



CHART YOUR NEXT GREAT MARKETING ACTIVITY WITH THE INTEL INSIDE® PROGRAM

The Intel Inside® Program is all about bringing you and Intel together to develop compelling co-marketing activities that will move customers further down the purchase path. To help you engage a wide range of customers, we've opened up more channels than ever before for you to market to—and through.

We've also created new tools and resources to help you design robust campaigns using our expanded Activities Catalog. Take some time now to discover the possibilities of co-marketing with Intel.

SELECT YOUR PATH

The Activities Catalog serves up a broad range of marketing activities to help you reach your customers whether business or consumer.

- 1 Start by selecting your target audience.
- 2 Select who will produce and deliver your marketing activity.
- 3 Select an appropriate activity.



| MEMBER LED | CHANNEL PARTNER LED |
|---|--|
| Activities that you create for marketing directly to consumers. | Activities led by your channel partners such as retailers, software vendors, or service providers, to reach consumers. |
| > _____ > _____ | > _____ > _____ |



| MEMBER LED | CHANNEL PARTNER LED |
|--|---|
| Activities that you create for marketing directly to business audiences. | Activities led by your channel partners such as retailers, e-tailers, resellers, software vendors, or service providers, to reach business audiences. |
| > _____ > _____ | > _____ > _____ |

ACCESS YOUR TOOLS

One page. Everything you need.

Each activity page has all the program resources you need to create robust marketing activities: all in one place.



...AND GO!

Now you are ready to start! **My Program** is your go-to page for creating activities, reimbursement requests, and much more.

Get Help offers training, customer support, a glossary of terms, and FAQs.

