HP Designjet Loyalty promotion

Frequently Asked Questions

1. What should I do when I can't find my used product in the charts?
   First, make sure your product is an eligible trade-in product listed on the terms and conditions PDF for the promotion. If you feel that your product is eligible and not listed in the charts, please contact customer service at hpcustomerservice@marketvelocity.com and they will assist you in filing your claim, if your product is eligible.

2. How long does the HP Designjet Loyalty-promotion run?

   **Program overview**
   Purchase or lease a qualifying new HP Designjet Z6800 60-inch Photo Production Printer (F2572A), HP Designjet Z6600 60-inch Production Printer (F2571A), HP Designjet Z6200 42-inch Photo Production Printer (CQ109A), HP Designjet Z5400 44-inch PostScript ePrinter (E1L21A), HP Designjet Z5200 44-inch PostScript Photo Printer (CQ113A), HP Latex 310 Printer (B4H69A) or HP Latex 330 Printer (E2X76A) between October 1, 2014, and March 31, 2015. This promotion is a one-for-one trade only. You may trade in one eligible HP Designjet 5000 or 5500 series printer for a cash-back allowance towards the purchase or lease of one eligible new HP Designjet or Latex printer. You must also provide the serial number of the return printer during the online claim process. See the chart for rebate and trade-in product details.

   Plus, during the HP Designjet Loyalty promotion, HP will pay for the return shipping of your HP Designjet 5000 or 5500 series printer(s).

   In addition, on select HP Designjet printers when an eligible printer and an eligible HP Care Pack Service are purchased/leased together between October 1, 2014, and March 31, 2015, additional cash-back amounts are available. This additional cash back offer only applies to the bundling of the eligible HP Designjet printers and eligible HP Care Pack Service. HP Latex printers bundled with HP Care Pack Service will not receive additional cash back under the confines of this promotion. See the chart for Eligible Printers and HP Care Pack Services corresponding cash-back amounts.

3. Which HP Designjet printers and HP Care Pack Services are eligible, and what are the cash-back amounts?
   Purchase/lease one of these eligible new printers between October 1, 2014, and March 31, 2015. See chart below.

### HP Designjet Loyalty promotion

<table>
<thead>
<tr>
<th>Trade in and ship back one of these eligible HP Designjet 5000 or 5500 series printers:</th>
<th>Purchase or lease one of these eligible new printers from October 1, 2014–March 31, 2015:</th>
<th>Receive the following cash-back amount:</th>
<th>Add an HP Care Pack (3-year next business day onsite with DMR) from October 1, 2014–March 31, 2015, and receive an additional cash-back amount:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• HP Designjet 5000 42-inch Printer (C6090A)</td>
<td>HP Designjet Z6800 60-inch Photo Production Printer (F2572A)</td>
<td>$1,000</td>
<td>$125 (U1Z59E)</td>
</tr>
<tr>
<td>• HP Designjet 5000 42-inch UV Printer (C6090V)</td>
<td>HP Designjet Z6600 60-inch Production Printer (F2571A)</td>
<td>$1,000</td>
<td>$125 (U1ZM8E)</td>
</tr>
<tr>
<td>• HP Designjet 5000 60-inch Printer (C6095A)</td>
<td>HP Designjet Z6200 42-inch Photo Production Printer (CQ109A)</td>
<td>$1,000</td>
<td>$125 (UXB72E)</td>
</tr>
<tr>
<td>• HP Designjet 5000 60-inch UV Printer (C6095V)</td>
<td>HP Designjet Z5400 44-inch PostScript ePrinter (E1L21A)</td>
<td>$1,000</td>
<td>$125 (U0L2Z6E)</td>
</tr>
<tr>
<td>• HP Designjet 5000 42-inch PostScript Printer (C6091A)</td>
<td>HP Designjet Z5200 44-inch PostScript Photo Printer (CQ113A)</td>
<td>$1,000</td>
<td>$125 (UV213E)</td>
</tr>
<tr>
<td>• HP Designjet 5000 42-inch PostScript UV Printer (C6091V)</td>
<td>HP Latex 310 Printer (B4H69A)</td>
<td>$1,000</td>
<td>n/a</td>
</tr>
<tr>
<td>• HP Designjet 5000 60-inch PostScript Printer (C6096A)</td>
<td>HP Designjet Z5200 44-inch PostScript Photo Printer (P1Q252A)</td>
<td>$1,000</td>
<td>n/a</td>
</tr>
<tr>
<td>• HP Designjet 5000 60-inch PostScript UV Printer (C6096V)</td>
<td>HP Designjet Z5200 44-inch PostScript Photo Printer (P1Q252V)</td>
<td>$1,000</td>
<td>n/a</td>
</tr>
<tr>
<td>• HP Designjet 5500 42-inch Printer (P1Q251A)</td>
<td>HP Designjet Z5200 44-inch PostScript Photo Printer (P1Q254A)</td>
<td>$1,000</td>
<td>n/a</td>
</tr>
<tr>
<td>• HP Designjet 5500 42-inch UV Printer (Q1251V)</td>
<td>HP Designjet Z5200 44-inch PostScript Photo Printer (P1Q254V)</td>
<td>$1,000</td>
<td>n/a</td>
</tr>
<tr>
<td>• HP Designjet 5500 60-inch Printer (Q1253A)</td>
<td>HP Latex 330 Printer (E2X76A)</td>
<td>$1,000</td>
<td>n/a</td>
</tr>
<tr>
<td>• HP Designjet 5500 60-inch UV Printer (Q1253V)</td>
<td>HP Designjet Z5200 44-inch PostScript Photo Printer (Q1252V)</td>
<td>$1,000</td>
<td>n/a</td>
</tr>
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<td>• HP Designjet 5500 42-inch PostScript Printer (Q1252A)</td>
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</tbody>
</table>
4. How do I get my cash-back allowance?

To get your cash-back amount, follow these steps:

1. **Purchase**—Purchase or lease a qualifying new HP Designjet Z6800 60-inch Photo Production Printer (F2S72A), HP Designjet Z6600 60-inch Production Printer (F2S571A), HP Designjet Z6200 42-inch Photo Production Printer (CQ109A), HP Designjet Z5400 44-inch PostScript® ePrinter (E1L21A), HP Designjet Z5200 44-inch PostScript Photo Printer (CQ113A), HP Latex 310 Printer (B4H69A) or HP Latex 330 Printer (E2X76A) between October 1, 2014, and March 31, 2015. You must also provide the serial number and return the eligible HP Designjet 5000 or 5500 trade-in printer. This promotion is a one-for-one trade only. You may trade in one eligible HP Designjet 5000 or 5500 trade-in printer for a cash-back allowance towards the purchase/lease of one eligible new HP Designjet or Latex printer. See the chart above for rebate and trade-in product details.

2. **Claim form**—Complete and submit the online claim form by April 30, 2015. Any claims received after this date will be rejected. After you submit your online claim, Market Velocity (MVI) will send a confirmation email with the claim number and instructions on your next step of the claim process. Please print and save for your records. Reference this claim number for questions relating to this promotion. You must supply the serial number and make/model of the eligible trade-in product during this claiming step.

3. **Proof of Purchase**—Fax in a copy of your confirmation email, your proof of purchase sales invoice(s) (or lease documents) and any HP Care Pack Services purchase to 1-770-217-4097 or email to hpcustomerservice@marketvelocity.com. This must be done by May 31, 2015. The invoice must show both printer and Care Pack purchase on the same invoice. If the serial number(s) of your eligible new Printer(s) is not listed on your sales invoice(s), please write the serial number(s) of your eligible new Printer(s) on the sales(s) prior to submitting. Be sure to keep a copy of your entire claim for your records. You may also mail to:

   Market Velocity, Inc.
   HP Designjet Loyalty promotion
   1305 Mall of Georgia Blvd. Suite 190
   Buford, GA 30519

   The proof of purchase must contain the following information:

   - Name and address of the end-user customer;
   - Name and address of the HP reseller, in accordance with the statement on the letterhead; and
   - Model, serial number and purchase price of the HP Product.
   - If Rebate is being passed on to End User upfront by HP Reseller, End User invoice must show line item detailing $1,000 rebate amount being deducted from printer price to arrive at NET printer price.

4. **Shipping trade-in product**—Within one (1) business day of validation of your Proof of Purchase, shipping instructions and a shipping placard will be emailed to you for shipment of the HP Designjet 5000 or 5500 series printer(s).

You must return the HP Designjet 5000 or 5500 trade-in printer(s) in accordance with the instructions provided by HP, and make it available for pick-up by HP’s designated freight carrier during scheduled pick-up time. Please allow a minimum of three (3) days for pick-up. HP’s freight carrier will deliver the HP Designjet 5000 or 5500 trade-in printer(s) to HP’s designated location at HP’s expense. You must contact HP’s designated freight carrier to schedule pick-up. The HP Designjet 5000 or 5500 trade-in printer(s) must be picked up by June 30, 2015. HP will pay usual and customary shipping charges for shipping the HP Designjet 5000 or 5500 trade-in printer(s) as part of this promotion when its designated freight carrier is used.

All ink and toner must be removed from the HP Designjet 5000 or 5500 printer(s) prior to shipping, and must be packaged separately. They may be included in the same package as the Trade-in Product, but they must be wrapped and bagged separately.

All incomplete claims will be automatically rejected, and must be completed and resubmitted to be processed. A claim is considered incomplete if it matches one or more of the following criteria: missing any information requested on the claim form, missing serial number of new printer(s) purchased, missing proof of purchase documents, invoice with invalid purchase date, invalid trade-in product(s) for recycle are not shipped by June 30, 2015.

5. **Cash back**—Please allow eight (8) weeks from the time your trade-in claim is complete for receipt of your cash-back check. Completion of your claim includes pick up of your HP Designjet 5000 or 5500 trade-in printer(s), and receipt of your proof(s) of purchase/lease. For questions regarding the status of your submission, please contact the promotion help line at 1-866-525-4178 Monday–Friday between the hours of 8:00 a.m. and 8:00 p.m. Eastern Time. Once your claim is submitted, your purchase invoice received and validated, and your HP Designjet 5000 or 5500 trade-in printer(s) shipped allow eight (8) weeks to get your cash back check. If you have not received payment after eight (8) weeks, please contact customer service by calling 1-866-525-4178.

5. **What is the final submission date for my claim?**

All claims must be received by April 30, 2015.
6. How does the trade-in process work (if applicable)?

- The HP Designjet 5000 or 5500 trade-in printer(s) must be located in the U.S.
- HP will pay usual and customary shipping charges for shipping the HP Designjet 5000 or 5500 trade-in printer(s) as part of this promotion when its designated freight carrier is used.
- You must contact HP’s designated freight carrier to schedule pick-up.
- The shipping instructions are valid until June 30, 2015.
- The HP Designjet 5000 or 5500 printer(s) must be shipped by June 30, 2015, for the appropriate cash-back allowance.
- The HP Designjet 5000 or 5500 trade-in printer(s) do NOT have to be in working condition.
- You agree to remove all data from your current product before shipping it. You are responsible for removing all data, including without limitation, any personally identifiable information or protected healthcare information, from your current product before shipping it. By sending Market Velocity your product, you agree to release Market Velocity and HP from any claim as to the data stored in such product, or in any media or data storage device included with any product that you send to Market Velocity, and for the security, integrity, confidentiality, disclosure or use of any such data. Market Velocity and HP will not be responsible for securing, protecting, keeping secret or otherwise managing any form of data or information that is stored on or otherwise contained in any product that you send to Market Velocity (including any computer hard drive, ROM, CD-ROM, disk or other storage media of any form).
- Participants providing an incomplete claim form will be notified via email and offered the opportunity to provide the required items within seven (7) calendar days. If the Participant still fails to comply with the terms and conditions, the claim for cash back will be refused. HP will not be liable for any delay in responding outside of the seven (7) day timeframe.
- HP endeavors to process valid payment claims in six (6) to eight (8) weeks from receiving the completed request from the Participant or as soon as practical thereafter.
- Payment will be made via check.
- For questions regarding the promotion or the status of your claim, please email: hpcustomerservice@marketvelocity.com

7. I’m having trouble with my online claim form. How can I get a PDF version?

To get a manual claim form, please contact the promotion help line at 1-866-525-4178 Monday–Friday between 8 a.m. and 8 p.m. Eastern Time.

8. How easy is it to fill out the claim form?

It’s very easy. It takes about five minutes.

9. What is the final pick-up date for trading in my product(s)?

The HP Designjet 5000 or 5500 trade-in printer(s) must be picked by June 30, 2015.

10. Where can I find the serial number for my purchased/leased printer(s)?

The serial number can be found on the box the printer came in next to the UPC symbol. Or you can find it on the printer itself.

11. What if one of my eligible HP Designjet 5000 or 5500 trade-in product(s) is damaged? Do I still get a cash-back amount?

Yes, the HP Designjet 5000 or 5500 trade-in printer(s) do NOT have to be in working condition.

12. Do I have to handle the trade-in process myself or can my reseller assist me?

By all means, your reseller can assist you.

13. Can I combine HP Designjet Loyalty promotion with another offer?

This offer may only be combined with the HP Instant Rebates promotion and may not be combined with HP discount offers such as education rebates, big deal pricing, volume discounts, letter of intent offers and trade show specials.

14. Can I purchase/lease multiple products?

Certainly, this is a one-for-one trade only. There is no limit to the number of purchases/leases and trade-ins you can make.

15. Are there any other limitations?

Please see the HP Designjet Loyalty promotion Terms and Conditions PDF for a list of all promotion details and limitations.

16. If I have questions about the HP Designjet Loyalty promotion, my claim or my cash-back allowance, who do I contact?

Please contact customer service or call Market Velocity at 1-866-525-4178 Monday–Friday between 8:00 a.m. and 8:00 p.m. Eastern Time.
17. Once I have purchased/leased my HP Care Pack, am I automatically registered to receive support for my printer from HP?
No. You must activate your purchase by registering as soon as possible. Please contact your reseller for the registration URL. You will enter the activation number that was emailed to you by HP. (Upon order placement, be SURE to include the desired email address of the person you’d like your information sent to).

18. Where can I find a local reseller to purchase/lease my eligible new HP Designjet or Latex printer(s) and HP Care Pack Service?
To find a local HP U.S. Authorized Reseller, please visit the U.S. partner locator.

19. Where do I go if I want to buy an eligible new HP Designjet or Latex printer and HP Care Pack Service from HP online?
To buy online from HP, please visit the Small and Medium Business store.

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1 Purchase/lease must be made from HP or through HP U.S. Authorized Resellers. The HP Latex 310 and 330 Printers are available only from HP U.S. Authorized Gold Graphics Specialist Commercial Resellers. Cash back provided by mail-in rebate available for eligible purchases made October 1, 2014–March 31, 2015. All claims must be submitted by April 30, 2015, and proof of purchase submitted by May 31, 2015. Return of the trade-in printer by June 30, 2015, is also required. HP large-format printers eligible for this promotion are subject to change. Offer is subject to product availability; promotion valid while supplies last. Additional restrictions apply. Void where prohibited, taxed or restricted by law. For qualifying product options, terms and conditions, and claim form, visit hp.com/go/designjetloyalty. HP also reserves the right to modify or cancel this offer at any time without notice.

2 The qualifying HP Designjet printer and associated qualifying HP Care Pack need to be purchased together.