

EDU Acrobat Studio Migration at Renewal promo

Everything you need to know about this Migration Promo at Renewal.

Valid June 8, 2026 - March 5, 2027

Up to 30% off

What is this Migration promo

A limited-time discount for education customers moving from Acrobat Pro Team to Acrobat Studio at renewal.

The discount is based on their VIP level and applied when you process the upgrade using their promo codes.

Who is eligible

- ✓ VIP Marketplace Education customers, including non-profits with EDU pricing
- ✓ Currently holding an active Acrobat Pro Teams subscription at VIP Level 2 or above
- ✗ Not available in China

Discount by VIP level

VIP level	Discount on Acrobat Studio Enterprise
Level 1	0%
Level 2	9% off
Level 3	15% off
Level 4	30% off

Two codes per customer

Renewal code

Use at renewal (auto renewal or early renewal)

Use at renewal

Add-on code

Use if you missed the renewal date.

Use in case you missed the renewal date.

Each code is customer specific and one-time use only. The recommended path is to use the renewal code at renewal and the add-on code only in case you missed the renewal window (during the customers cancellation window).

Note : Late Renewal Orders are not permitted for this offering as Adobe cannot backdate newly added products to a customer's environment.

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Which code to use and when

When	What code	Implication
Up to 30 days before renewal	Renewal code	Cost will be 365+ additional days prior to anniversary date.
At Anniversary date	Renewal code	Full one year term cost.
After anniversary date	Add-on code	Order needs to be set as add-on order (prorated accordingly to what the customer customer already had)

Partial migration

Customers do not need to migrate all their licenses at once. They can convert any number of Acrobat Pro licenses to Acrobat Studio using the renewal or add-on code (if they missed the renewal), regardless of how many licenses they hold. The promo price applies to however many they choose to migrate, as long as a code is still available and the promo is still running.

Partner FAQ

Which Marketplace API must the direct partner have implemented to use the promo?

The promo is operated through the Order Preview API to check the code will apply correctly and then through the Order Placement API with the code attached to the order.

Can my customer convert licenses after the renewal?

Yes, if you haven't used the add-on code yet.

Remember that both renewal and add-on codes are one-time only. If you are in a scenario where the customer missed renewing Acrobat Studio before their Anniversary Date, then you have to use the add-on code to add units. Using the add-on code also means that you cannot use the add-on code anymore during the license term to add new units at a discounted price.

Can the promo be used with Anytime Upgrade feature?

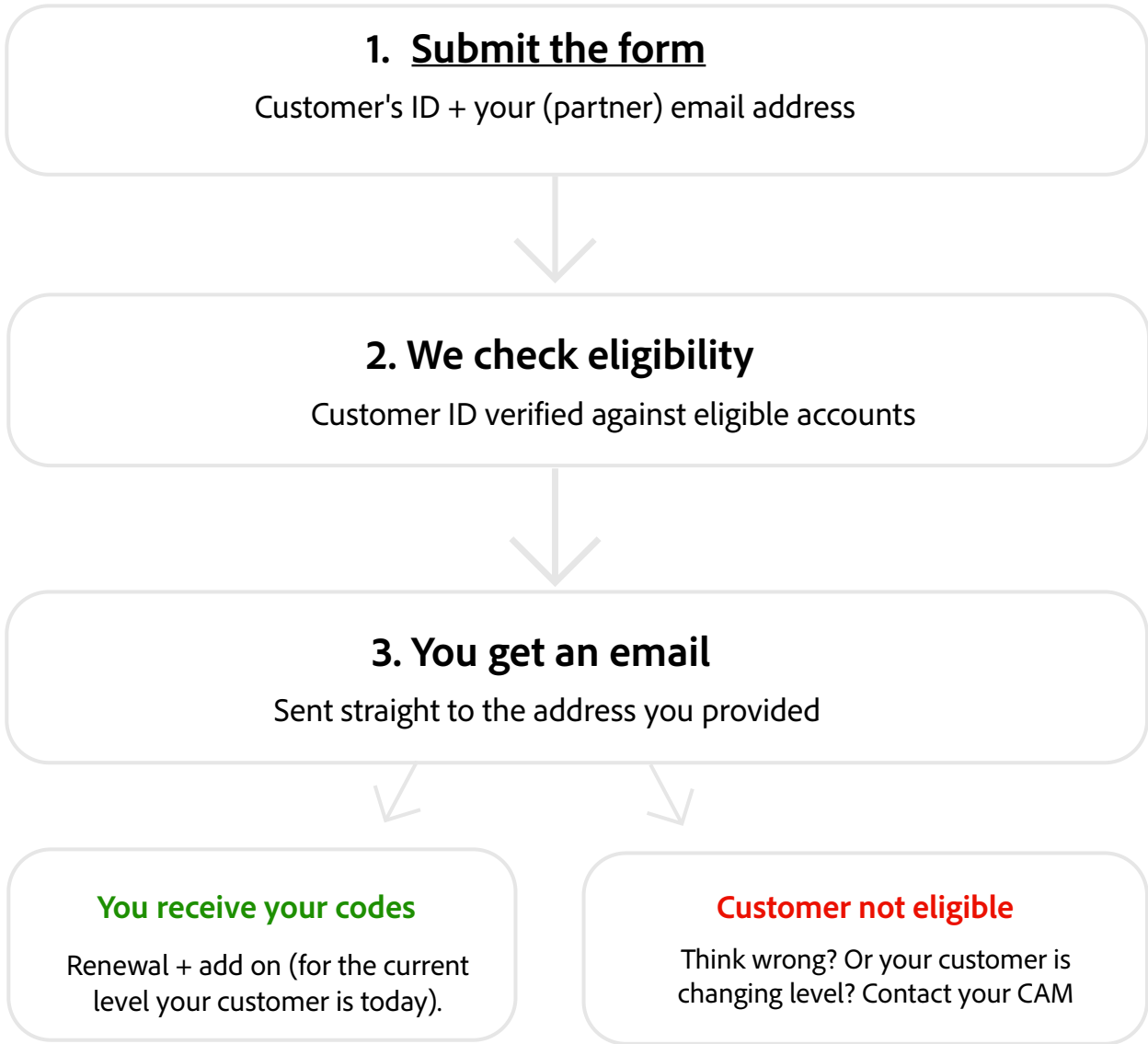
No, the promo is not compatible with Anytime Upgrade feature. Customers can only perform add-on orders during the license term if the add-on code has not yet been used.

Can my customer use both codes?

This is intended to be a migration at renewal offer. But if customer migrated using the renewal code at the anniversary date, technically can use the add-on code to add license during the term of the contract. Remember that codes are one-time use only.

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How to receive your customer codes



Additional infos

Deal registration First year eligible under standard deal registration rules. Refer to the APC program guide for full details.	At next renewal If the promo has ended, the customer renews at the price available at that time, or with any promo available if the terms allow.	3YC customers Eligible for the promo but price will not be locked. At next renewal they return to their 3YC base price.
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Terms and Conditions

Offer starts on June 8th, 2026, and expires on March 5, 2027, unless otherwise communicated by Adobe. Offer available to Eligible Customers worldwide, except China. Eligible Customers means VIP Marketplace Education customers or nonprofit organizations eligible for VIP Marketplace education pricing purchases who currently hold an active Acrobat Pro for Education teams subscription and purchase through authorized Adobe resellers. Eligible Customers that upgrade Acrobat Pro for Education teams licenses to Acrobat Studio Enterprise for Faculty and Staff can receive up to 30% off the manufacturer's suggested retail price of Acrobat Studio Enterprise for Faculty and Staff for up to 12 months via VIP Marketplace (regional pricing applies) depending on discount level. For Eligible Customers in a 3-year commitment, this pricing will apply only until their next Anniversary Date.

Offer will renew at the then-current standard pricing for Acrobat Studio Enterprise for Faculty and Staff (plus relevant taxes), unless the customer changes or cancels the subscription. Please note that subscriptions will default to automatically renew at the Anniversary Date unless changed or canceled with Adobe prior to the Anniversary Date. Cancellations must be processed through the authorized Adobe reseller. Offer not available to OEM customers. VIP Marketplace member's final pricing is determined by their reseller.

General terms: Valid only for eligible persons who are 18 or older. Residents or persons in embargoed countries or countries subject to U.S. or local export restrictions are not eligible. Because this offer is through VIP Marketplace and Adobe channel partners, customer's pricing is determined by their reseller. Adobe cannot guarantee that any end user will receive any particular discount. Offer and prices subject to change. Offer may not be assigned, exchanged, sold, transferred, combined, or redeemed for cash or other goods and services not expressly stated here as included. Subject to availability where the recipient resides. Additional terms and conditions may apply. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.