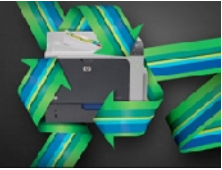


# TRADE-IN & SAVE SPRING 2012

LET PAYBACK TIME BEGIN.

## FREQUENTLY ASKED QUESTIONS



### What should I do when I can't find my used product in the trade-in pull down?

First, make sure your product is eligible under the terms of the promotion by checking the matrix on the terms and conditions page. If you feel that your product is eligible and not listed in the trade-in pull down menu, please contact customer service and they will assist you in filing your claim.

### How long does the HP Trade-In and Save promotion run?

Between February 1, 2012 and April 30, 2012, to take advantage of this offer, complete the trade-in on-line claim form, and provide proof of purchase and trade-in an old desktop laser / ink printer for recycling. Purchases and invoices dated prior to or after this timeframe will not be eligible for this promotion. Your claim must be submitted within 45 days of purchase invoice date or June 14, 2012, whichever occurs sooner.

### What countries and US states are included in the program?

This promotion is valid in the US only. There is limited availability in Hawaii and Alaska.

### What products and HP Care Pack Services can be purchased to receive the HP Trade-In and Save rebates and what are the cash-back amounts?

#### Eligible Products:

Purchase Category	Model		Printer Cash Back	Non-HP Trade-in Product cash back
Printer - LaserJet	Color LaserJet CM2320fxi MFP	CC435A	\$100	\$50
Printer - LaserJet	Color LaserJet CM2320nf MFP	CC436A	\$50	\$25
Printer - LaserJet	Color LaserJet CM3530 MFP	CC519A	\$150	\$75
Printer - LaserJet	Color LaserJet CM3530fs MFP	CC520A	\$150	\$75
Printer - LaserJet	Color LaserJet CM4540 MFP	CC419A	\$150	\$75
Printer - LaserJet	Color LaserJet CM4540f MFP	CC420A	\$150	\$75
Printer - LaserJet	Color LaserJet CM4540fskm MFP	CC421A	\$150	\$75
Printer - LaserJet	Color LaserJet CM6040f MFP	Q3939A	\$150	\$75
Printer - LaserJet	Color LaserJet CP2025dn	CB495A	\$50	\$25
Printer - LaserJet	Color LaserJet CP2025n	CB494A	\$50	\$25
Printer - LaserJet	Color LaserJet CP2025x	CB496A	\$50	\$25
Printer - LaserJet	Color LaserJet CP4025dn	CC490A	\$100	\$50
Printer - LaserJet	Color LaserJet CP4025n	CC489A	\$100	\$50
Printer - LaserJet	Color LaserJet CP4525dn	CC494A	\$150	\$75
Printer - LaserJet	Color LaserJet CP4525n	CC493A	\$100	\$50
Printer - LaserJet	Color LaserJet CP4525x	CC495A	\$150	\$75
Printer - LaserJet	Color LaserJet CP5225dn	CE712A	\$150	\$75
Printer - LaserJet	Color LaserJet CP5225n	CE711A	\$100	\$50
Printer - LaserJet	Color LaserJet CP5525dn	CE708A	\$150	\$75
Printer - LaserJet	Color LaserJet CP5525n	CE707A	\$150	\$75
Printer - LaserJet	Color LaserJet CP5525xh	CE709A	\$150	\$75

Printer - LaserJet	Color LaserJet CP6015dn	Q3932A	\$150	\$75
Printer - LaserJet	Color LaserJet CP6015x	Q3933A	\$150	\$75
Printer - LaserJet	Color LaserJet CP6015xh	Q3934A	\$150	\$75
Printer - LaserJet	LaserJet 3015dn	CE528A	\$100	\$50
Printer - LaserJet	LaserJet 3015n	CE527A	\$50	\$25
Printer - LaserJet	LaserJet 3015x	CE529A	\$100	\$50
Printer - LaserJet	LaserJet 5200dtn	Q7546A	\$150	\$75
Printer - LaserJet	LaserJet Enterprise 500 color M551dn	CF082A	\$100	\$50
Printer - LaserJet	LaserJet Enterprise 500 color M551n	CF081A	\$50	\$25
Printer - LaserJet	LaserJet Enterprise 500 color M551xh	CF083A	\$100	\$50
Printer - LaserJet	LaserJet Enterprise 600 M601dn	CE990A	\$100	\$50
Printer - LaserJet	LaserJet Enterprise 600 M601n	CE989A	\$50	\$25
Printer - LaserJet	LaserJet Enterprise 600 M602dn	CE992A	\$100	\$50
Printer - LaserJet	LaserJet Enterprise 600 M602n	CE991A	\$100	\$50
Printer - LaserJet	LaserJet Enterprise 600 M602x	CE993A	\$100	\$50
Printer - LaserJet	LaserJet Enterprise 600 M603dn	CE995A	\$150	\$75
Printer - LaserJet	LaserJet Enterprise 600 M603n	CE994A	\$100	\$75
Printer - LaserJet	LaserJet Enterprise 600 M603xh	CE996A	\$150	\$75
Printer - LaserJet	LaserJet M2727nf MFP	CB532A	\$50	\$25
Printer - LaserJet	LaserJet M3035 MFP	CC476A	\$150	\$75
Printer - LaserJet	LaserJet M3035xs MFP	CC477A	\$150	\$75
Printer - LaserJet	LaserJet M4555 MFP	CE738A	\$150	\$75
Printer - LaserJet	LaserJet M4555f MFP	CE503A	\$150	\$75
Printer - LaserJet	LaserJet M4555fskm	CE504A	\$150	\$75
Printer - LaserJet	LaserJet M5035x MFP	Q7830A	\$150	\$75
Printer - LaserJet	LaserJet M5035xs MFP	Q7831A	\$150	\$75
Printer - LaserJet	LaserJet M9040 MFP	CC394A	\$150	\$75
Printer - LaserJet	LaserJet M9050 MFP	CC395A	\$150	\$75
Printer - LaserJet	LaserJet P2035n	CE462A	\$50	\$25
Printer - LaserJet	LaserJet P2055d	CE457A	\$50	\$25
Printer - LaserJet	LaserJet P2055dn	CE459A	\$50	\$25
Printer - LaserJet	LaserJet Pro 100 color MFP M175nw	CE866A	\$50	\$25
Printer - LaserJet	LaserJet Pro 300 color MFP M375nw	CE903A	\$50	\$25
Printer - LaserJet	LaserJet Pro 400 color MFP M475dn	CE863A	\$50	\$25
Printer - LaserJet	LaserJet Pro 400 color MFP M475dw	CE864A	\$100	\$50
Printer - LaserJet	LaserJet Pro 400 color printer M451dn	CE957A	\$50	\$25
Printer - LaserJet	LaserJet Pro 400 color printer M451dw	CE958A	\$50	\$25
Printer - LaserJet	LaserJet Pro 400 color printer M451nw	CE956A	\$50	\$25

Printer - LaserJet	LaserJet Pro CM1415fnw color MFP	CE862A	\$50	\$25
Printer - LaserJet	LaserJet Pro CP1525nw	CE875A	\$50	\$25
Printer - LaserJet	LaserJet Pro M1536dnf	CE538A	\$50	\$25
Printer - LaserJet	TopShot LaserJet Pro M275	CF040A	\$50	\$25
Printer - Ink	Officejet Pro 8600 Plus e-All-in-One	CM750A	\$50	\$25
Printer - Ink	Officejet Pro 8600 Premium e-All-in-One	CN577A	\$50	\$25
Printer - Ink	Officejet 100 Mobile Printer	CN551A	\$50	\$25
Printer - Ink	Photosmart eStation All-in-One	CQ140A	\$50	\$25

**Eligible HP Care Packs:**

Printer Purchase Models		Care Pack Purchase Model	Care Pack Description	Care Pack cash back amount
Color LaserJet CM2320fxi, CM2320nf	CC435A, CC436A	UJ574E	3 Yr ND On-Site	\$20
Color LaserJet CM3530, CM3530fs	CC519A, CC520A	UK937E	3 Yr ND On-Site	\$100
		UL356E	4 Yr ND On-Site	\$125
		UL357E	5 Yr ND On-Site	\$150
Color LaserJet CM4540, CM4540f, CM4540fskm	CC419A, CC420A, CC421A	UV259E	3 Yr ND On-Site	\$100
		UV264E	4 Yr ND On-Site	\$125
		UV265E	5 Yr ND On-Site	\$150
Color LaserJet CM6040f	Q3939A	UJ165E	3 Yr ND On-Site	\$100
		UJ166E	4 Yr ND On-Site	\$125
		UJ167E	5 Yr ND On-Site	\$150
Color LaserJet CP2025dn, CP2025n, CP2025x	CB495A, CB494A, CB496A	UL385E	3 Yr ND Exchange	\$10
Color LaserJet CP4025dn, CP4025n	CC490A, CC489A	UG825E	3 Yr ND On-Site	\$40
		UG826E	4 Yr ND On-Site	\$55
		UG827E	5 Yr ND On-Site	\$70
Color LaserJet CP4525dn, CP4525n, CP4525x	CC494A, CC493A, CC495A	US186E	3 Yr ND On-Site	\$60
		US188E	4 Yr ND On-Site	\$90
		US189E	5 Yr ND On-Site	\$115
Color LaserJet CP5225dn, CP5225n	CE712A, CE711A	UT431E	3 Yr ND On-Site	\$50
		UT430E	4 Yr ND On-Site	\$75
		UQ502E	5 Yr ND On-Site	\$100
Color LaserJet CP5525dn, CP5525n, CP5525xh	CE708A, CE707A, CE709A	UX964E	3 Yr ND On-Site	\$150
		UV280E	4 Yr ND On-Site	\$200
		UV279E	5 Yr ND On-Site	\$250
Color LaserJet CP6015dn, CP6015x, CP6015xh	Q3932A, Q3933A, Q3934A	UJ177E	3 Yr ND On-Site	\$150
		UJ178E	4 Yr ND On-Site	\$200
		UJ179E	5 Yr ND On-Site	\$250
LaserJet 3015dn, 3015n,	CE528A, CE527A,	UP872E	3 Yr ND On-Site	\$25

3015x	CE529A	UP874E	4 Yr ND On-Site	\$35
		UP876E	5 Yr ND On-Site	\$45
LaserJet 5200dtn	Q7546A	U3469E	3 Yr ND On-Site	\$50
		U6407E	4 Yr ND On-Site	\$75
		U6408E	5 Yr ND On-Site	\$100
LaserJet Enterprise 500 color M551dn, M551n, M551xh	CF082A, CF081A, CF083A	HZ626E	3 Yr ND On-Site + DMR	\$25
		HZ629E	4 Yr ND On-Site + DMR	\$35
		HZ630E	5 Yr ND On-Site + DMR	\$45
LaserJet Enterprise 600 M601dn, M601n	CE990A, CE989A	HZ466E	3 Yr ND On-Site + DMR	\$20
		HZ464E	4 Yr ND On-Site + DMR	\$30
		HZ465E	5 Yr ND On-Site + DMR	\$40
LaserJet Enterprise 600 M602dn, M602n, M602x	CE992A, CE991A, CE993A	HZ490E	3 Yr ND On-Site + DMR	\$30
		HZ488E	4 Yr ND On-Site + DMR	\$45
		HZ489E	5 Yr ND On-Site + DMR	\$60
LaserJet Enterprise 600 M603dn, M603n, M603xh	CE995A, CE994A, CE996A	HY749E	3 Yr ND On-Site + DMR	\$45
		HZ617E	4 Yr ND On-Site + DMR	\$65
		HZ618E	5 Yr ND On-Site + DMR	\$85
LaserJet M2727nf	CB532A	H5471E	3 Yr ND Exchange	\$15
		H5478E	3 Yr ND On-Site	\$20
LaserJet M3035, M3035xs	CC476A, CC477A	UE685E	3 Yr ND On-Site	\$65
		UE686E	4 Yr ND On-Site	\$95
		UE687E	5 Yr ND On-Site	\$125
LaserJet M4555, M4555f, M4555fskm	CE738A, CE503A, CE504A	HN909E	3 Yr ND On-Site	\$100
		HP562E	4 Yr ND On-Site	\$125
		HP557E	5 Yr ND On-Site	\$150
LaserJet M5035x, M5035xs	Q7830A, Q7831A	UE670E	3 Yr ND On-Site	\$100
		UE671E	4 Yr ND On-Site	\$125
		UE672E	5 Yr ND On-Site	\$150
LaserJet M9040	CC394A	H7700E	3 Yr ND On-Site	\$100
		UJ528E	4 Yr ND On-Site	\$125
		UJ568E	5 Yr ND On-Site	\$150
LaserJet M9050	CC395A	H7700E	3 Yr ND On-Site	\$100
		UJ528E	4 Yr ND On-Site	\$125
		UJ568E	5 Yr ND On-Site	\$150
LaserJet P2035n	CE462A	UK929E	3 Yr ND Exchange	\$5
		UK932E	3 Yr ND On-Site	\$10
LaserJet P2055d, P2055dn	CE457A, CE459A	UK929E	3 Yr ND Exchange	\$5
		UK932E	3 Yr ND On-Site	\$10

LaserJet Pro 100 color MFP M175nw	CE866A	UQ224E	3 Yr ND Exchange with Enhanced Technical Phone Support	\$10
LaserJet Pro 300 color MFP M375nw	CD903A	U1H76E	3 Yr ND On-Site	\$15
LaserJet Pro 400 color MFP M475dn, M475dw	CE863A, CE864A	U1H64E	3 Yr ND On-Site	\$20
LaserJet Pro 400 color M451dn, M451dw, M451nw	CE957A, CE958A, CE956A	U1H88E	3 Yr ND Exchange	\$10
LaserJet Pro CM1415fnw	CE862A	UQ224E	3 Yr ND Exchange with Enhanced Technical Phone Support	\$10
LaserJet Pro CP1525nw	CE875A	UQ224E	3 Yr ND Exchange with Enhanced Technical Phone Support	\$10
LaserJet Pro M1536dnf	CE538A	UQ224E	3 Yr ND Exchange with Enhanced Technical Phone Support	\$10
TopShot LaserJet Pro M275	CF040A	UQ224E	3 Yr ND Exchange with Enhanced Technical Phone Support	\$10
OfficeJet Pro 8600 Plus e-All-in-One	CM570A	UQ209E	3 Yr ND Exchange with Enhanced Technical Phone Support	\$5
OfficeJet Pro 8600 Premium e-All-in-One	CN577A	UQ212E	3 Yr ND Exchange with Enhanced Technical Phone Support	\$10
Officejet 100 Mobile Printer	CN551A	UQ215E	3 Yr Accidental Damage Protection with ND Exchange and Enhanced Tech Phone support	\$10
Photosmart eStation All-in-One	CQ140A	UX454E	2 Yr Accidental Damage Protection with ND Exchange	\$10

### What product(s) are eligible for trade-in for the HP Trade-In and Save promotion?

HP desktop LaserJets/Color LaserJets, non-HP laser desktop printers, HP and non-HP inkjets qualify for the trade-in product in any condition. Floor standing units are NOT eligible for trade in.

### Are refurbished products eligible for the new purchase for the Trade-In and Save promotion?

Refurbished units will not be eligible for the Trade-In and Save program.

### How do I get my cash-back allowance?

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

1. Purchase an eligible HP product between February 1, 2012 and April 30, 2012. Go to [www.hp.com/go/tradeandsave1](http://www.hp.com/go/tradeandsave1) and complete an on-line claim form. If you purchased a qualifying HP Care Pack Service, please indicate it on your claim form. Please note the eligible Care Pack Service purchase must be on the same invoice as the eligible product purchase. Your claim must be submitted within 45 days of purchase invoice date or June 14, 2012, whichever occurs sooner.

2. A confirmation email with a claim number will be sent to you via email once you submit your claim, with instructions on the next steps of the claim process. Please print these out and save for your records. Reference this claim number for all questions relating to this promotion.
3. Fax in the following two documents: your proof of purchase (sales invoice) dated between February 1, 2012 and April 30, 2012 and your confirmation email to [hptradesave@marketvelocity.com](mailto:hptradesave@marketvelocity.com). Please write the serial number(s) of your new printer(s) on the sales invoice(s) prior to faxing/mailling, if they are not already shown. Be sure to keep a copy of your entire claim for your records. Or mail to:

Market Velocity, Inc.  
HP Trade-In and Save Spring 2012 Program  
1305 Mall of Georgia Blvd, Suite 190  
Buford, GA 30519  
Fax# 678-730-0420

These documents must be submitted within 30 days of claim submission or July 13, 2012, whichever occurs sooner.

Within one (1) business day of validation of your Proof of Purchase, shipping instructions and a shipping label / placard will be e-mailed to you for shipment of the trade-in product(s). You must return trade-in product(s) for recycle in accordance with the instructions provided by HP. The shipping instructions/label is valid for thirty (30) days from the issue date.

4. The customer ships trade-in printer to MVI using their own box and the shipping label provided by MVI. Trade-in printer must be shipped within 30 days of receipt of the shipping instructions or by August 13, 2012, whichever occurs first.
5. MVI receives shipment of eligible trade-in product(s) and Proof of Purchase of eligible new product(s) with serial numbers and issues a check (if eligible) within 6-8 weeks from the date the trade-in for recycling product(s) were received. If you have not received payment after 6 to 8 weeks of shipment, please contact Customer Service by calling 1-888-309-2943. 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 product(s) for recycle that are not shipped within the 30 day limit.

### **What is the final submission date for my claim?**

All claims must be submitted within 45 days of purchase invoice date or June 14, 2012, whichever occurs sooner.

### **What happens if my product is on backorder after the 45 day limit for submitting purchase invoice date?**

If a product is on backorder you must show you ordered the qualifying product during the promotional period and you were not able to receive the product due to backorder status. Do not send purchase orders as proof of purchase. You must provide a screen shot showing that the order was placed during the promotional time period from the distributors system (or partners). You can apply for an exception once the product has been received. Each claim will be evaluated to ensure all other terms and conditions have been met.

### **How does the trade-in process work (if applicable)?**

- HP will pay usual and customary shipping charges for shipping the Trade-in Product(s) as part of this promotion when its designated shipping carrier is used. For customers in Alaska and Hawaii, the cost of the shipping will be deducted from any eligible rebate amounts prior to the rebate being paid.
- You must contact HP's designated shipping carrier to schedule pick-up.
- The shipping instructions are valid for thirty (30) days from the issue date.
- The Trade-in Product(s) must be picked up within thirty (30) days from the date you receive your shipping instructions email or by August 13, 2012, whichever date occurs first, for the appropriate cash-back allowance.
- Trade-in products are any ink, or laser printer– HP or competitive models – not floor standing. Only desktop units are allowed.

- Trade-in Product(s) may be in any condition, as they do not have to be in working condition. All ink and toner must be removed from the 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.

### **I'm having trouble with my online claim form. How can I get a PDF version?**

To get a manual claim form, please call Market Velocity at 1-888-309-2943 Monday - Friday between 8 a.m. and 8 p.m. Eastern Time.

### **How easy is it to fill out the claim form?**

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

### **What is the final pick-up date for trading in my product(s) (if applicable)?**

Trade-in printer must be shipped within 30 days of receipt of the shipping instructions or by August 13, 2012, whichever occurs first.

### **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.

### **What if one of my old products is damaged? Do I still get a cash-back amount (if applicable)?**

Yes, trade in any old desktop laser / ink printer, any brand, any condition.

### **Can I combine HP Trade-In and Save with another offer?**

This offer **MAY NOT** be combined with (or "stacked" with) other promotional offers or trade-in programs, **EXCEPT** National HP Instant Rebates..

In the case where there is a Big Deal/Contract pricing, customer can take the higher of the two discounts.. (Contact [nicole.barrett@hp.com](mailto:nicole.barrett@hp.com) for any exceptions).

HP PurchasEdge program points cannot be combined with HP Trade-In and Save cash back allowance rebate.

### **Is there a maximum number of products I can purchase/lease and trade in?**

Yes. A customer can claim a maximum of 400 products as trade-in.

### **What if a customer purchases/leases a product and the product is not available for shipment?**

If a product has been purchased and is on back-order or is not available to ship at the time of acquisition the customer will not be able to obtain the serial numbers of the new products. In this situation the customer or the reseller claiming on behalf of the customer has 45 days to file a claim from the date your eligible purchase product(s) is shipped.

### **How is the money for the trade disbursed?**

Once the product in question has been received and approved by Market Velocity cash-back checks will be mailed within 6-8 weeks. If you have not received your check within eight (8) weeks from the time you shipped your product and provided proof of your new purchase, whichever is later, please contact customer service.

### **If I have questions about the HP Trade-In and Save promotion, my claim or my cash-back allowance, whom do I contact?**

Please contact customer service or call Market Velocity at 1-888-309-2943.

### **If I am a reseller can I claim on behalf of my customer?**

- Resellers may not submit claims on behalf of themselves.

- The Reseller must pass the full cash back amount to the customer first. This must be clearly indicated on the invoice that the credit has been given up front. HP will be auditing claims to ensure authenticity.
- HP will not compensate resellers for discounts that exceed the promotion trade-in values, except as otherwise noted in this document.
- Participation in the HP Trade-In and Save promotion indicates that end-user customer agrees that its reseller, and not HP, is solely responsible for any negotiated sums exceeding HP's authorized trade-in values.

## **What if as a customer and or reseller I only qualify for free recycling and free shipping?**

1. Contact customer service at [hptradesave@marketvelocity.com](mailto:hptradesave@marketvelocity.com) or by calling 888-309-2943 between 8am and 8pm ET, Monday through Friday, to receive a manual claim form.
2. Complete manual claim form, providing the details of the trade-in products.
3. Fax, email, or mail in the proof of purchase invoice reflecting Big Deal pricing or Contract Pricing.
4. Pre-paid, pre-addressed shipping labels will be e-mailed to the reseller within one business day of validation of the proof of purchase invoice.

Your claim must follow the same steps and timing as if you were receiving the cash back allowance.

## **Who can complete claims on leased equipment?**

**Claims on leased equipment can only be made by the end user.** HP will NOT offer rebate to Authorized HP Channel Partners claiming on behalf of their customer for leased equipment.

## **Once I have purchased 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 e-mailed to you by HP. (Upon order placement, be SURE to include the desired e-mail address of the person you'd like your information sent to).

## **Is Managed Print Services available for this Program?**

No, it is not.

## **Will HP accept floor standing printers as part of the program?**

HP will not pay for shipping of floor standing products. Customers may choose to utilize HP's recycling program however the customer is financially responsible for all shipping and handling costs associated with the return of these products.