Dell World User Forum

What is Dell World Software User Forum?

Dell World Software User Forum is a technical user conference targeted at Dell Software customers. This event is run by Dell Software Group and has its own registration fee. It targets current software customers and is a training/hands-on/technical, networking event. All paid attendees of Dell World Software User Forum will receive general access to Dell World with their Dell World Software User Forum registration. Because of its hands-on nature, the Dell World Software User Forum is best suited for Systems Administrators, IT Managers, DBAs, Security Admins and tactical employees at Dell Software customer companies.

Where is the Dell World Software User Forum taking place?

Dell World User Forum takes place at the Hilton Austin, 500 East 4th Street, Austin, TX.

When is Dell World Software User Forum taking place?

Dell World Software User Forum will open at 1:00 p.m. on Tuesday, Oct. 20 and close at 4 p.m. Thursday, Oct. 22. Dell World Software User Forum attendees are also welcome to attend the main Dell World program, taking place at the Austin Convention Center (directly across the street from the Hilton). The Dell World main track will kick off with an evening opening event on Oct. 20 and then run all day Oct. 21 and until noon Oct. 22. The Dell World main track general program registration fee is INCLUDED in the Dell Software User Forum registration fees.

What is the price for Dell World Software User Forum?

Registration Category	2015 Price
Dell World User Forum	$1,395.00

The $1,395 Reg fee includes
- Dell World Solutions Showcase access, keynotes and kickoff event
- Dell World Software User Forum general session and product roadmaps
- Instructor-led labs track
- Advanced technical sessions
- Self-paced content sessions

Is travel included in Dell World Software User Forum pricing?

All airfare, ground transport and lodging expenses should be paid for by each attendee under their company's own travel and expense policy. Fees for Dell World Software User Forum do not include lodging, airfare or ground transport. Dell World will have a limited number of free airport shuttles during the week of Dell World traveling to and from Austin airport. This transportation is not guaranteed but can be used by Dell World Software User Forum attendees. Dell is not responsible for travel choices or travel-related issues outside the conference sessions.

Are there special hotel rates for Dell World Software User Forum attendees?

Yes, hotel rooms booked as part of the Dell World Software User Forum registration process will be available at the contracted Dell World rates. The Dell World Software User Forum daily rate at the Hilton Austin is $254pp+ taxes.

When does registration open?

Registration is open now at Dellworld.com/softwareuserforum

What is included in Dell World Software User Forum pricing?

The Registration fee for participation in the Dell World Software User Forum covers organizational costs, all Dell World Software User Forum sessions and materials, breakfast on Wednesday and Thursday and lunch Tuesday-Thursday. In addition, your Dell World Software User Forum registration enables you access to general sessions and the Solutions Showcase at Dell World 2015 at the Austin Convention Center, as well as admission to the Dell World evening event Tuesday evening.

You are responsible for covering your travel and hotel expenses, and those arrangements must be made separately. Please make plans for your own meals on Monday and Wednesday evening. Due to space limitations, the Dell World Software User Forum sessions will only be available to 2015 Dell World Software User Forum attendees. Dell employees are not allowed to attend the event unless they have been requested to present at one of the content sessions at the Dell World Software User Forum.

Will there be comp codes or discounted pricing in addition to BOGO pricing?

No additional comps or discounting is planned for the event.

What forms of payment are being accepted for registration?

The following credit cards will be accepted for payment to the 2015 Dell World Software User Forum:

VISA, MasterCard and American Express. Company checks will also be accepted and must be written on U.S. funds from a U.S. bank.

Note: Purchase Orders will not be accepted as payment for the event. Registration receipts can be used as an invoice if you need to raise an internal purchase order.

All registration fees must be paid in full prior to the event. Payment by check is due either 15 days from the date of Registration or by Sept. 1, 2015—whichever is sooner. Attendance to the event will not be permitted if payment has not been received in advance.

Are Dell employees allowed to attend Dell World Software User Forum?

Dell employees taking a role at the event as a speaker, presenter or trainer are welcome to attend the event free of charge. If you are needed to work or staff the event, you will be notified by the event planning team. All T&E costs will be incurred by your own Cost center/department. Since all attendees at the Dell World Software User Forum are current customers, sales associates are not needed to chaperone customers at the event.

Are customers being recruited for speaking opportunities?

Yes, customers are being recruited for a number of opportunities. We would like to feature customers in a variety of roles: customer panels, testimonial videos, etc. If you have an idea for a customer who might be a great fit or who has expressed an interest in speaking at the event, please contact us at: Dell_Events@dell.com

Are Channel Partners invited to Dell World Software User Forum?

Yes. Channel Partners are invited to Dell World Software User Forum, and there are also dedicated Channel events that they can attend during Dell World. For Dell World Software User Forum, a partner may bring technical employees to the Dell World Software User Forum to take advantage of the information being presented at the event. Business managers, marketing staff, and development staff will attend Dell main track sessions while the technical staff will matriculate with the software technical users in the breakout sessions.

What is the expected agenda for Dell World Software User Forum?

See attached Dell World Software User Forum agenda

Where can I go for further detail on Dell World Software User Forum?

Dellworld.com/softwareuserforum

Whom do I contact if I have further questions?

For general inquiries, please contact the Dell World Software User Forum team at
Dell_Events@Dell.com

Dell World User Forum Event Manager
John Stevenson
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Hands On Labs/Equipment
Chris Blake
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Registration & Signage
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