

# AT&T Mobility Offers & Promotions May 2017

# BOGO's back, alright!

- **Description:** For a limited time only, effective 2/24, customers can buy one smartphone on AT&T Next and get one free when purchased on AT&T Next.
- Requirements:
  - Eligible devices: Apple iPhone 7, 7 Plus family, & Samsung GS7/GS8 family: GS8, GS8+GS7, GS7 edge, GS7 active. Not applicable for LG devices.
- Customer Liability:
  - o CRU
  - What changed: AT&T Signature (IRU) customers are eligible for integrated BOGO if they are a new or existing TV customer (DTV or U-Verse TV)
- Offer available for a limited time only and subject to change. Terms & conditions apply.

# Half the price with all the awesome

- Description: For a limited time only, starting 5/1 customers can purchase the LG V20 or LG G6 smartphone on AT&T Next, AT&T Next Every Year, or EIP for 50% off the monthly installment payments. Purchases made on 2-year agreements will also qualify for 50% the 2-year device price.
- Requirements:
  - o Eligible devices: LG G6, LG V20
  - New lines and upgrades are eligible
- Customer Liability:
  - o CRU
  - AT&T Signature (IRU)
- Offer available for a limited time only and subject to change. Terms & conditions apply.

# \$200 Samsung Galaxy S8/S8+ Offer

**Description:** From 5/5 to 5/31, customers purchasing a Samsung Galaxy S8 or S8+ are eligible for a guaranteed minimum \$200 trade in credit when trading in a smartphone with a minimum \$20 BAU value.

- Requirements:
  - Eligible devices: Samsung Galaxy S8 or S8+ family



- o Purchase on AT&T Next, EIP, or No Commit
- Must be activated on a qualified postpaid plan with voice and data.
- Phone trade-in must be completed no later than 30 days after receipt of new phone & must have minimum \$20 BAU trade-in value
- Device must be fully paid off for trade in eligibility

#### Customer Liability:

- o CRU
- AT&T Signature (IRU)
- Offer available for a limited time only and subject to change. Terms & conditions apply.

#### \$650 Switcher Offer

• **Description:** Effective 2/15, customers that switch to AT&T (port a line from another wireless competitor), trade-in their current working smartphone and purchase a new line of service smartphone on AT&T Next are eligible to receive up to \$650 in total value provided via AT&T Promotion Visa Prepaid Card and buyback credit/promo card.

#### Updates:

- Effective 3/21 New AT&T lines must be in good standing for 30 (previously 45)
   consecutive days from the activation date prior to AT&T evaluating eligibility and initiating the reimbursement credit values via Promotion Card.
- Effective March 2, 2017, AT&T Unlimited Choice for Business, and AT&T Unlimited Plus for Business, will be eligible wireless service plans with this offer.

#### • Requirements:

- Port a wireless number to AT&T from another wireless carrier (excludes Cricket & GoPhone)
- o Buy a new smartphone on AT&T Next (All Next Plan types qualify; activation required)
- Sign up for qualifying wireless service:
  - AT&T Signature (IRU) = Mobile Share Value, Unlimited Plans or add-a-line to any legacy plan
  - CRU = AT&T Unlimited Choice for Business and AT&T Unlimited Plus for Business, Mobile Share Value Plans for Business, Mobile Share Advantage and Mobile Share Advantage for Business Plans only. No other CRU plans qualify.
- Trade-in current smartphone with minimum value of \$5 previously used with competitor
- Submit/Process documentation providing switcher costs incurred via Early Termination (ETF) Penalties or Equipment Installment Plan (EIP) pay-offs through att.com/helpyouswitch

#### • Customer Liability:

 Available to Consumer, AT&T Signature (IRU) and CRU Postpaid Customers authorized to purchase on AT&T Next



- CRU: Offer targeted to Small Business CRU Customers only that purchase on Next, use AT&T Unlimited ChoiceSM for Business and AT&T Unlimited PlusSM for Business, Mobile Share Value for Business or Mobile Share Advantage plans for business, have 10 lines or less and have a use for personal promotion cards as reimbursement payment
- Offer available for a limited time only and subject to change. Terms & conditions apply.

# Buy a CRU device for work and get a \$50 accessory coupon for play

• **Description:** Effective 4/24, for a limited time, CRU customers that add-a-line or upgrade on AT&T Next, EIP, 2-year, or no commitment through Direct Fulfillment (shipped to customer) can receive a \$50 online one-time use coupon code to redeem for an accessory purchase. Can be redeemed for personal use

#### • Requirements:

- Customer must opt-in to receive AT&T Signature (IRU) marketing learn about special offers & promos through work!
- Online only offer
- Out of scope purchases include next installments, bill payments, global accessory promotions and non-discountable accessories (cart will show).
- Coupon flyer will be located inside new device boxes when ordered for CRU via Direct Fulfillment only.
- Requires CRU device purchase (upgrade or activation)
- Customer Liability: SIG (IRU)
- Offer available for a limited time only and subject to change. Terms & conditions apply.

#### **NEW! HBO Included Offer for AT&T Unlimited Plus Plan Customers**

 Description: Effective April 6, 2017 AT&T Unlimited Plus Consumer and Signature Discount customers are eligible to receive HBO included with their DIRECTV, U-verse TV, DIRECTV NOW service, or as standalone programming.

#### • Requirements:

- New AT&T Unlimited Plus customers effective 4/2 will receive an SMS notification directing them to a landing page site to get more details.
- New customers will have HBO provisioned on their Linear TV services within 72 hours.
- New Wireless Only or DTV NOW customers must go to the landing page site to access instructions and the dtvnow.com link to redeem the HBO Offer.
- Customer Liability: SIG (IRU)
- Offer available for a limited time only and subject to change. Terms & conditions apply.

#### \$49.99 iPad Mini 2 Bundle

• **Description:** Effective 5/12, customers who purchase an iPhone on AT&T Next can add an iPad Mini 2 (32GB) for \$49.99 with a 2-year agreement.



# Requirements:

- New customers, add-a-line and upgrades are eligible
- Service channels: AT&T Retail, Best Buy & Consumer att.com (excludes Premier & Phoenix)
- iPhone purchased on an installment plan AT&T Next or AT&T Next Every Year
- o iPad purchased on 2-year agreement
- Customer Liability: CRU, SIG (IRU)
- Offer available for a limited time only and subject to change. Terms & conditions apply.

# Get a 32GB iPad 9.7 for \$99.99 or 128GB iPad 9.7 for \$199.99 when you buy any iPhone on a qualifying installment plan

- **Description:** Effective March 24, 2017, two new 9.7"iPads (32GB) and (128GB) may be purchased at a discounted rate when bundled with any iPhone, including iPhone 7 and iPhone 7 Plus on AT&T Next. This offer is available to customers who purchase both phone and iPad together and meet all other eligibility requirements. The iPad requires a 2-year agreement.
- Get a 32GB iPad for \$99.99 or 128GB iPad for \$199.99 or when you buy any iPhone on a qualifying installment plan

# • Requirements:

- o iPhone purchased on AT&T Next, AT&T Next Every Year, Equipment Installment Plan
- o iPad purchased on 2-year agreement
  - Bundle Price \$99.99 or \$199.99 when bundled with iPhone
  - iPad 32GB no commit/Full Price \$459.99
  - iPad 128GB no commit/Full price \$559.99
- Customer Liability: CRU, SIG (IRU)
- Offer available for a limited time only and subject to change. Terms & conditions apply.

#### **Samsung Galaxy Tab E Bundle Offer**

- **Description:** Beginning 4/2, customers can get a Samsung Galaxy Tab E for \$0.99/free online when they buy any Samsung Galaxy smartphone on AT&T NEXT/EIP.
- Requirements: Purchase any Samsung Galaxy smartphone, bundle with Galaxy Tab E
  - Phone must be purchased on AT&T Next
    - CRU: Phone may be purchased on EIP plans
  - o Tab E must be purchased on 2-year agreement
  - Includes: Certified Like New/Certified Pre-Owned devices
  - Activation of both devices on applicable voice/data plan (e.g., Mobile Share Value, Unlimited) is required
  - Requires 1:1 purchase (1 tablet for each phone purchased)
- Customer Liability: CRU, SIG (IRU)
- Everyday pricing, but offer subject to change at any time. Terms & conditions apply.



#### Get the LG G Pad 8.0 for only \$0.99

• **Description:** Beginning 4/2, LG G Pad X 8.0 customers who purchase tablet on a 2-year agreement and bundle with a LG G5, G6, or V20 smartphone purchased on AT&T Next will get the bundle discount price of \$0.99. Offer is available to customers who purchase both the phone and tablet together and meet all other eligibility requirements.

# • Requirements:

- LG G5, G6, or V20 purchased on AT&T Next or AT&T Next Every Year
- o Equipment Installment Plan (EIP) eligible for CRU
- New devices only, CLN/CPO devices excluded
- o SKUs: 6401A, 6402A, 6403A, 6404A; 6504A, 6505A
- o LG G6 SKUs: 6022B, 6021B
- o LG G Pad X 8.0 must be purchased on 2-year agreement
- o SKU: 6348A
- Requires 1:1 purchase (1 tablet for each phone purchased)
- Customer Liability: CRU, SIG (IRU)
- Everyday pricing, but offer subject to change at any time. Terms & conditions apply.

# \$49.99 Gear S3 Frontier w/Samsung Galaxy Smartphone

• **Description:** Effective November 4, 2016, Consumer, IRU and CRU customers can get the Samsung Gear S3 frontier LTE wearable for \$49.99 with a two-year agreement/service commitment when purchased with any new Samsung Galaxy smartphone on AT&T Next or an Equipment Installment Plan (EIP).

# • Requirements:

- Requires 1:1 smartphone to wearable purchase
- Watches are not eligible for additional IRU/CRU/EMO/Manager or any other discounts
- Offer can be combined with other offers that do not otherwise impact wearable pricing
- Offer can be combined with Samsung Tab E bundle. Purchase one qualified smartphone on Next or EIP and qualify for discounted wearable + tablet (1:1+1). Only 1 each per qualified smartphone purchase (1 Smartphone = 1 discounted wearable + 1 discounted tablet).
- **Eligible Smartphones** (Limited to available supply)
  - o Includes any new Samsung Galaxy smartphones that launch while offer is in effect
  - o Excludes Certified Like New (CLN) / Cerfified Pre-Owned (CPO) smartphones
  - Applies to new lines of service and upgrades for either device
  - While supplies last; limited to supply on hand. Pricing is subject to change
  - Smartphone must be activated with AT&T Voice and Data service
  - All AT&T Next and EIP plans qualify
- Eligible Wearables

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- Samsung Gear S3 frontier LTE (SKU = 6547A) = \$49.99
- Watch Requires two-year service agreement / service commitment
- o Applies to new lines of service and upgrades for either device
- Wearable plan Req. Mobile Share Value Plan, Unlimited Plan; or, for CRU only, Voice plan VCEWEAR + data feature DATAWEAR or LTEDTWEAR (LTEDTWEAR = Gear S3 only)
- For Watch, AT&T Certified Like-New devices are NOT eligible
- o Eligible Watches receive discount on two year pricing at point of purchase automatically
- o Gear S3 frontier LTE is \$49.99 in all channels
- Customer Liability: CRU, SIG (IRU)
- Pricing is subject to change. Offer available for a limited time only and subject to change. Terms & conditions apply.

# **Samsung Gear S2 Bundle Promo**

- **Description:** Beginning 4/2, customers can get the Samsung Gear S2 for \$0.99 when they buy any Samsung Galaxy smartphone on AT&T Next/EIP
- Requirements:
  - Must purchase any Galaxy smartphone, bundled with Gear S2 smartwatch
  - Phone must be purchased on AT&T Next or AT&T Next Every Year
    - CRU: Phone may be purchased on EIP plans
  - Excludes CLN and CPO devices (Certified Restored)
  - o Smartwatch must be purchased on 2-year agreement
    - Offer discount taken off the smartwatch at point of purchase
  - Activation of both devices on applicable voice/data plan (e.g., MSA,MSV, Unlimited) is required
    - Requires 1;1 purchase (1 phone for each smartwatch purchased)
- Customer Liability: CRU, SIG (IRU)
- Offer available for a limited time only and subject to change. Terms & conditions apply.

# **LG Watch Sport Promotion**

- Description: LG Watch Sport may be purchased at the discounted price of \$49.99 with 2-year agreement when bundled with the LG G5 or V20 smartphone purchased on AT&T Next/EIP.
   Customers must purchase both smartphone and watch together and meet all other eligibility requirements.
- Requirements:
  - Rate plan requirement: SDFLMTWN MobileShare for Wearables / \$10.00 MRC
  - New customers, AAL, upgrades are eligible
  - Excludes CLN and CPO devices
  - Smartphone is New, AAL, upgrade and Watch is new line
  - New LG Watch Sport Smartwatch must be purchased on 2-year agreement



- Activation of both devices on applicable voice/data plan (e.g., MSA,MSV, Unlimited) is required
  - Requires 1:1 purchase (1 phone for each smartwatch purchased)
- Customer Liability: CRU, SIG (IRU)
- Offer available for a limited time only and subject to change. Terms & conditions apply.

#### **Mobile Security and Samsung Bundle Offer**

• **Description:** CRU customers that activate or upgrade 20+ lines on any qualified Samsung smartphone or tablet can get up to one year of MobileIron Cloud Silver licenses for free and waived Basic Plus Professional Services.

# • Requirements:

- o 2 year contract with MobileIron Silver Cloud service (minimum 20 licenses)
- All Devices including Tablets purchased MUST be on Next/EIP or 2 year, BYOD does not qualify
- Number of license credits corresponds directly to the number of new Samsung devices purchased. (20 minimum per BAN)
- MobileIron Silver license Credit (Maximum of \$4.00) will be applied after 45 days and every month thereafter for a maximum of 12 months when all 20+ plus line are still in good standing and meet offer eligibility
- New and existing AT&T customers must activate MobileIron at the point of sale. Proof of new Samsung device purchase required
- Offer is available to existing MobileIron customers when new or upgraded lines meet the promo requirements
- Basic Plus Professional services must be completed within 60 days of purchase to receive the waived fees
- Seller must apply proof of purchase of the Samsung devices with the eCIF/CIF when submitted to the EMM Sales support team
- Must be applied with eligible MI Cloud SOCs (MCLSU0001, MCLSU0002, MCLSU0004, MCLSU0008, MCLSU0016, MCLSU0032, MCLSU006

#### Restrictions:

- MobileIron Core licenses do not qualify (Cloud Only)
- MI must be activated or upgraded during offer period
- 20+ Licenses must be on same BAN
- o BYOD and Signature Discount Program (formerly IRU) do not qualify
- Orders can be activated in PHOENIX only
- Customer Liability: CRU
- Offer ends 6/30/17

All offers are subject to change at any time. Terms & conditions apply. For additional details on these offers, contact your AT&T GPO Manager.

