

Adobe Authorized Training Center (AATC)

Q. What is an Adobe Authorized Training Center (AATC)?

A. An Adobe Authorized Training Center (AATC) is a training facility that offers instructor-led courses and training on Adobe products. To become an AATC, training centers must employ Adobe Certified Instructors (ACIs) to teach their Adobe courses, and meet additional requirements. (Please see the answer to the question, *How can my business become an AATC?*)

Q. What are the benefits of becoming an Adobe Authorized Training Center?

A. As an AATC, you can take advantage of these powerful benefits.

Promotional Benefits

- Leverage the power of the Adobe brand
- Receive a monthly newsletter
- Use certificate and other promotional materials for display in business
- Gain permission to use the AATC or ACI logos and Adobe trademarks in advertising materials
- Receive free listings and customer referrals via the Adobe Partner Finder*
- Establish a link between the Adobe Partner Finder and your company Web site*
- Become eligible to participate in Adobe trade shows and events*
- Be a candidate to have your success story published*
- Gain access to Adobe global sales tools*
- Qualify to receive mailing labels from the Adobe registered user database*

Product Benefits

- Pre-release software for most Adobe products
- Educational pricing on most Adobe products (North America only)
- Receive discounts on Adobe Press books, ElementK courseware, Total Training videos, and Adobe Power-Up eSeminars and kits

* *Some benefits may require further qualifications, and some restrictions apply.*

Q. How can my business become an AATC?

A. Step One: Review, complete, and submit an Adobe Authorized Training Center Application and Agreement.

Step Two: Provide verification that your Adobe classes will be taught only by ACIs who are certified in the Adobe products you provide training on.

Step Three: Verify that:

- Your Adobe courses will be held in a company managed training facility with company signage
- You will hold at least one public class per month on Adobe products
- You have Adobe product licensing for all student workstations

Q. How do I get my instructors certified as ACIs?

A. Learn more about ACIs (<http://www.adobe.com/support/certification/aci.html>) or how to get certified as an ACI (http://www.adobe.com/support/certification/aci_certify.html).

Q. How long will it take for my AATC application to be processed?

A. Please allow approximately four to six weeks.



Q. I want my training organization to be an AATC. Do all of my instructors need to be certified?

A. Your Adobe software trainers must become Adobe Certified Instructors. ACI's must be certified on the Adobe products they teach and all Adobe courses need to be taught by ACIs.

Q. My training organization is working toward becoming an AATC. All of my instructors are now ACIs. Do I need to submit any proof of certification for them?

A. No. There is no need to submit proof of certification. You need only submit the instructors' names and candidate ID numbers. Adobe has all ACI records on file.

Q. What is the cost to participate?

A. There are currently no AATC program fees. The only fee is the cost for the instructor ACE exams.

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