



# Team Up with Intel to Highlight Your Technology Leadership

You're an industry leader—or an emerging competitor. A multinational trend-setter or a regional star. You're respected in your market segment, whether it's financial services, manufacturing, retail, digital media, education, government, or other.

You're also a technology innovator. In today's globally competitive marketplace, you're using Intel's world-class solutions to empower your organization to fulfill your mission and stay ahead of the pack. Through your IT innovation, you're able to streamline operations, deliver more compelling products and services, improve the bottom line, and become more environmentally friendly.

That's a compelling story, and Intel can help you tell it.

## Put a Powerful Marketing Engine to Work for You

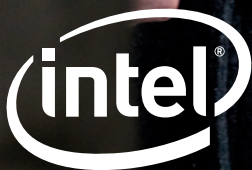
Whether your stakeholders are customers, shareholders, or taxpayers, Intel can help you expand your reach and deliver your message. When you engage in promotions with Intel, you build on the marketing power of a global Fortune 100 company with one of the world's top 10 brands.<sup>1</sup> That's a great way to:

- **Extend brand awareness** and showcase your technology innovation
- **Reinforce your investments in the future**, raising your profile among the technology elite
- **Create a sense of accomplishment and pride** among employees who are involved in technology deployment or enjoying its benefits

## Your Story, Your Way

Working with you to fulfill mutually agreed-upon objectives and tactics, our marketing professionals make the process easy and efficient. We offer powerful venues for sharing your story with targeted global audiences. Together, we'll choose from a varied menu of marketing options:

- **Web site promotions** on Intel's corporate websites with short case studies that describe your success to thousands of business and technology experts around the world
- **Social media opportunities** such as Intel community sites and Twitter to spread your story farther and faster
- **High-quality video testimonials** shown at events and on Intel websites to highlight your technology story through executive interviews
- **Speaking opportunities** at industry events where your executives can discuss technology's role in your company strategy
- **Mention of your company's success** in Intel executive keynote speeches, product launches, and sales and marketing presentations
- **Press and analyst opportunities** that put your technology story in a top-of-mind position with opinion leaders and key industry writers and publications
- **Opportunities to share** your experiences with other industry leaders



## Tell Your Story

Talk with your Intel account representative about promoting your technology leadership. Or visit [www.intel.com/references](http://www.intel.com/references) to see how Intel is helping other companies tell their stories.

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<sup>1</sup> Interbrand, Best Global Brands 2009, [http://www.interbrand.com/best\\_global\\_brands\\_intro.aspx](http://www.interbrand.com/best_global_brands_intro.aspx)

