MARKETING & PROMOTIONAL OPPORTUNITIES*

*Exhibit D
HAPPY HOUR & CONCERT ON THE COMMON/
Exclusive offerings to elevate your brand

There’s no better way to gain brand recognition than by sponsoring these two bundled opportunities! The evening happy hours at Dell EMC World are a fun way for our attendees to wind down at the end of each day with a mix of entertainment in the Village, plus food and drinks throughout the Solution Expo. The Concert on the Common stage features up and coming artists including performers from America’s Got Talent on Monday, Tuesday and Wednesday evenings. Over 90% of the conference attendees will visit these areas during the event. This sponsorship will be promoted through mobile app push notifications and social media.
*New: Happy Hour & Concert on the Common (Exclusive Opportunity)

- Named sponsor of Tuesday & Wednesday Happy Hours in the Solutions Expo
  - Logo in promotional materials and conference signage
  - Logo on cups and napkins during both Happy Hour events
- Named sponsor of Concert on the Common
  - Exclusive stage and entertainment sponsor for the Concert on the Common performances in the Village on Monday, Tuesday and Wednesday afternoons

Price: $100,000
Conference attendees never go hungry at Dell EMC World! They are provided breakfast and lunch each day in the dining hall, as well as grab and go options. This exclusive sponsorship opportunity provides a sponsor with brand recognition anytime our attendees get hungry. Contact us to discuss customizations such as handing out materials and table top signage. This sponsorship will be promoted through mobile app push notifications and social media.
*New: Dining Hall Sponsor (Exclusive, all 4 days)

- Exclusive sponsorship of Breakfast and Lunch Monday – Thursday
- Promotion in conference materials, including program guide
- Logo included on conference signage including pole wraps directing attendees to dining hall
- Logo included on tent cards in dining hall
- Logo included on lunch Grab & Go bags
- Opportunity to hand out branded collateral during breakfast and lunch

Price: $80,000
Connect your company with the Dell EMC’s IT Transformation Solutions

- Partner with us to customize opportunities in the IT Transformation booth
- Highlight your brand, products and/or solutions within the booth
- Generate leads and deliver mini-theater presentations in the booth

Contact us to discuss options and learn more about pricing. sponsorships@dell.com
Dell EMC World Virtual
Dell EMC World Virtual

Exclusive offerings to elevate your brand

Over 45K people tune into Dell EMC World Virtual online during the week of the event! The Dell EMC World Virtual experience is hosted on DellEMC.com with live streaming keynotes and Dell EMC TV content throughout the week. It's also home to the on demand and archived content from the conference, which includes breakout content, keynotes and interviews. This is the premier digital opportunity for a sponsor to connect with our robust virtual audience as well as attendees that seek out the on demand experience post-event.
*New: Dell EMC World Virtual (Exclusive Opportunity)*

- Exclusive sponsorship of Dell EMC World Virtual – live & on demand experiences
- Promotion in conference materials and DellEMCWorld.com
- Logo mention on Dell EMC World Virtual homepage and social media feed
- Sponsor breakout content featured prominently in the on demand experience post-show

Price: $60,000
Onsite Branding
Onsite Branding

Registration Kit Inserts - (6) Opportunities

Welcome conference attendees by including a piece of promotional material in the registration welcome kit. Dell EMC World Conference Management review required. Sponsor is responsible for the production and shipping of 10,000 copies.

Price: $7,500

Room Drops - Limited opportunities

Extend your reach to the conference attendees by placing a personalized message outside attendees’ hotel rooms. Room drops will be distributed at the Palazzo and Venetian Towers. Quantity subject to change. Dell EMC World Conference Management review required. Cost includes hotel fees but excludes production. Sponsor is responsible for the production and shipping.

Price: $15,000
Expo Aisle Banners - Limited opportunities

Your company logo will be featured on one of the aisle banners hanging in the Solutions Expo that illustrate the aisle numbers. Location selection is on a first-come, first-served basis.

Price: $7,500

Hanging Banners - (10) Banner opportunities

Several banner locations are available for added branding exposure in high-traffic areas of the convention center. Design must be submitted by sponsor in digital format, within template provided, and must be approved by Dell EMC World Conference Management. Production, installation and dismantling are all included in pricing.

Price: $14,000 (single-sided) – $25,000 (doublesided)
Floor Tiles - Limited opportunities

Lead the way with floor decals placed in high-traffic areas to direct attendees to your expo booth or website. Price includes (4) 48” x 48” tiles. Location determined by Dell EMC World Conference Management.

Price: $8,000

Stair Case Branding - Exclusive opportunity

Place your logo and message prominently on the highly trafficked staircase leading to the dining hall. Attendees will see your brand throughout the duration of the event, ensuring visibility of your message. Sponsor responsible for supplying the artwork.

Price: $20,000
Registration escalator runners - (2) opportunities (1 LEFT)

Maintain high visibility throughout the duration of the event by placing your logo and message on one of the most prominent escalators in the convention center, ensuring that everyone who attends Dell EMC World sees your branding. Sponsor responsible for supplying artwork.

Price: $15,000

Breakout / meeting space escalator runners -
Exclusive opportunity, all floors

Visibility throughout the duration of the event by placing your logo and message on one of the escalators to breakouts (all four floors), ensuring that everyone who attends Dell EMC World sees your branding. Sponsor responsible for supplying artwork.

Exclusive Opportunity (all floors) Price: $55,000
Individual Floors Price: $15,000 each
Digital & Online
Dell EMC TV is the premier destination for Dell EMC World news and will be broadcasting live throughout the event. Dell EMC TV provides the ideal platform to reach the 12K+ in-person attendees and 50K+ digital attendees who turn into the event online throughout the week.

**Dell EMC TV 1 - Limited opportunities**

Supply (1) 30-second prerecorded commercial that will air 10x per day for 1 day (Monday, Tuesday or Wednesday) in high-traffic areas to Dell EMC World attendees and online for digital attendees.

Price: $5,000/day

**Dell EMC TV 2 - Limited opportunities**

Supply (1) 30-second prerecorded commercial that will air 10x per day for 3 days (Monday, Tuesday or Wednesday) in high-traffic areas to Dell EMC World attendees and online for digital attendees.

Price: $10,000
Digital & Online Opportunities continued

**Dell TV 3** - Limited opportunities

Supply (1) prerecorded 2- to 3-minute video that will air 4x per day for 3 days (Monday, Tuesday or Wednesday) in high-traffic areas to Dell EMC World attendees and online for digital attendees.

Price: $20,000

**Dell TV 4** - (2) opportunities

“Storm Chaser” on-site reporter will visit your booth and capture interview/demo that will air 1x on Dell EMC TV (up to 3 minutes). Programming content and timing to be confirmed with sponsor.

Price: $7,500/video

**Dell EMC TV Customizable Opportunities**

Programming, timing and content to be confirmed with sponsor. Contact us for more information or to explore possibilities.

- 5-minute interview live from the Dell EMC TV anchor desk $12,500
- 10-minute panel discussion live from the Dell EMC TV set $17,500
theCUBE is SiliconANGLE Wikibon’s live media production that offers a unique and compelling take on today’s top technology events. theCUBE offers high quality programming, independent content featuring compelling C-level guests and innovative IT practitioners and has reached an audience of millions as it delivered the industry’s most-watched enterprise technology coverage.

**Thought Leadership + Branding Opportunity**
Sponsors of theCUBE segment and Spotlight will have the opportunity to select from a list of trending topics to serve as the focus of their sponsored programming.

- Provide input on the development of thought leadership themes
- Recommend a guest from your division, partner or customer base
- Benefit from content distribute live at the event to a large, targeted audience
- Receive video assets after the event – available on demand and on your website
Two Sponsorship Opportunities:

**SPOTLIGHT SPONSORSHIP** - Limited opportunities
Exclusive sponsor of a 15-min segment of theCUBE programming

Price: $10,000

**SPOTLIGHT SPONSORSHIP** - Limited opportunities
Exclusive sponsor of an entire hour of theCUBE programming, four total segments

Price: $30,000
DellEMCWorld.com Banners  
(multiple opportunities)

Take center stage on the conference website, which receives tens of thousands of page views per month. In addition to showcasing your company logo, sponsors have the option to include a brief line of copy along with a linking URL of their choice. Dell EMC World Conference Management approval is required. Banners will run 8 weeks prior to the event.

Banner on homepage: $8,000  
Banner of sponsor page: $4,500

Digital Consultation  
(customizable opportunities)

Looking to leverage Dell EMC World’s digital platforms to share your message? Contact us to explore customized opportunities such as:

- Video creation
- Interactive content
- Social media promotions – blogs, slide share, etc.
- Targeted mobile offers

More digital opportunities, including Dell EMC World Virtual to be announced shortly!
Mobile App Sponsorship - Exclusive opportunity

The Dell EMC World mobile app is utilized by all attendees and is the place to access all conference information. As the sponsor, your banner advertisement will display at the bottom of each major content page. Sponsor also receives recognition wherever the mobile app is referenced.

Price: $50,000

Mobile App Push Notification - Limited opportunities

Promote your booth number or let attendees know of special offers with a push notification through the event’s official mobile app. Includes (2) push notifications. Sponsor to provide copy and suggested times. Copy and times are subject to Dell EMC World Conference Management approval.

Price: $5,500
The Village: Lounges & Activations
Alumni Lounge Sponsor - Exclusive opportunity

This is your opportunity to engage our most loyal customers! The Alumni Lounge features an exclusive networking and refreshment area for returning attendees.

Price: $40,000

Mobile Device Charging Valet - Exclusive opportunity

Maximize your corporate exposure with this opportunity that is available to all attendees. Showcase your brand in the Village, where attendees can access workspace and drop off their devices to be charged at the valet Charging Station. Sponsorship includes area signage and recognition in the program guide. Sponsor may produce a handout or giveaway to be placed on the counters.

Price: $45,000
The Village: Lounges & Activations continued

**Dell EMC vLab Sponsorship** - (3) opportunities

Branding and sponsor recognition available on presentation banners and signage for Dell EMC vLab. Limited sponsorships available.

Price: $6,500

**Social Media Lounge Sponsor** - Exclusive, customizable opportunity

Showcase your brand in our social media hub in the Village area. Highly visible branding opportunity that can be customized to include a sponsor activation within the space.

Price: $30,000 + activation
Village Area “Relaxation Zone” - Exclusive opportunity

Conference attendees will be thanking you after they receive a thorough neck treatment by professional massage providers, courtesy of your company. Customizable options are available.

Price: $20,000
Private Hard-Walled Meeting Rooms
Limited opportunities

Conduct your meetings in a hard-walled room located in the Venetian conference center. The conference room will be set up boardroom style for 10. Signage outside the room, power strip and conference wireless are available. Sponsor is responsible for any additional services.

Price: $20,000

Solutions Meeting Room (DOUBLE)
(5) opportunities

DOUBLE semiprivate meeting room located between the Village and Solutions Expo with a basic conference room furniture setup and signage on the door. Five rooms available for rental. 10x20 meeting room size will have table and six chairs.

Price: $15,000

Solutions Meeting Room (SINGLE)
(15) opportunities

SINGLE semiprivate meeting room located between the Village and Solutions Expo with a basic conference room furniture setup and signage on the door. Fifteen rooms available for rental. 10x10 meeting room size will have table and four chairs.

Price: $10,000
Hospitality Suites - Limited opportunities

Meet with and host your customers and partners in a private suite or parlor on the third floor Hospitality Level of the Venetian or Palazzo Towers. Various sizes and styles are available—many include an outdoor terrace. All opportunities are for five days.

Five types of suites available and floorplans can be viewed on following pages.

GENERAL INFORMATION
Sponsors are not permitted to move furniture within the suite. This is strictly enforced and fees will apply. Keys are distributed at hotel registration. A credit card is required for all incidentals. Signed damage disclosure is required at check in. Dell EMC is not responsible for any damages.

Price: $7,500 - $11,500
TYPE A - 3 Available
LARGE HOSPITALITY PARLOR WITH SMALL TERRACE
$11,500

- 1,703 Total Square Feet
- Parlor Only (Max) – 60 Guests
- Parlor & Terrace (Max) – 75 Guests
- Check In: May 7th (3PM)
- Check Out: May 12th (11AM)
- Located on Palazzo Hospitality Floor (3rd Floor)
- Partner responsible for ordering Food & Beverage and A/V
- Hotel provides directional signage with company listing and suite number outside third floor hospitality elevators

**Sold Out**
**TYPE B** - 5 Available *(1 LEFT)*
SMALL HOSPITALITY PARLOR WITH LARGE TERRACE
$11,500

1,748 Total Square Feet
Parlor Only (Max) – 40 Guests
Parlor & Terrace (Max) – 65 Guests

- Check In: May 7th (3PM)
- Check Out: May 12th (11AM)
- Located on Palazzo Hospitality Floor (3rd Floor)
- Partner responsible for ordering Food & Beverage and A/V
- Hotel provides directional signage with company listing and suite number outside third floor hospitality elevators
TYPE C - 2 Available
SMALL HOSPITALITY PARLOR WITH SMALL TERRACE
$9,500

1,201 Total Square Feet
Parlor Only (Max) – 40 Guests
Parlor & Terrace (Max) – 50 Guests
- Check In: May 7th (3PM)
- Check Out: May 12th (11AM)
- Located on Palazzo Hospitality Floor (3rd Floor)
- Partner responsible for ordering Food & Beverage and A/V
- Hotel provides directional signage with company listing and suite number outside third floor hospitality elevators
TYPE D - 6 Available with Terrace
HOSPITALITY PARLOR WITH SMALL TERRACE
$9,500

984 Total Square Feet (with Small Terrace)
Parlor & Terrace (Max) – 50 Guests

- Check In: May 7th (3PM)
- Check Out: May 12th (11AM)
- Located on Venetian Hospitality Floor (3rd Floor)
- Partner responsible for ordering Food & Beverage and A/V
- Hotel provides directional signage with company listing and suite number outside third floor hospitality elevators
**TYPE E** - 12 Available with Terrace
7 Available without Terrace

ALL HOSPITALITY SUITES INCLUDE A ONE BEDROOM

HOSPITALITY SUITE WITH TERRACE
$7,500

HOSPITALITY SUITE WITHOUT TERRACE
$7,500

416 Total Square Feet (without Terrace)
Suite Only (Max) – 24 Guests

- Check In: May 7th (3PM)
- Check Out: May 12th (11AM)
- Located on Venetian Hospitality Floor (3rd Floor)
- Partner responsible for ordering Food & Beverage and A/V
- Hotel provides directional signage with company listing and suite number outside third floor hospitality elevators