

Apple on Campus Program

FY11 Program Summary

This document is a partial summary of the program, and does not supersede the Apple on Campus Policies and Requirements ("Policies"). To reference the Policies, visit Apple Sales Web or contact your Apple Account Executive.

Program Overview

The Apple on Campus program is intended for Institutions interested in guiding EIPs of the Institution to Apple products and solutions through marketing and service activities. A participant must have the ability to:

- Establish Apple systems as an approved computing platform on campus;
- Maintain an Institution-managed website(s) for the purpose of communicating the benefits of Apple technology to students, faculty, and staff;
- Guide EIPs to buy Apple products through the online Apple Store for Education via Affiliate links on the Institution-managed website(s); and
- Promote Apple products and solutions as well as the Academic Website on campus through marketing activities

Program Benefits

Apple provides the following benefits for Participants of the Apple on Campus program:

- Access to the Affiliate Tool and Affiliate Vendor, including online merchandising with Apple-created assets, and affiliate performance reporting;
- Access to Apple Sales Web, Apple Sales Training Online, marketing materials and other program-related resources;
- Ability to earn ADF based upon meeting the Apple on Campus program requirements for Basic or Prime Web Execution
- Opportunity to earn additional ADF funds by hosting an approved Demo Station as described herein
- Eligibility for those approved for a Demo Station to purchase demonstration units from Apple's Collegiate Purchase Program Demo Unit Price List;
- Support from the Apple on Campus Program Management through appleoncampus@apple.com.

Minimum Requirements Summary

The Apple on Campus Participant must meet the following criteria, as described in greater detail in the Policies, to receive ADF:

- Maintain a current Agreement with Apple;
- Login to the Affiliate Tool and accept the Affiliate Agreement terms of use;
- Support of Apple products as an approved platform for use on campus;
- Administrative access to the Academic Website where the Qualifying Link to the Apple Store for Education is located;
- Promote Apple products and solutions as well as the Academic Website on campus through outbound marketing activities no fewer than once per Apple fiscal quarter.

Additional ADF Opportunities

Participants in compliance with Basic Web Execution may qualify for additional ADF on Transactions by meeting the criteria for Prime Web Execution and/or Demo Station.

Prime Web Execution Requirements

The Participant has the opportunity to earn 1% ADF in addition to the 2% ADF earned through Basic Web Execution by meeting requirements for both Basic and Prime Web Execution, to earn a total of 3% ADF. To be eligible, the following criteria must be met:

- Apple technology referenced within the Global Navigation that points to a technology landing page containing information about Apple recommendations (if applicable), awareness of Apple Education Pricing, Apple product imagery, and provides a link to purchase at the Apple Store for Education;
- A Banner ad placed above the fold on any relevant page within the Academic Website (for example, textbooks, bookstore, computers, special deals, etc.); and
- Allow for automatic creative updates through the use of the Affiliate Tool.

Demo Station

Providing EIP's with the opportunity to test-drive a Mac on campus offers a valuable service to those considering making an Apple purchase. It also may help increase ADF eligible Transactions. Because of the extra value that this service provides to customers, Participants hosting an approved Demo Station have the opportunity to earn 1% ADF in addition to the ADF earned for Basic (2%) or Prime Web Execution (3%) for a total possible ADF of up to 4%. The complete criteria for Demo Stations can be found in the Policies.

Apple on Campus Application Process

Candidates for the Apple on Campus Program should evaluate this program with their Apple Account Executive and, if interested, to apply to participate. Applicants may not apply for both the Apple Authorized Campus Store and Apple on Campus Programs. Only those who apply will be considered for acceptance into the program, and acceptance into the program will be determined at Apple's sole discretion.

Applications for the Apple on Campus program are available through your Apple Account Executive. Applications must be completed electronically and will be reviewed by the Apple Account Executive and Apple Program Management for approval.