

ELEVATE

A DELL TECHNOLOGIES USER COMMUNITY

PROSPECTUS

MAY 2025



WHO WE ARE

Elevate User Community is an independent, customer-led group of IT professionals leveraging Dell Technologies and partner solutions to drive digital transformation. Elevate brings members together to connect, share best practices, and enhance their technical expertise. We empower members to tackle real-world challenges and implement innovative solutions that shape the future of technology.

REGIONAL BREAKDOWN:



MEMBER BREAKDOWN:



COMPANY SIZE BREAKDOWN:



TOP AREAS OF INTEREST:



TOP 10 DELL TECH PRODUCTS:

1. LAPTOPS | 75%
2. DESKTOPS | 62%
3. PERIPHERALS | 50%
4. DELL PROSUPPORT | 46%
5. VXRAIL | 26%
6. DATA PROTECTION | 18%
7. POWERSTORE | 14%
8. POWERFLEX | 13%
9. POWERSCALE | 10%
10. DELL POWEREDGE | 23%

WEBCASTS | \$8,000

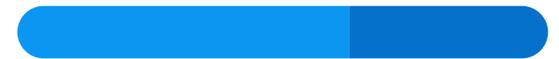
Collaborate with Elevate on a 45-minute webcast promoted to all members.

INCLUDES:

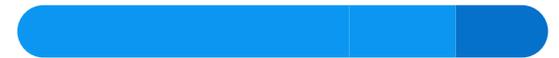
- Style Opportunities (Presentation or Group Discussion)
- Dedicated email and social promotion
- Opt-in leads
- On demand session available for one-year
- Post-event survey
- Wrap-up summary report



66% of members rank virtual programs as a top member benefit



87% of members find content extremely or very relevant



A photograph of an Elevate Experience event. The scene is indoors, likely a sports arena or event space, with large windows in the background showing a building and trees. Several people are gathered around a bar area, engaged in conversation. In the foreground, a man in a dark t-shirt and shorts is talking to a man in a light blue shirt. A woman in a dark shirt is seen from the back. In the background, other attendees are visible, some looking at large digital screens displaying sports-related content. The word "ELEVATE" is overlaid in the top left corner in a bold, white font with an orange accent on the letter 'V'.

ELEVATE

ELEVATE EXPERIENCE

Bring targeted Elevate User Community members together to network, learn more about your solutions, and/or gather direct feedback in a comfortable environment. Elevate Experiences are an excellent opportunity to make connections in an interactive and low-pressure environment.

Share your goals and let us customize a white-glove experience to meet your needs. Size ranges from 12-30 people depending on venue and activity. Opportunities to present, host fireside chat, or display product demos available. Examples include: Dell Technologies Tech Rally, beer tasting, private dinner, sports outing, etc.

INVESTMENT BEGINS AT \$27,500

***CO-SPONSORSHIPS AVAILABLE.**

MARKETING OPPORTUNITIES

Tap into the 20K+ Elevate User Community to get your content in front of this engaged audience.

WEBSITE AD | \$750

Feature your company for one month on elevatetechcommunity.org.

BLOG | \$500

Reach Elevate members with a personal view highlighting your story.

STATS:

- **1000+** average views
- **2 Minutes 30 Seconds** time on page average

EMAIL BLAST | \$3,500

Collaborate with Elevate on a dedicated email to share your product news or updates with the community.

STATS:

- **18.5K+** member audience

SOCIAL POST/POLL | \$1,000

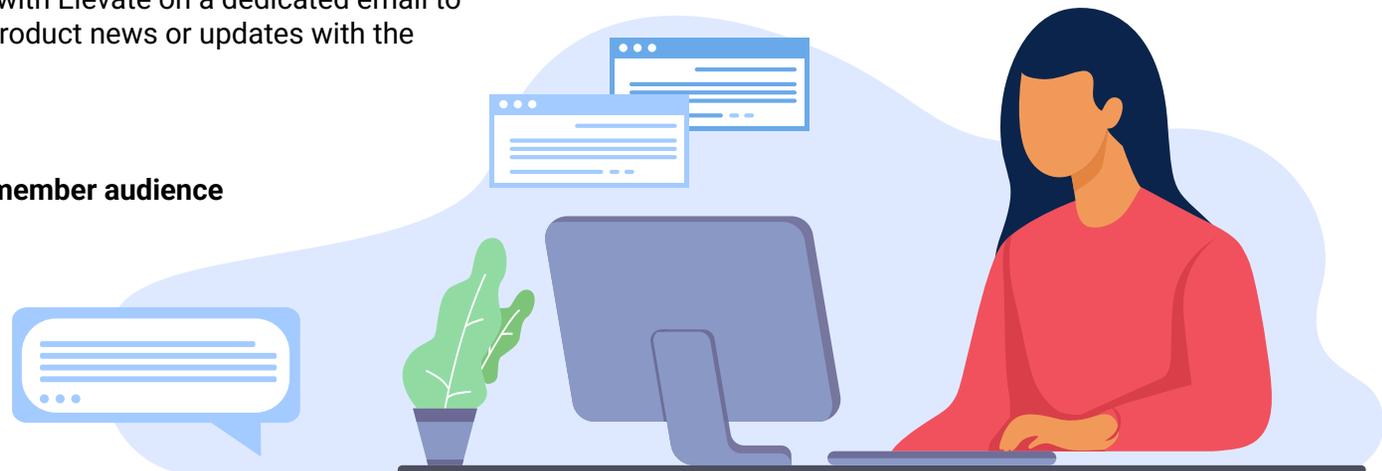
Share your message and increase awareness with two social posts on Elevate User Community's LinkedIn and X.

STATS:

- Overall **5,000+ followers** across social platforms.
- **18.8K+ members** reached in the last year

BRANDING AWARENESS PACKAGE

Let us design a package to meet your objectives. Discounts available for bundled offerings.



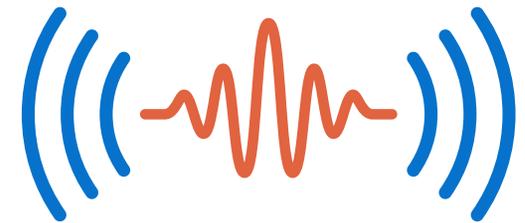
RESEARCH & MEMBER INSIGHTS

Get answers to your most pressing business questions with quantitative and qualitative data from the collective voice of Dell Technologies customers. Member insights will help you better understand and support customers, as well as future needs and behaviors.

On average, 263 members participate in each study.

MEMBER SURVEY | \$20-35K

- 15 question customized engagement to Elevate User Community members
- Planning and collaboration with market research team (estimated 5-6 week lead time)
- Executive summary with key findings and detailed PowerPoint with insights
- Includes member incentive
- Raw data files
- Opt-in leads

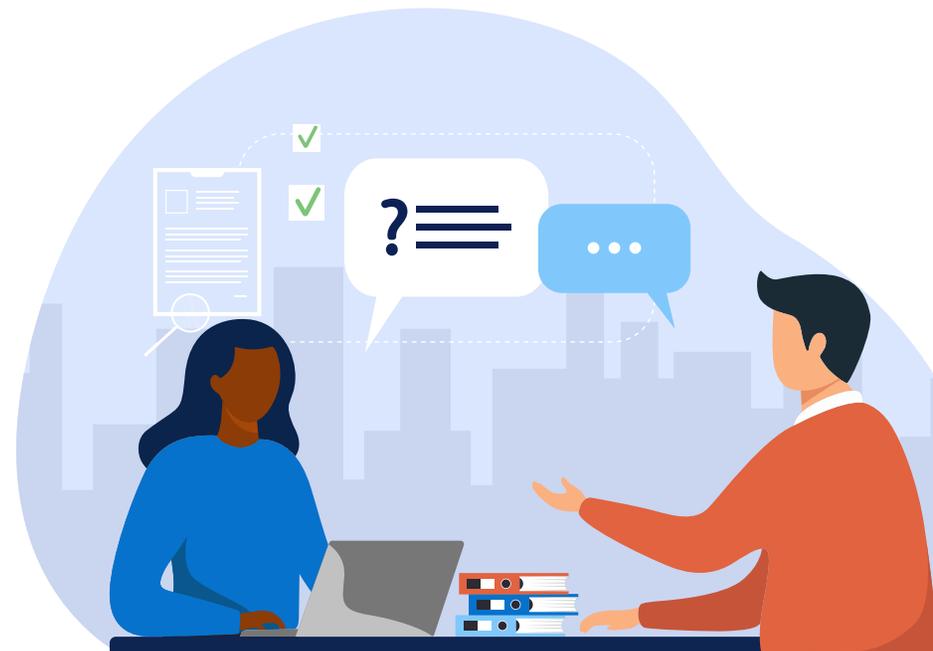


voice of the member.
ELEVATE: A DELL TECHNOLOGIES USER COMMUNITY



Being a part of this group allows **leaders to understand the real experiences** in the field vs a sales presentation. This gives you **tangible data to strategically plan your digital transformations.**

DANIEL, MEMBER



RESEARCH & MEMBER INSIGHTS



Gain insights from the highly engaged Trusted Tester Community. The Trusted Tester Community is an exclusive program for Elevate members to participate in research studies. The program has over **250+ engaged members** and facilitates face-to-face conversations, relationship building, and cultivates an impactful feedback loop with customers. All members are **under NDA with Dell Technologies** through their company entity. Our market research team will collaborate with you on your goals, survey details, and timeline.

TRUSTED TESTER INSIGHTS | \$5-8K

- Send a survey with five to ten questions to the Trusted Tester members
- One-page data analysis summary report
- Average survey completion rate of 47%
- Opt-in leads

FOCUS GROUP | \$15K

- Up to three (3) one-hour virtual focus groups with a small group of qualified members
- Planning and collaboration with market research team
- Partner mediates the discussion
- Executive summary with key findings
- Audio recording and transcripts available
- Opt-in leads

“Being part of the **Trusted Tester Community** has provided me with the opportunity to **test out new Dell products and peripherals** in order to provide feedback to help improve future products and design. It has also allowed me to **share ideas with other like-minded people** who can provide other perspectives on IT related topics that are **shaping the industry.**”

HENRY, TRUSTED TESTER MEMBER

ELEVATE

LET'S CONNECT!

Interested in learning more?

CUSTOMIZED PACKAGES AVAILABLE TO MEET YOUR GOALS.

Ann Saari

ann@elevatetechcommunity.org



I love **sharing knowledge** and **learning** from others. And I think that **communities are the best place** to make this happen!"

ELIZABETH, MEMBER



...It's been **incredibly valuable** to Dell to be a part of these conversations, and to **learn from forward thinking IT leaders** from around the world."

VARUN, MEMBER

Opportunities
are limited!