

10 YEARS OF INTEL® NUC CHALLENGE - TERMS AND CONDITIONS

The following Terms and Conditions apply to INTEL® NUC CHALLENGE participants located in the Americas, Europe, the Middle East and Africa, and Asia-Pacific (except the People's Republic of China).

For INTEL® NUC CHALLENGE participants located in the People's Republic of China, please see separate terms and conditions, available [here](#).

This 10 Years of Intel® NUC Challenge (henceforth referred to as the "Promotion") is organized by Intel (as defined below) and is open to Intel® Partner Alliance members (except as excluded below), from January 1, 2023 to December 31, 2023, for the full year promotion, and from January 1, 2023 to June 30, 2023 for the mid-year promotion.

- Only revenue earned while participant is an Intel® Partner Alliance member ("Intel® Partner Alliance revenue") will be eligible for this promotion. First time buyer (FTB) accounts can be Intel® Partner Alliance members and membership in 2022 will not disqualify FTB accounts from participation.
- The contest regions are: (i) United States of America; (ii) Europe, the Middle East and Africa; (iii) Asia-Pacific; and (iv) Latin America + Canada.
- Participation in this promotion is subject to full compliance with these terms and conditions and all other requirements as communicated by Intel.
- Participation in this promotion is deemed as your agreement that sales-out data and information provided by you in connection with this program will be shared with third parties (e.g. an agency), which will be used solely for the purpose of promotion calculation, and will be used as part of a published status leaderboard for the award of prizes under this promotion.
- For a chance to win, partners must purchase eligible Intel® NUC units.
- Only purchases from Intel, Intel® Authorized Distributors (IADs) and Intel® Authorized Component Suppliers (IACS) are eligible for this promotion.
- Total eligible purchases are calculated by Intel at the end of the promotion period.
- All proof of purchases must be submitted by participating distributors by January 12, 2024 for the full year promotion and July 14, 2023 for the mid-year promotion. Intel® Partner Alliance account types and the criteria for winning the promotions are as follows:

Mid-Year Promotion

| Eligible Intel® Partner Alliance Role | Criteria | Prizes |
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| Solution Provider, Service Integrator, Independent Software Vendor, Cloud Service Provider, Original Equipment Manufacturer | No purchase of any Intel® NUC SKU in relevant time period (January 1, 2022 – December 31, 2022) (“FTB”) | Top 10 highest NUC purchasers by revenue from January 1, 2023 – June 30, 2023 in each respective contest region will be awarded 5,000 Intel® Partner Alliance points. |
| | Purchased Intel® NUC SKUs less than 10,000 USD (or equivalent in local currency, as shown on Distributor Sales Out Reports) in relevant time period (January 1, 2022 – December 31, 2022) | From top 20 highest NUC purchasers, top 10 positive year-on-year percentage NUC revenue growth from January 1, 2023 to June 30, 2023 in each respective contest region will be awarded 5,000 Intel® Partner Alliance points. |
| | Purchased Intel® NUC SKUs in excess of 10,000 USD (or equivalent in local currency, as shown on Distributor Sales Out Reports) in relevant time period (January 1, 2022 – December 31, 2022) | From top 20 highest NUC purchasers, top 10 positive year-on-year percentage NUC revenue growth from January 1, 2023 to June 30, 2023 in each respective contest region will be awarded 10,000* Intel® Partner Alliance points. *Previously was 5,000, Intel has updated this to 10,000 |

Full Year Promotion

| Eligible Intel® Partner Alliance Role | Criteria | Promotion |
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| Solution Provider, Service Integrator, Independent Software Vendor, Cloud Service Provider, Original Equipment Manufacturer | No purchase of any Intel® NUC SKU in relevant time period (January 1, 2022 – December 31, 2022) (“FTB”) | Top 3 highest NUC purchasers by revenue from January 1, 2023 – December 31, 2023 in each respective contest region will be awarded 10,000 Intel® Partner Alliance points. |

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| | <p>Purchased Intel® NUC SKUs less than 10,000 USD (or equivalent in local currency, as shown on Distributor Sales Out Reports) in relevant time period (January 1, 2022 – December 31, 2022)</p> | <p>From top 10 highest NUC purchasers, top 3 highest NUC purchasers by year-on-year percentage NUC revenue growth from January 1, 2023 to December 31, 2023 in each respective contest region will be awarded 10,000 Intel® Partner Alliance points.</p> |
| <p>All Intel® Partner Alliance Roles</p> | <p>Purchased Intel® NUC SKUs in excess of 10,000 USD (or equivalent in local currency, as shown on Distributor Sales Out Reports or Intel sales records, as relevant) in relevant time period (January 1, 2022 – December 31, 2022)</p> | <ul style="list-style-type: none"> • From top 10 highest NUC purchasers, top 5 highest OEM NUC purchasers by year-on-year percentage NUC revenue growth worldwide from January 1, 2023 – December 31, 2023 will win an Intel-funded surprise trip for one person per partner (subject to separate terms and conditions); • From top 10 highest NUC purchasers, top 3 highest Channel Partners (excluding OEM/Distributor) by year-on-year percentage NUC revenue growth from January 1, 2023 – December 31, 2023 in each respective contest region will win an Intel-funded surprise trip for one person per partner (subject to separate terms and conditions); • Intel will select up to 18 distributors with positive year-on-year percentage NUC revenue growth from January 1, 2023 – December 31, 2023 to receive an Intel-funded surprise trip for one person per partner (subject to separate terms and conditions); |

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| | | <ul style="list-style-type: none"> • Intel will select up to 18 distributors with positive year-on-year percentage NUC Channel Partner growth from January 1, 2023 – December 31, 2023 to receive an Intel-funded surprise trip for one person per partner (subject to separate terms and conditions); |
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- First time buyer (FTB) accounts can be Intel® Partner Alliance members.
- A third-party agency, approved by Intel, will examine Distributor Sales Out Reports and qualify FTB accounts for this promotion.
- Award of prizes from the mid-year promotion does not disqualify members from an award of prizes in the full-year promotion, if criteria is met.
- Intel® Partner Alliance members may participate only in one category, even if that member meets the eligibility criteria for multiple categories.
- Winner notification: Winners will be notified by Intel via email. If the winner(s) does not revert after the initial email, plus two (2) reminders, Intel has the right to select an alternative winner. Upon prize forfeiture, no compensation will be given.
- Prizes are not exchangeable for cash or any other goods. Intel reserves the right to change the prize or event without prior notice. Intel gives no warranty or guarantee and makes no representation whatsoever regarding the prize.
- Intel reserves the right to disqualify the winner if it has reasonable grounds to suspect that fraudulent activities have occurred in connection with this promotion.
- Intel reserves the right to amend the relevant time period, or terminate this promotion at any time without giving any reason or prior notice.
- Intel reserves the right to amend these terms and conditions at any time without giving any reason or prior notice.
- Intel shall have no liability whatsoever for any loss, injury, claims, damage, or expense in connection with (i) this promotion or (ii) participant's attendance of an Intel event or use of any prize. Winners agree that their participation in the promotion and attendance of an Intel event held by Intel is done entirely at participant's own risk.

- All matters and disputes arising out of or in relation to this promotion shall be subject to the decision of Intel, and Intel's decision shall be final and binding.
- Winners of the Intel-funded surprise trip will receive travel for one Intel® Partner Alliance member employee to attend Intel's NUC Product Showcase in Istanbul, Turkey. Travel includes one round-trip air ticket from the winner's home county to Istanbul, Turkey (up to 2,000 USD or equivalent local currency), three (3) nights hotel stay (Selected by Intel), three (3) meals per day for each full day in Istanbul and one (1) meal per day on designated arrival and departure days, Intel-selected entertainment, entrance to the one-day Intel NUC Product Showcase, and a one-day tour of Istanbul. Arrival and Departure ground transportation are not included and are the responsibility of the trip participant. All other travel-related expenses, including visa costs and travel insurance, are not included and are the responsibility of the trip participant.

Overall Terms & Conditions:

- The promotional offers stated here are unique to this communication and cannot be combined with any other promotional offers offered to members of the Intel Partner Alliance, or to the Intel® Authorized Distributor on their behalf, on the components.
- State owned entities, defined as entities or bodies owned, in full or by majority, by any government worldwide, are not eligible to participate in this Promotion.
- Intel reserves the right to perform an audit/customer check/request for further proof of submissions to substantiate the sales volume purchased to Intel's satisfaction, and may recover the prize in the event that proof cannot be furnished to Intel's satisfaction.
- Participation in the above offers are subject to compliance with these terms and conditions and all other requirements as communicated by Intel.
- All matters and disputes arising out of or in relation to the above offers shall be subjected to the decision of Intel, and Intel's decision shall be final and binding.
- Intel may, at its discretion, vary, delete or add to any of these Terms and Conditions, including but not limited to varying the promotional offer period or withdrawing the above offers at any time without advance notice or assuming any liability to any partner. Any benefit under the above offers may be withdrawn, withheld canceled if restricted or prohibited by law.
- Receipt of Points, as a prize, conditional on a participant's eligibility to earn Points for purchases of qualifying Intel products and/or the completion of non-purchase activities and redeem those Points under the Intel® Partner Alliance Terms and Conditions.
- The above offers are subjected to the Intel® Partner Alliance Terms and Conditions, including Appendix B, Intel® Points Terms and Conditions ("Program Terms"), which are incorporated herein and available at:

<https://www.intel.com/content/www/us/en/partner-alliance/legal/program-terms-and-conditions.html>.

- Intel will keep the submitted information confidential and will not disclose it to unauthorized parties, except for professional advisors of Intel who will facilitate the operation of the promotion.
- These Terms and Conditions apply to Intel® Partner Alliance members participating in the Promotion and located in all regions except the People's Republic of China (PRC). Terms and Conditions for participants located in the PRC are available [here](#).