

HP DesignJet Cash In & Trade Up Winter 2016 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 Cash In & Trade Up Winter 2016 promotion run?

Purchase or lease an eligible HP DesignJet printer between January 25, 2016, and March 31, 2016. All claims must be submitted and the proof of purchase received by April 30, 2016. **NOTE: You must submit your proof of purchase by April 30, 2016. Last day to submit claim and proof of purchase is the same date which is April 30, 2016.**

Program overview

Get cash back¹ when you upgrade and purchase or lease a qualifying new HP DesignJet T2530 36-inch PostScript Multifunction Printer or HP DesignJet T7200 42-inch Production Printer and the HP DesignJet PostScript/PDF Upgrade Kit **OR** HP DesignJet Roll Upgrade Kit² between January 25, 2016, and March 31, 2016. Rebate values are determined by the new printer purchased or leased. You can receive a higher trade in value if you provide the serial number and return the formatter board or motherboard of the eligible trade-in, large-format printer, or control panel of the eligible trade-in, large-format copier. See the chart below for rebate and trade-in product details.

Plus, during the HP Cash In & Trade Up Winter 2016 promotion, HP will pay for the return shipping of your formatter board, motherboard or control panel of the eligible trade-in 36-in or greater large-format product, if applicable.

In addition, on select HP DesignJet printers when an eligible printer and an eligible HP Care Pack Service are purchased/leased together between January 25, 2016, and March 31, 2016, additional cash-back amounts are available. See the charts below for eligible printers and HP Care Pack Services corresponding cash-back amounts.

You also have the option of recycling your eligible large-format printer through this promotion. When submitting your claim online you will have an option to select "Recycle my eligible trade-in printer" in the "Return Options" area. Your credit card will be billed \$325, and shipping instructions will be emailed to you.

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 January 25, 2016, and March 31, 2016. See chart below.

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Trade in one of these eligible large-format products:	Purchase/lease an eligible new printer from January 25, 2016– March 31, 2016:	Provide the following from your eligible trade-in, large-format product:	Receive the following cash-back amount ¹ :	Add an HP Care Pack (next business day onsite with DMR) from January 25, 2016– March 31, 2016, and receive an additional cash-back amount ² :
<ul style="list-style-type: none"> • Any Canon, ENCAD, Epson, KIP, OCE, Seiko, Ricoh or Xerox 36-in or greater technical, graphics or LED printer, MFP, or copier • HP DesignJet 200/220/230/250 series printer • HP DesignJet 330/350 series printer • HP DesignJet 430/450/455/488 series printer • HP DesignJet 500/500ps/510 series printer • HP DesignJet 600/610/650c series printer • HP DesignJet T610/T620 series printer • HP DesignJet 700/750/755 series printer • HP DesignJet T770 series printer • HP DesignJet T790 series printer • HP DesignJet 800/800ps series printer • HP DesignJet 815MFP/820MFP series printer • HP DesignJet 1050/1055 series printer • HP DesignJet T1100/T1100ps/T1120/T1120ps series printer • HP DesignJet T1100MFP/T1120MFP series printer • HP DesignJet T1200 series printer • HP DesignJet T1300 series printer • HP DesignJet T2300 series printer • HP DesignJet 4000/4000ps/4500/4500ps series printer • HP DesignJet 4020/4520 series printer • HP DesignJet 4520MFP series printer • HP DesignJet 2000cp/2500cp/2800cp series printer • HP DesignJet Z2100 series printer • HP DesignJet 3000cp/3500cp/3800cp series printer • HP DesignJet Z3100/Z3100ps series printer • HP DesignJet Z3200 series printer • HP DesignJet 5000/5000ps/5500/5500ps series printer • HP DesignJet Z6100/Z6100ps Photo series printer 	HP DesignJet T2530 36-inch PostScript Multifunction Printer (L2Y26A#B1K)	Serial number only OR Serial number and return of formatter board or motherboard	\$250 \$2,000	\$150 (U8PN1E, 3-year)
		HP DesignJet T7200 42-inch Production Printer (F2L46A#B1K) and the HP DesignJet PostScript/PDF Upgrade Kit (CQ745B) or HP DesignJet Roll Upgrade Kit (CQ743A) ²	Serial number only OR Serial number and return of formatter board or motherboard	\$250 \$3,000

4. How do I get my cash-back¹ allowance?

To get your cash-back amount¹, follow these steps:

1. **Purchase**—Purchase or lease a qualifying new HP DesignJet T2530 36-inch PostScript Multifunction Printer or HP DesignJet T7200 42-inch Production Printer and the HP DesignJet PostScript/PDF Upgrade Kit **OR** HP DesignJet Roll Upgrade Kit² between January 25, 2016, and March 31, 2016. Rebate values are determined by the new printer purchased or leased. You can receive a higher trade in value if you provide the serial number and return the formatter board or motherboard of the eligible trade-in, large-format printer, or control panel of the eligible trade-in, large-format copier. See the chart for rebate and trade-in product details.
2. **Claim form**—Complete and submit the online claim form by April 30, 2016. 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. **NOTE: You must submit your proof of purchase by April 30, 2016. Last day to submit claim and proof of purchase is the same date which is April 30, 2016.** 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 Cash In & Trade Up Winter 2016 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 customer upfront by HP Reseller, end-user customer invoice or lease must show line item detailing Cash In & Trade Up rebate amount being deducted from printer price to arrive at **net** printer price.
 - If invoice/lease date is after the promotional purchase period, order date to distributor must be within the promotional purchase period and that order date must be listed on the invoice/lease.
 - If further review is necessary, HP reserves the right to request the distributor invoice to ensure that the order was placed on behalf of the end-user customer within the promotional purchase period.
4. **Shipping trade-in product**—You can receive a higher trade in value if you provide the serial number and return the formatter board or motherboard of the eligible trade-in, large-format printer, or control panel of the eligible trade-in, large-format copier. Within one (1) business day of validation of your Proof of Purchase, shipping instructions and a shipping label will be emailed to you for shipment of the formatter board, motherboard or control panel. If you choose to return your formatter board, motherboard or control panel of the eligible trade-in, large-format product, you must return trade-in product(s) for recycle in accordance with the instructions provided by the program. The shipping instructions/label is valid until May 31, 2016.

For removal of the formatter board or motherboard, please contact your HP U.S. Authorized Reseller. In the alternative, you may get instructions for removal of the boards for HP products from Market Velocity, Inc.; for third-party products, please refer to the owners or service manual for that product. If using either of these alternative methods, **use extreme caution, switch off the product and remove the power cable before proceeding with removal of the formatter or motherboard.**

Trade-in product must be picked up by HP's designated freight carrier by May 31, 2016.

You also have the option of recycling your eligible trade-in, large-format printer through this promotion. When submitting your claim online you will have an option to select "Recycle my eligible trade-in printer" in the "Return Options" area. Your credit card will be billed \$325, and shipping instructions will be emailed to you.

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) and/or traded in formatter board, motherboard or control panel of the large-format product for recycle are not shipped by May 31, 2016.

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 Trade-in Product(s) (if you are trading one in), 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 trade-in formatter board, motherboard or control panel 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, 2016.

6. What is the final submission date for proof of purchase?

Proof of purchase must be received by April 30, 2016.

7. How does the trade-in process work (if applicable)?

- The trade-in product(s) must be located in the U.S.
- HP will pay usual and customary shipping charges for shipping the formatter board, motherboard or control panel of the eligible trade-in, and large-format product as part of this promotion when its designated freight carrier is used.
- The shipping instructions are valid until May 31, 2016.
- The formatter board, motherboard or control panel of the eligible trade-in, large-format product(s) must be shipped by May 31, 2016.
- Trade-in product(s) must be able to be powered on. The trade-in product(s) must be complete and in good working condition. "Complete" means that the trade-in product(s) will include, at a minimum, all hardware, software and component parts and copies of all applicable license(s) needed for the trade-in product(s) to operate. "Powered on" means that, at a minimum, all parts of the trade-in product(s) will be capable of being turned on.
- Formatter board, motherboard or control panel of the eligible trade-in, large-format product(s) will be recycled.

8. 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.

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

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

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

The trade-in product(s) must be picked up by May 31, 2016.

11. 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.

12. What if one of my eligible trade-in products is damaged? Do I still get a cash-back amount?

No.

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

By all means, your reseller can assist you.

14. Can I combine HP Cash In & Trade Up Winter 2016 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

15. 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.

16. Are there any other limitations?

Please see the HP Cash In & Trade Up Winter 2016 Terms and Conditions PDF for a list of all promotion details and limitations.

17. If I have questions about the HP Cash In & Trade Up Winter 2016 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.

18. 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).

19. Where can I find a local reseller to purchase/lease my eligible new HP DesignJet printer(s) and HP Care Pack Service?

To find a local HP U.S. Authorized Reseller, please visit the [U.S. partner locator](#).

20. Where do I go if I want to buy an eligible new HP DesignJet printer and HP Care Pack Service from HP online?

To buy online from HP, please visit the [Small and Medium Business store](#).

1 Purchase/lease must be made from HP or through HP U.S. Authorized Resellers. Cash back provided by mail-in rebate available for eligible purchases made January 25, 2016–March 31, 2016. All claims and proof of purchase must be submitted by April 30, 2016. Offer is subject to product availability; promotion valid while supplies last. Additional restrictions apply. Void where prohibited, taxed or restricted by law. For claim form, visit hp.com/go/cashin. HP also reserves the right to modify or cancel this offer at any time without notice.

2 The HP DesignJet T7200 42-inch Production Printer and the HP DesignJet PostScript/PDF Upgrade Kit OR HP DesignJet Roll Upgrade Kit must be purchased and submitted on the same invoice to be eligible for this offer.

3 The qualifying HP DesignJet printer and associated qualifying HP Care Pack need to be purchased together.

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