

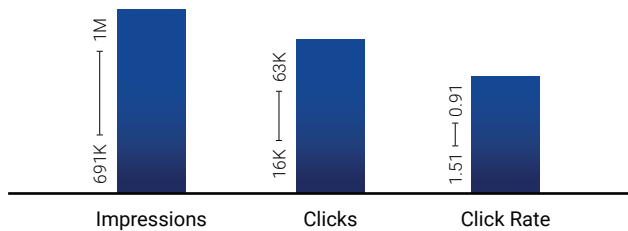
Government Partner Campaign

- 1 PNY will provide Authorized Partner with a zip file of all the assets required to create the High Performance Computing landing page.
- 2 Once the High Performance Computing landing page is approved by PNY, the Partner will be added into the Google rotation for 30 days*.
- 3 Google Ads will link directly to partner's approved High Performance Computing landing page.
- 4 PNY will be responsible for creating the artwork, submitting the creative and paying for the Google advertisements.
- 5 Partner will provide PNY with the approved landing page URL and their logo.

Analytics

Google Ads

Metrics will be dependent on the campaign, but previous PNY Google ads have received results in the following range:



Sample Google Display Ad

Reporting - PNY will provide the metrics to the participating partners a week after the campaign has been completed.

GOVERNMENT WHITEPAPER

PNY works with Authorized Partner to write a targeted white paper.

- PNY creates the whitepaper and promotes it on social and links to Partner's campaign page which has been approved by PNY
- Where possible a lead form will be created to capture leads from downloaded whitepaper
- If lead form is on Partner website, Partner to provide a monthly report of leads received

GOVERNMENT USE CASE/ VIDEO INITIATIVE

PNY works with Authorized Partner to create a use case (PDF or Video).

- PNY helps create the use case and promotes it on their social platforms
- Partner creates a use case page which is approved by PNY
- PNY links social promotion to the approved use case page on partner site
- PNY promotes on social and/or advertising platforms based on focus market
- Where possible lead form created to download use case
- Partner provides a monthly log of leads received

FOR MORE INFORMATION :

Contact your **PNY Account Manager** or email **GOPNY@PNY.COM**

PNY Technologies, Inc. 100 Jefferson Road, Parsippany, NJ 07054 | Tel 973-515-9700 | Fax 973-560-5590 | WWW.PNY.COM/PNYPRO

*Terms and conditions subject to change at PNY's discretion. 30 days will start once all paperwork is completed and approval process has been completed.

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