AMD 2026 Program Update Training

Agenda

New 2026 Fund Structure

AMD Process: Compliant Planning & Execution

AMD POE Best Practices

Eligible Activities

Q&A

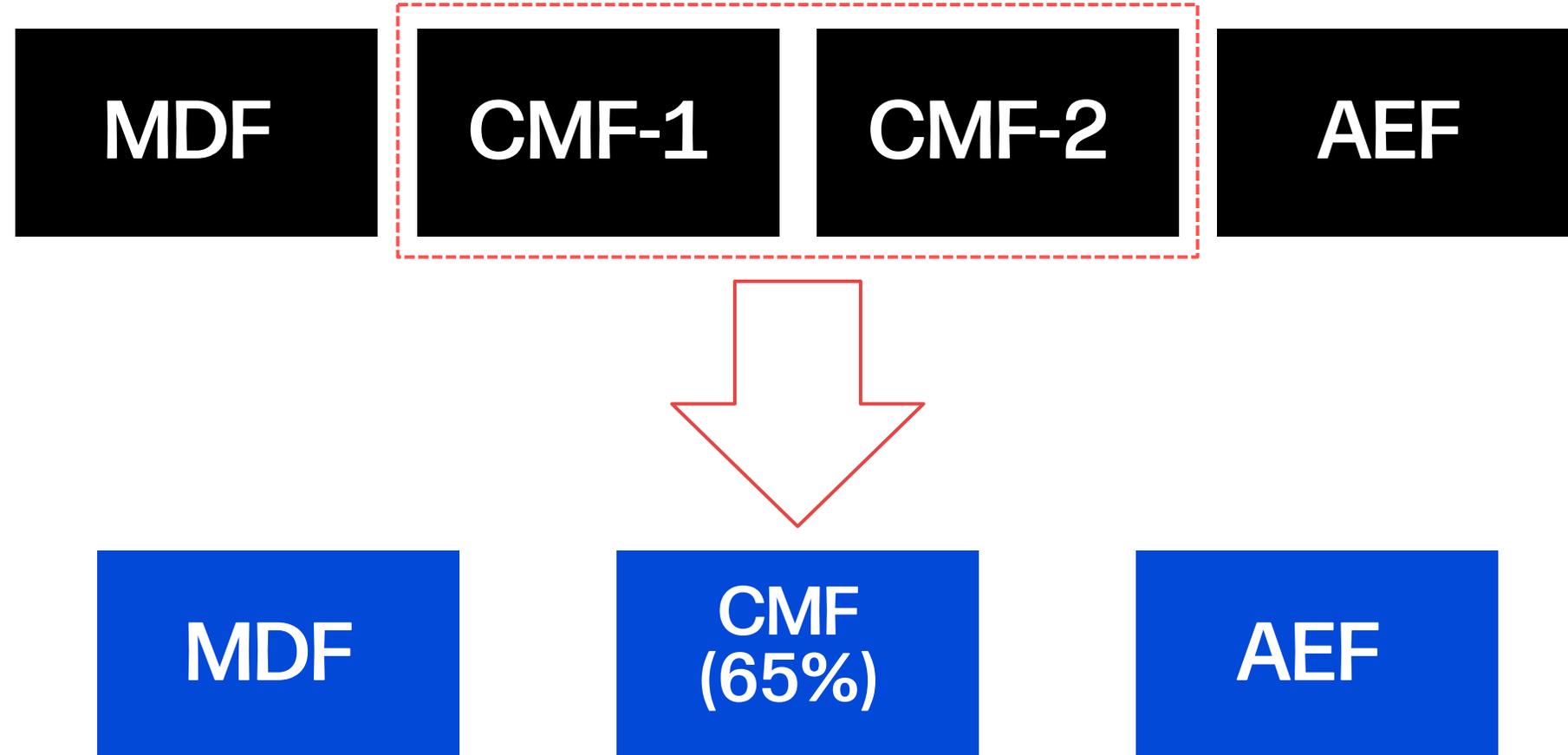# New AMD Fund Structure and Guidance

CMF-1, CMF-2, CMF 65%, MDF, AEF

CMF Program Consolidation

CMF1 and CMF2 are replaced by **one single CMF at 65% reimbursement**

Transition through April 30, then **CMF 65% becomes the only CMF option available**

All new submissions must use **CMF – 65%**

MDF	CMF-1	CMF-2	AEF

MDF | CMF (65%) | AEF

My Alliance Portal Submission

How it looks like in the tool

- MAP will show MDF, CMF 65%, CMF-1, CMF-2, AEF Thin Client during Q2

- CMF 65% will auto-set reimbursement to 65%

- AMD Marketing Advocate and Demo/See Units for Commercial will default to 100% for CMF

AMD Alliance Process Refresher

Planning Right. Claiming Right. Avoiding Delays.

AMD Activity Planning Process

Fund Allocation	Plan Submission	Plan Review	Plan Submission to AMD	Execution

GAM/MBA allocate AMD funds to the different theaters, markets and orgs. Once finalized, the allocation is communicated to corresponding teams.

The Campaign Owner creates the Plan through the My Alliance Portal with the approved plan details.

Make sure you submit your plans at least <u>10 DAYS</u> prior to the start date. So we don't have issues with AMD approval.

<u>Creatives must be approved by AMD.</u>

The Alliance Partner Programs Ops Team reviews:

- Dates of execution
- Budget requested
- Additional info

Alliance Partner Programs Ops team requests further information to Campaign Owner if needed.

The Alliance Partner Programs Ops Team submits activity information MPP (Marketing Performance Portal and assigns activity ID

Campaign owner receives activity approval notification once AMD approves.

The Campaign owner may begin execution.

Any changes after the start date must be communicated by the Campaign Owner to the Alliance Ops team and will be reviewed by AMD.

AMD Confirmation
(requested for submission)

AMD Plan Approval
(means it's good to execute)

From: Webb, Paul <Paul.Webb@amd.com>
Sent: 30 September 2025 4:05 PM
To: Schmitt, Marie <marie.schmitt@hp.com>
Cc: Sellier, Flavien <Flavien.Sellier@amd.com>; BLEINES, Nicolas <nicolas.bleines@hp.com>
Subject: Re: Q4'25 FR Gaming Demand Capture activity for approval

[AMD Official Use Only - AMD Internal Distribution Only]

Hi Marie,

For planning purposes, the AMD OEM marketing team is aligned to the plan you have shared, providing you have sufficient budget within MPP to support. Please submit to your alliance team for entry into the AMD MPP tool. Once official approval from the AMD worldwide go-to-market team is granted, you will be notified with a PO number via your alliance team so that your activity can commence. A valid PO number must be communicated to you before your activity can start. If you have not received a PO number and your start date is fast approaching, please urgently contact AMD.

Thanks,

Paul Webb
EMEA Marketing Manager | **AMD**
EMEA Marketing
M +(44) 79494287519

HP Internal ID AMF-WW-WW-80-1 - Alliance AMF Activity/Plan Confirmation ID

WA **WW AMD Alliance**
To Genovese, Rose; Genovese, Rose; Genovese, Rose
Cc Genovese, Rose; Serna, Natalia Eyennidth

↺ Reply   ↺ Reply All   → Forward   Mon 15/12/2025 22:27

Hi,

The requested activity name **"HP Curiocity Platform- AMD 1H FY26"**, with activity type **"MDF - Pre-recorded Online Training"** and an expected reimbursement of USD $150,000.00, has been approved under the Activity ID: **AMF-WW-WW-80-1**, [start date: 2025-11-20 - end date: 2026-01-31].

Here the activity details for your reference:

Partner ID	HP Internal Act. ID	Organization	Segment	HP 4P Initiatives	Funding Subtype	Activity Name	Category	Activity Type	Start Date	End Date	Brand	Product	Country	Total Cost (USD)	% RB	Reimbursement (USD)
AMF-WW-WW-80-1	AMF-WW-WW-80-1	GBU	ACS (Workstations/RIS)	CEP	MDF	HP Curiocity Platform- AMD 1H FY26	Training: Virtual	MDF - Pre-recorded Online Training	11/20/2025	1/31/2026	Ryzen AI 7,Ryzen AI 9		Across WW	$150,000.00	100	$150,000.00

All marketing materials must be sent to AMD for approval as part of the activity pre-approval process. If creatives were not approved by the partner, the Alliance team will not be accountable of a partial or total loss of funds.

Below you will find the POE requirements for this activity:
• Total number of attendees
• Date(s) of the event(s) and name / URL of the online platform
• Screenshot(s) of event underway showing AMD marketing benefit -OR- Copy of presentation materials used
• Third Party Invoice

Please contact me if you have any question.
Thank you,
Aik Arutiunian

Non-Negotiables: AMD Submission and Execution Rules

1. Plan early. Attach AMD <u>confirmation</u>.	Submit plans in the AMD portal **at least 10 days before** the start date. Plans with a **start date in the past will be rejected**. Always attach the AMD confirmation for the plan (THIS IS NOT THE FINAL APPROVAL)
2. Full plan details required (all funding types).	All submissions must include complete plan details – no partial or placeholder plans. **CMF is enforced even more strictly**, so incomplete CMF submissions are rejected/delayed until complete.
3. Execution discipline: Execute what was approved.	Any changes (especially dates/scope/budget) must be **requested and approved by AMD before the activity end date** (and ideally before execution).
4. Make sure you choose the fund correctly.	Choose the right funding type before submission. Wrong fund selection may delay approval or require backend correction.
5. Select the correct country breakdown.	If a plan runs in multiple countries, select **"Across [Region]"** in MAP (e.g., Across LATAM / Across WW) and enter the **country cost split** in the Cost Breakdown tab.

Multi-Country Plans

If a plan runs in multiple countries, select **"Across [Region]"** in MAP (e.g., Across LATAM / Across WW) and enter the **country cost split** in the Cost Breakdown tab.

Proof of Execution (POE) Refresher

Proof of Execution: How to Get It Right the First Time

AMD POE and Claiming Process

POE Upload

After execution, upload complete POE in My Alliance Portal within **30 days** of the activity end date.

POE Review

Alliance Ops reviews POE and requests more info from the Campaign Owner if needed.

If POE is incomplete or incorrect, the system will send automatic follow-up notifications.

Claim (Reimbursement Request)

Alliance Partner Programs Ops submits the reimbursement claim with supporting documents.

CO receives an automatic claim notification.

If an audit is triggered, Ops manages it — the Campaign Owner will be notified by email and **must respond ASAP to avoid risk of fund loss.**

Payment Application

Alliance Partner Programs Ops monitors and reconciles partner payments.

Funds are transferred to the cost locations.

Non-Negotiables: POE Rules

POE is non-negotiable
(deadline – 30 days after activity end).

If you can't prove it, it didn't happen. Upload POE on time, respond to AMD follow-ups, and ensure POE clearly follows the rules for that activity type**.**

POE must clearly show AMD benefit.

URLs & Dates should be visible for all digital screenshots.
AMD branding should be visible on photos (cannot be displayed on the screens).

CMF now requires KPI/resulting metrics.

All CMF submissions must include **actual performance metrics** as part of POE.
POE without documented metrics will not be considered complete.

Don't over-POE.

Don't include POE unrelated to what was submitted to and approved by the partner.

Taxes are not reimbursed.

Don't put just a single amount with tax included.
Always have a tax added as a separate item in the invoice.

Proper naming – faster claiming.

AMD wants to see a solid definition on the invoices and itemization.
Put in a description that clearly explains the activity performed.

Don't ignore AMD Audit requests!

No response within the deadline = **automatic claim cancellation and funding loss risk.**

POC Example

Example of itemized cost report issued by Third Party.

Issuer company name.

AMD ID, and/or HP Activity ID to prove that the document refers to the specific activity.

The invoice has to be clearly attributable.

Total activity spent amount with detailed cost calculation for all approved event's elements settled for reimbursement and its currency.

Eligible Activities and Best Practices for Them

What Qualifies – and How to Execute It Correctly.

AMD 2026
Activity Types

- Activity types stay the same – enforcement is tighter.

- **Demo Units:** claim must include the AMD processor/model.

- **Paid Social:** POE must show start + end dates.

- **Retailer logic:** on retailer domain = onsite Search; different URL = Offsite

- **Performance report requirement:** must come from a system-generated or third-party source.

- **Report must include:** activity + dates + metrics + costs that match the executed activity.

Online Display Campaign
- In-App Ad
- Pop-up Ad
- Targeted / Blind Network Banner Ad
- Website / Landing Page
- Web Banner
- Online Product Placement
- Text Message

Online Search Campaign
- On-Site Search
- Off-Site Search

Online Publication Campaign
- E-Newspaper / Magazine
- E-Catalog / Retail Circular
- E-Leaflet / Brochure / Datasheet / Whitepaper

Email Marketing Campaign
- Dedicated Email Newsletter
- Section or Ad within Email Newsletter

Online Social Campaign
- Paid Social Post
- Organic Social Post
- Livestream / Influencer Post

Print Publication Campaign
- Ad in Newspaper / Magazine
- Catalog / Retail Circular / Flyer / Insert

AMD Advocate Programs
- AMD Marketing Advocate
- AMD Trainers / Promoters
- AMD Sales Advocate

In-Store Campaign
- Placement of Point of Sale Materials
- Instore Product Placement

Purchase of Leads
- Lead Purchase

Lead Generation Campaign
- Lead Gen-Telemarketing
- Lead Gen-Direct Mail / Email Blast

Purchase of Branded Materials
- Branded Giveaways
- Poster / Banner
- Brochure / Datasheet / Whitepaper

Creative Services
- Creative Services
- Copywriting
- Translation / Localization

Public Relations Campaign
- Paid Review / Article / Analyst Relations
- Press Release
- Product Benchmarking / Testing

Purchase of Hardware / Virtual Unit
- Demo Units
- Seed Units
- Virtual Units

Product Testing / Proof of Concept Program
- Seed / Demo Unit Testing Program
- Virtual Demo Unit Testing Program

Outdoor Media Campaign
- Billboard or Digital Signage

Broadcast Media Campaign
- Infomercial (Home Shopping Network)
- Television Spot / Video Stream
- Radio Spot / Podcast

Event: In-Person
- Roadshow / Round Table Participation
- Marketing Promotional Opportunity
- Industry Tradeshow Participation

Event: Virtual
- Virtual Event Participation

Training: In-Person
- In-Person Training

Training: Virtual
- Live Webinar / Virtual Training
- Pre-recorded Online Training

Sponsorship Agreement
- Sponsorship

Marketing Membership
- Membership

Assets and Resources

AMD Library

AMD Partner Hub

Alliance Training Academy

Stronger knowledge upfront = fewer escalations, faster approvals, cleaner audits.

The Alliance Training Academy is your go-to enablement hub for funding rules, MAP process guidance, POE standards, and best practices.

Link:
Training Academy

Welcome to the Alliance Training Academy!

This is your starting point for all Alliance Partner Program activities.

It offers program guidelines, step-by-step support for co-branded execution, and access to the latest training sessions and updates.

Navigate to Programs

AMD	INTEL	MICROSOFT JUMPSTART
GOOGLE	MICROSOFT JMA	NVIDIA
QUALCOMM	MICROSOFT JUMPSTART GLOBAL	

Your Alliance Partner Program Operations Teams

Region	HP-Led	Channel-Led
EMEA	emea.amd.alliance@hp.com	emea.amd.alliance.pxp@hp.com
AMS	ams.amd.alliance@hp.com	ams.amd.alliance.pxp@hp.com
APJ	apj.amd.alliance@hp.com	apj.amd.alliance.pxp@hp.com
WW	wwamdalliance@hp.com	ww.amd.alliance.pxp@hp.com

POE Requirements

Activity Type Definition and POP – Online Display Campaign (1/2)

	In-App Ad	Pop-up Ad	Targeted / Blind Network Banner Ad	Website / Landing Page
Definition	Online advertising content (banner or video / audio ad) visible within a mobile app	Online advertising content (banner or video / audio ad) visible as a pop-up from a web page	Targeted Network: Online advertising banner served on variety of websites, typically targeting visitors through set of demographic and other criteria Blind Network: Ad network that does not let advertisers know where (or on which publishers' websites) their ads are displayed	Web page dedicated to the product or technology, accessible directly or through a leading banner
POP	1. Screenshot of activity taken during execution period showing AMD brand execution with URL and date visible within screenshot. URL is not required if screenshot is taken through app 2. Start and end date of the activity execution 3. (In case of multiple executions of same ad) Media schedule (names of websites and dates) -OR- 1. Creative asset used for execution showing AMD benefit 2. Activity performance report from the system or from third-party agency showing information that can correlate to the execution, with start and end date and Performance Metrics provided 3. (In case of multiple executions of same ad) Media schedule (names of websites and dates) Note: Specifically for Web Banner, if creative asset and performance report is selected, third-party invoice is the only acceptable proof of cost for FMV assessment, unless otherwise agreed			

Activity Type Definition and POP – Online Display Campaign (2/2)

	Web Banner	Online Product Placement	Text Message
Definition	Online advertising banner located on website. Banner is displayed to all visitors, without targeting	Product listing placed on etailer / retailer / disty / OEM website in a specific (fixed) position to increase the number of impressions for the listing and not triggered by specific search criteria	An electronic communication sent and received by cellular phone
POP	1. Screenshot of activity taken during execution period showing AMD brand execution with URL and date visible within screenshot. URL is not required if screenshot is taken through app 2. Start and end date of the activity execution 3. (In case of multiple executions of same ad) Media schedule (names of websites and dates) -OR- 1. Creative asset used for execution showing AMD benefit 2. Activity performance report from the system or from third-party agency showing information that can correlate to the execution, with start and end date and Performance Metrics provided 3. (In case of multiple executions of same ad) Media schedule (names of websites and dates) Note: Specifically for Web Banner, if creative asset and performance report is selected, third-party invoice is the only acceptable proof of cost for FMV assessment, unless otherwise agreed		

Activity Type Definition and POP – Online Search Campaign

AMD

	On-Site Search	Off-Site Search
Definition	Online advertising content available on partner / customer / etailer own website triggered through a specific word search, sometimes combined with demographic or other criteria	Online advertising content available on third-party websites triggered through a specific word search, sometimes combined with demographic or other criteria
POP	1. Screenshot of the search keyword and search result taken during execution period showing AMD brand execution with URL and date visible within screenshot. URL is not required if screenshot is taken through app 2. Start and end date of the activity execution 3. (If no AMD brand present on search results) Screenshot of landing page with URL and date visible -OR- 1. Activity performance report from the system or from third-party agency showing information that can correlate to the execution, with start and end date and Performance Metrics provided 2. (If no AMD brand present on report) Screenshot of the landing page with URL and date visible (Landing page link must be visible in the activity performance report)	

Activity Type Definition and POP – Online Publication Campaign

AMD

	E-Newspaper / Magazine	E-Catalog / Retail Circular	E-Leaflet / Brochure / Datasheet / Whitepaper
Definition	Advertising in an online version of a periodic magazine or newspaper available to view online, in dedicated app or as downloadable content	Advertising in an online version of a single-page or multi-page advertising materials from a specific retail / etail / disty outlet available to view online, in dedicated app or as downloadable content	Publication available online for download or viewing online featuring information about AMD products, services or product specifications
POP	1. Screenshot of an entire page showing ad with URL, publication date and publication name visible 2. (If publication date or publication name not visible) Screenshot of the cover page showing name of the publication and publication date or validity 3. (In case of downloadable material) A full copy of the downloadable material 4. (In case of multiple executions of same ad) Media schedule (publication website name and date)		

Activity Type Definition and POP – Email Marketing Campaign

AMD

	Dedicated Email Newsletter	Section or Ad within Email Newsletter
Definition	Email communication sent to a defined large number of recipients fully focused on AMD product or technology	Email communication sent to a defined large number of recipients featuring AMD product or technology but also including content from other brands
POP	1. Copy of non-editable, original entire email showing date and subject (e.g., copy of sent out email saved as file) 2. (If email does not contain ads) Additional screenshot that shows ads accessible from the link on the email blast is required with URL and date (This is not applicable for dedicated email newsletter) -OR- 1. Screenshot of the entire newsletter taken online including URL and date within the screenshot or final creative template of entire newsletter 2. Activity performance report from the system or from third-party agency showing information that can correlate to the execution, showing number of recipient and date	

Activity Type Definition and POP – Online Social Campaign

AMD

	Paid Social Post	Organic Social Post	Livestream / Influencer Post
Definition	Amplification of the organic or influencer post, through targeted paid social media advertising campaigns or targeted paid post / advertising on social media	Post on any social media platform, posted on the partner's / retailer / etailer / OEM's own social account	Post on any social media platform, involving the third-party that acts as influencer / brand ambassador for AMD-related products or technology
POP	1. Screenshot of activity taken during execution period showing AMD brand execution with URL and date visible within screenshot. URL is not required if screenshot is taken through app 2. Start and end date of the activity execution* 3. (In case of multiple executions of same ad) Media schedule (website name and date) -OR- 1. Creative asset used for execution showing AMD benefit 2. Activity performance report from the system or from third-party agency showing information that can correlate to the execution, with start and end date and Performance Metrics provided 3. (In case of multiple executions of same ad) Media schedule (website name and date) *Note: Only required for Paid Social Post activity		

Activity Type Definition and POP – Print Publication Campaign

	Ad in Newspaper / Magazine	Catalog / Retail Circular / Flyer / Insert
Definition	Advertising in print version of a periodic magazine or a newspaper. Advertising content can be full-page, part-page or multi page	Advertising in print version of a single-page or multi-page advertising materials from a specific retail / disty outlet
POP	1. Scan / Photo or physical copy of entire page showing ad with publication date and publication name visible 2. (If publication date or publication name not visible) Scan / photo or physical copy of the cover page showing name of the publication and publication date or validity 3. (In case of multiple executions of same ad) Media schedule (publication name and date)	

Activity Type Definition and POP – AMD Advocate Programs

	AMD Marketing Advocate	AMD Trainers / Promoters	AMD Sales Advocate
Definition	An individual working at third-party (e.g., agency, distributor, OEM, channel partner etc.) promoting AMD products or contributing to AMD's software ecosystem. These are primarily through marketing related tools or technical training / support. The advocate must not be actively involved in the process of selling and must show a benefit to AMD other than sale of products	An individual working at a third-party (e.g., agency, distributor, OEM, channel partner etc.) promoting AMD products primarily through tools related to a transfer of knowledge	An individual working at a third-party (e.g., agency, distributor, OEM, channel partner etc.) promoting AMD products primarily through sales-related tools (e.g., building pipeline). Sales advocate must not be actively involved in the process of selling and must show a benefit to AMD other than the sale of products
POP	1. Total number of advocates hired and position(s) held 2. Advocate job description 3. Confirmation from AMD business owner that advocate services have been provided and confirming the execution period		

Activity Type Definition and POP – In-Store Campaign

AMD

	Placement of Point of Sale Materials	Instore Product Placement
Definition	Placement of specific advertising materials (posters, banners, leaflets, stickers, digital signage, risers etc.) within the store premises, in store window or in immediate vicinity of the store	Placement of AMD-based product in a specific location / setup with an aim of gaining additional exposure from the shop floor traffic (e.g., end-cap placement)
POP	1. Photo of product or material in-store (or at location of sale) In case of multiple products or materials, each product / material to be photographed separately showing AMD benefit 2. Number of stores* 3. Start and end date of placement 4. (If POS material is in digital format) A copy of video / presentation played in-store *Note: Only required for Instore Product Placement activity	

Activity Type Definition and POP – Purchase of Leads

Lead Purchase	
Definition	Purchasing database of targeted contacts and / or access to the database of contacts to be used for lead generation campaigns through targeted mailings or telemarketing activities
POP	1. Total number of leads purchased 2. Date of the purchase 3. Explanation of marketing use of the purchased leads Note: Third-party invoice is the only acceptable proof of cost for FMV assessment

Activity Type Definition and POP – Lead Generation Campaign

	Lead Gen - Telemarketing	Lead Gen - Direct Mail / Email Blast
Definition	Creating leads or marketing of products / services via telephone calls to a specific, targeted database of potential customers	Creating leads or marketing of products / services via mail or email communication to a specific, targeted database of potential customers

POP	1. Complete copy of the communication or telemarketing script focused on AMD
	2. Response performance report including metrics with
	    (a) number of targeted customers
	    (b) number of qualified leads
	    (c) start and end date of the activity	

Activity Type Definition and POP – Purchase of Branded Materials

AMD

	Branded Giveaways	Poster / Banner	Brochure / Datasheet / Whitepaper
Definition	Production, distribution and fulfillment related to any form of branded physical promotional items intended to be distributed at events, meetings, trainings etc. Giveaways must have permanent AMD branding; stickers, pins etc. will only be accepted for perishable items	Production, distribution and fulfillment related to large-format printed materials for use at events, meetings, trainings etc.	Production, distribution and fulfillment related to any form of printed materials featuring information about AMD products, services or product specifications intended to be distributed at events, meetings, trainings etc.
POP	1. A photo of produced material to show one item of each final produced item (creative will not be accepted) 2. Explanation of who the item was distributed to and how the recipients were selected * 3. Total number of produced material Applicable to voucher or gift code 1. Distribution list showing voucher name, value and total number of giveaway items 2. A photo of promotion showing AMD benefit 3. Explanation of who the item was distributed to and how the recipients were selected * * Note: a. Do not include Personally Identifiable Information ("PII") b. Only required for Branded Giveaways activity		

Activity Type Definition and POP – Creative Services

	Creative Services	Copywriting	Translation / Localization
Definition	Fees related to creating or modifying of the creative assets for use at events or campaigns.	Fees related to creating a new creative copy for use in other marketing assets or for public relations purposes	Fees related to translation, proofreading or adoption of creative assets or creative copy to local or regional needs
POP	Entire final creative asset or creative copy that was produced		

Activity Type Definition and POP – Public Relations Campaign

	Paid Review / Article / Analyst Relations	Press Release	Product Benchmarking / Testing
Definition	Document or publication commissioned by AMD or Partner, and focused on a specific product or technology, often including benchmarks and competitive comparisons	Public communication typically used to announce new product, technology or event to be issued to a distribution list primarily for journalists / editors	Use of AMD physical or virtual products to assess their performance or features in comparison to a previous-generation or competitive product
POP	1. Copy of the document produced in a non-editable format with execution date 2. (In case of a published document): Screenshot or photo of the published review showing URL and publish date 3. (In case of video review): A copy of the video		

Activity Type Definition and POP – Purchase of Hardware / Virtual Unit

	Demo Units	Seed Units	Virtual Units
Definition	Purchase of computer hardware for use at events or as part of the demo pool. Demo units are typically returned to the central pool after each use	Purchase of computer hardware for testing with customers or partners with an intent to gain future purchase interest from the customer	Implementation or use of an AMD product in a virtual (cloud) environment shared with a potential customer in an attempt to gain their interest in later purchasing additional units of AMD product

POP	1. Total number of units purchased
	2. Detailed specification of each unit (model number, technical specification)
	3. Explanation of marketing use for the units
	4. For (i) each unit (for submission of five or fewer units), or (ii & iii) at least 10% of the total units or five, whichever is greater (for submissions of more than five units) *, one of the four items below must be provided:
	   a) Proof of shipment to unit recipient (e.g., shipping document / delivery note)
	   b) Confirmation from unit recipient confirming number of units received
	   c) Photo of unit in use (event / training / in-store unit only) must show AMD benefit
	   d) Screenshot of article / review with URL (must show AMD benefit)
	
	* For example:
	i) If total unit is 3, one of the options above must be provided for all 3 units
	ii) If total unit is 10, one of the options above must be provided for at least 5 units
	iii) If total unit is 100, one of the options above must be provided for at least 10 units (10%)
			1. Total number of access to the platform
			2. Correlation of the platform and the host machine showing specification (AMD)
			3. Explanation of marketing use for access
			4. For (i) each access (for submission of five or fewer access), or (ii & iii) at least 10% of the total access or five, whichever is greater (for submissions of more than five access) *, one of the two items below must be provided:
			   a) Proof of delivery to recipient (e.g., E-communication sent showing date and subject)
			   b) Performance report from system including the model unit name, Performance Metrics, activity start and end date
			
			* For example:
			i) If total unit is 3, one of the options above must be provided for all 3 units
			ii) If total unit is 10, one of the options above must be provided for at least 5 units
			iii) If total unit is 100, one of the options above must be provided for at least 10 units (10%)

Activity Type Definition and POP – Product Testing / Proof of Concept Program

	Seed / Demo Unit Testing Program	Virtual Demo Unit Testing Program
Definition	Coordination and fulfillment services related to operating a seed / demo testing program by a qualified 3rd party. This cost could include purchase of hardware or lease of equipment	Use of AMD product in a virtual (cloud) environment or purchase of cloud testing account from cloud provider which use AMD product in a virtual environment for customer testing or benchmarking purposes. This cost does not include purchase of hardware
POP	1. Total number of products (e.g., AMD model, testing account) used for testing and number of tests conducted 2. Start and end date of the testing program 3. Explanation of marketing benefit of the testing program -OR- Testing report / lease report Note: Third-party invoice is the only acceptable proof of cost for FMV assessment if the explanation of marketing benefit of the testing program is provided as proof of performance under requirement #3	

Activity Type Definition and POP – Outdoor Media Campaign

AMD

	Billboard or Digital Signage
Definition	Large-format advertising placed in the public space, either as static or rotating billboard or in digital form as on-screen signage
POP	1. Photo of the material being advertised 2. Media schedule (Details of location(s) and dates / times of outdoor campaign)

Activity Type Definition and POP – Broadcast Media Campaign

	Infomercial (Home Shopping Network)	Television Spot / Video Stream	Radio Spot / Podcast
Definition	Advertising on specific shopping-focused television channels or streaming video platforms dedicated to home shopping	Advertising on any video-and-audio medium: traditional television or video streaming platforms	Advertising on any audio-only medium: traditional radio, radio stream or podcast
POP	1. Digital copy of the advertisement broadcasted including AMD marketing benefit For television / video stream / infomercial: AMD benefit must be mentioned in video or on-screen For radio: AMD benefit must be mentioned in the broadcast 2. Media schedule with name(s) of media and date(s) / time(s) of broadcast		

Activity Type Definition and POP – Event: In-Person

	Roadshow / Round Table Participation	Marketing Promotional Opportunity	Industry Tradeshow Participation
Definition	Participation in a single event or series of events organized by AMD, Participating Partner, or an industry organization. (e.g., Floor Days / Table Top events / Sales Days etc.)	Specific marketing opportunity at a larger tradeshow or event. Example of such opportunity might include sponsorship of after-hours event, lunch / dinner sponsorship or hospitality opportunity	Participation in industry tradeshow as a sole exhibitor or co-exhibitor. Industry tradeshow includes many exhibitors and is typically organized by a third-party vendor or organization
POP	1. Photo(s) of event underway (must clearly show that event is in progress by including visitors, speakers or promoters) showing AMD marketing benefit (e.g., banner / booth / backdrop with AMD logo) 2. List of location(s) and date(s)		

Activity Type Definition and POP – Event: Virtual

	Virtual Event Participation
Definition	Participation in a single or series of virtual events organized by Participating Partner, or an industry organization. Participation typically includes a live stream or pre-recorded presentation, logo presence etc.
POP	1. Date(s) of the event(s) and name / URL of the online platform 2. Screenshot(s) of event underway showing AMD marketing benefit -OR- Copy of presentation materials used

AMD

Activity Type Definition and POP – Training: In-Person

In-Person Training	
Definition	In-person meeting with a group of invited individuals with the primary objective of the knowledge transfer related to AMD products or technology If in-person training includes a live stream component, In-person training should be selected as activity type
POP	1. Total number of attendees 2. Photo(s) of event underway (must clearly show that event is in progress by including visitors, speakers or promoters) showing AMD marketing benefit -OR- Copy of presentation materials used 3. List of location(s) and date(s)

Activity Type Definition and POP – Training: Virtual

Live Webinar / Virtual Training	Pre-recorded Online Training
Definition Virtual / Online live meeting with a group of invited individuals with the primary objective of the knowledge transfer related to AMD products or technology	Pre-recorded learning session available on-demand to invited individuals with the primary objective of the knowledge transfer related to AMD products or technology
POP 1. Total number of attendees 2. Date(s) of the event(s) and name / URL of the online platform 3. Screenshot(s) of event underway showing AMD marketing benefit -OR- Copy of presentation materials used	

Activity Type Definition and POP – Sponsorship Agreement

Sponsorship	
Definition	Contractual obligation to commit funds to a third-party in exchange of assets and services promoting AMD. Sponsorships will typically include sports and e-sports teams, venues, influencers, etc.
POP	1. Agreement signed by an authorized AMD employee as per applicable AMD policy 2. Non-AMD specific official document (e.g., sponsorship form, sponsorship brochure / prospectus, sponsorship letter, etc.) showing benefits, date, location and total cost 3. Appropriate proof of performance listed in POP Guidelines for activity executed *Sponsorship activity type should only be used when there is an official document (sponsorship form, sponsorship brochure / prospectus, sponsorship letter and sponsorship agreement) if third-party invoice or rate card are not provided

Activity Type Definition and POP – Marketing Membership

Membership	
Definition	Contractual obligation to commit funds to a third-party in exchange of AMD becoming a member in an industry organization, policy group or association to access exclusive insights, data, prospects and other events related to marketing
POP	1. Membership agreement signed by authorized AMD employee 2. Membership agreement or non-AMD customized official document (e.g., membership form, membership brochure / prospectus, etc.) showing AMD benefit, date and total membership subscription fee