

# HP Trade-In Program

Your old technology never looked so good!

**With HP Trade-In, you can**

- Lower the cost to upgrade to HP products
- Maximize the value of your aging technology
- Feel secure knowing that sensitive data is removed
- Easily handle the entire trade-in using the intuitive online procedure
- Participate in our award-winning environmentally-sound programs

**Any brand. Any product. Any quantity.**

HP Trade-In provides a seamless way to make HP products more affordable, simplify the removal of sensitive data and preserve the environment.



Learn more at [www.hp.com/go/tradein](http://www.hp.com/go/tradein).



# Program overview

HP and Market Velocity, Inc. (MVI) have partnered to offer participants a seamless, innovative way to make buying new HP technology more affordable and simplify the disposal of aging technology. Anyone can participate.

## A wide range of eligible trade-in product categories

- Desktop computers
- Notebooks
- PC servers
- Monitors
- Printers
- Plotters
- Copiers
- Digital cameras
- PDAs
- Projectors
- Networking
- Storage products
- Tablet PCs
- Workstations
- Servers

HP or non-HP brands are eligible, and you can trade in any quantity or product mix.

## It's as simple as 1, 2, 3

- Get an instant, online quote for trade-in product(s).
- Purchase new HP product(s).
- Ship trade-in product(s).

You will receive a cash-back allowance check within 6–8 weeks after all documents and products have been received.

For additional details and more information, please visit [www.hp.com/go/tradein](http://www.hp.com/go/tradein).

## A safe alternative

If your products—such as hard drives—contain stored, sensitive data, we ask that you remove this content yourself prior to shipping; if not the HP Trade-In Program will scrub the data once at no charge.

If more extensive security measures are needed, Department of Defense (DOD) 5220-22M Forensic Data Scrub services are available upon request for a nominal fee. A DOD scrub overwrites and erases drives multiple times, permanently removing personal or sensitive data, to provide for maximum data sanitation.

## A responsible alternative

HP Trade-In, along with our HP Donate and Recycle Programs, constitutes a cornerstone of HP's commitment to leadership for global citizenship.

HP's global citizenship program is designed to provide products and services that are environmentally sound throughout their life cycles.

Our commitment focuses on four priority areas:

- Reducing the environmental impact of our—and others'—products



- Raising social and environmental responsibility standards
- Increasing access to information technology in underserved communities
- Extending the useful life of products through remarketing

## Additional features

- The HP Custom Trade-In process is designed for high-volume (greater than 50 units), multiple location and extended rollout transactions. Visit [www.hp.com/go/customtradein](http://www.hp.com/go/customtradein) for information.
- Access the Trade-In Program for federal, state and local government, as well as healthcare and educational organizations at [www.hp.com/go/ghetradein](http://www.hp.com/go/ghetradein).
- View current promotions at [www.hp.com/go/tradeinpromos](http://www.hp.com/go/tradeinpromos).
- Access the enhanced, ongoing HP ProLiant server program at [www.hp.com/go/servertradein](http://www.hp.com/go/servertradein).
- Access the enhanced, ongoing HP storage program at [www.hp.com/go/storagetradein](http://www.hp.com/go/storagetradein).
- For more information on the Donation program visit [www.hp.tradeups.com/hpdonations.asp](http://www.hp.tradeups.com/hpdonations.asp).
- For more information on the HP Recycle Program visit [www.hp.com/recycle](http://www.hp.com/recycle).



Get a trade-in quote today by visiting [www.hp.com/go/tradein](http://www.hp.com/go/tradein) or contact HP Trade-In Support at **1.888.593.3835**.