TrailheaDX 2018 Graphics

R6 • Monday, February 26, 2018

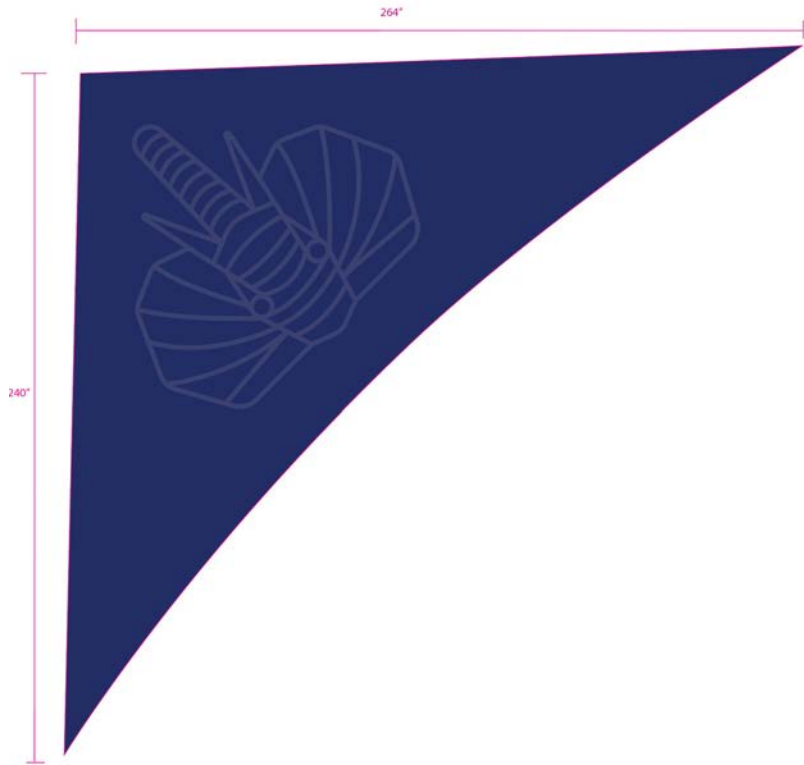# TDX18 Lightning Awning

Lightning Awning

240" X 264"

OPTION 1
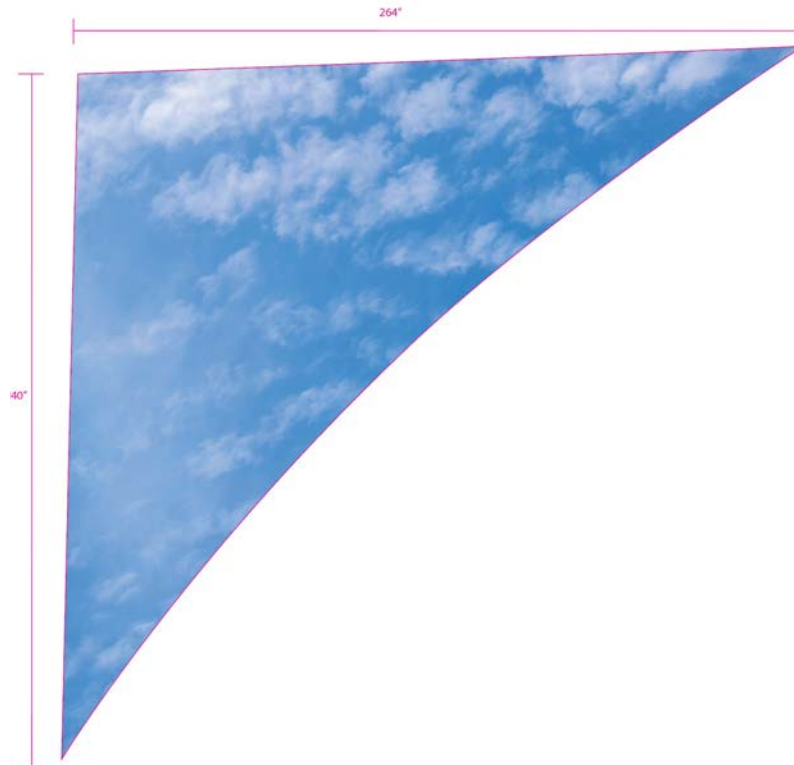
OPTION 2
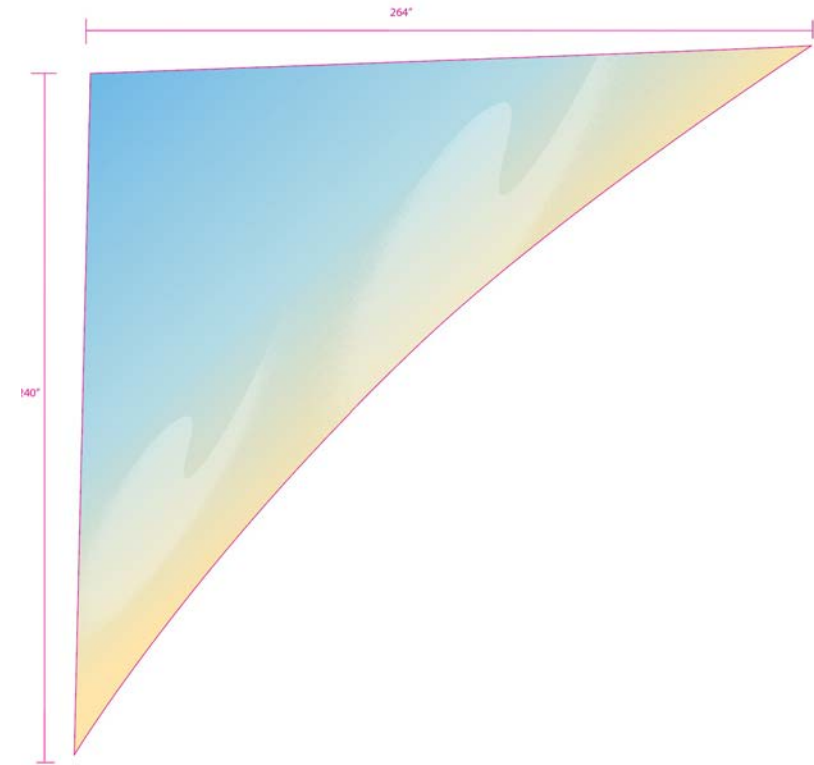
OPTION 3

TDX18 Welcome Center

Welcome Center Sign

124" x 40"

Welcome Center Sign

124" x 40"

TDX18 Bezels

Bezels

ZEBRAWOOD
55"
OPTION 1

55" MONITOR

MONITOR: 27.8" x 48.4"

BEZEL OPENING: 26.3" x 46.9"

BEZEL OVERALL: 34.3" x 54.9"

BUILT AT 100%

55" MONITOR

MONITOR: 48.4" x 27.8"

BEZEL OPENING: 46.9" x 26.3"

BEZEL OVERALL: 54.9" x 34.3"

BUILT AT 100%

HORIZONTAL

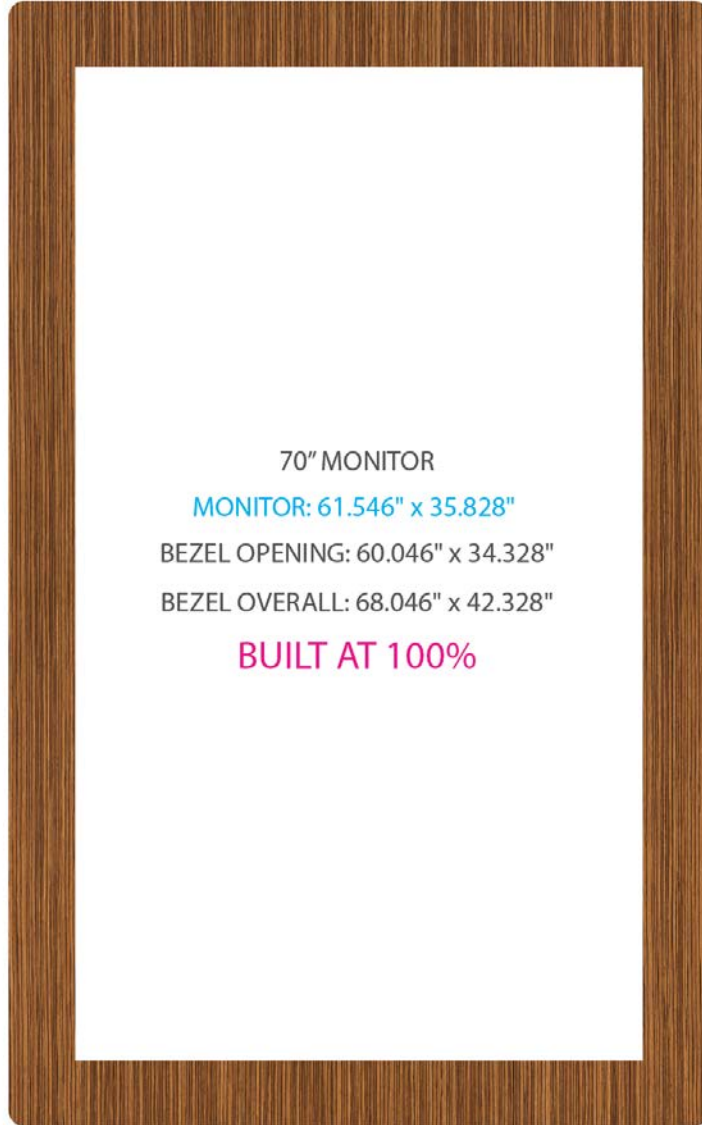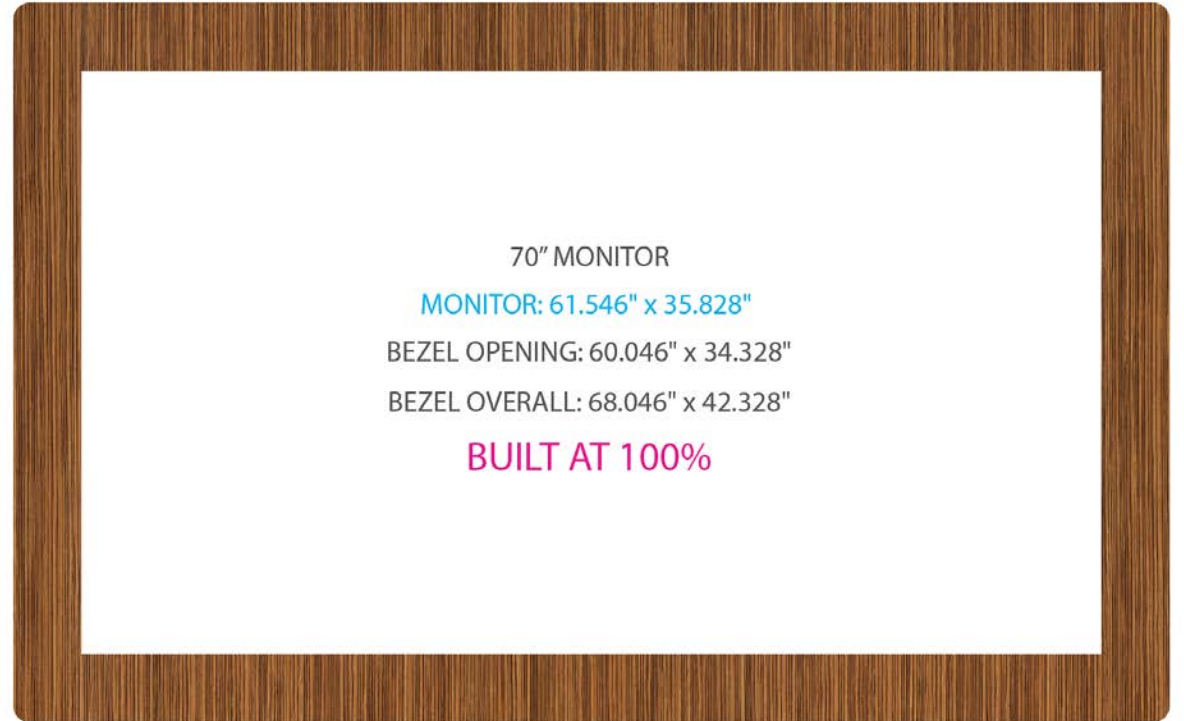VERTICAL

Bezels

ZEBRAWOOD
70"
OPTION 1

70" MONITOR

MONITOR: 61.546" x 35.828"

BEZEL OPENING: 60.046" x 34.328"

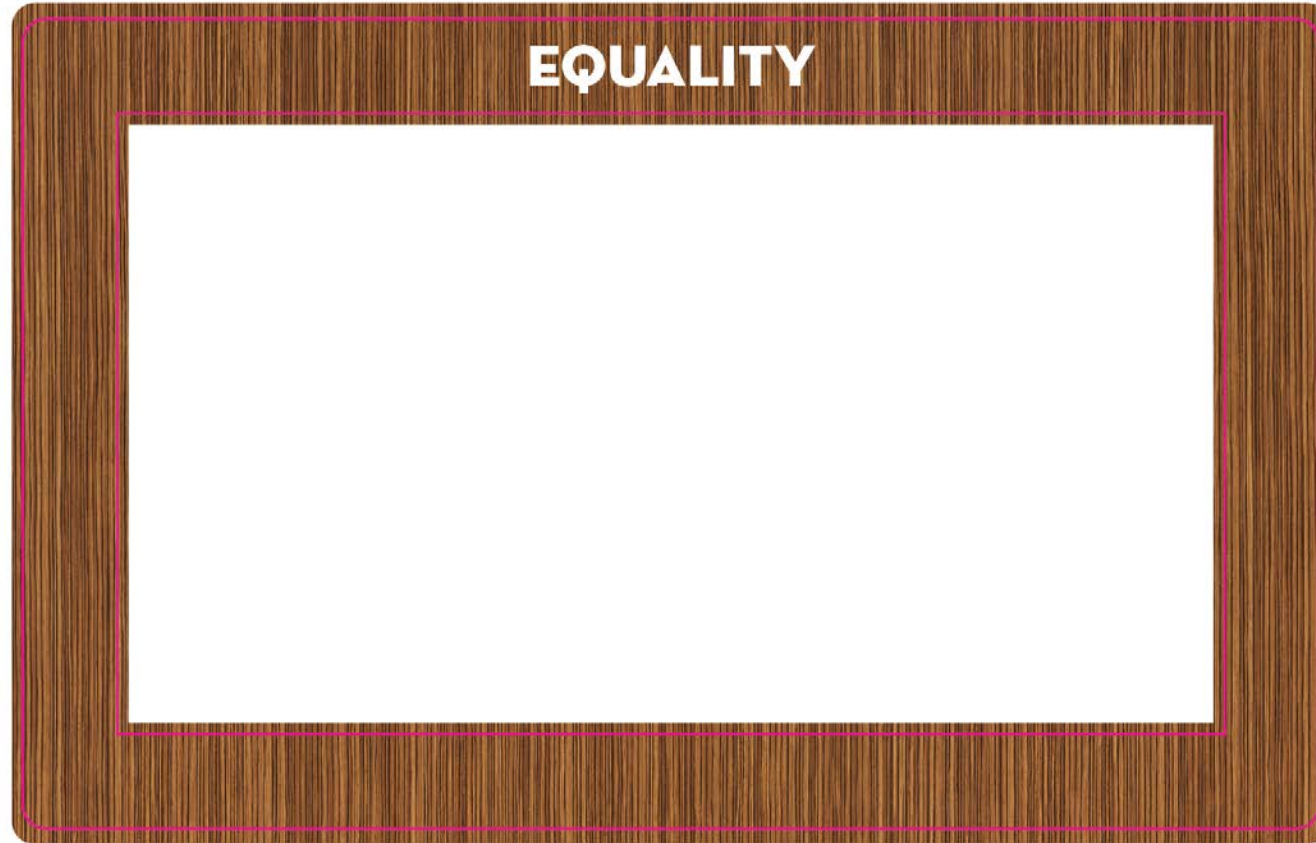BEZEL OVERALL: 68.046" x 42.328"

BUILT AT 100%

VERTICAL

70" MONITOR

MONITOR: 61.546" x 35.828"

BEZEL OPENING: 60.046" x 34.328"

BEZEL OVERALL: 68.046" x 42.328"

BUILT AT 100%

HORIZONTAL

Bezels

ZEBRAWOOD
55" VERTICAL
EQUALITY
COPY TBD

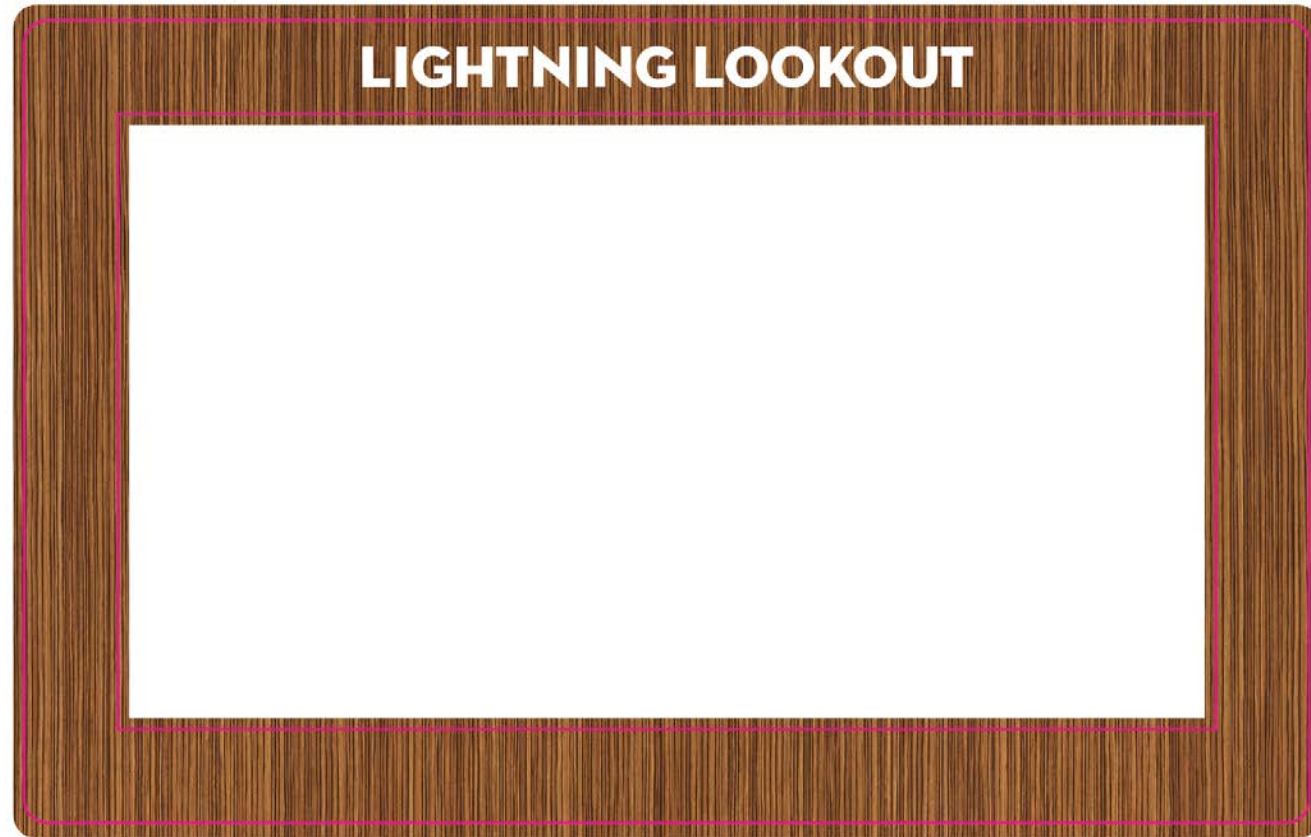EQUALITY

Bezels

ZEBRAWOOD
55" HORIZONTAL
LIGHTNING LOOKOUT
COPY TBD

LIGHTNING LOOKOUT

Bezels

TRAILHEAD FOR STUDENTS

55" MONITOR

MONITOR: 48.4" x 27.8"

BEZEL OPENING: 46.9" x 26.3"

BEZEL OVERALL: 54.9" x 34.3"

BUILT AT 100%
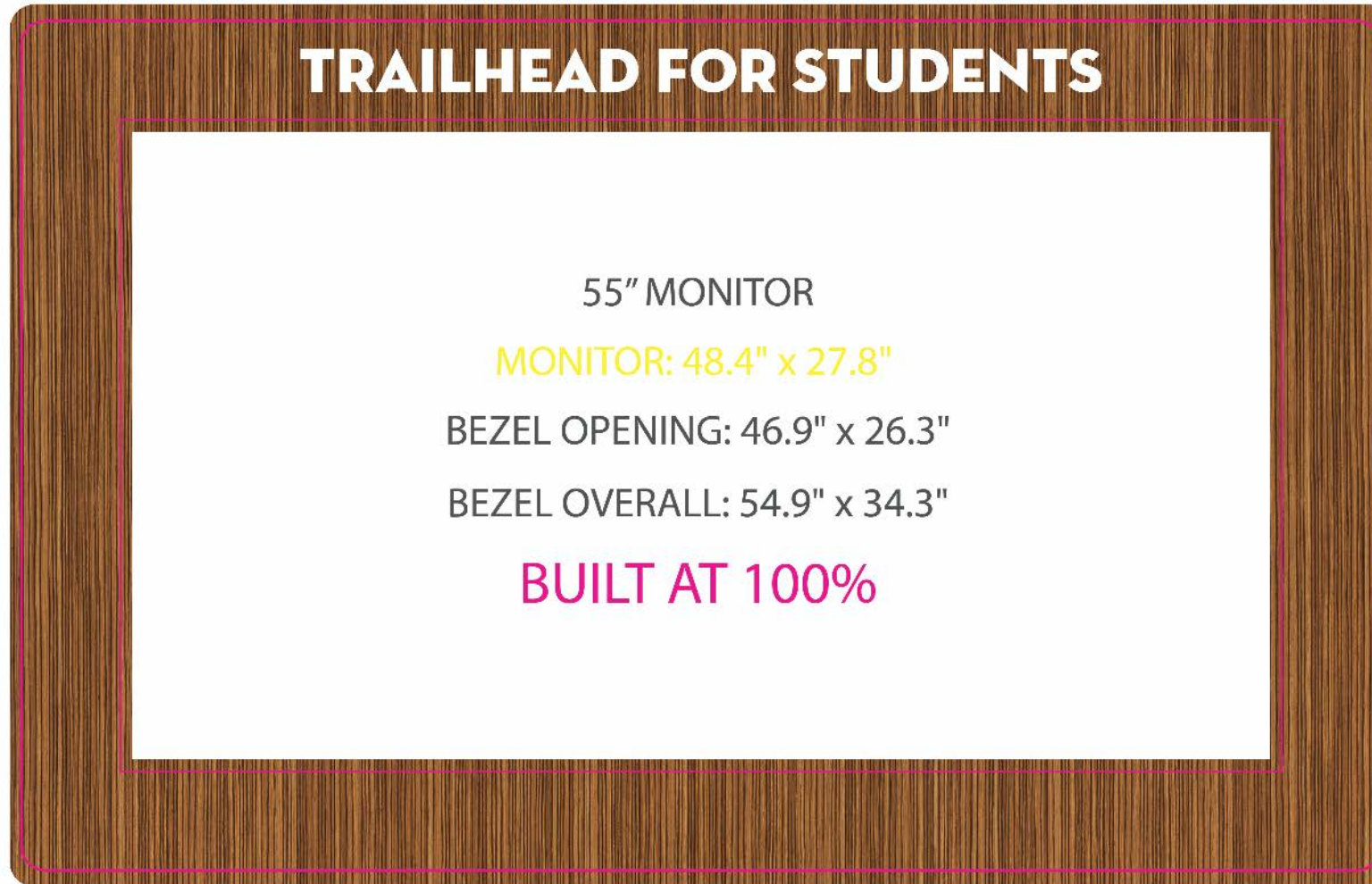
TDX18 Blaze Character Signs

Blaze Character Signs

24" x 24" DIE CUT - MOUNTS IN 24" METERBOARD STAND

24"

Blaze looking left

26.5"

METERBOARD BASE
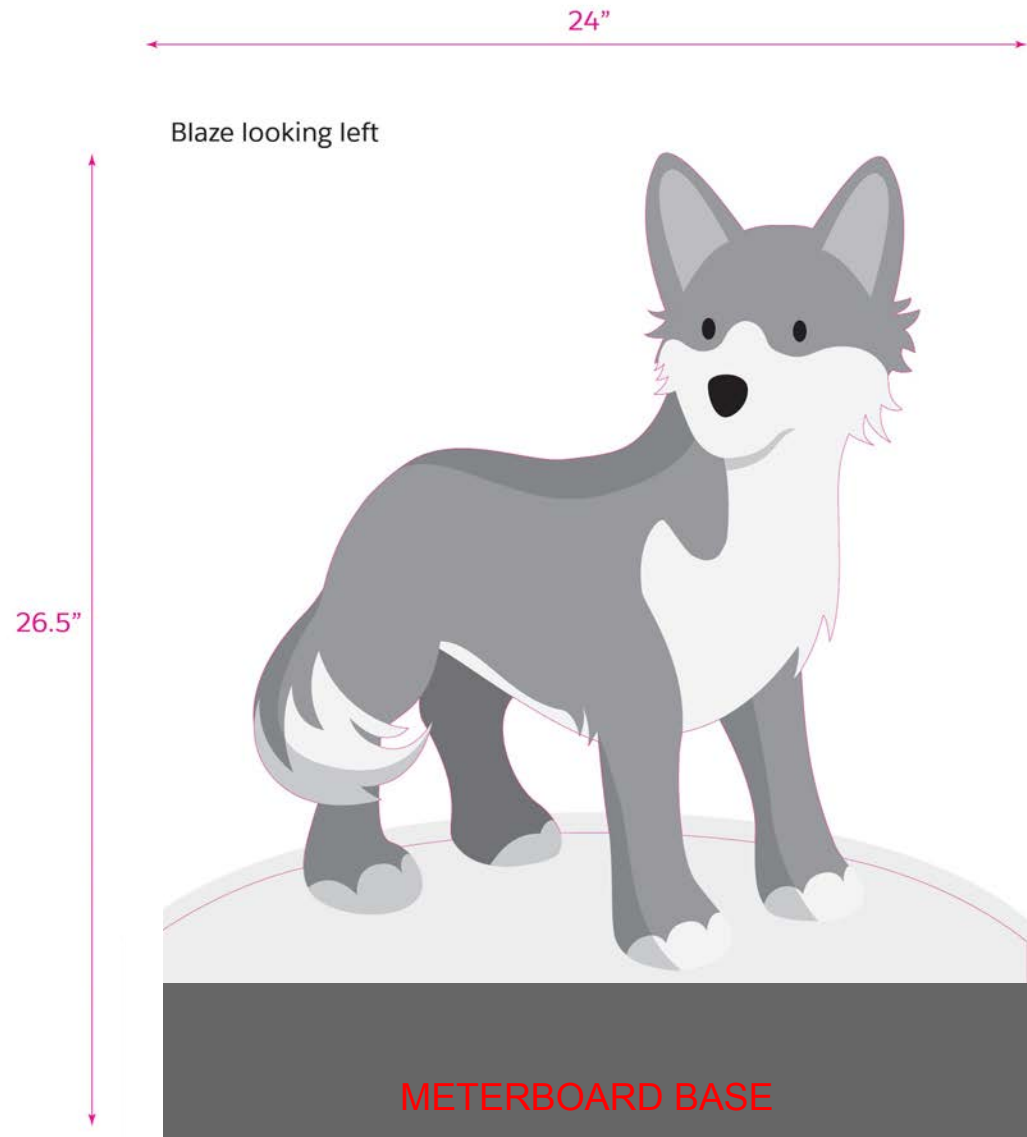
THIS IS A DIECUT CHARACTER THAT GOES INSIDE SUCCESS CIRCLES

TDX18 Lightning Lookout
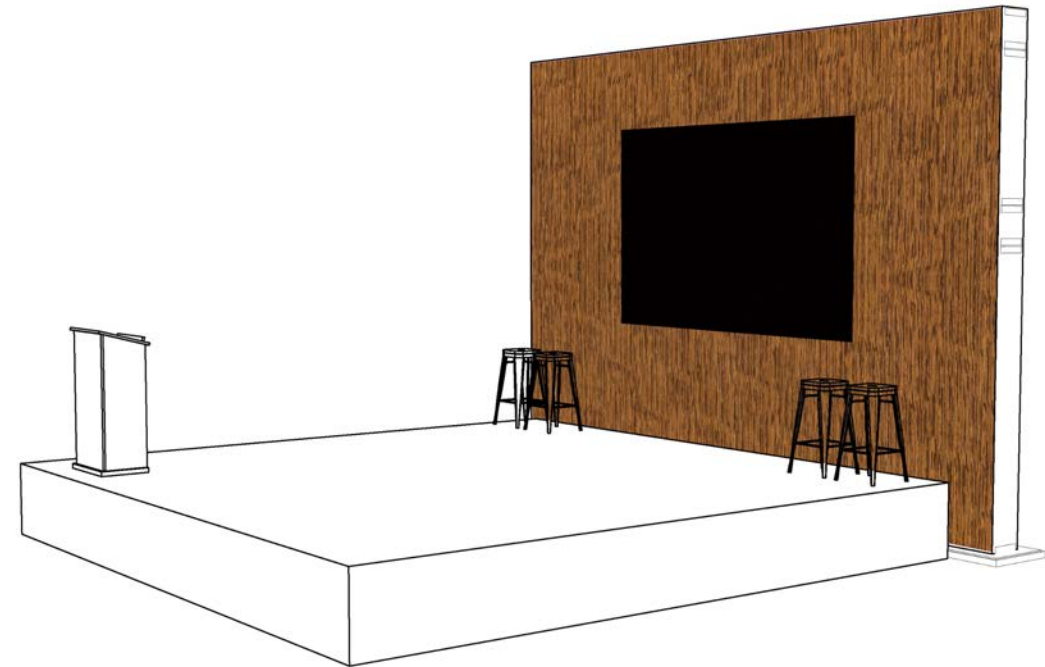
Lightning Lookout

AR BACKDROP
178" x 122"

Slide 10 Render

ON HOLD

TDX18 Meadow Theater Backwall

Meadow Theater

BACKWALL - 240" x 168"   Slide 7 render
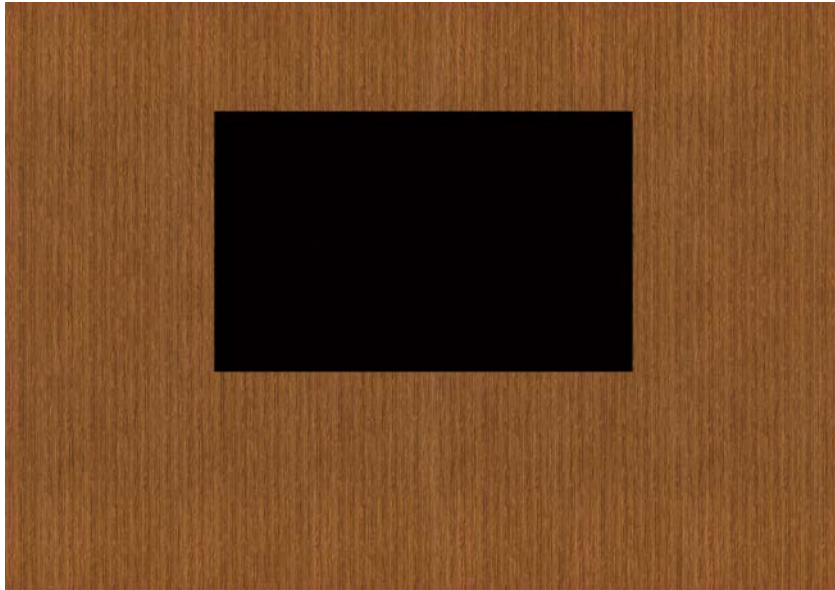
TDX18 Einstein Workshop Backwall

Einstein Workshop

BACKWALL - 120" x 96"

EINSTEIN WORKSHOP Assess Your Org

96"

DESK

42"

OPTION 1

EINSTEIN WORKSHOP Design Your Intelligent App

96"

DESK

42"

OPTION 2

GEORGE P. JOHNSON
experience marketing

salesforce
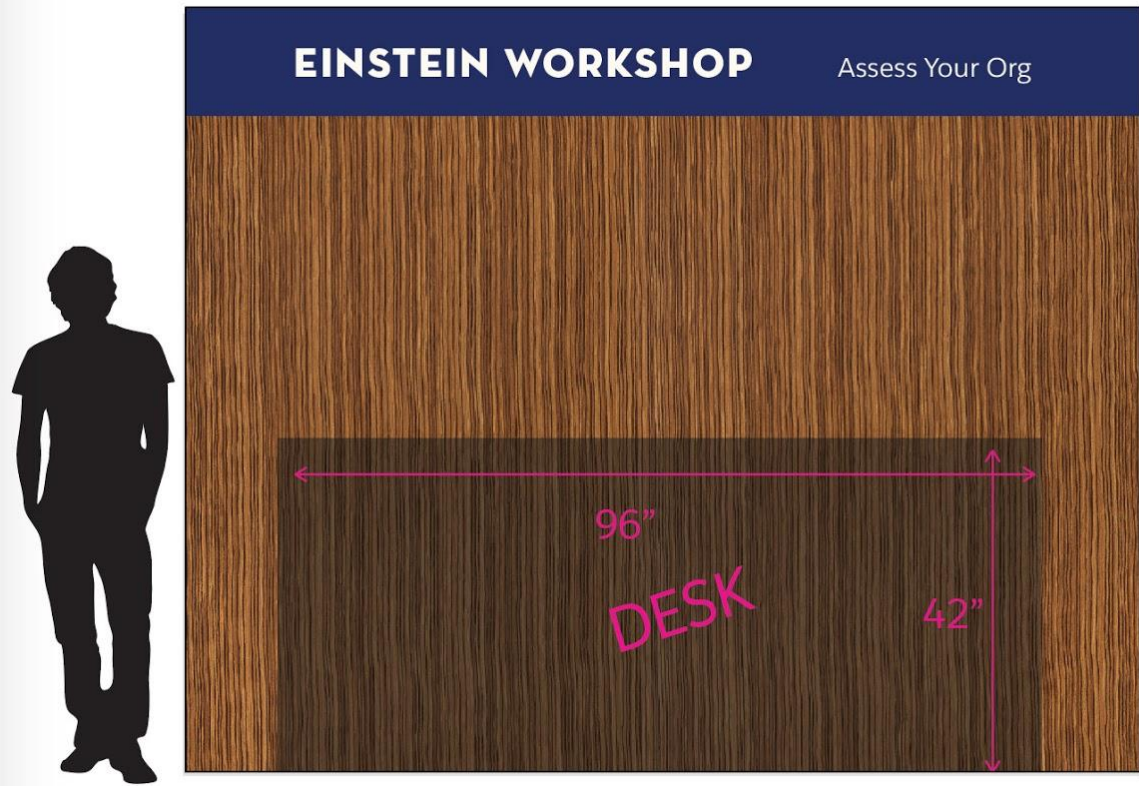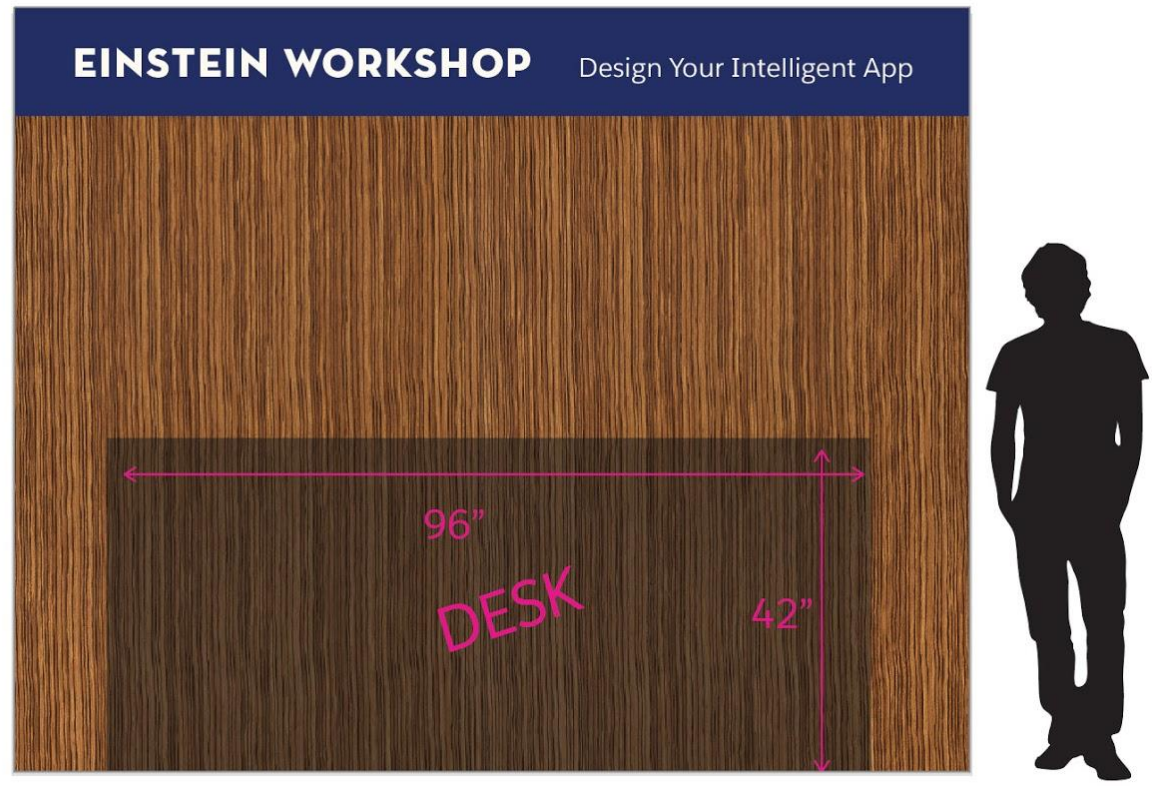
TDX18 Registration See + Say Signage

Registration See and Say Signage

8" X 10"

8.5" X 11"

22

TDX18 Hanging Registration Signs

Hanging Registration Signs

84" x 18"

| ATTENDEES | ONSITE SERVICES | EMPLOYEES | EMPLOYEE EXPLORERS |

40" x 18"

| SPONSORS | PRESS | ANALYSTS | EXECUTIVE PROGRAM |

Hanging Registration Signs

EXPLORER

Hanging Registration Signs

EXPO

Hanging Registration Signs

ATTENDEE

Hanging Registration Signs

EMPLOYEE

Hanging Registration Signs

Hanging Registration Signs

Hanging Registration Signs

31

Hanging Registration Signs

TDX18 Expo Signage - Hanging Post Signs

Expo Signage - Hanging Post Signs

OVERVIEW

84" x 18"

Expo Signage - Hanging Post Signs

TRAILBLAZER COMMUNITY COVE

Expo Signage - Hanging Post Signs

KIDS CODING CAMP

TDX18 Partner Demo Headers

Partner Demo Headers

OVERVIEW - DISCOVERY LEVEL - 39.3125" x 14"
NOTE: BORDER LINE DOES NOT PRINT

Clerisoft
Accelerate, Enhance, Impact

eSignLive™ by VASCO
An Easy, Flexible and
Secure e-Signature Solution

FORM ASSEMBLY
The Form Solution for Salesforce®

Global Knowledge.
Skill-up on Salesforce® with Official Training

sfAPEX
Automatically Populate
Sandboxes with Data

skuid
Build your UI
the way you need to

workato
The New Leader® in Integration

PLURALSIGHT
The Technology Learning
Platform for Developers

LOGO IS FPO

provar
Test Automation for Salesforce®

ADDED ON FEB 23

ADDED ON FEB 23

38

Partner Demo Headers

DISCOVERY LEVEL - 39.3125" x 14"
NOTE: BORDER LINE DOES NOT PRINT

ADDED ON FEB 23

Partner Demo Headers

DISCOVERY LEVEL - 39.3125" x 14"
NOTE: BORDER LINE DOES NOT PRINT

LOGO IS FPO

ADDED ON FEB 23

Partner Demo Headers

DISCOVERY LEVEL - 39.3125" x 14"
NOTE: BORDER LINE DOES NOT PRINT

Partner Demo Headers

DISCOVERY LEVEL - 39.3125" x 14"
NOTE: BORDER LINE DOES NOT PRINT

Partner Demo Headers

DISCOVERY LEVEL - 39.3125" x 14"
NOTE: BORDER LINE DOES NOT PRINT

Partner Demo Headers

DISCOVERY LEVEL - 39.3125" x 14"
NOTE: BORDER LINE DOES NOT PRINT

Partner Demo Headers

DISCOVERY LEVEL - 39.3125" x 14"
NOTE: BORDER LINE DOES NOT PRINT

Partner Demo Headers

DISCOVERY LEVEL - 39.3125" x 14"
NOTE: BORDER LINE DOES NOT PRINT

Partner Demo Headers

DISCOVERY LEVEL - 39.3125" x 14"
NOTE: BORDER LINE DOES NOT PRINT

Partner Demo Headers

OVERVIEW - EXPEDITION LEVEL - 78.4375" x 14"
NOTE: BORDER LINE DOES NOT PRINT

⭐getfeedback — Always-on, integrated surveys your customers will love

Jitterbit — Connect Salesforce® Intelligently

Own{backup} — Give your data the protection it deserves
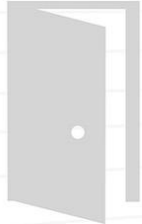
sesame SOFTWARE — Backup & Recovery, Data Integration, Data Warehousing

Flosum — 100 native, enterprise grade ALM solution

Partner Demo Headers

EXPEDITION LEVEL - 78.4375" x 14"
NOTE: BORDER LINE DOES NOT PRINT

Partner Demo Headers

EXPEDITION LEVEL - 78.4375" x 14"
NOTE: BORDER LINE DOES NOT PRINT

Partner Demo Headers

EXPEDITION LEVEL - 78.4375" x 14"
NOTE: BORDER LINE DOES NOT PRINT

Partner Demo Headers

EXPEDITION LEVEL - 78.4375" x 14"
NOTE: BORDER LINE DOES NOT PRINT

Partner Demo Headers

EXPEDITION LEVEL - 78.4375" x 14"
NOTE: BORDER LINE DOES NOT PRINT

Partner Demo Headers

OVERVIEW
SUMMIT LEVEL
117.4375" x 14"
NOTE: BORDER LINE
DOES NOT PRINT

Continuous Delivery
for SaaS Platforms

The Developer eXperience

Data Quality Solutions - DemandTools,
DupeBlocker & PeopleImport

Easily integrate our top eSignature app
into Salesforce®

Ingeniously simple
release management

Partner Demo Headers

SUMMIT LEVEL
117.4375" x 14"
NOTE: BORDER LINE
DOES NOT PRINT

Partner Demo Headers

SUMMIT LEVEL
117.4375" x 14"
NOTE: BORDER LINE
DOES NOT PRINT

copado

The Developer eXperience

Partner Demo Headers

SUMMIT LEVEL
117.4375" x 14"
NOTE: BORDER LINE
DOES NOT PRINT

Partner Demo Headers

SUMMIT LEVEL
117.4375" x 14"
NOTE: BORDER LINE
DOES NOT PRINT

Partner Demo Headers

SUMMIT LEVEL
117.4375" x 14"
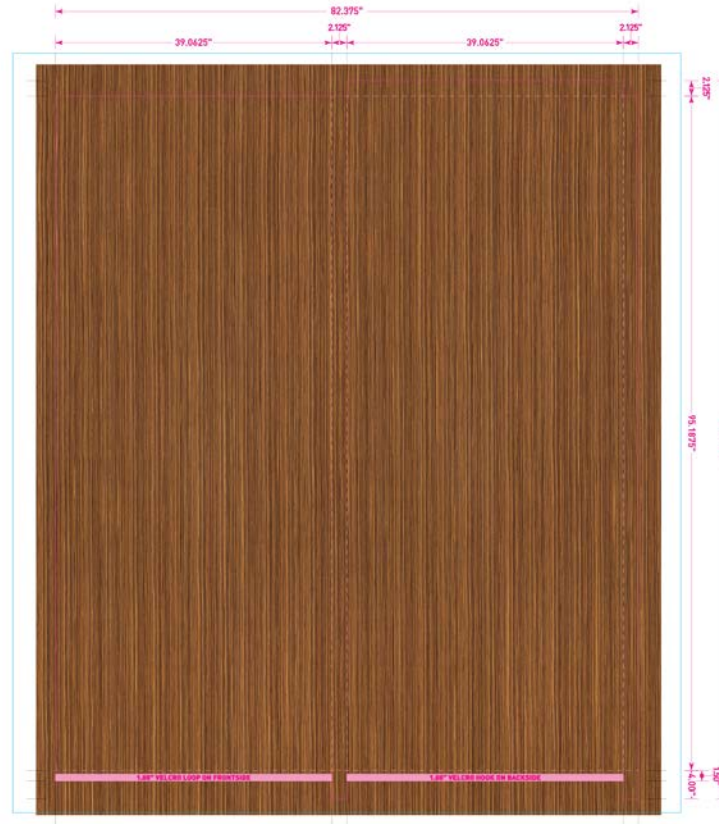NOTE: BORDER LINE
DOES NOT PRINT

TDX18 Partner Demo Structures

Demo Sock

1M WALL SOCK

1M WALL SOCK
Make (XX) Same:
Overall Size: 82.375" x 101.3125"
Bleed Size: 94.375" x 113.3125"
Visable Size: 82.375" x 95.1875"
Digital Print to Heavyknit Fabric
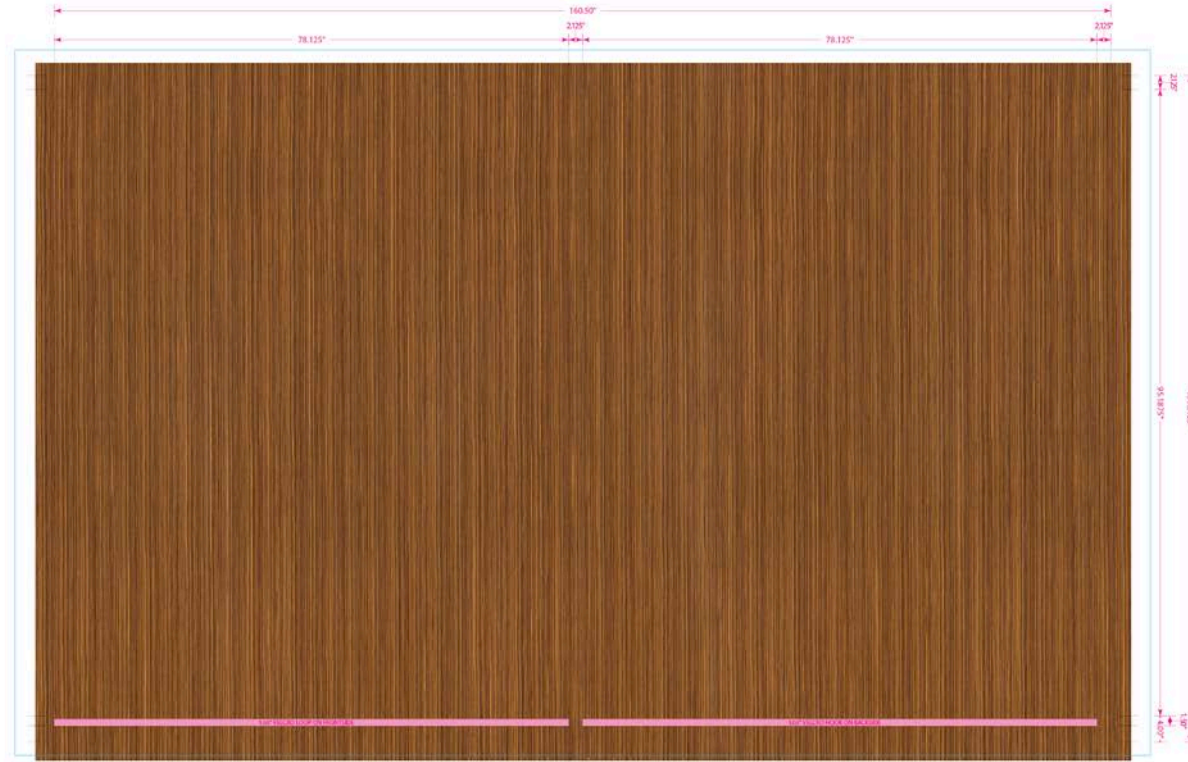Fit to Frame
Include Liner

BUILT AT 25%

Demo Sock

2M WALL SOCK

2M WALL SOCK
Make (XX)Same:
Overall Size: 160.50" x 101.3125"
Bleed Size: 172.50" x 113.3125"
Visable Size: 160.50" x 95.1875"
Digital Print to Heavyknit Fabric
Fit to Frame
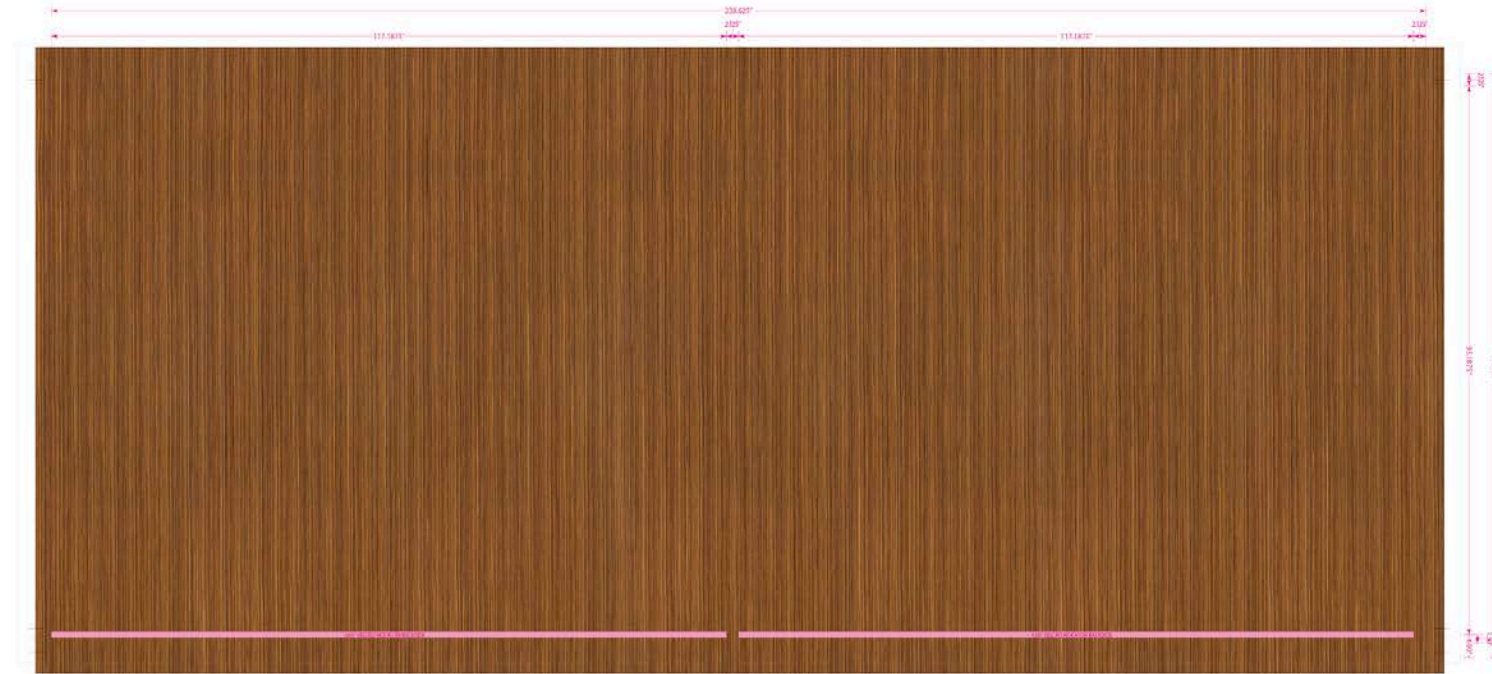Include Liner

BUILT AT 25%

Demo Sock

3M WALL SOCK

3M WALL SOCK
Make (XX)Same:
Overall Size: 238.625" x 101.3125"
Bleed Size: 250.625" x 113.3125"
Visable Size: 238.625" x 95.1875"
Digital Print to Heavyknit Fabric
Fit to Frame
Include Liner

BUILT AT 25%

TDX18 Die Cut Logos

Die Cut Logos

PODIUM GRAPHIC

OPTIONAL ONSITE PLACEMENT

WELCOME CENTER GRAPHIC

TDX18 Floor Graphics

Floor Graphics
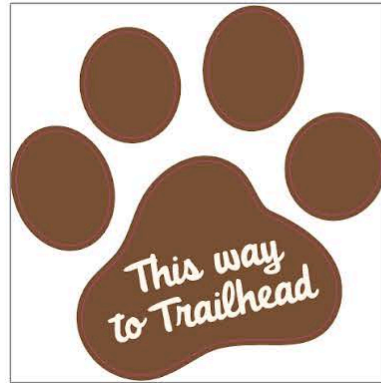
TDX18 Ironman Signs

Ironman Signs

FINAL NOMENCLATURE AND NEEDS ARE TBD
NOTE: BORDER LINE DOES NOT PRINT
22" x 28"

WOMEN IN TECH

WOMEN IN TECH

EXECUTIVE LUNCH

GIRLS WHO CODE

EXECUTIVE LOUNGE

MEETING OASIS
BY INVITE ONLY

SALESFORCE BOOTH STAFF

BRAND AMBASSADORS

SECURITY

CORE STAFF ONLY

PRIVATE MEETING ROOM

ANALYSTS /PRESS

MOTHER'S ROOM

COAT CHECK

FOOD AND BEVERAGE

FIRST AID

Direction Arrow

Ironman Signs

WOMEN IN TECH

Ironman Signs

WOMEN IN TECH

Ironman Signs

WOMEN IN TECH

Ironman Signs

Ironman Signs

WOMEN IN TECH

Ironman Signs

WOMEN IN TECH

Ironman Signs

WOMEN IN TECH

Ironman Signs

WOMEN IN TECH

Ironman Signs

WOMEN IN TECH

Ironman Signs

WOMEN IN TECH

Ironman Signs

WOMEN IN TECH

Ironman Signs

WOMEN IN TECH

Ironman Signs

WOMEN IN TECH

Ironman Signs

WOMEN IN TECH

Ironman Signs

WOMEN IN TECH

TDX18 Lollipops

Lollipops

OVERVIEW - ROUND 3
15" x 21"

EXPO AND
ZONE PROGRAMS

BOOTCAMP

Attendees	Services	Expo+	Employees	Explorer
Sponsors	Press and Analysts	Executive Program	Next Please	Breakfast
Lunch	Refreshments		MVPs	Keynote
Press and Analysts	Executive Program	Welcome Trailblazers		

Lollipops

Lollipops

Lollipops

Lollipops

Breakfast

Lunch

Refreshments
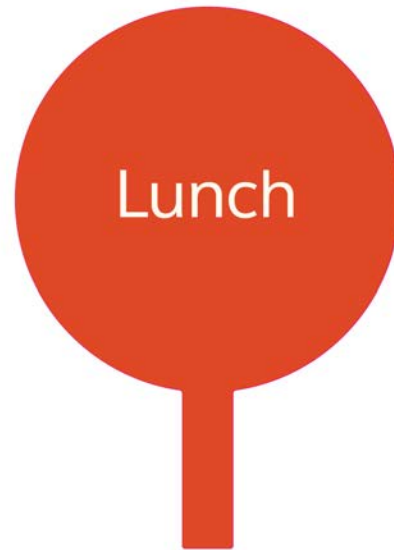
Lollipops

Lollipops

ROUND 3
15" x 21"

Press and Analysts

Executive Program

Welcome Trailblazers

TDX18 Banners

Zone Program and Expo Banners

OVERVIEW - NOTE: BORDER LINE DOES NOT PRINT
240" x 48"

IoT VILLAGE	APPEXCHANGE DEN	TRADING POST	ROBOTICS RIDGE
SAVANNA THEATER	CAMP INNOVATION	SUNRISE THEATER	
MEADOW THEATER	SUCCESS CIRCLES	CAMP DESIGN	CAMP QUICK START

Banners

Banners

Banners

Banners

Banners

Banners

Banners

Banners

Banners

Banners

MEADOW THEATER – EXPO

Banners

CAMP QUICK START – EXPO

Area Banners

OVERVIEW
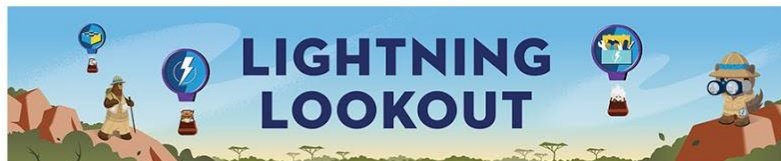
Area Banners

2ND FLOOR ENTRY
WELCOME TRAILBLAZERS
720" x 72"

Area Banners

ESCALATOR BANNER
BLAZE YOUR TRAIL
216" x 72"

Area Banners

DEMO AREA
DEVELOPER FOREST
360" x 72"

Area Banners

DEMO AREA
LIGHTNING LOOKOUT
240" x 48"
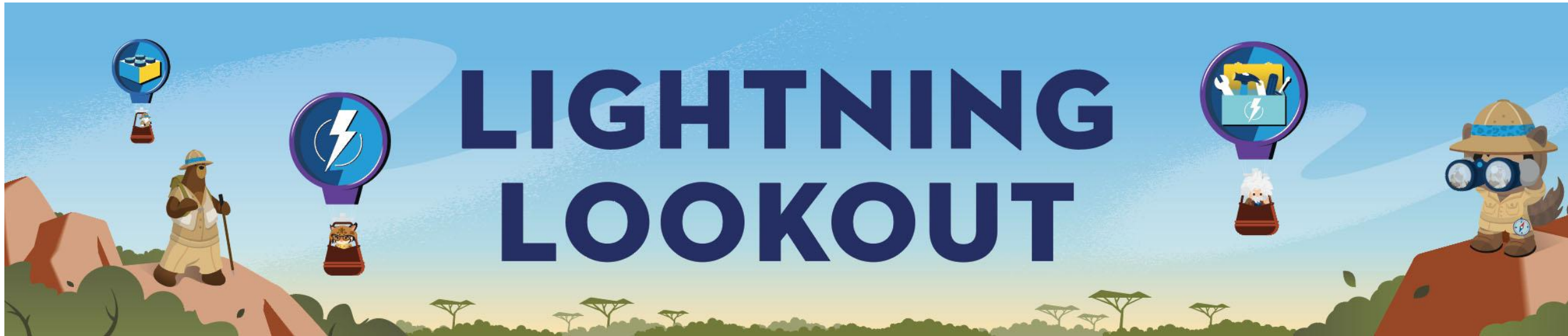
Area Banners

DEMO AREA
EINSTEIN OUTPOST
240" x 48"
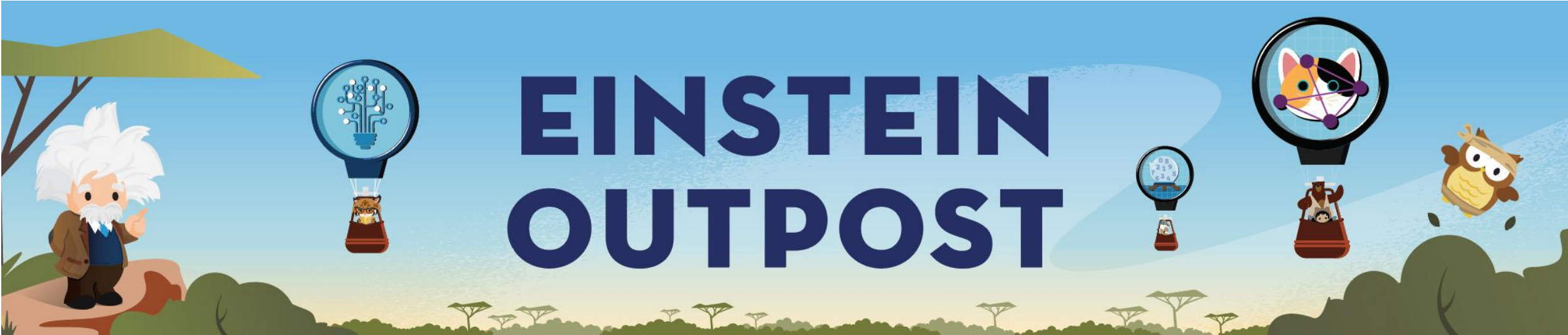
Banners

KEYNOTE ROOM
360" x 72"

Banners

WATERFALL THEATER
360" x 72"
NOTE - BORDER LINE DOES NOT PRINT

TDX18 Check In Signage

Check In Signage

OVERVIEW
72" x 24"

| IOT VILLAGE | SUCCESS CIRCLES | LIGHTNING LOOKOUT | EINSTEIN OUTPOST |

| CAMP QUICK START | CAMP DESIGN | TRAILBLAZER COMMUNITY COVE | LIGHTNING CONSULTATION |

| CAMP INNOVATION | APPEXCHANGE DEN |

Check In Signage

IoT VILLAGE
NOTE: BORDER LINE DOES NOT PRINT
72" x 24"

Check In Signage

SUCCESS CIRCLES
NOTE: BORDER LINE DOES NOT PRINT
72" x 24"

Check In Signage

CAMP QUICK START
NOTE: BORDER LINE DOES NOT PRINT
72" x 24"

Check In Signage

CAMP DESIGN
NOTE: BORDER LINE DOES NOT PRINT
72" x 24"

Check In Signage

CAMP INNOVATION
NOTE: BORDER LINE DOES NOT PRINT
72" x 24"

Check In Signage

APPEXCHANGE DEN
NOTE: BORDER LINE DOES NOT PRINT
72" x 24"

Check In Signage

LIGHTNING LOOKOUT
NOTE: BORDER LINE DOES NOT PRINT
72" x 24"

Check In Signage

EINSTEIN OUTPOST
NOTE: BORDER LINE DOES NOT PRINT
72" x 24"

Check In Signage

Check In Signage

LIGHTNING CONSULTATION
NOTE: BORDER LINE DOES NOT PRINT
72" x 24"

TDX18 Exterior Entrance Triptych

Exterior Entrance Triptych

TDX18 TDX and Tree Demo Signage

SFDC TO DESIGN AND UPLOAD TO TOOL

TREE Demo Signage

NOTE: BORDER LINE DOES NOT PRINT - ALL BALLOONS ARE FPO - NEED TO DETERMINE WHAT DEMO
IS FRONT FACING AND WHICH DEMO IS BACK FACING

REVERSE SIDES

TREE DEMO   01 BACK

FPO

EINSTEIN
PREDICTION BUILDER
Point, Click, Predict

15"   20"   42"

TREE DEMO   01 FRONT

EINSTEIN
PLATFORM SERVICES
Easily Build AI-Powered Apps

20"   15"   42"

TREE DEMO SIDE 2 - BACK

20"   15"   42"

TREE DEMO   02 BACK

LIGHTNING
COMPONENTS
Build apps faster with reusable building blocks

15"   20"   42"

TREE DEMO   02 FRONT

FPO

LIGHTNING PLATFORM
Easily Build AI-Powered Apps

20"   15"   42"

TREE DEMO SIDE 2 - FRONT

15"   20"   42"

SFDC TO DESIGN AND UPLOAD TO TOOL

GEORGE P. JOHNSON
experience marketing

salesforce

TDX Demo Signage

NOTE: BORDER LINE DOES NOT PRINT - ALL BALLOONS ARE FPO

01 BACK — **SALESFORCE DX** — Build together and deliver continuously

01 FRONT — **SALESFORCE DX CONTINUOUS DELIVERY** — Build together with continuous integration and delivery

02 BACK — **OPEN SOURCE AT SALESFORCE** — Collaborate with us on tools, libraries, and samples

02 FRONT — **APEX** — Develop custom business logic for Salesforce apps

03 BACK — **EINSTEIN ANALYTICS** — Build analytical apps and unlock insights

03 FRONT — **LIGHTNING APP BUILDER** — Customize Lightning Experience and mobile apps with clicks

04 BACK — **HEROKU ENTERPRISE** — Build beautiful, engaging apps with Salesforce data

04 FRONT — **HEROKU** — Deploy, manage, and scale apps in any language

05 BACK — **COMMUNITY CLOUD** — Create personalized engaging digital experiences

05 FRONT — **SALESFORCE SECURITY** — Build trusted enterprise apps

06 BACK — **MOBILE SDK** — Build custom Native and Hybrid apps

06 FRONT — **SALESFORCE MOBILE AND MYSALESFORCE** — Build, deliver and manage mobile apps

07 BACK — **CONNECT WITH CODE** — Integrate your data to build a unified view

07 FRONT — **CONNECT WITH CLICKS** — Build easy integrations with declarative tools.

08 BACK — **SERVICE CLOUD** — Embed intelligent customer service in every channel

08 FRONT — **LIGHTNING FLOW** — Process automation for every Salesforce app, experience and portal

09 BACK — **QUIP PLATFORM** — Build on the modern collaboration platform

09 FRONT — **IoT EXPLORER** — Bring the power of CRM to any connected device

10 BACK — **SALES CLOUD** — Implement smart sales processes from lead to cash

10 FRONT — **SALESFORCE LIGHTNING DESIGN SYSTEM (SLDS)** — Creating better user experiences, faster

11 BACK — **COMMERCE CLOUD** — Unify online and in-store shopping

11 FRONT — **MARKETING CLOUD** — Build integrations with the SFMC REST API

COMMON REVERSE BACK

COMMON REVERSE FRONT

Thank you!