



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.

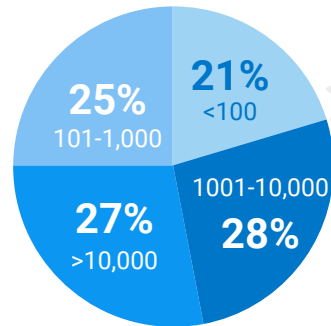
who we are



5K+ active members



80% of members are decision-makers & influencers



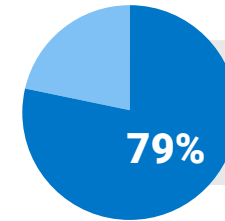
Company Size Breakdown



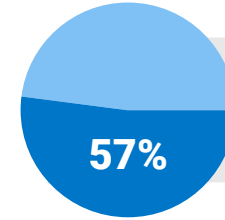
37% of members annual revenue is over \$1B USD

Top areas of interest among members

1. SECURITY
2. MULTICLOUD
3. AUTOMATION



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

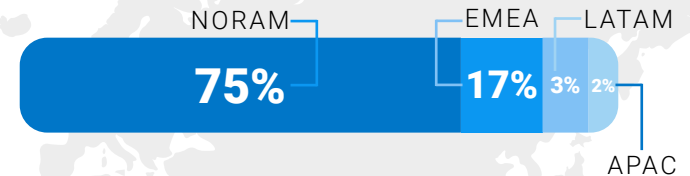


More than half of members are **people managers**

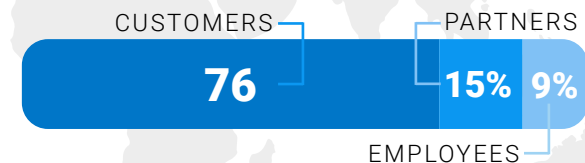
Top Dell Tech products among members

1. VXRAIL
2. DATA PROTECTION
3. POWERSTORE

Regional Breakdown:



Member Breakdown:



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



ongoing opportunities

Tap into the Elevate network of over 5k 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 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!

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