

# HP Trade-in and Save 2011 - 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 January 1, 2011, and December 31, 2011, 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 February 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:

Product	Part #	Trade In and Save cash back as of January 1, 2011	Maximum Allowable cash back (Combination of eligible HP instant savings and Trade-in and Save Rebate)	Non-HP Trade-in Product Bonus cash back
LaserJet P2035	CE461A	\$50	\$175	\$25
LaserJet P2035n	CE462A	\$50	\$200	\$25
LaserJet P2055d	CE457A	\$50	\$200	\$25
LaserJet P2055dn	CE459A	\$50	\$200	\$25
Color LaserJet CP2025n	CB494A	\$50	\$200	\$25
Color LaserJet CP2025dn	CB495A	\$50	\$275	\$25
Color LaserJet CP2025x	CB496A	\$50	\$225	\$25
LaserJet M2727nf	CB532A	\$50	\$225	\$25
Color LaserJet CM2320nf	CC436A	\$50	\$275	\$25
Color LaserJet CM2320fxi	CC435A	\$50	\$275	\$50
LaserJet P3015x	CE529A	\$250	\$500	\$50
LaserJet P4015dn	CB526A	\$500	\$550	\$50
LaserJet P4515x	CB516A	\$450	\$500	\$50
Color LaserJet CP4525dn	CC494A	\$250	\$300	\$50
Color LaserJet CP5225dn	CE712A	\$150	\$200	\$50
Color LaserJet CP5525dn	CE708A	\$250	\$300	\$50
LaserJet M3035xs	CC477A	\$250	\$550	\$50

Color LaserJet CM3530fs	CC520A	\$400	\$800	\$50
Color LaserJet CM4540fsk	CC421A	\$700	\$800	\$50
Color LaserJet CM4555fskm	CE504A	\$550	\$600	\$50
Officejet Pro 8500A eAll-in-One	CM755A	\$50	\$175	\$25
Officejet Pro 8500A Plus eAll-in-One	CM756A	\$50	\$200	\$25
Officejet Pro 8500A Premium eAll-in-One	CM758A	\$50	\$225	\$25
HP Officejet Pro 8600 Plus eAll-in-One	CM750A	\$50	\$200	\$25
HP Officejet Pro 8600 Premium eAll-in-One	CN577A	\$50	\$225	\$25
Photo Premium fax eAll-in One (1/1/11 to 10/31/11 only)*	CQ521A	\$50	\$250	\$10
Photosmart eStation All-in One	CQ140A	\$50	\$250	\$10

**Eligible HP Care Packs:**

Product	Part #	Care Pack SKU #	Description	Trade In and Save cash back as of January 1, 2011
LaserJet P2035, P2035n	CE461A, CE462A	UK929A/E	3 Yr ND Exchange	\$10
		UK932E	3 Yr ND On-Site	\$20
LaserJet P2055d, P2055dn	CE457A, CE459A	UK929A/E	3 Yr ND Exchange	\$10
		UK932E	3 Yr ND On-Site	\$20
LaserJet CP2025n, CP2025dn, CP2025x	CB494A, CB495A, CB496A	UL385A/E	3 Yr ND Exchange	\$10
LaserJet M2727nf	CB532A	H5471A/E	3 Yr ND Exchange	\$15
		H5478A/E	3 Yr ND On-Site	\$20
LaserJet CM2320nf, CM2320fxi	CC436A, CC435A	UJ574A/E	3 Yr ND On-Site	\$20
LaserJet P3015x	CE529A	UP872A/E	3 Yr ND On-Site	\$30
		UP874E	4 Yr ND On-Site	\$40
		UP876E	5 Yr ND On-Site	\$55

<b>LaserJet P4015dn</b>	CB526A	H5479A/E	3 Yr ND On-Site	\$40
		H2668E	4 Yr ND On-Site	\$55
		H2669E	5 Yr ND On-Site	\$70
<b>LaserJet P4515x</b>	CB516A	UJ516A/E	3 Yr ND On-Site	\$50
		UJ517E	4 Yr ND On-Site	\$75
		UJ518E	5 Yr ND On-Site	\$95
<b>LaserJet CP4525dn</b>	CC494A	US186A/E	3 Yr ND On-Site	\$60
		US188E	4 Yr ND On-Site	\$90
		US189E	5 Yr ND On-Site	\$115
<b>LaserJet CP5225dn</b>	CE712A	UT431E	3 Yr ND On-Site	\$50
		UT430E	4 Yr ND On-Site	\$75
		UQ502E	5 Yr ND On-Site	\$100
<b>LaserJet CP5525dn</b>	CE708A	UX964E	3 Yr ND On-Site	\$150
		UV280E	4 Yr ND On-Site	\$200
		UV279E	5 Yr ND On-Site	\$250
<b>LaserJet M3035xs</b>	CC477A	UE685A/E	3 Yr ND On-Site	\$65
		UE686E	4 Yr ND On-Site	\$95
		UE687E	5 Yr ND On-Site	\$125
<b>LaserJet CM3530fs</b>	CC520A	UK937A/E	3 Yr ND On-Site	\$75
		UL356E	4 Yr ND On-Site	\$120
		UL357E	5 Yr ND On-Site	\$150
<b>LaserJet CM4540fskm</b>	CC421A	UV259E	3 Yr ND On-Site	\$150
		UV264E	4 Yr ND On-Site	\$235
		UV265E	5 Yr ND On-Site	\$300
<b>LaserJet CM4555fskm</b>	CE504A	HN909E	3 Yr ND On-Site	\$150
		HP562E	4 Yr ND On-Site	\$235
		HP557E	5 Yr ND On-Site	\$300

<b>Officejet Pro 8500 eAll-in-One</b>	CM755A	UQ212E	HP 3y Nbd Exch w/Enhanced Tech Phone Support Aio/Mobile OJ prtr -H SVC	\$15
<b>Officejet Pro 8500 Plus eAll-in-One</b>	CM756A	UQ212E	HP 3y Nbd Exch w/Enhanced Tech Phone Support Aio/Mobile OJ prtr -H SVC	\$15
<b>Officejet Pro 8500 Premium eAll-in-One</b>	CM757A	UQ212E	HP 3y Nbd Exch w/Enhanced Tech Phone Support Aio/Mobile OJ prtr -H SVC	\$15
<b>HP Officejet Pro 8600 Plus eAll-in-One</b>	CM750A	UQ209E	HP 3y Nbd Exch w/Enhanced Tech Phone Support Aio/Mobile OJ prtr -H SVC	\$15
<b>HP Officejet Pro 8600 Premium eAll-in-One</b>	CM757A	UQ212E	HP 3y Nbd Exch w/Enhanced Tech Phone Support Aio/Mobile OJ prtr -H SVC	\$15
<b>Photo Premium fax eAll-in One (1/1/11 to 10/31/11 only)*</b>	CQ521A	UG609E	HP 3 year Care Pack w/Next Day Exchange for Printers	\$15
<b>Photosmart eStation All-in One</b>	CQ140A	UX454E	HP 2 year Accidental Damage Protection with Next business day Exchange for Printing and Imaging	\$15

\*Purchases made November 1, 2011 or later are not eligible for the Trade-In and Save 2011 Promotion

### **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 trade-in for the HP Trade-In and Save promotion?**

Refurbished units will be 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 January 1, 2011, and December 31, 2011. Go to [www.hp.com/go/tradeandsave](http://www.hp.com/go/tradeandsave) 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 February 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 January 1, 2011, and December 31, 2011, 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/mailing, 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 Program  
1305 Mall of Georgia Blvd, Suite 190  
Buford, GA 30519  
Fax# 678-730-0420

These documents must be submitted within 45 days of purchase invoice date or February 14, 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 April 14, 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 February 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.

### **What if the product I want to purchase is no longer available?**

The products listed as eligible for the 2011 Trade-in and Save program are eligible only while supplies last. Once a product is no longer available, customers must choose from the remaining eligible products and follow the appropriate steps for fulfillment in order to qualify for a rebate.

### **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 April 14, 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 April 14, 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 or scanner, any brand, any condition.

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

The maximum combinable rebate amount may allow some combinability of the Trade-In and Save rebate amount and HP National Instant Rebates up to the maximum allowable rebate amount. For example, if the Trade-In and Save cash back allowance rebate amount is \$50 and there is a valid Instant Rebate on the eligible product sku of \$30, if the maximum allowable rebate amount is greater than the sum, then the customer will receive the sum of the two amounts - in this case, \$80 (\$30 at the time of purchase and \$50 through the Trade-In and Save program). "Instant rebates" are defined as, but not limited to, instant savings and product specific coupons.

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 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.

### **What if I cannot receive a direct cash back allowance via check from HP, but I purchase direct from HP?**

End user customers who purchase **directly** from HP, who are prohibited by law or contract from receiving a mail-in rebate, and are claiming on their own behalf, need to complete the online claims form at [www.hp.com/go/tradeandsave](http://www.hp.com/go/tradeandsave). In addition the end

user customer must also contact the trade in program manager [nicole.barrett@hp.com](mailto:nicole.barrett@hp.com) and inform her that they are an HP Direct customer and provide direct account number and contact information. Once the trade in unit is received and validated by Market Velocity Inc., claims will be processed and the rebate amount will be credited to the customer's purchase order. This process is specific to customers purchasing directly from HP only.

### **What if I am a reseller for HP, and I want to send my customer to the on-line quote tool, but I don't want them to have an HP shopping experience?**

Send them to our channel friendly site that does not have the left navigation that would allow them to go back to [hp.com](http://hp.com) pages. [www.hp.com/go/tradeandsave1](http://www.hp.com/go/tradeandsave1)

### **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.

### **What's the difference between the Trade-In and Save program and the Cash In Trade Up program?**

The Cash In Trade Up program was designed to help customers take advantage of cost-effective printing and increased productivity with the newest additions to HP's industry-leading line of large-format printers. The Cash In Trade Up program

provides customers the option of not returning your current large-format printer. The Trade-In and Save program was designed to help customers acquire new printers to take advantage of increased productivity and reduce the impact on the environment. To qualify for the product rebate the Trade-In and Save program requires customers to return their existing printer(s). See Terms and Conditions for complete details.