

Dell Technologies TD SYNEX FY24 “DELL DEEP DIVE” Incentive

AGREEMENT TO OFFICIAL RULES AND CONDITIONS Participation in the contest constitutes entrant’s full and unconditional agreement to and acceptance of these Official Rules and Conditions.

TIMING Contest begins at 8 a.m. MDT on February 4, 2023, and ends at 11:59 p.m. MDT on February 2, 2024. Prizes will be awarded quarterly.

ELIGIBILITY The contest is open to current **TD SYNEX**, AVT Technology Solutions LLC, a Tech Data company Reseller sales and technical personnel (“Resellers”) who are authorized to purchase Dell Technologies product through TD SYNEX, AVT Technology Solutions LLC a Tech Data Company, who are residents of the United States who have reached the age of legal majority in their respective jurisdictions. Resellers may be, without limitation, employees or officers of corporations or other legal entities. Once selected as a potential winner, Resellers ARE ELIGIBLE to be selected to receive more than one prize.

TO ENTER NO PURCHASE NECESSARY. No purchase or payment of any money is necessary to enter. **TD SYNEX, AVT Technology Solutions LLC, a Tech Data company**, is not responsible for lost, late, incomplete, invalid, ineligible, or misdirected email or mail which will be disqualified; failed, partial or garbled computer transmissions; or technical failures of any kind, including but not limited to electronic malfunctioning of any network, hardware, or software or electronic or human error which may occur in the processing of entries. TD SYNEX reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or with the operation of the contest, or to be acting in violation of these Official Rules and Conditions. TD SYNEX reserves the right to cancel, terminate or modify the contest if it is not capable of completing as planned for any reason.

PRIZES To receive TD SYNEX “DELL DEEP DIVE” prizes, Resellers reseller must be Gold or Authorized Dell Technologies Partners, and have completed the Incentive Opt-In form. Complete a Live Optics demo, EU Live Optics Assessment and/or a security assessment to get up to \$400+ in snappy gift cards and supply the following information to claim your reward.

“Dell Deep Dive” \$250 Demo Incentive is available to redeem 1x per individual each Dell Technologies Fiscal Year. An additional \$100 Incentive can be earned for Each Unique End User Live Optics Assessment completed.

- **Get \$250+ for a Live Optics Demo with Partner Rep**
 - Details: The Live Optics demonstration must be completed by/with a TD SYNEX Dell ISG Field Solutions Architect or Systems Engineer.
 - Submission Details: Date of live optics, Name of TD SYNEX Dell ISG Field Solutions Architect or Systems Engineer
 - Screenshot of demo or assessment activity showing date and time on screen
- **Get \$100+ for a Live Optics Assessment with End User**
 - Details: The Live Optics assessment must be completed with a TD SYNEX Dell ISG Field Solutions Architect or Systems Engineer
 - Submission Details: Date of live optics assessment, Name of the End User
 - Screenshot of assessment activity showing date and time on screen

- **Get a \$50 kicker for completing a security assessment.**
 - Details: The Live Optics demonstration and security assessment must be completed by/with a TD SYNEX Dell ISG Field Solutions Architect or Systems Engineer.
 - Submission Details: choose “Yes” or “No “: *Did you complete a security assessment?*

To qualify partners must submit the Live optics and Security assessment demo information to no later than 11:59 pm MDT on the final day of each quarter. Activities or POP occurring in PRIOR quarters will not be eligible.

Dell Technologies FY24 Fiscal quarter:

- Q1 February 4, 2023 - May 5, 2023
- Q2 May 6, 2023 - August 4, 2023
- Q3 August 5, 2023 - November 3, 2023
- Q4 November 4, 2023 - February 2, 2024

Opt-in is required. An individual with signing authority from the reseller company must authorize participation in this contest via the promo website a [Opt-In – Dell \(tdsynnex.com\)](https://tdsynnex.com) Gift cards will be distributed to individual sales and technical personnel, not the reseller company. Individuals accepting prizes acknowledge that they are adhering to reseller company prize guidelines.

No cash or other substitutions permitted, except by TD SYNEX who reserves the right to substitute a prize of comparable or greater value if the prize cannot be awarded as described for any reason. Prize must be accepted as awarded and is non-assignable and nontransferable. The prize will be awarded in the form of a SNAPPY gift card (US) to the winning Reseller sales representatives by TD SYNEX procurement team. Allow up to 6 weeks for processing. Individual winners are limited to a maximum payout of \$5,000 (USD) within the Dell Technologies fiscal year (February 4, 2023 – February 2, 2024).

By opting into this contest, the reseller agrees to allow the prize (in the form of a SNAPPY gift card for US partner reps) to be awarded directly to the Reseller sales personnel, not to the Reseller company. Prize winners are responsible for taxes. Total contest payout across all eligible incentive activities cannot exceed \$40,000 per quarter. Individual reseller recipients cannot receive more than \$5,000 in payouts during the Dell Technologies Fiscal Year. Awarding of prizes will occur on a first come first served basis and through TD SYNEX procurement, based on the date the eligible activities were completed (i.e. order was booked and/or net new target account list received and/or appointment took place and/or deal registration approved). All target account lists, attended appointments and/or approved deal registration submissions for prizes must be received by 11:59 pm MDT on February 2, 2024, **and** must be confirmed with the local TD SYNEX Business Development Executive and Dell Technologies Distribution Channel Manager. TD SYNEX and Dell Technologies reserve the right to include or exclude end-user customers at their discretion and all decisions are final. **Within fourteen (14 -21) business days of being notified that he/she has been selected as a potential winner by TD SYNEX, potential winner will be required to sign PRIZE AND MEDIA RELEASE form of eligibility, a publicity release that will allow the use of the winners' names by the sponsor, and a form W-9 for tax purposes. Failure to sign and return the PRIZE AND MEDIA RELEASE form, within the time required constitutes waiver of the prize, and the prize will be awarded to an alternate winner.** Except where prohibited, the winner will be responsible

for all applicable taxes. The TD SYNEX policy is to award the PRIZE to the company for which you work. By signing, you acknowledge that you and/or your company are responsible for any associated income/payroll taxes. TD SYNEX will not pay any taxes on your behalf. Potential winners will be notified by email or telephone. Except where prohibited by law, participation in the contest constitutes the winners' consent to use of the winners' name, winners' company name, city and state for promotional purposes without further payment or consideration. Any additional costs relating to the prize, and incurred as a result of accepting the prize, is the sole responsibility of the winner. TD SYNEX reserves the right in its sole discretion to supplement or make changes to the rules of any contest at any time without notice. TD SYNEX reserves the right in its sole discretion to interpret the rules of any contest, and such interpretation shall be binding upon all participants.

RELEASE By receipt of a prize, entrant agrees to release and hold harmless TD SYNEX and its affiliates, and their respective officers, directors, employees and agents from and against any claim or cause of action arising out of entrant's receipt or use of such prize and entrant's participation in the contest.