

AWARDS DESCRIPTION



One (1) Platinum Award \$150,000 award consists of cash and non-cash elements:

PLATINUM AWARD	VALUE	DETAILS
Individual or Team Cash Award*	\$15,000	Paid through your company-employer
Business and Engineering Consulting from Dell business and technology IoT experts	\$25,000	Estimated 70 man-hours
Dell Hardware and Software	\$30,000	Estimated value
Access to Dell IoT Lab equipment and LAB experts	\$20,000	Estimated 3-week engagement
Co-marketing and Public Relations on your behalf**	\$30,000	
Go-to-Market funds to market your solution (Cash Award)***	\$30,000	
TOTAL VALUE	\$150,000	

Five (5) Gold Awards - each \$50,000 consists of cash and non-cash elements:

GOLD AWARD	VALUE	DETAILS
Individual or Team Cash Award*	\$10,000	Paid through your company-employer
Business and Engineering Consulting from Dell business and technology IoT experts	\$11,000	Estimated 30 man-hours
Dell Hardware and Software	\$5,000	Estimated value
Access to Dell IoT Lab equipment and LAB experts	\$14,000	Estimated 2-week engagement
Co-marketing and Public Relations on your behalf**	\$5,000	
Go-to-Market funds to market your solution (Cash Award)	\$5,000	
TOTAL VALUE	\$50,000	

Ten (10) Silver Awards – each \$20,000 consists of cash and non-cash elements:

SILVER AWARD	VALUE	DETAILS
Individual or Team Cash Award*	\$5,000	Paid through your company-employer
Business and Engineering Consulting from Dell business and technology IoT experts	\$3,000	Estimated 8 man-hours
Dell Hardware and Software	\$2,000	Estimated Value
Access to Dell IoT Lab equipment and LAB experts	\$7,000	Estimated 1-week engagement
Co-marketing and Public Relations on your behalf**	\$2,000	
Go-to-Market funds to market your solution (Cash Award)	\$1,000	
TOTAL VALUE	\$20,000	

* Individuals or teams who enter the Contest do so on behalf of their employers. Payment of cash award is dependent upon entrants' employer consenting to receipt of cash. In the event the employer does not consent to the cash prize, Sponsor will modify the total prize package to account for the difference

**Examples may include joint case studies and digital activation that Dell will implement on your behalf

***Contingent upon Dell approval of your GTM program. The goal of the program is to market your solution and the funds should be used for that