



Intel Inside® Program Associate Membership

FREQUENTLY ASKED QUESTIONS

Q. What are the requirements for Associate membership?

A. To be an Associate member, your company must:

- Integrate Intel processors or other Intel technology into your company-owned and branded product.
- Sign Intel's Corporate Non-Disclosure Agreement.
- Upload proof of purchase of 500 or more units of Intel hardware or other technology (e.g., processors, sensors, FPGAs, microcontrollers) in the form of an invoice from Intel, a distributor, or ODM; or other document (e.g., Intel® software license) provided by Intel that authorizes your company to use Intel technology.**
- Upload photographs of your Qualified Products that clearly display your product brand name on the device.
- Provide the name and email address of your Intel contact.

Q. How do the benefits of the two types of Intel Inside® Program memberships differ?

A. Both member types also share in the competitive edge that the Intel brand provides. Other benefits differ as follows:

Intel Inside Program Associate members

- Have access to Intel logos and trademarks for co-branding when they use Intel technology in products they manufacture and sell, strengthening and promoting our respective brands.
- Do not accrue co-marketing funds.
- Have the option to place the Intel brand on their devices.

Intel Inside Program members

- Accrue co-marketing funds by purchasing and integrating accruing processors into their Qualified Products.
- Create marketing activities to promote Qualified Products.
- Get reimbursed for compliant marketing activities.
- Are required to place the Intel brand on their devices.
- Have access to Intel logos and labels for use according to asset/label guidelines.
- Access to Intel Inside Ad Builder to quickly generate co-branded ads.

Q. Do Associate members get marketing dollars from Intel?

A. Associate members do not accrue funds. Only Intel Inside Program members can accrue funds for co-marketing.

Q. How can I move up from Associate membership and begin to accrue funds?

A. Associate members can become Intel Inside Program members if they meet the program requirements. To qualify as a member of the Intel Inside Program, a company must:

- Integrate Intel brand processors into their branded systems within these Qualified Product categories: PCs, servers, tablets, workstations, connected consumer devices.
- Purchase a minimum dollar amount of accruing Intel processors from an Intel authorized source within the previous 12 months.
- Manufacture and sell Qualified Products under their brand name.
- Market their branded systems to end users.

Note, if an applicant for the Associate membership qualifies to be an Intel Inside Program member that accrues co-marketing funds, they are required to be enrolled as such. Associate membership is not an option for companies that meet the Intel Inside Program accruing membership criteria. More information is available on the [Intel Inside® Program website](#).

Q. What products are Qualified Products?

A. A Qualified Product is one that integrates Intel processors or other Intel technology into your company-owned and -branded product. Examples of Qualified Product types include:

- Wearables
- Internet of Things - Automotive
- Internet of Things - Energy
- Internet of Things - Industrial
- Internet of Things - Retail
- Internet of Things - Other
- Embedded (no Internet connection)
- Connected Consumer Electronics
- Networking
- Mobile PC
- Desktop PC
- Smartphone
- Tablet
- Server

Q. Are any products excluded?

A. The following product categories are excluded from the definition of Qualified Products:

- Critical care/life-support medical devices
- Military/private weapons devices
- Devices purpose-built for adult entertainment/pornography

- Gambling devices
- Devices not compliant with applicable regulatory requirements, and/or not approved by applicable governing regulatory bodies
- Processors/SoCs

Q. Where can members use the Intel logos?

A. Members may use the authorized licensed mark in their advertising and marketing communications vehicles such as web, advertising, tradeshow signage, collateral, sales presentations, in the product packaging, and directly on their Qualified Products. Specific rules for use can be found in the Trademark and Logo Usage Guidelines available on the program website and provided with each logo download.

Q. How do I get Intel brand assets and labels to with my company branded products?

A. Members may download digital brand assets on the Intel Brand Assets link of the program website. You can order product labels on the Intel Online Label Ordering (OLO) system after you receive access to the system as part of the enrollment process.

Q. How do I get files for integrated branding (vs. a sticker) on a device, which includes permanent marking technologies such as pad printing, laser etching, foil, etc.

A. For art files suitable for integrated branding on a devices, contact the [program administrator](#).

Q. What are the unique requirements for members to register medical devices in the Intel Inside Program?

A. Members with eligible medical devices are required to notify Intel about any adverse actions related to member's medical devices. Please refer to the Terms and Conditions for additional details.

Q. Is the Intel Inside Program a product endorsement by Intel?

A. Member participation in the Intel Inside Program is not an endorsement by Intel of any product or advertisement.

Q. Whom can I contact if I have questions about registration in this program?

A. Contact the [program administrator](#) by e-mail or call (from the U.S. or Canada) 1-866-678-6194.