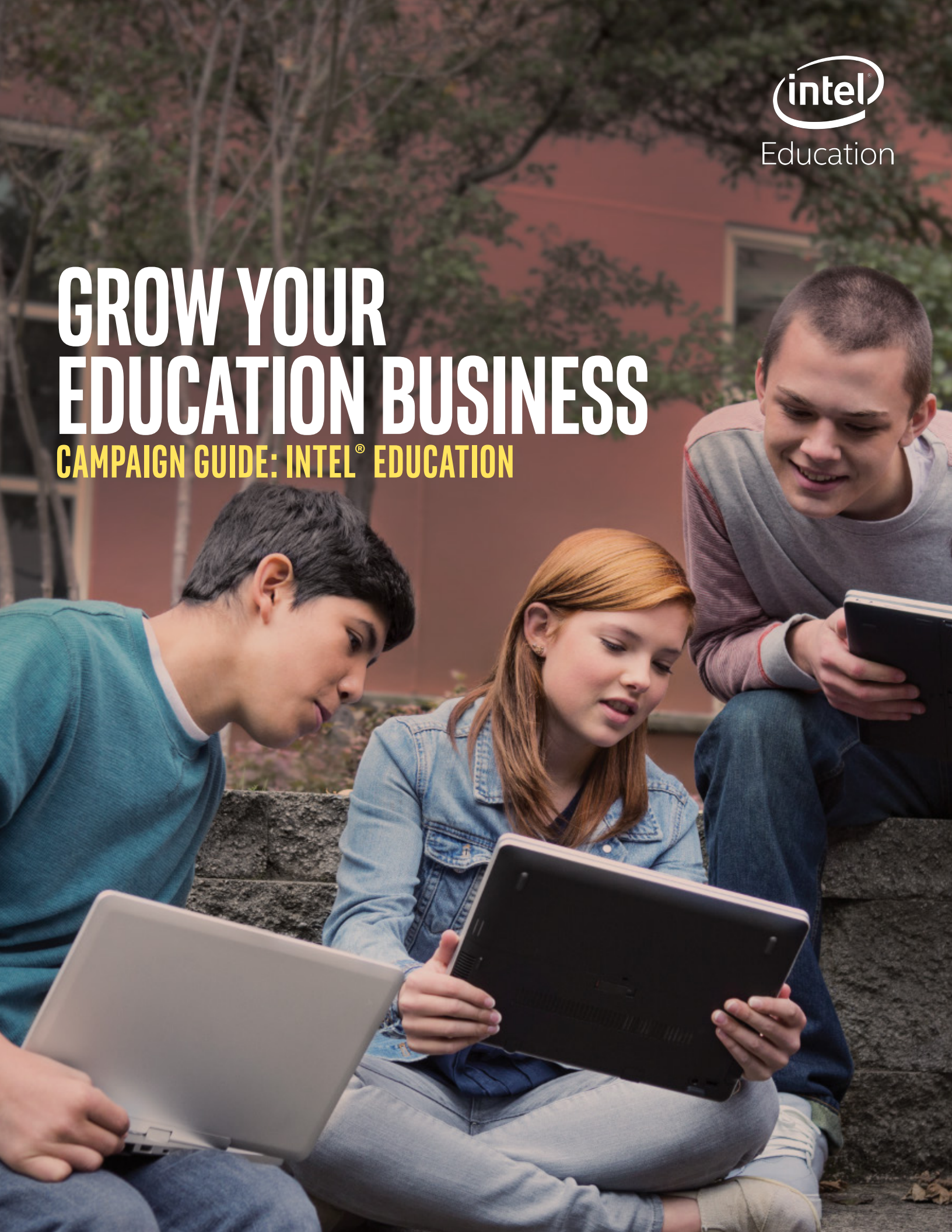




Education

GROW YOUR EDUCATION BUSINESS

CAMPAIGN GUIDE: INTEL® EDUCATION



HELPING YOU GROW YOUR EDUCATION BUSINESS

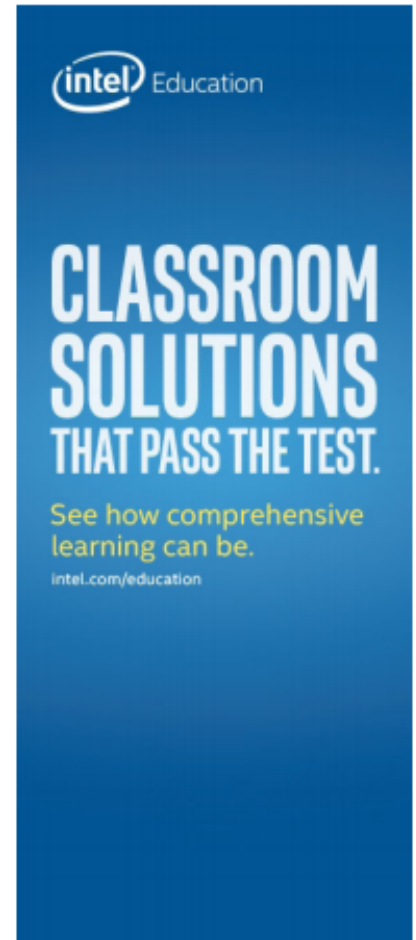
Comprehensive and customized solutions from Intel® Education empower schools and educators with all the right tools – from proven curricular resources and a professional learning portfolio to software and secure infrastructure solutions. By supporting every aspect of modern education, our technology can make a sustainable impact on student achievement.

Partnering with Intel® Education means more benefits for you and your customers:

- ✓ **Add value** for your education customers with comprehensive solutions tailored to their needs
- ✓ **Grow revenue** with a complete education solution including devices, infrastructure, locally relevant content & curriculum, and proven educational software from Intel and partners
- ✓ **Get the training, marketing, and sales support you need** to build trusted relationships, improve retention and increase repeat business

The first step is to build your knowledge through Intel® Technology Provider. The education solutions page at Intel® Technology Provider can help you get started. From training to key messages, solution content and marketing materials, this site provides you with a set of resources to help you start a conversation with new and prospective education customers.

For more information, visit [intel.com/educationchannel](https://www.intel.com/educationchannel).



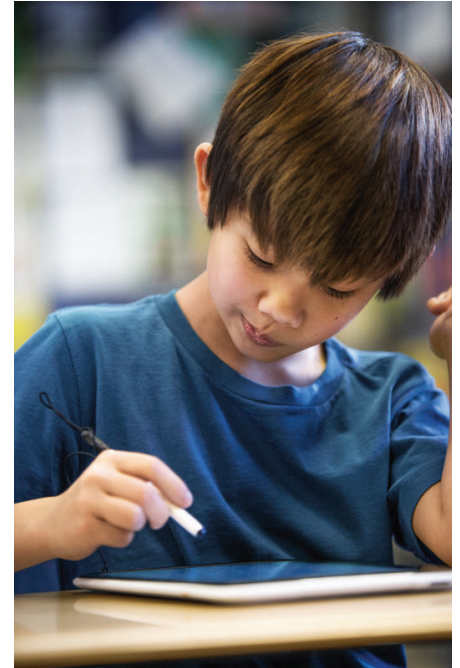
UNDERSTANDING YOUR CUSTOMER'S NEEDS

Challenges Facing Educators

Educators and schools today have complex challenges. They must achieve better student results, while also fundamentally changing how they teach to keep up with an increasingly digital world. This means your education customers must:

- ✓ Embrace new learning models that support digital inclusion
- ✓ Prepare students to take on opportunities that will empower them economically
- ✓ Help build the skilled workforce of tomorrow

One of the best ways you can help your education customers meet these new expectations is to recommend devices and tools that will help them succeed. By recommending Intel®-powered devices, you can offer educators and schools a wide variety of devices, each with unique features and compelling capabilities to benefit a variety of educational settings.



The Intel® Solution – Choose the right device for student success

With Intel®-powered devices, students spend less time waiting and more time learning



Available in a wide-variety of form factors (2 in 1s, tablets, Chromebooks*) and operating systems



A wide range of price points to meet your learning environment needs



Outstanding performance for students and teachers



Long-lasting battery life



High standards for privacy and security of student data

WHAT EDUCATION CUSTOMERS NEED TO KNOW

For classroom solutions that are supported by all the right components, Intel® Education is head of the class. We bring together the right devices, content and classroom management tools with professional development, school infrastructure and data analytics components to create the perfect ecosystem – for you and your students.



Intel® Education supports a comprehensive approach to teaching:

- ✓ Considers every aspect of technology integration
- ✓ Surrounds educators with tools and resources
- ✓ Partners with the widest range of industry providers



Full-featured Intel®-based platforms give teachers and students the ability to:

- ✓ Create media-rich content
- ✓ Analyze complex data
- ✓ Prepare for the workforce by using industry-standard applications.



Teachers can focus more on teaching and less on “teching.” Our devices are easily managed by IT and include:

- ✓ Built-in security features¹
- ✓ Extraordinary battery life

Customer Takeaway:
Help ensure student success by harnessing the power of technology in devices that work for your classroom

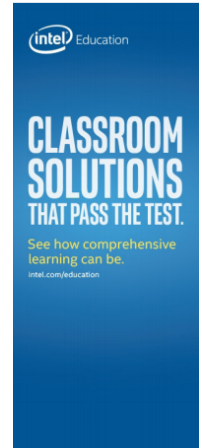
CAMPAIGN RESOURCES FOR CONNECTING WITH EDUCATORS

Use these digital and print assets to connect with and help inform Educators on Intel® Education:

Digital Assets



Banner Ads (Customizable)

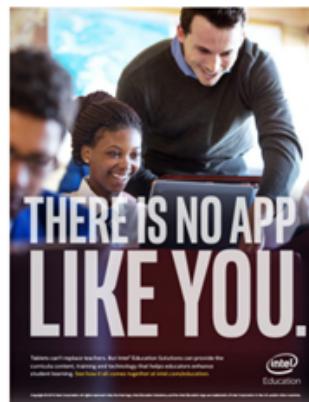


Static Banners

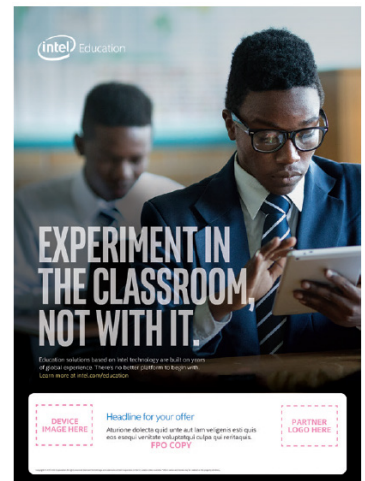
Print Assets



Print Ads (Customizable)



Print Ads



Posters

Ready to Pull Your Campaign Together?
Take a look at the following scenarios for suggestions on how to use these marketing resources to engage your customers.

CONNECT WITH EDUCATORS

Online Marketing

Use online marketing resources to drive customers to your website and deliver the right messaging and information that will resonate with your Education customers.



Banner Ads
(Customizable)



Static Banners

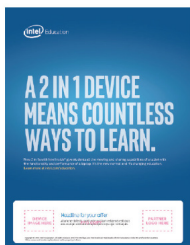
Step 1: Select from the available options of **Banners** to help drive customers from high-traffic websites to your company's website

- **Customizable Banner Ads** allow you to include your logo, marketing copy and sometimes a device image
- **Static Banners** are a simple way to communicate your partnership with Intel®

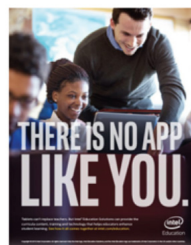
Step 2: Link to your purchasing page or contact info to encourage final sale.

Print Marketing

Use print marketing to connect with your customers in the print media that are important to them.



Print Ads
(Customizable)



Print Ads

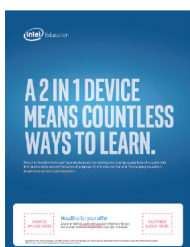
Step 1: Select from the available options of **Print Ads:**

- **Customizable Print Ads** allow you to include your company contact information and provide a personalized message to your audience
- **Print Ads** provide a quick and easy way to inform your customer and helps communicate your partnership with Intel®

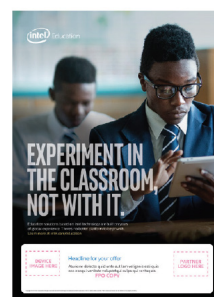
Step 2: Place **Print Ads** in publications that are important to your customers: periodicals, magazines, educational flyers, and more.

Events

Use print materials to connect with your customers in person and help communicate the key messages that will influence their purchasing decisions.



Print Ads
(Customizable)



Posters

Step 1: Select from the available options of **Customizable Print Ads** that allow you to include your company contact information and provide a personalized message to your audience about an upcoming event.

Step 2: Select a **Poster** that is most relevant to help promote your message at your event. **Customizable Posters** make it easy to communicate your partnership with Intel®, add a personalized message and direct your audience to the event.

CONNECT WITH EDUCATORS: BY DEVICE

There are a variety of devices that will help students and educators succeed, each with features and capabilities to benefit a different educational setting. Use these marketing resources to help communicate the benefits, by device, to your customers.

Step 1: Select from the available **Customizable Banner Ads** to help drive customers from high-traffic websites to your company's website. Include your contact information and unique headline for a personalized message.

Step 2: Select from the available **Customizable Print Ads** that allow you to include your company contact information and provide a personalized message to your audience.

Customizable Banner Ads

Three customizable banner ad sizes for Intel Education Tablets. Each ad includes the Intel Education logo, the headline "TAP INTO LEARNING WITH INTEL-POWERED TABLETS.", and a "Shop Now" button. The ads are designed to be placed on various website layouts.



TABLET

Customizable Print Ads

A customizable print ad for Intel Education Tablets. The ad features the Intel Education logo, the headline "TAP INTO LEARNING WITH INTEL-POWERED TABLETS.", and a "Shop Now" button. It is designed for vertical print placement.

Three customizable banner ad sizes for Intel Education 2-in-1 devices. Each ad includes the Intel Education logo, the headline "A 2 IN 1 DEVICE MEANS COUNTLESS WAYS TO LEARN.", and a "Shop Now" button. The ads are designed to be placed on various website layouts.



2 IN 1

A customizable print ad for Intel Education 2-in-1 devices. The ad features the Intel Education logo, the headline "A 2 IN 1 DEVICE MEANS COUNTLESS WAYS TO LEARN.", and a "Shop Now" button. It is designed for vertical print placement.

Three customizable banner ad sizes for Intel Education Chromebooks. Each ad includes the Intel Education logo, the headline "INTEL-BASED CHROMEBOOKS* DO MORE FOR LESS.", and a "Shop Now" button. The ads are designed to be placed on various website layouts.



CHROMEBOOK*

A customizable print ad for Intel Education Chromebooks. The ad features the Intel Education logo, the headline "INTEL-BASED CHROMEBOOKS* DO MORE FOR LESS.", and a "Shop Now" button. It is designed for vertical print placement.

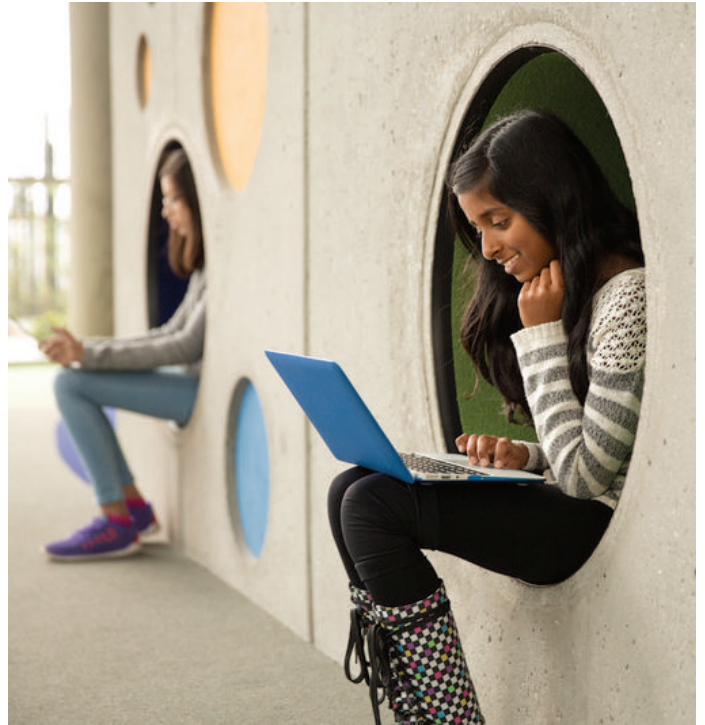
GETTING SMARTER ON INTEL EDUCATION

Partnering with Intel® Education means more benefits for you and your customers:

- ✓ Add value for your education customers with comprehensive solutions tailored to their needs
- ✓ Grow revenue with a complete education solution including devices, infrastructure, locally relevant content & curriculum, and proven educational software from Intel and partners
- ✓ Get the training, marketing, and sales support you need to build trusted relationships, improve retention and increase repeat business

Use these additional resources to sharpen your knowledge and stay informed on Intel® Education Solutions:

- ✓ [Intel.com/education](https://www.intel.com/education)
- ✓ [Intel.com/educationchannel](https://www.intel.com/educationchannel)



Ready to Get Started?
Log in to [Intel's Partner Marketing Studio](#) and explore the Campaign Assets

1. No computer system can provide absolute security. Requires an enabled Intel® processor, enabled chipset, firmware and/or software optimized to use the technologies. Consult your system manufacturer and/or software vendor for more information.

Intel, and the Intel logo are trademarks of Intel Corporation in the U.S. and/or other countries.

*Other names and brands may be claimed as the property of others.

Copyright © Intel Corporation 2016