



# 2024 PROSPECTUS



Elevate Technology User Group is an independent, customer-led user group for Dell Technologies' customers on the multicloud journey to modernizing their IT infrastructure. The user group helps members advance people, process, and infrastructure to drive better business outcomes.

Elevate Technology User Group brings members together to share best practices and network with industry and subject matter experts.

# who we are



**10K+ members**



**6K+ active members**

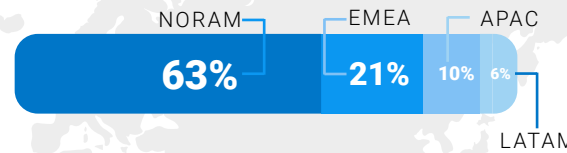


**89% of members are decision-makers & influencers**

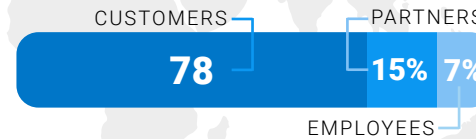


**37% of members annual revenue is over \$1B USD**

## Regional Breakdown:



## Member Breakdown:



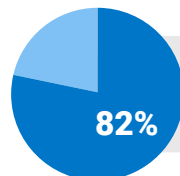
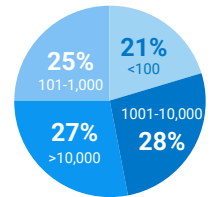
## Top areas of interest among members

1. SECURITY
2. AUTOMATION
3. MULTICLOUD

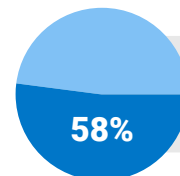
## Top Dell Tech products among members

1. POWEREDGE SERVERS
2. VXRAIL
3. DATA PROTECTION

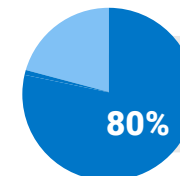
## Company Size Breakdown:



The majority of members are **senior IT leaders**



More than half of members are **people managers**



The majority of members use **2 or more Dell products**

# elevate research & member insights

Get answers to your most pressing business questions with quantitative and qualitative data from the collective voice of Dell Technologies customers worldwide. Elevate research & member insights will help you understand, support, and service existing customers, as well as understand future needs and behaviors.

## Offerings:

### ONE TIME PULSE CHECK MEMBER SURVEY | \$35K

- 15-question-max customized engagement survey to Elevate User Group members
- 1 page PDF abstract of data with executive summary
- Final Read out of PowerPoint Report encompassing key insights and graphs

### FOCUS GROUP | \$15K

- 1-hour virtual group with eight to ten qualified members
- Partner mediates the discussion
- Audio recording and transcripts





# elevate experience

Bring targeted Elevate User Group 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. Examples include: beer tasting, private dinner, celebrity chef cooking class, etc.

**INVESTMENT BEGINS AT \$28,500**

# ongoing opportunities

Tap into the Elevate network of over 10k members and get your content in front of the right audience.

## WEBCAST | \$6,000

- 45-min collaborative webcast with an Elevate Board Member
- Q&A
- Mainly promoted to NORAM members via email, social, and newsletters but can be targeted to other regions if specified.
- Reminder email to be sent to registrants 1 hour before the webcast
- Recorded session (available on-demand for 1 year)
- Access to opt-in leads

### WEBCAST UPGRADE OPTIONS:

- 3 Webcast Series | \$15,000
- Add-on: Extra email promotion | \$2,000
- Add-on: Social Media Promotion | \$500

## WEBSITE AD | \$3,000

A (1056x132px) banner in the middle of the homepage of [elevateusergroup.com](http://elevateusergroup.com) with a custom track-able link.

- Ad on website for one month
- Analytics available following month.

## SOCIAL POST | \$1,000

- Post on LinkedIn and Twitter
- Analytics available following month

## BRANDING AWARENESS PACKAGE

Call for more information - Build trust with your audience and cut through all the marketing noise and clutter.

- Elevate Brand Awareness Offerings:
- Social Media
- Targeted Email
- Web ads

## CUSTOMIZED PACKAGES & DISCOUNTS AVAILABLE

- Bundle any of our offerings at a discounted price.



# interested in sponsoring with elevate?

Limited availability, inquire today!

**Ann Saari**

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