to be announced during closing ceremony.

This sponsorship level can be split between 2 sponsors. The breakdown would be as follows:
Sponsor 1: \$2,750 with one event pass provided, logo for website only and 2 social media posts.
Sponsor 2: \$2,750 with one event pass provided, logo for website only and 2 social media posts.



Special Sponsorships



These sponsorship opportunities do not include an expo table.

Pre-Event VIP Mixer – \$5,500

Host the event that kicks off MidAtlantic Dreamin'. This is a special event for session speakers and other distinguished guests.

Logo and 50-word description on the MAD website and 2nd tier marketing on social media.

2 event passes provided with package. Additional passes may be purchased at early bird pricing while offer lasts.

Ok to provide a raffle prize to be announced during closing ceremony.

Post Event Happy Hour – \$5,500

Host the post event Happy Hour and keep the party going!

2 event passes provided with package. Additional passes may be purchased at early bird pricing while offer lasts.

Logo and 50-word description on the MAD website.

Exclusive signage promotion during the Happy Hour.

Ok to provide a raffle prize to be announced during closing ceremony.

2nd tier marketing on social media.

The Pre-Event VIP Mixer sponsorship level can be split between 2 sponsors. The breakdown would be as follows:

Sponsor 1: \$3,300 with one event pass provided, logo for website only and 2 social media posts.

Sponsor 2: \$3,300 with one event pass provided, logo for website only and 2 social media posts.

Spotlight Sponsorships

Put your company name in front of our guest by sponsoring a room!



Trailblazer Community Room Spotlight – \$2,200



This 20 seat conference room is used for networking and career counseling sessions for our guests.

Prominent signage promotion throughout the room.

Sponsor branded swag/snacks can be placed in the room.

Includes a monitor for sponsor to display looped content.

Social media posts thanking the sponsor pre and post event.

Logo displayed on the MAD website.

Tasting Room Spotlight – \$2,200

The 'Tasting Room' is one of three presentation spaces that gets packed with event attendees.

This sponsor will not share with any others in this space. Exclusive promotional opportunity!

Signage for the room using the same guidelines as the Trailblazer Community Room.

Social media posts thanking the sponsor pre and post event.

Logo displayed on the MAD website.



Specialty Sponsorships



Get more exposure for your company with these special sponsorship opportunities!

Reception Desk – \$2,200

Put your company name in the one spot the every attendee must visit. (No, it's not the rest rooms!)

Sponsor signage placed prominently in this space.

Social media posts thanking the sponsor pre and post event.

Logo displayed on the MAD website.

Event Charging Stations – \$2,200

Table tent on the tables where we provide charging stations during the event – You can provide a QR Code to link to your site.

Social media posts thanking the sponsor pre and post event.

Logo displayed on the MAD website.

Beverage Bar Spotlight – \$1,650

There are three bar locations (Main Room, Theater Room, Loft)

Sponsor can place branded cups at a bar station.

Stations can be selected separately or bundled.

Social media posts thanking the sponsor pre and post event.

Logo displayed on the MAD website.

MAD Demo Jam – \$1,100

Compete to be named the Demo Jam Champion for 2026!

You get 5 minutes to give your amazing demo to earn votes.

You must be a tiered or à la carte sponsor to participate.

Social media posts thanking the sponsor pre and post event.

Logo displayed on the MAD website.

These must be LIVE Demos...

No PowerPoint presentations or recordings will be allowed.

Previous Sponsors

Diamond Sponsor

airSlate

Platinum Sponsor



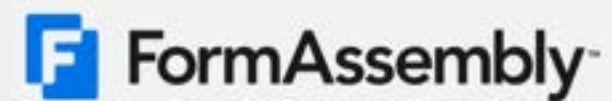
Gold Sponsor



Silver Sponsors



Bronze Sponsors



Bar Spotlight Sponsor





MAY 4, 2026

PHILADELPHIA, PA

**Contact Us to
Secure Your Spot!**

Email

sponsorships@midatlanticdreamin.com

LinkedIn

[@MidAtlanticDreamin](https://www.linkedin.com/company/midatlanticdreamin)

