



Adobe Buying Programs

# Adobe VIP Program Guide

## Education

December 11, 2018

Simplify licensing across the institution while saving through volume discounts.

The Adobe Value Incentive Plan (VIP) is a subscription licensing program that makes it convenient for institutions of all sizes to purchase, deploy and manage Adobe products.

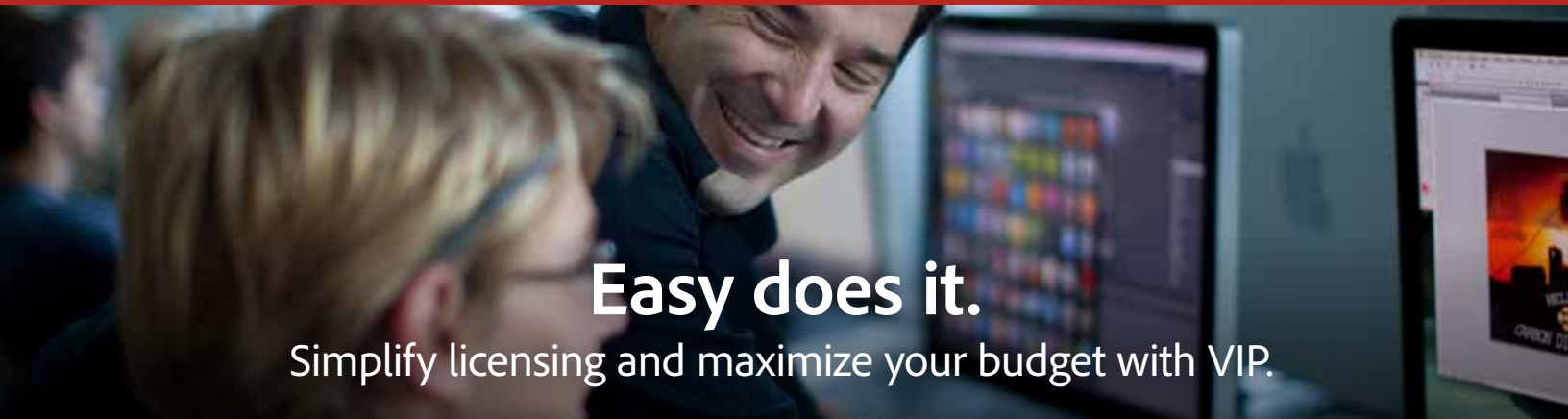
**Note:** If your institution requires information about the VIP program for Commercial and Government customers, please refer to the Commercial and Government version of the Adobe VIP Program Guide.

Qualified nonprofit organizations are permitted to purchase through VIP using the Education price list. For information on Nonprofit eligibility, refer to the *Nonprofit eligibility guidelines* on [Adobe.com](https://www.adobe.com).



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# Easy does it.

## Simplify licensing and maximize your budget with VIP.

The Adobe Value Incentive Plan (VIP) is a subscription licensing program with simple and secure management capabilities, flexible terms that give educational institutions lots of choices, and discount levels that increase as you make additional purchases.



### Easy access to Adobe subscription apps and services

VIP helps educational institutions of all sizes manage licenses of industry-leading Adobe apps including Creative Cloud, Acrobat DC, Adobe Stock\*, Captivate, and more. [View the Buying Programs Comparison Guide](#) for a full listing.



### Subscription term of your choice with lots of flexibility

You choose the length of the subscription term—1 year, 18 months or up to 4 years.

VIP is ideal for meeting needs in classrooms, labs, across campus and beyond.



### Meet institution-wide needs

With VIP, you can purchase shared device licenses† to use on institutionally owned machines (such as computer labs), or you can purchase named-user licenses to provide Creative Cloud to teachers and students wherever they are (work-at-home) and on any device they use including non-institution-owned devices. [See Page 4 to learn more.](#)



### Save through volume discounts

Volume discounts can make all the difference to your budgets—giving your students and staff the creative and administrative tools they need to succeed. Education institutions that purchase 10 or more licenses may qualify for special savings at VIP Select discount levels.



### Maintain centralized control

Centralized deployment gives educators, students and administrators access to new products as soon as they're released.\*\* And with the Admin Console, you always know how many licenses are deployed and who is using them. To support changing needs, you can also assign and unassign users.

\* Adobe Stock is not available for purchase in the People's Republic of China (PRC).

\*\* Creative Cloud 2018 (released October 2017) is the last version of Creative Cloud available on device licenses. In order to receive the latest version of Creative Cloud, a Member may move to a shared device license product instead.

† Device-based licenses are not available for purchase in the PRC.

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## K-12 solutions: Primary and secondary school offerings

Adobe offers a variety of licensing options that give students and teachers the ability to access their Adobe software at work, at home, or in a computer lab. There are two types of licenses available: named-user licenses and shared device licenses.\*

### Named-user licenses

Institutions (e.g., schools, districts, legal entities) may purchase named-user licenses for individuals to use on specific institutionally owned or leased computers. Named-user licenses are ideal for bring-your-own-device (BYOD) environments. Enrolled students gain access to the full power of Adobe Creative Cloud, including integrated apps as well as online storage services. Institutions must approve BYOD use by students.

Named-user licenses also enable teachers and staff to use Adobe software while working at home. In this case, the institution retains usage rights to the licenses and must revoke license access from inactive teachers and staff. For K-12 named-user licenses, the school or district must deploy the licenses using an Enterprise or Federated ID and password provisioned by the school, district, etc.

Named-user licenses are available through School Site License and District License purchasing options.

### Shared device licenses

Institutions may purchase shared device licenses to give students and teachers the flexibility to access Adobe products in shared environments like labs, libraries, and classrooms. With these licenses, users can access the latest versions of Creative Cloud apps and services on entitled machines. Also, users with individual paid subscriptions can log into machines entitled with shared device licenses to access their profiles as well as their saved work.

To use shared device licenses, K-12 students and teachers in shared environments can simply log in with an Enterprise or Federated ID and password provisioned by the school or district. For K-12, the school or district must deploy access IDs using an Enterprise or Federated ID. For more information about ID types see: <https://helpx.adobe.com/enterprise/using/identity.html>.

Shared device licenses are available through School Site License and District License purchasing options.

### Device licenses

Legacy options for device licensing are only available for renewal by Members currently using device licenses. Creative Cloud 2018 (first released in October 2017) is the last version of Creative Cloud available via device licenses. A device license is ideal for environments such as classrooms or labs. Device licenses are enabled on specific devices for use by one or more people.\*\*

### Purchasing options to maximize your budget

Adobe offers Creative Cloud for education for primary and secondary school licenses through two options: the School Site License and the District License. Both offerings are available for qualified primary and secondary schools and districts only through the Value Incentive Plan (VIP). Primary and secondary school [eligibility requirements can be found here](#). Please contact your account manager for offering and purchasing details.

\* Certain education offerings are not available in the People's Republic of China (PRC) including, device licenses and any Named User licenses purchased for use in China do not include bring-your-own-device (BYOD) support for students, and work-at-home licensing rights for educators. Contact your Adobe Account Manager for details.

\*\* Device licenses are only available for renewal by Members currently using device license customers. Creative Cloud 2018 is the last version of Creative Cloud available through device licensing. The most current version of Creative Cloud is available through shared device licensing. Members with device licenses can self-service migrate to the shared device License Product at any time during their existing VIP Subscription Term for no additional license fees.

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**The School Site License** is available to a qualifying accredited primary and secondary public and nonpublic school or district office located at a single address. A School Site License has a minimum license purchase of 100 shared device licenses or 500 named-user licenses.

**The District License** is available to qualifying accredited primary and secondary school legal entities (i.e. school districts). A legal entity\* may purchase and use district licenses across qualified primary and secondary school sites within the legal entity or school district and for use in an administrative office and/or a fully-owned educational training center used to educate active teachers and staff and/or enrolled primary and secondary school students. A district license has a minimum license purchase of 500 shared device licenses or 2,500 named-user licenses. Note: Minimum purchase requirements may vary by region.

### Primary and Secondary Product Identity type and additional terms

Use of Adobe Products in primary and secondary schools requires each user to have a Federated ID or Enterprise ID (including for using shared device licensing) and compliance with all obligations described in the [Primary and Secondary Education Named User Additional Terms of Use](#). Primary and secondary schools may not deploy products and services using Adobe IDs. For more information about ID types see: <https://helpx.adobe.com/enterprise/using/identity.html>

## Higher Education solutions

Adobe provides a variety of licensing options to assist higher education institutions in meeting the needs of their students and faculty. There are two types of licenses available: named-user licenses and shared device licenses.\*\*

### Named-user licenses

Institutions may purchase named-user licenses for individual faculty, staff, or students. Named-User licenses enable users to work at home and on campus with up to two deployments per license.

### Shared device licenses

Institutions may purchase shared device licenses to give students and faculty the flexibility to access Adobe products in shared environments like labs, libraries, and classrooms. With these licenses, users can access the latest versions of Creative Cloud apps and services on entitled machines. Also, users with individual paid subscriptions can log into machines entitled with shared device licenses to access their profiles as well as their saved work.

To use shared device licenses, students and faculty in shared environments can simply log in with an ID (Federated or Enterprise) and password provisioned by the school, or they can log in using a free Adobe ID that they create on Adobe.com.

Shared-device licenses are available through Value Incentive Plan purchasing options.

### Device licenses

Legacy options for device licensing are only available for renewal by Members currently using device license. Creative Cloud 2018 (released in October 2017) is the last version of Creative Cloud available on device licenses. A device license is ideal for environments such as classrooms or labs. Device licenses are enabled on specific devices for use by multiple users.

\* Legal entity refers to an organization that has responsibility for the procurement and contract management of multiple individual primary and/or secondary schools, for example, a district, county, state, or government agency.

\*\* Device licenses are only available for renewal by Members currently using device licenses. Creative Cloud 2018 (released in October 2017) is the last version of Creative Cloud that is available through device licenses. Members with device licenses can self-service migrate to the shared device license Product at any time during their existing VIP Subscription Term for no additional license fees. Shared device licenses support the latest versions of Creative Cloud.

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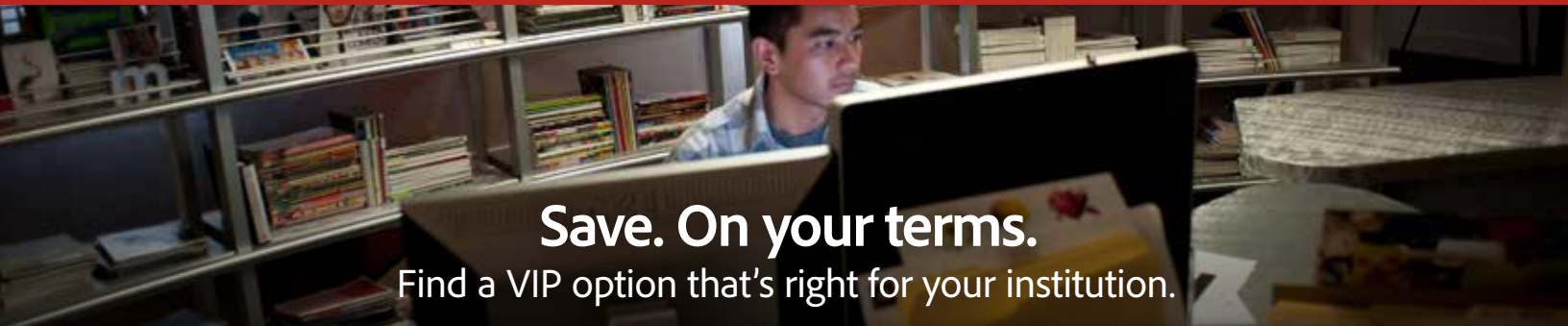
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| Annual subscription       |   | Extended subscription   |  |
|---------------------------|---|---|--|
| 1 year                    | Subscription length                     | Up to 4 years   |  |
| Pay up front              | Payment                                 | Pay up front  |  |
| VIP Select: 10+ licenses  | Discount                                | VIP Select: 10+ licenses  |  |
| Discount on all purchases |   | Discount on all purchases   |  |
| Link affiliated VIPs      | Payment and subscription length options | Set price* for 3 years with license commitment (paid annually‡)<br>Link affiliated VIPs |  |

\* Specific pricing is always between the Account Manager and the VIP Member. Certain currencies may be affected by fluctuations in exchange rates.

‡ 3-year set partner price agreement is not available to customers with pay up-front extended subscription.

### Here are a few examples of different needs and VIP solutions:

“We are now looking far into the future, providing tools to our students to empower them to become great creative thinkers.”

*Tamy Smalskas,  
Director of college & career readiness,  
McKinney ISD, Texas*

#### Discount on all purchases with VIP Select

**Need:** A larger institution has evolving, expanding software needs and would like added discounts.

**VIP Solution:** With VIP Select, the institution can purchase 10 licenses or more at one time and get a set discount level on all subsequent purchases in a term. And the institution can qualify for even higher discount levels if it purchases at least 50 licenses or 100 licenses.

#### Budget predictability with VIP Select

**Need:** A K-12 district is on a tight but guaranteed budget, with funding coming at the same time each year.

**VIP Solution:** In addition to the discount level—on all purchases—with VIP Select, the extended subscription option allows the district to pay annually with a set price\* on the license quantity defined at the beginning of the agreement. It can add additional licenses at the same price for up to three years.

#### Linked Membership for discounts across your institution or district

**Need:** Departments or schools within a large institution or district have vastly different software needs but would like to benefit as much as possible from volume discounts.

**VIP Solution:** Linked Membership allows for purchasing and managing licenses separately by the departments or schools through individual VIPs, while ensuring that all qualified departments or schools receive the combined high-volume reward of those aggregated purchases. Reaching 10 licenses qualifies for the discounts of VIP Select.

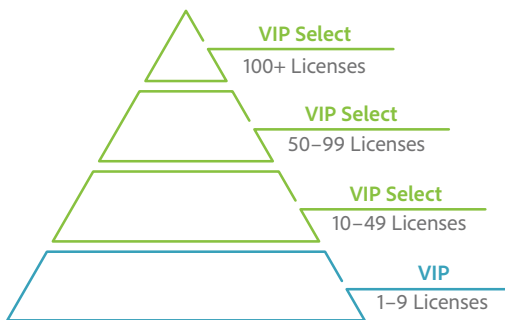
† Certain education offerings, including device licenses, bring-your-own-device (BYOD) support for students, and work-at-home licensing for educators are not available in the People's Republic of China (PRC). Contact your Adobe Account Manager for details.

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VIP Members can save even more when they qualify for VIP Select by purchasing 10 licenses\* or more during a subscription term. And they can save on top of that by purchasing 50 or 100 licenses or more.



### VIP discount levels

| Discount Level | License Quantity | Discount | Membership Status |
|----------------|------------------|----------|-------------------|
| 4              | 100+             | Yes      | VIP Select        |
| 3              | 50-99            | Yes      | VIP Select        |
| 2              | 10-49            | Yes      | VIP Select        |
| 1              | 1-9              | None     | VIP               |

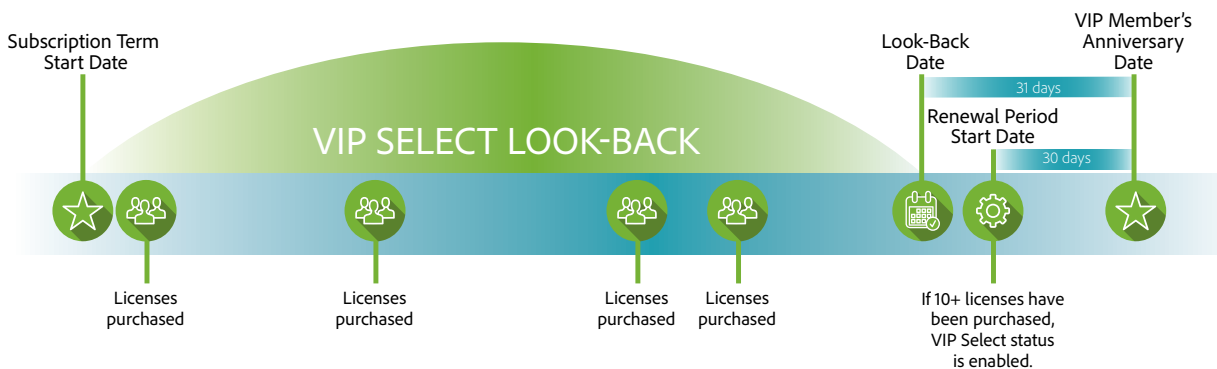
### Look-back as the way to qualify for VIP Select:

#### Qualify for VIP Select with a single purchase:

VIP Members with fewer than 10 licenses automatically qualify for VIP Select with a single order of 10 or more licenses. Simply place an order for the minimum license quantity, and your membership will automatically upgrade to VIP Select and the corresponding benefits.

#### Qualify for VIP Select at renewal:

If you're looking to order 10 or more licenses over the course of the subscription term, you can qualify for VIP Select with an automated look-back. 31 days before your Anniversary Date, Adobe tallies the number of licenses purchased during your current subscription term. If this total is more than 10 licenses, subsequent orders of any size qualify for the initial VIP Select discount. Then, of course, the 50- and 100-license thresholds can bring even greater discounts.



\* Standalone Adobe Stock subscriptions do not count toward VIP Select total.

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## VIP Select Members qualify for 3-year commit

After qualifying for VIP Select, your educational institution has the option to receive set pricing for up to three years when you commit to 10+ licenses.

### Allows extended budgeting and multi-year savings—on all purchases

VIP Select with 3-year commit allows budgeting for up to 3 years at a set price\* on a defined license quantity. You qualify for discounting on all VIP purchases during the term (up to 3 years, through 2 renewals). And you can add incremental licenses—while only requiring the committed quantity be maintained.

### Steps to getting started with 3-year commit



#### Enroll in VIP

Contact an Account Manager—an Adobe representative or an Adobe Reseller. You can enroll and place your first order at the same time.



#### Qualify for VIP Select

You automatically qualify for VIP Select once you purchase 10 licenses—either in a single order or via automated look-back, which determines if you purchased 10 or more licenses during your term.



#### Accept 3-year commit

After qualifying for VIP Select, you will receive a VIP Select welcome email with an offer for your institution to accept 3-year commit by committing to renew their current number of licenses during the 3-year commit term.



#### Add licenses with set pricing\* at any time

Purchase new licenses with the 3-year commit pricing you accepted earlier even if you haven't yet purchased that particular product.\*\*

### Examples of 3-year commit agreements

When you accept 3-year commit, you agree to maintain a set number of licenses—at the discounted pricing. You will renew (annually) twice during the 3-year term at the set license quantity. Here are two examples:

**Example A:** A school district qualifies for VIP Select with 20 licenses. They immediately accept 3-year commit, agreeing to maintain a minimum of 20 licenses through the committed term. There is no obligation to maintain incremental licenses added after accepting the agreement.

**Example B:** A university department qualifies for VIP Select with 50 licenses. They later add 20 licenses and then accept 3-year commit, agreeing to maintain a minimum of 70 licenses through the committed term.

### Product availability during a 3-year commit subscription term.

Adobe is always innovating, and may release new Products that are available for purchase through VIP at any time. If, after you've joined 3-year commit, a new Product is released and becomes available for purchase through VIP, then the initial price of that Product will also be included in your 3-year commit pricing.

Adobe may discontinue the availability of a Product at any time. If this occurs during a 3-year commit term, a Member will no longer be able to purchase the Product after its last sales date.

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\* Specific pricing is always set between the VIP Select Member and the Adobe representative or Adobe Reseller.

\*\* Purchasing Consumables does not count towards obtaining VIP Select levels or meeting a Member's 3-year commit license Minimum Number of License commitment.



“... we are really saving time during the purchase and deployment process. Keeping track of our software inventory has become far easier and the time required to re-assign a license has been reduced by up to 80%.”

*Christopher Lindemann,  
IT department team lead,  
InnoGames*



## VIP Subscription Term Options

With VIP, administration of licenses is manageable and flexible, with subscription term options to meet your institution's needs. And there's no contract renewal or renegotiation necessary—only licenses need renewing each term, and you can adjust quantity and change products as needed. [See the Renewal section for more information.](#)

### Subscription term options: Annual and Extended

VIP offers three subscription term options to fit your institution's needs:



#### Annual subscription

Annual subscription allows VIP Members to pay up front for a 12-month license subscription. Your Anniversary Date is 12 months after either the date Adobe accepts your initial order or, if earlier, your initial Purchase Authorization Date. **Note:** All terms default to the annual subscription during the renewal period.



#### Extended subscription: Two options

There are two extended term options available through VIP:

##### Extended paid-up front subscription

Extended subscription provides new VIP Members an extended, pay-up-front term. This option makes it even easier for you to meet the purchasing and budgeting needs for your institution. With this option, you receive extended license periods and can select an Anniversary Date that aligns with your institution's budget schedule. Please talk to your Account Manager about this option before signing up for VIP.

**Note:** All terms default to the Annual subscription during the renewal period.

##### Long-term savings with 3-year option—under VIP Select

An additional extended term subscription for VIP Select Members includes a 3-year commit option\* that allows your institution to pay annually at a set price\*\* on the license quantity defined at the beginning of the agreement.

Add additional licenses throughout the subscription term at the discounted price defined on the day you sign the 3-year agreement.

An additional amendment is required to sign up for 3-year commit. If eligible, a link to the amendment will appear in the Account Management page on the VIP Admin's Adobe.com profile.

***Learn more about qualifying for VIP Select and choosing the 3-year commit option.***

\* 3-year commit is unavailable for VIP Members with an extended paid up front term.

\*\* If transaction is through a reseller, then the member's pricing is determined by the reseller.

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## Enrollment

With VIP, enrollment is simple. Contact your Account Manager (either an Adobe representative or an Adobe Authorized Education Reseller—see below\*) to join VIP and order Adobe products.

### How to enroll

To enroll, contact your Account Manager and provide the following basic information:

- Market segment (Education)
- Institution name
- Address
- Designated VIP Administrator's name and email

Your Account Manager will then send you an email invitation to join the Value Incentive Plan. The designated VIP Admin must read and accept the VIP terms and conditions prior to purchase.

### VIP terms and conditions

The invitation to join the Value Incentive Plan will contain terms and conditions that must be accepted by the VIP Member. Once the terms and conditions have been accepted, your institution is given administrative access to the license management tool (Admin Console).

### VIP ID: It's your institution's account ID

A VIP ID is a unique identifying number that designates your institution as a member of the VIP program. Your VIP ID is issued the day the invitation to join VIP is sent by your Account Manager. You should keep track of your VIP ID and provide it to your Account Manager(s) prior to purchasing any licenses. This number will remain in effect as long as your institution chooses to participate in VIP.

### Your initial order

Once your institution receives a VIP ID, you can then place your initial order directly with an Account Manager. You can order at the time of enrollment or anytime after. The Anniversary Date is automatically calculated as twelve months (12 months) after either the date Adobe accepts your initial order or, if earlier, your initial Purchase Authorization Date.

\* Important: "Account Manager" means either (i) Adobe Authorized Education Reseller, if a transaction is through a reseller, or (ii) Adobe representative, if a transaction is direct with Adobe.



### Tip

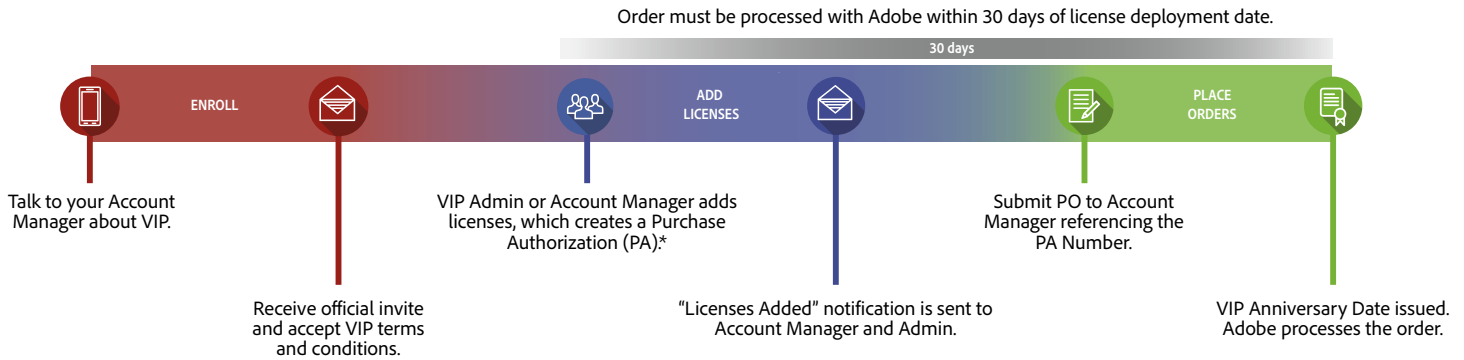
When a VIP ID is assigned to an institution, this single VIP ID should be used for all orders placed during the subscription term. If Adobe or an Adobe Authorized Education Reseller submits a new enrollment for an existing VIP Member, and a new VIP ID is created, the institution will have two different accounts and cannot combine license totals to receive a higher discount level. If multiple VIP IDs for one institution are appropriate, they can be managed by one VIP Admin in the Admin Console.

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## Getting started with VIP: It's quick and easy

Joining VIP and then purchasing software licenses is simple and quick. The first easy step: Contact an Account Manager (either an Adobe representative or an Adobe Authorized Education Reseller) to request membership. You don't have to be a huge institution to join—even schools or departments ordering a few licenses benefit from VIP Membership.



### Enrollment

1. Contact your Account Manager and provide information about your needs.
2. Designate a VIP Admin. This is the first person with access to the institution's license management tool (Admin Console), where they can add licenses and manage users. The VIP Admin will need an Adobe ID to associate with the VIP ID. Use an existing Adobe ID or create a new one.
3. The VIP Admin will receive an official invitation to VIP and a VIP ID via email.
4. Accept VIP Terms and Conditions.



### Adding Licenses

1. Add licenses—through the Admin Console or with your Account Manager—and place your initial order.\*\*
2. Add named-user licenses at any time throughout your subscription term with ease through the Admin Console. Contact your Account Manager to add device licenses.



### Payments and Renewals

1. You must make payment or issue a purchase order for the initial licenses within 30 days of receiving your VIP ID.
2. Renew at the end of your term, placing renewal orders within the 30 days before the Anniversary Date. You can change products or conduct partial renewals at this time.

### Ready to get started?

With VIP, you can budget more predictably, lower your up-front costs, and leverage volume discounts. Set your own Anniversary Date to align your buying cycle, and rest assured that your software will always be in compliance.

Call Adobe at 800-443-8158 or contact your [Adobe Authorized Education Reseller](#).

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\* Adding licenses or creating a Purchase Authorization (PA) may not be available for all Products. Contact your Account Manager for more information.

\*\* Enterprise and device licenses are not available for purchase through VIP in the People's Republic of China (PRC).

"[The] Admin Console keeps everything organized, and adding new seats is easy."

*Justin Lang,  
senior technical  
production manager,  
Sympoz*



## Adding and Deploying Licenses

Once you are enrolled in VIP, adding and deploying licenses is easy. Using your online license management tool—the Admin Console—you can add licenses and inform faculty members, students, staff, and administrators that the software has been deployed for them. You can add device licenses by contacting your Account Manager. To support changing teaching, learning and administrative needs, you can also easily assign and unassign users.



### Tip

If the person who is being assigned licenses has an Adobe ID, please use the email address associated with that person's Adobe ID.

### License management made easy via the Admin Console

Educational institutions who purchase team or enterprise products through VIP have access to the Admin Console—a centralized management tool for easily administering licenses, monitoring storage, and more. Enterprise product offerings provide an IT Admin with additional features for group management, product organization, and controlling access levels.

See the [Admin Console Help pages](#) on Adobe.com for information on managing products.

### Adding licenses

Orders may be placed by VIP Members at any time throughout the VIP subscription term. Members may contact their Account Manager, or an admin may indicate their intent to purchase by adding licenses in the Admin Console, and then submitting an order to their Account Manager.

**Note:** The VIP Member may appoint its Account Manager as an additional administrator to help manage the Member's account, but an Account Manager may not serve as the primary administrator.

\* License offerings differ in the People's Republic of China (PRC). See the [Buying Programs Comparison Guide for Education](#) for more information and full product listing.

### Product options for VIP\* include:

#### Creative Cloud for education, Acrobat DC, Adobe Stock, Captivate, and Presenter Video Express

- Option for named user or device licenses
- Admin Console for license management: add, deploy, and manage all licenses and add or reassign users
- Expert training and advanced support
- Hassle-free deployment

#### Creative Cloud for enterprise, Acrobat DC for enterprise, Captivate, and Presenter

- Ideal for midsize institutions or departments and large institutions that want enterprise-grade capabilities
- Requires an advanced, solid, internal IT infrastructure and support
- Admin Console for license management: add, deploy, and manage all licenses and add or reassign users
- Expert 1:1 training sessions
- Federated ID/SSO to protect your IP

For a full, up-to-date listing of product options for VIP, see the [Buying Programs Comparison Guide](#).

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“Our licensing costs were cut by more than 20% in comparison to desktop software. We will continue to use Adobe Creative Cloud for teams. It is now a part of our core infrastructure for inventing and delivering new creative businesses and catering faster and better to our clients.”

— Kwangyoon Won, director of sales division, Gabia

VIP Members have the ability to add named-user licenses of available products directly through the Admin Console for immediate deployment. Once licenses have been added, they are considered deployed, regardless of whether the licenses have been assigned to specific users. (Note: With named-user licenses, deployment ties the usage of Adobe apps and services to an individual user.) Members may also place their product orders directly with Adobe or their Adobe Authorized Education Reseller prior to deployment. Each named-user license has two allowed activations.

### Purchase Order or payment must be received within 30 days of adding licenses

VIP Members must issue a purchase order or make payment for licenses within 30 days of licenses being added. If Adobe has not received your order within that time, you will be unable to add additional licenses or products. If your institution does not issue a purchase order for added or deployed licenses within 60 days, Adobe has the right to suspend access to those license(s).

### Removing licenses

License purchase authorizations may be removed from your institution's membership within 30 days of being added. Please contact Adobe or your Adobe Authorized Education Reseller to remove licenses. After 30 days, licenses may not be removed.

#### Important

Reminder: Although your institution can add named-user licenses through the Admin Console, you still must work directly with Adobe or your Adobe Authorized Education Reseller to submit a purchase order for any licenses that have been added or deployed. Failure to do so may result in licenses being suspended.

## Deployment management

Deployment management is one of the key features of VIP. VIP Administrators have the ability to view information about deployed/added licenses, such as which individuals currently have deployed licenses, and the number of licenses purchased vs. the number of licenses deployed. VIP Admins may assign, unassign and reassign licenses from the Admin Console.

### Assigning licenses

After adding named-user licenses to the Admin Console, the VIP Admin has the ability to assign the added licenses to specific users. The Admin may add users to the console individually or through a bulk upload process. Once the users are added, the Admin can assign product entitlements. The assigned user(s) will receive a welcome email notifying them of their access to the product(s).

## Device-based licensing

### Placing a VIP order for device-based licenses

Creative Cloud for education customers must place a VIP order with an Adobe Authorized Education Reseller for device-based licenses. Adobe then creates a deployment pool for the products ordered. For example, if you purchase 100 Creative Cloud All Apps licenses and 50 Photoshop licenses, two deployment pools are created.

### Activating device-based licenses

Licenses are activated on a device after they have been packaged using Creative Cloud Packager and deployed manually or with third-party tools. Device-based licenses are assigned when the first application is launched on a device in the designated classroom or lab.

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## Regional deployment

VIP Members must purchase for the country where their team members reside (for team members residing in the European Economic Area, “country” shall mean the European Economic Area). To the extent there is inconsistency between this restriction and terms stated in an applicable end-user license agreement, this restriction shall govern.

## VIP in China

Customers purchasing licenses for use in the People’s Republic of China (PRC) are subject to the following rules and restrictions.

- Members must use a separate VIP agreement to purchase licenses for use and deployment in the PRC (a “China VIP Agreement”).
- A China VIP Agreement may not be used to purchase licenses for deployment in any other country or region. Licenses for use in the PRC must be purchased through an Adobe Authorized Reseller located in the PRC.
- For products available for license and deployment in the PRC, please see the [Buying Programs Comparison Guide](#). Services are not currently included in licenses offered for use and deployment in the PRC.

## Returns

Returns are accepted if the entire purchase order is returned, and if the licenses are not currently in use.

Purchases made under a VIP membership may be returned for one of the following reasons only:

- The VIP Member does not agree with the terms and conditions of the End-User License Agreement.
- The wrong product, platform, or quantity was purchased. (This could include Adobe providing the item requested on Adobe’s or the Adobe Authorized Education Reseller’s purchase order, but this information does not match what the VIP Member ordered.)
- The VIP Member receives a duplicate shipment or duplicate billing (due to a duplicate purchase order from Adobe or the Member’s Adobe Authorized Education Reseller).

## Returning device-based licenses

Licenses may be returned from your institution’s membership within 14 days of being ordered. Please contact your Adobe Authorized Education Reseller to return licenses. After 14 days, licenses may not be returned.

## Returning consumable products

Consumables may not be returned if any part of the Consumable has been used, unless otherwise indicated in the specific Product terms.

### Important

Adobe must approve and issue a Returned Materials Authorization (RMA) for any return request. The VIP Member must make the return request with Adobe or their Adobe Authorized Education Reseller within 14 days of placing the order with Adobe or their Reseller. The request must state the reason for the return and provide proof of the original order date.

## Cancellation of VIP Membership and Changes in Terms

Once you are enrolled in VIP, your membership remains effective until you choose to leave the program by giving a 30-day notice of cancellation, Adobe terminates the program, or Adobe terminates the membership due to a breach of program terms and conditions. The program terms and conditions are subject to change at any time. You will be presented with updated terms and conditions the next time you log in if there are any changes.

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## Dates

With VIP, dates are important for the ongoing management and renewal of licenses. For example, once your institution enrolls and makes an initial order, an Anniversary Date will be established to determine when licenses must be renewed.

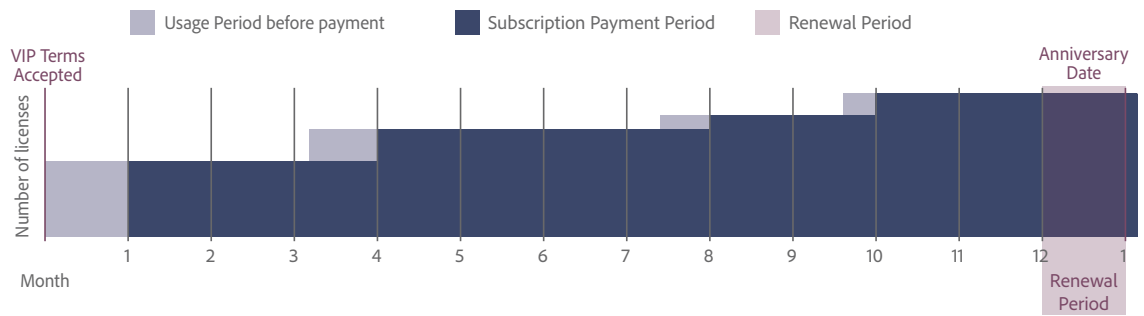
### Anniversary Date

The Adobe VIP Anniversary Date is an important part of the VIP program. The Anniversary Date affects several key factors:

- It serves as the date each year when all subscription licenses must be renewed.
- It determines when all licenses purchased throughout the subscription year co-terminate.
  - Note:** Subscriptions begin on the day licenses are added, and expire the day prior to the Anniversary Date. (See [Renewal section](#) for more info.)
- It determines the Monthly Proration Date. (See section below.)
- It serves as the basis for any monthly proration calculations.

The Anniversary Date is automatically calculated as twelve months (12 months) after either the date Adobe accepts your initial order or, if earlier, your initial Purchase Authorization Date. For example, if Adobe accepts the first order from ABC Company on January 16, 2018, the company would have its first Anniversary Date on January 16, 2019.

### Timeline for establishing a VIP Anniversary Date



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## Monthly Proration Date

The cost of licenses is prorated so you pay only for the number of months used. There are no partial-month subscriptions, and VIP makes this adjustment to a full month by using the Anniversary Date to set the monthly proration start date.

Regardless of the month the license is added, the Monthly Proration Date (the date by which the license subscription is calculated) will always begin on the same date of the month as the Anniversary Date and end the day before the Anniversary Date. For example, if the Anniversary Date is January 15, 2016, the Monthly Proration Date would be the 15th of each month.

### Example

XYZ Institution, which has an upcoming Anniversary Date of February 16, 2017, adds additional licenses on October 1, 2016. The institution's Monthly Proration Date is the 16th of the month. Therefore, XYZ Institution is charged for 4 months of subscription (October 16, 2016–February 15, 2017). In this example, the new users have 15 days in October when they can use the software before the paid period.

## Paid Period

The paid period for VIP Members is the period of time members pay for use of their licenses each year. The paid period begins on the Monthly Proration Date and always ends (co-terminates) on the day before the VIP Anniversary Date.

### Important

- You will always be charged for a full month, regardless of when you added licenses.
- It is possible that licenses are added prior to the actual start day of the paid period. Members always have access to use their software immediately.

## Anniversary Dates and Consumable Products

Some Products, such as Stock Credits, are Consumables. Consumables are purchased, used, and then more may be purchased again. Consumables are different than a named-user or device-based licenses that allow for access and use of the Products during the Subscription Period. Consumables, by default, expire at the end of your Subscription Period. However, some Consumables have expiry dates and purchase cycles that may not align with your VIP Membership's Anniversary Date and current Subscription Period. Please contact your Account Manager or see the specific Product terms for more information. One example of a Consumable that does not expire on the last day of your existing Subscription Period is Stock Credit Packs for team.

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## Renewal

Renewing licenses is a smooth process for your institution's VIP Admins, who are notified via the Admin Console and by email as the Anniversary Date approaches. When renewing, there's a lot of flexibility: you can change products, make partial renewals and adjust your license quantity.

### Renewing licenses

All licenses purchased through VIP must be renewed by the Anniversary Date each year in order for your institution to continue using the products. Contact Adobe or your Adobe Authorized Education Reseller to place a renewal order. Any licenses for which no renewal order has been placed will be removed.

### Renewal period

Renewal orders can be placed 30 days prior to the Anniversary Date and are due on the Anniversary Date. During this time, you may place your renewal orders through Adobe or your Adobe Authorized Education Reseller.

### Renewal notifications

VIP Admins will begin receiving email notifications from Adobe at the following intervals:

- 30 days prior to the Anniversary Date (time to renew)
- On the Anniversary Date (renewal past due)
- If no purchase order is processed, customer will be notified before access to their software is removed.

### Renewing all licenses

VIP Members who wish to renew all of their existing licenses should contact Adobe or their Adobe Authorized Education Reseller to obtain a quote for all of the institution's licenses due for renewal. No additional action is required in the license management tool (Admin Console).

When the VIP Admin logs into the Admin Console, an alert will appear notifying the Admin of the approaching Anniversary Date with the suggestion to contact Adobe or the Adobe Authorized Education Reseller to place a renewal order.

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## Changing products at the Anniversary Date

If you wish to change products at the time of the Anniversary Date, you may do so when placing a renewal order with Adobe or your Adobe Authorized Education Reseller. After the order has been processed by Adobe, you must:

1. Use the Admin Console to designate which user of the existing product(s) you wish to deprovision.
2. Assign licenses in the Admin Console for any new products added.

## Partial renewal

If you wish to renew only some of your licenses during a renewal period, you will need to contact Adobe or your Adobe Authorized Education Reseller to place your order. The VIP Admin must select the licenses to be removed in the Admin Console within 30 days of the Anniversary Date. If you do not select which licenses to remove, Adobe will automatically remove licenses based on the following:

1. Licenses that have never been assigned
2. The most recently assigned licenses

## Expiration of licenses

Licenses not renewed by the Anniversary Date are considered expired and will be removed from the account.

To reactivate licenses after they have been removed from the Admin Console, a new order must be placed. The VIP Admin will then re-assign the license to the end-user, who must then re-sync their storage from Adobe.com.

## Removing licenses

If you do not renew your licenses, Adobe will automatically remove licenses within 31 days past due, in the following order until the appropriate number of licenses is reached:

1. Licenses that have never been assigned
2. The most recently assigned licenses

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## Support and Resources

Before and after your enrollment in VIP, Adobe or Adobe Authorized Education Resellers can provide you the information and support you need to help your institution fully benefit from the program.

### Additional online resources

[Creative Cloud for education](#)

[Creative Cloud for enterprise](#)

[Creative Cloud Packager help](#)

[Adobe Acrobat DC](#)

[Admin Console help](#)

[Creative Cloud for education device licensing](#)

[Adobe Value Incentive Plan VIP Terms & Conditions](#)

[Adobe Buying Programs](#)

### Customer Care

For program support, please contact your Adobe Account Manager—or Adobe licensing Customer Care at 1-800-443-8158. Outside the U.S. and Canada, click on the corresponding location:

- [Australia](#)
- [Austria, Germany, Switzerland \(German speaking\)](#)
- [Belgium, France, Switzerland \(French speaking\)](#)
- [Italy, Switzerland \(Italian speaking\)](#)
- [Japan](#)
- [Latin America](#)
- [Netherlands](#)
- [New Zealand](#)
- [South East Asia](#)
- [Spain](#)
- [Sweden](#)
- [United Kingdom](#)

All other locales go to [Adobe Buying Programs Help](#) for additional contact information or contact your institution's local Adobe Authorized Education Reseller.

### Learn more about VIP:

Contact an Adobe representative at 800-443-8158.

[Find an Adobe Authorized Education Reseller.](#)

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