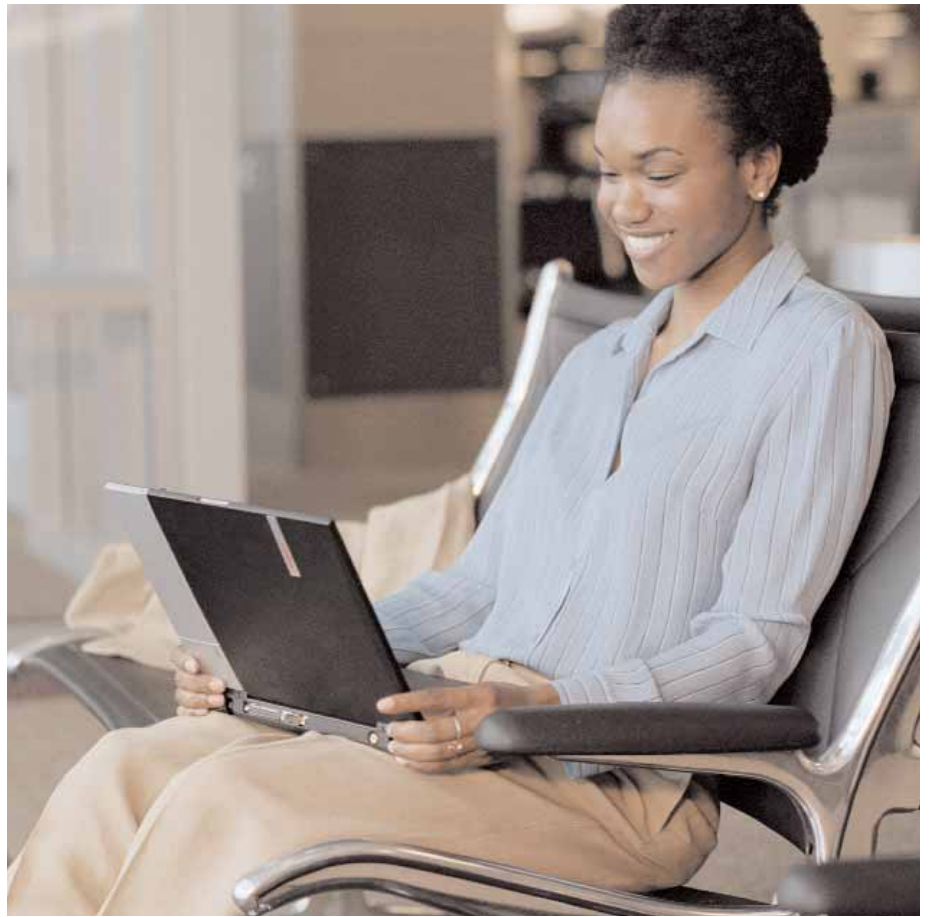




HP Trade-In Program Guide

Trade any product, any brand.



hp

Trade any
product, any
brand.

We are pleased to bring you the HP Trade-In Program. In partnership with Market Velocity, Inc., the HP Trade-In Program offers HP customers and resellers the opportunity to upgrade to HP products while receiving the current value for their aging technology.

Spanning every product category, the program has the added benefit of eliminating the hassles and costs of old technology disposal by simplifying the shipping process. In addition to the ongoing program, enhanced, time-sensitive promotions are also offered as further incentive to trade up to HP technology. To help accommodate large quantity trades (defined as trades of over 50 units), we offer a separate process to ensure the best possible experience.

HP Trade-In Program Program Guide

Quick Start Program Overview

HP and Market Velocity have partnered to offer participants a seamless, innovative way to make buying new HP technology more affordable and simplify the disposal of aging technology.

The Process

- Log on to www.hp.com/go/tradein
- Enter requested details about the current HP or non-HP product(s) to be traded to receive an instant quote
- Complete the trade process now or save this quote for later
- Purchase new HP product(s) (purchase may be made directly from HP or via authorized HP resellers 30 days prior to or after the date on which a quote has been accepted)
- Upon completion of the trade-in process, an email is sent with instructions on how to print the shipping label
- Pack and ship the product(s) within 30 days (packing materials and de-installation services are also available for a fee)
- Fax invoice verifying the purchase of new HP equipment
- Market Velocity receives, inspects, and reconciles equipment with faxed invoice, and then mails a redemption check within 30 days

Eligible products

Any amount or combination of products, either HP or non-HP, can be traded in the following product categories:

- Desktop
- Workstation
- Notebook / Tablet PC
- PC server
- Monitor
- Printer
- Plotter
- Projector
- Digital camera
- PDA
- Networking
- Data storage products

Program Requirements

- Complete the trade transaction at www.hp.com/go/tradein
- Buy new HP product(s) from any vendor of choice, and fax invoice to 1-770-925-9064
- Package products per program instructions to ensure they arrive in the condition specified in the quote
- Ship product(s) within 30 days of quote date (quotes expire after 30 days)

Program benefits

- Eliminates the hassles and costs of old technology disposal by simplifying the shipping process
- Anyone can participate
- Makes upgrading to the latest HP technology even more affordable
- No minimum trade-in quantity requirements
- Trade any combination and any number of products*
- Used equipment is recycled rather than stored or discarded

* Exception: data storage, server, and networking products must be traded for like products

More information

A program tutorial is available at: www.hp.com/united-states/tradein/howitworks.html. The website (www.hp.com/go/tradein) also contains the HP Trade-In Program terms and conditions and a list of frequently asked questions.

Or contact HP Trade-In Program Support:

Via e-mail: hpcustomerservice@marketvelocity.com

Toll Free: 1-888-593-3835, Monday - Friday 8am-8pm EST.

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Getting started

Program access

The HP Trade-In program is easily accessed at www.hp.com/go/tradein. HP Sales Reps can access additional information and sales tools via the Sales Rep portal. This section can be accessed by any HP employee by using the "hp sales rep login" link on the HP Trade-In homepage. In addition, to help drive business to our channel partners, we are inviting authorized HP resellers to post information about the new HP Trade-In program with a link on their Web sites. As a result, customers may also learn about the program via an authorized HP reseller's Web site. More program details and sales tools are available for channel partners on HP Partnership Website at https://partner.americas.hp.com/rrc/performance/html_src/progprom/trade_in.htm.

First-time users

This program offers:

- Convenience—HP Trade-In is a fast and easy way to help manage used IT assets and earn money for current products.
- Excellent value—Not only does the HP Trade-In Program reduce the cost of acquiring new HP technology by helping the customer realize value from their existing equipment, we also save them the costs and headaches associated with disposing of used equipment.
- Free quotes—Users can enter the HP Trade-In Program Web site and check product values without becoming a registered member or logging in by simply selecting "get a free quote" or using the "guest access" link. Enter information about the product to be traded in, and an instant* trade-in value will be calculated using the information provided.

* Some of the more complex products require a two day turn around time to provide a quote.

- Combine with other rebate offers and special pricing – In many cases, the standard HP Trade-In program rebates can be combined with other HP special offers.

Registering

To become a registered member, simply click "register" in the left column and follow the steps. Registered members will be able to save multiple quote lists, which will automatically be updated with the latest values.

How does it work?

Standard Trade-In process

Here are the basic steps to follow in order to participate in the program:

Step 1: To receive a quote, enter information about the product to be traded in, including manufacturer, model, and condition (see the next section "determining product condition"). For server, networking and some storage trades, submit a request and a Trade-In representative will follow-up by contacting you with a quote.

Step 2: Before a trade can be completed, users must register.

Step 3: Proceed through each phase of the entire tool to complete the trade. When you complete your online trade, we will email shipping instructions within one business day of your trade.

Step 4: Purchase new HP hardware keeping in mind the redemption amount quoted. New product(s) may not be refurbished units. Supplies, accessories, services, and software do not qualify for the Trade-In Program.

Step 5: Ship the trade-in product(s) to the address provided on the prepaid shipping label(s) or bill of lading.

Step 6: Print the Acceptance Notification e-mail and fax it, along with proof of purchase of the new HP product(s), to 770-925-9064 in order to receive a redemption check. We will provide a confirmation email when your trade-in arrives.



Large quantity trade process

We have developed a process to better accommodate trades for quantities greater than 50 units. To take advantage of this process, participants use the link on the home page for "Large quantity trades". Once a request has been submitted, a confirmation email will be sent. Rather than receiving a final quote instantly, a trade-in representative will contact users within 2 business days with a final quote and help coordinate the pick up of the trade-in units (see shipping for details, pg 9).

We also invite large quantity trade requests to be submitted via email at hpcustomerservice@marketvelocity.com.

This works well when the customer provides a list of trade-in products as the list can be attached to the email sent to customer service.

Multiple locations

If there are multiple locations for the products being traded, customers will be instructed to e-mail hpcustomerservice@marketvelocity.com or call 1-888-593-3835 Monday - Friday 8am-8pm EST to discuss the transaction. A customer service representative will help manage the quote and take all necessary information regarding where the mailing labels and check should be sent.

Enhanced promotions

We will feature enhanced tradein promotional offers that are product line specific. These promotions are designed to offer a greater trade-in incentive for a limited time and will often have their own unique set of "eligibility rules" in addition to the standard Trade-In Program's terms. A complete list of featured promotions, can be found by using the "promotions" link on the left column or the "promotions" link on the HP Trade-In homepage. (www.hp.com/go/tradein).

Determining product condition

An inspection will be performed upon receipt of trade in product(s). Since product condition helps to determine its value, the product's condition must be accurately represented in the quote request. The three condition levels include:

- *Excellent* -- the product is in excellent working condition and needs no refurbishment. The body of the product is clean (i.e., no smudges, ink marks, dents, stickers, or scratches).
- *Good* -- the body of the product has only minor blemishes (i.e., smudges, ink marks, dents, stickers, or scratches). The product has no technical problems (i.e., it does not make noise, run slowly, is not missing pieces, etc.).
- *Poor* -- the product has no major technical problems; it turns on and is in working condition; but has cosmetic defects.

"I'm impressed with how well thought-out this program is...the site is quite intuitive."
Jennifer Thorwart, IDC Analyst

Product condition - printers

- *Excellent* -- the printer is in excellent working condition and needs no refurbishment. The printer has been maintained within manufacturer's suggested schedules, feeds paper properly, and has excellent print quality. The case of the printer and trays are clean (i.e., no smudges, ink marks, dents, stickers, or scratches) and are intact (i.e., no cracks, broken or missing pieces).
- *Good* -- the printer is in good working condition and needs only minor parts (rollers or separation pads) for refurbishment. The printer has been maintained within manufacturer's suggested schedules. The printer has no technical problems (i.e. paper feeds properly from primary trays and does not jam, has no unusual noises, has excellent print quality, and has properly functioning control panel). The case and trays of the printer have only minor blemishes (i.e., smudges, ink marks, dents, stickers, or scratches). The case of the printer and trays are intact (i.e., no cracks, broken or missing pieces).
- *Poor* -- the printer has no major technical problems. The printer powers on, is in working condition, and can produce a test page. The printer has minor cosmetic defects and may have one or two cracked, broken or missing pieces that do not affect performance.
- *Not Eligible* -- the printer has major technical problems (will not produce a test page, and/or will not power on, and/or will not feed paper through machine, and/or has a malfunctioning control panel). The case of the printer has large cracks, is missing most of the original trays, and/or has broken or missing pieces).

Saving a quote

Registered members of the HP Trade-In Program can save multiple quote lists, which will automatically be updated with the latest values. This allows users to add and update product information as needed until they are ready to initiate the quote process and send in their product. Also, sales reps and resellers who are facilitating the sale of new HP equipment can use this

feature to track what has been communicated to customers about the trade-in opportunities that this program affords. As stated in the "determining values" section, values are updated as needed to reflect current market conditions.

Combining items in a trade

Registered members of the HP Trade-In Program have the option to include several items in a single trade and receive one check for the transaction. After completing Step 1 of the quote process ("describe your product(s)"), users continue to submit information about other products using the "add to quote" button until they are ready to proceed to the next phase.

Confirmation messages

Registered program members can expect to receive e-mail messages at various stages of the trade-in process. We highly recommend that a hard copy of each of these messages be saved:

- **Acceptance notification:**

Immediately following completion of the transaction on the HP Trade-In Web site, an e-mail message is sent to the user listing the item(s) being traded, the quoted value (valid for 30 days from the day the quote was accepted), the quote number, and the addresses that the user provided. The user is instructed to print this Acceptance Notification because it must be faxed, along with proof of purchase of new HP product, to 770-925-9064 before a redemption check can be issued.

- **Reminder message:**

If Market Velocity has not received the trade-in product from the customer within approximately two weeks after the trade-in offer was accepted, an e-mail message is sent as a reminder to ship the product.

- **Receipt of product confirmation:**

When the trade-in product arrives at the Market Velocity facility, the customer is sent a confirmation that the product has been received.

- **Mail date notification:**

Market Velocity sends a final e-mail message to notify the customer that a redemption check has been mailed.

- **Cancellation notification:**

If the customer cancels the trade, a notice will be sent to the customer confirming the cancellation.

Customer service and support

Via e-mail:

hpcustomerservice@marketvelocity.com

Via telephone:

1-888-593-3835 Monday - Friday 8am-8pm EST

Please note: Quotes cannot be provided over the telephone.

Via web:

Additional HP Trade-in and general HP contact links are provided on the website by clicking the contact HP link on www.hp.com/go/tradein.

Submitting feedback

User comments and suggestions are important to us. Let us know what you think about the HP Trade-In program by clicking hpcustomerservice@marketvelocity.com.

From the website, the "contact HP" link will provide links to the HP Trade-In program as well as HP in general.

Canceling a trade

In the event that a customer decides to cancel their trade, they may simply send an e-mail to hpcustomerservice@marketvelocity.com requesting that the trade be canceled. Please include name and quote number in the text of the e-mail. Market Velocity will send an e-mail confirming the cancellation. Users will also be asked—but not required—to provide a brief statement as to why they have chosen to cancel the trade.

General services

Shipping

Shipping Methods - Standard Program

The goal is to make it as easy and convenient as possible for our customers to trade in their products. After you have accepted the hp trade-in terms and conditions, you will be presented a "shipping instructions" page. This page will provide the instructions you will follow to return your traded-in product. Within one business day of completing your trade, an email with the subject line "hp trade-in shipping instructions" will be emailed to the address provided while registering. The "HP Trade-In shipping instructions" email will provide the steps for retrieving your shipping label or shipping placard. The "HP Trade-In instructions email" will contain embedded links, simply click on the link and your prepaid, pre-addressed shipping label or placard will appear. A Microsoft window will direct you on how to print your label or placard. Print two copies, and attach one to the shipment of your trade-in product and retain the second copy for tracking purposes. If you are trading multiple items, a link for each item will appear in the e-mail. All quotes for 20 units or less, not including plotters, copiers, and high-end storage, have been adjusted to include pre-paid shipping and handling charges.

Shipping Methods - Large Quantity

For large quantity trades, a trade-in representative will contact customers to determine the most economical method to ship products. When it is determined that a truck will be sent to pick up the traded equipment, a bill of lading will be provided along with information on how to schedule the pick up. Shipping and handling fees will be deducted from the trade-in rebate and the net paid to the customer. We can also incorporate the following services to help ship large quantities: palletize, shrink wrap and blanket wrap. The fees for these services will be deducted from the trade-in rebate amount as part of the cost to ship the products. If there are any questions, the trade-in representative will be available to assist users through this process.

We also recommend that customers who are shipping large quantities of products from multiple locations contact the HP Trade-In Program support center by e-mailing hpcustomerservice@marketvelocity.com or calling 1-888-593-3835 Monday - Friday 8am-8pm EST.



- Boxes and packaging*—as part of phase 1 of the quote process, users have the opportunity to purchase boxes and packaging materials. If the customer elects to do so, a charge per box will appear based on the product being traded. Users will be asked to provide credit card information prior to shipment of any packaging materials purchased. All boxes and packing materials will be charged when they are shipped. Estimated costs of boxes and packaging is \$35 for desktop and notebook boxes and \$50 for most printer boxes. Maximum size for printer box is 25" x 25" x 25". If your printer exceeds these dimensions, please contact hpcustomerservice@marketvelocity.com for assistance.
- To track a package that was picked up by a carrier other than FedEx, please send an email to hpcustomerservice@marketvelocity.com. Please provide the quote number and tracking number and a customer service representative will provide the status of the shipment.
- As part of the Server Trade-In Program, packaging will be included for all traded equipment. See section titled "server program", on pg 17 of this document for more details.

Lost shipping label(s)

If you have lost your prepaid shipping label or shipping placard, simply refer to your shipping instructions email and click on the link to print out another label or placard. If you have lost your shipping instructions email, please contact hpcustomerservice@marketvelocity.com with the following information for a replacement:

Name
Address
E-mail address
Quote number (from Acceptance Notification e-mail)

Packing guidelines

Follow these shipping tips when sending a trade-in product:

- Back up all personal files on your system. Remove files, CDs, etc. and erase data on hard drive (see Erasing and Backing up Data on page 12).
- When packaging your device, be sure to include your operation system software on CD or diskette, the Certificate of Authenticity, end-user license agreement and manuals.
- If your system was shipped with a restore CD, each of the above items will be on the restore CD, and not packaged separately.
- If you have a Microsoft operating system, please erase the operating system software from your device.
- Please ensure you include any documentation and accessories that originally was shipped with your device, these items could include: warranty cards, keyboard, mouse and connection cables.
- Failure to include these items will impact the value of your trade. If you do not have these items, please contact hpcustomerservice@marketvelocity.com for further assistance.
- If trading other peripherals or accessories as a separate trade, please package those items separately with their own shipping label.
- If you require a box that is larger than the box offered for sale on the quote page, please contact hpcustomerservice@marketvelocity.com. Customer Service will assist you in acquiring the appropriate size box or assist you in arranging for other shipping options. Please note, for oversized boxes, shipping costs may be higher. If shipping costs are higher, the difference between the standard shipping costs and the higher shipping costs will be automatically deducted from your trade-in redemption check.
- Wrap the item(s) using, bubble-wrap, or other

“...you are running a great team and I can only see doing more business as a result. My client, one of the largest lawyer firms worldwide, also expressed their sincere gratitude for the services they received.”

Richard Thobald, Sr. Acct. Mgr., Insight

packing supplies around the fragile item(s). Include all components of the product for return.

- Package the item(s) in a sturdy cardboard box designed specifically for shipping. Boxes are also available for purchase during your trade-in transaction.
- Shipping tape that is 2-3 inches wide should be used. We do not recommend using masking or cellophane tape. Tape all edges on the sides, top and bottom to make sure there are no rough edges that could be snagged by automated mail processing equipment.
- Failure to perform the above steps could cause permanent damage to the unit in shipping and render the unit(s) worthless.
- Attach the prepaid shipping label or shipping placard to the outside of the package. Use a piece of clear shipping tape over the top of the label. It is important to use our shipping label, as it will be used to expedite tracking, identification and increase the speed of your return processing.
- Call your local carrier, per the instructions on your shipping instructions email, to have your product picked up; or drop off the package at a regional shipping location. A store locator list is available at <http://www.fedex.com/us/dropoff/>
- Be sure to keep the tracking number for proof of return.
- You have 30 days from the day you completed your on-line trade to return the product, except for server and storage products, which have 90 days to be returned. Once the label is printed, the trade-in product must be shipped by the "ship date" noted on the label.
- For large quantity trades, instructions on how to prepare the product for pick up will be provided. When the trade-in products are ready, the customer should call the courier noted in the instructions to schedule a pick up time. If the customer does not have the capability to palletize and shrink wrap the products, we can include that as part of the shipping service.

- If you follow the above packing guidelines and instructions, the product should arrive in the same condition as when it left your site. If the product is damaged during shipping and there is visible damage to the packing materials (box is dented, ripped, smashed, etc.), Market Velocity will take responsibility for resolving any claims with the courier. If the packaging is in tact, but the product is not in the condition stated by you in the quote process, Market Velocity will contact you directly to discuss the product's condition and renegotiate the quote value. In the event there is no trade value due to the condition of the product, you will be responsible for all associated costs for recycling the product. If you choose to have the product shipped back to you, you will be responsible for all fees associated with shipping to Market Velocity and for shipping the product back to you, should you choose to have the product returned, or any applicable recycling fees.

Tracking

In order to track FedEx shipments to Market Velocity, do the following:

- To track a package users may go to www.fedex.com/us and select "Track." Real-time status of any package shipped via Federal Express can be checked at this site.
- Carriers use tracking numbers to identify and trace packages as they move through the carrier's systems to their destinations. To track a package customers may enter their tracking number in the appropriate box, and then click the Submit button. If the package has been delivered, they will see who signed for the package, its destination, and its time of delivery.

Packing guidelines for your printer

- Before shipping your laser printer or multi-function product please perform the following steps:
- Remove the toner cartridge(s) and drum from the inside of the printer, wrap them inside a plastic material and package them separately inside the box when shipping the printer.
- For color laser printers, please remove the fuser roll from inside the printer and discard prior to shipping the printer.
- Failure to perform the above steps could cause permanent damage to the unit in shipping and render the unit(s) worthless.

Receipt of product notification

When your item arrives at our facility, we will contact you via email to confirm the date that we received your item.

Payments and pricing

Determining values

Products depreciate as they move from their introduction into the market. Technological advancements and short product life cycles make it advantageous for users to upgrade their equipment every 2 years.

The values provided by Market Velocity on pre-owned equipment are based on the current wholesale price for that specific pre-owned product on the open market. These prices are determined by the market demand defined by Market Velocity's partners, product availability, refurbishment costs, and shipping/handling fees. Values are updated as needed to reflect current market conditions. Information is collected from a variety of sources, including used-product dealers, retailers, exporters, recyclers, and liquidators. An important factor in determining the value of pre-owned products is the current pricing of the latest technology. Due to competitive pricing for new technology, it is frequently possible to replace a product for substantially less than the original price of that product.

Typographical errors

In the event that a product is listed at an incorrect price due to typographical error or miscalculation by the database, Market Velocity shall have the right to refuse or cancel the transaction within the first 5 business days following the date the trade is initiated.

Check delivery

Upon successful inspection of the product received, and reconciliation by Market Velocity of said product with an invoice for new HP product(s), Market Velocity will issue a redemption check approximately 30 days after receipt of the product. Please allow five to seven days for Market Velocity to inspect the product. All checks are in U.S. currency and are mailed via U.S. Postal Service to the address designated in the transaction.

Missing checks(s)

If a check is not received in the timeframe stated above, either send an e-mail message to hpcustomerservice@marketvelocity.com or call program customer service at 1-888-593-3835 Monday - Friday 8am-8pm EST; a customer service representative will research and resolve the issue.



Pre-owned products

De-installation Services

Market Velocity offers, for a variable fee, de-installation services for products being traded-in. Please email hpcustomerservice@marketvelocity.com. Our customer service representative will gather your specific requirements concerning your de-installation needs and prepare a customized fee schedule.

Erasing and backing up data

Before the product is shipped, back up any necessary data and erase all hard drives. Any files or data left on the system may be accessible to others.

When packaging your device, be sure to include your operating system software on CD or diskette, the Certificate of Authenticity, end-user license agreement, and manuals. If your system was shipped with a restore CD, each of the above items will be on the restore CD, and not packaged separately. If you have a Microsoft operating system, please erase the operating system software from the your device. Please ensure you include any documentation and accessories that originally were shipped your device, these items could include: warranty cards, keyboard, mouse and connection cables. Failure to include these items will impact the value of your trade. If you do not have these items, please contact hpcustomerservice@marketvelocity.com for further assistance.

For more information about performing a system backup and erasing a hard drive, please refer to the user's manual, or see these additional resources:

- Microsoft® Windows® 95/98 Backup utility—may be used to back up files stored on the hard drive via floppy disks, a tape drive, or another computer on the network. Any original files that are damaged or lost can be restored from the backup. You can start a backup by clicking Start, pointing to Programs, pointing to Accessories, pointing to System, and then clicking Backup.

Note: If Backup does not appear on the Accessories menu, it is not installed. To find out how to install it, click Related Topics. For information about how to use Backup, click the Help menu in Backup.

- How to Backup a Hard Drive—(www.eHow.com)
- The Best Ways to Save Your System—(www.CNET.com)

Data left on traded products (as stated in terms and conditions on pg 13).

Participants agree to remove all data from their current product before shipping it. (See "[erasing and backing up data](#)" above if needed.) By sending product(s) to Market Velocity, users agree to release Market Velocity from any claim as to the product(s), the data stored in such product(s), or any information on any media they send to Market Velocity in conjunction with the product(s), or for such data's security, integrity, confidentiality, disclosure, or use. Market Velocity 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(s) that is sent to Market Velocity (including any computer hard drive, ROM, CD-ROM, disk, or other storage media of any form). Participants bear sole responsibility for removing or securing such data or for transferring it to a medium under their continuing control.

Discrepancies between product condition and condition statement (as stated in terms and conditions, pg 13)

In order to receive a redemption check at the value quoted, the trade-in product's condition must be accurately stated. Upon receipt of the trade-in product, an inspection will be performed. If the product's

condition differs materially from that which was described, Market Velocity reserves the right to re-price the transaction quote using the same condition parameters originally available to the user. Participants agree to state product conditions accurately and to the best of their ability based on the guidelines posted on the site or provided in this document. In addition, all packing and shipping guidelines must be followed in order to avoid possible damage or loss. Users are responsible for any damages that may occur to their product in transit due to failure to follow packing and shipping recommendations. If the current product(s) was received, and it was determined in the course of the inspection process that the product condition was misrepresented by the user and that there is no trade-in value, Market Velocity reserves the right to charge a recycling fee for the disposition of this product with no value.

See "determining values" on pg 11. If the product is returned to the participant, they will be responsible for any and all associated shipping costs.

Refurbishment/disposal

All products received by Market Velocity are either refurbished and resold or, at Market Velocity's discretion, disposed of under applicable United States Environmental Protection Agency guidelines.

Program terms and conditions

The user of the HP Trade-In Program is instructed to read the terms and conditions. When using the HP Trade-In website, clicking the "Accept" button at the bottom of the page indicates that the user of the HP Trade-In Program has read and agreed to all of the terms and conditions. The verbiage is as it appears on the HP Trade-In Web site.

[Removing Data from Your Current Product](#)

[Releasing Rights to Current Product](#)

[Fitness For Sale](#)

[Differences in Product Condition and Condition Statement](#)

[Redistribution and Recycling of Products](#)

[Transmission Errors](#)

HP Trade-In is a service provided to HP customers by Market Velocity, an independent third party. HP is not involved in the transaction between Market Velocity and HP customers. Any and all transactions conducted on this site are solely the responsibility of Market Velocity and such visitors. By clicking on the "Accept" button on the website, you hereby release HP and its respective directors, employees, and agents from any disputes, claims, demands, and/or damages (actual or consequential) of every kind, whether known or unknown, arising out of, or relating to, your use of Market Velocity services, including, without limitation, uncompleted or completed transactions and any claims or disputes between you and Market Velocity.

The following terms and conditions apply to your use of the Market Velocity service sponsored by HP. If you have any questions that are not answered in this program guide or the "How it Works" section on the website, please contact hpcustomerservice@marketvelocity.com. We may amend the site at any time by posting the amended terms on the site. Terms are effective immediately upon posting. These terms and conditions may not be otherwise amended except in writing and signed by you and us. This version of the site was first posted on 6/11/01.

As the HP Trade-In program states, Market Velocity will send you a "redemption check" for your product based on the used value it assigns to your product taking into account the product's present condition. In order to issue your redemption check, Market Velocity must first receive and inspect the product. (See "shipping", pg 9).

Removing data from your current product

You agree to remove all data from your current product before shipping it. (See "erasing and backing up data" if you need assistance.) By sending Market Velocity your product, you agree to release them from any claim as to the product, the data stored in such product, or any information on any media used in conjunction with the product and which you send to Market Velocity, or for such data's security, integrity, confidentiality, disclosure or use. Market Velocity 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 Market Velocity (including any computer hard drive,

ROM, CD-ROM, disk or other storage media of any form). You bear sole responsibility for removing or securing such data, or for transferring it to a medium under your continuing control.

Releasing rights to current product

Once you send Market Velocity your product, Market Velocity cannot, and does not guarantee, that it will be able to honor any request for return of the product and/or any data or information contained in such product.

Fitness for sale

You must own the right, title, and interest in any and all items you seek to sell through the Services. Such items or the sale and shipment of such items must not violate any applicable laws, statutes, ordinances or regulations, including export laws. You are responsible for complying with any and all such laws. Any items you seek to sell through the Site using Market Velocity Services: (1) shall not infringe on any third-party intellectual property right (including copyright, trademarks, patent, trade secrets or other proprietary rights); (2) shall not be counterfeit, stolen, or fraudulent.

Differences in product condition and condition statement

To receive your redemption check, you must accurately state your current product's condition. Market Velocity will perform an inspection upon receipt of your product. If the product's condition differs materially from that which you described, Market Velocity reserves the right to reprice your transaction quote using the same condition parameters originally available to you. You agree to state product conditions accurately and to the best of your ability based on the guidelines posted on this site. Packing and shipping recommendations should be followed in order to avoid possible damage or loss. You are responsible for any damages that may occur to your product while in transit if you do not follow packing and shipping recommendations. If your current product(s) were received and through the inspection process it was determined that the product condition was misrepresented by you, and there is no trade value (see Determining Values, pg 11), Market Velocity reserves the right to charge you a recycling fee for the disposition of this product.

If the product can be returned to you, you will be responsible for any and all associated shipping costs.

Redistribution and recycling of products

Once a customer ships their current product(s), Market Velocity will be solely responsible for ensuring that this product is re-distributed and/or recycled in accordance with applicable Environmental Protection Agency regulations.

Transmission errors

Market Velocity makes every effort to ensure the accuracy of all information that users receive in relation to their current product(s). In the event of typographical errors, technical inaccuracies, or products pricing errors or omissions, Market Velocity reserves the right to correct the error within seven (7) calendar days need to shorten this. If Market Velocity corrects the error, Market Velocity will provide the customer with the following options: (1) to proceed with the transaction based on the corrected information; or (2) to cancel the transaction, in which case we will promptly send the product back (if possible) or replace it with like product (i.e., similar make, model and condition ranking).

Public Sector Options:

HP offers trade-ins to the general public and to those public agencies able to accept rebate checks. If your agency does not allow participation in traditional rebate programs, visit www.hp.com/go/pstradein to learn how we can help you trade-in your old product and upgrade to the latest HP technology.



Resellers

Resellers and their customers can utilize the HP Trade-In Program using the same processes outlined earlier in this document. Resellers can register their customers as a member in the program and begin entering information about their current older products as they discuss a tech refresh plan. In the sales process they will be able to share values that pertain to the customer's specific needs to help encourage them to upgrade sooner rather than later as values fluctuate with market conditions.

Resellers also have options to run their own trade-in promotions utilizing the HP Trade-In Program infrastructure.

More information about the HP Trade-In Program and the benefits and processes specific to them via the Partnership Website by clicking on Programs where you find the HP Trade-In Program under the heading of *Other Programs*.

Public Sector

The HP Trade-In Program is also available to public sector customers. For those customers unable to accept back-end rebates they can work through their resellers utilizing a customized process to meet their needs. Complete details can be found on the HP Trade-In website under *Public Sector*.

HP enhanced programs

To help provide the best trade-in solution for all products, we have created unique programs—outlined below—to accommodate certain product categories: storage programs, server programs, and networking programs. The primary differences between the standard program and the HP Enhanced Programs include:

- Quote values are determined by HP, not Market Velocity
- Trade-in rebates in these categories generally cannot be combined with other special pricing
- Typically one product must be purchased for each product being traded.
- Generally a delay of between 1 and 4 days in receiving a quote

Storage Programs

Standard storage program

There are 2 ongoing trade-in programs for storage products: (1) The "standard program" and (2) the "XP/EVA program".

The Standard Program is used with the purchase of most HP storage products except XP or EVA models and switches. The following storage devices can be traded in independently of the PC or server to which they are connected or in which they are installed:

1. Standalone or internal tape drives, single tape drive autoloaders, and multiple tape drive libraries of any tape technology or manufacturer. This includes QIC, Travan, DDS-4mm, 8mm or AIT, DLT, SDLT, LTO (Ultrium), VHS, and 1/2" reel to reel.
2. External disk towers or hot-swap enclosures that hold six or more disk drives. These can be either SCSI interface JBOD (Just a Bunch of Disks) enclosures with no onboard RAID controller, or they can be SCSI or Fibre Channel RAID enclosures with one or more RAID controllers built into the unit.
3. 5 1/4" magneto-optical drives, 12" or 14" ablative worm drives, and their libraries with 2 to 30 or more media slots.

4. External CD or DVD towers with 6 or more drives or multiple-drive CD or DVD libraries with 10 or more media slots.

The following are NOT considered storage devices for purposes of this Trade-In program:

1. Internal disk drives (IDE, SCSI, or Internal RAID) mounted within the PC or server.
2. Any external single disk drive.
3. CD- or DVD-ROM drives or CD writers.
4. ZIP drives or removable minidisk drives.
5. Floppy or super floppy disk drives.

These storage devices are typically considered part of the PC or server that is being traded in.

Storage devices traded in using this program are not resold. Instead, they are salvaged for parts and reclaimed metals, components, and recyclables in accordance with environmental regulations. To do this without cost and to provide an incentive to trade in old storage devices, HP provides a rebate based upon the new storage product(s) purchased along with the products traded in. The more products traded up in storage capacity and performance, the higher the rebate will be.

Thus, if a new HP storage product is not purchased in conjunction with the storage product trade-in, no trade-in value is offered—since disposing of this equipment in an environmentally sound manner actually costs more money than it generates. This program offers customers the chance to upgrade storage products and safeguard vital data—and receive value for used or obsolete products.

XP/EVA Program

The XP/EVA Program is used with the purchase of XP or EVA models, only. Currently, any HP or competitors' array may be traded in using this program. In the future, this program will have the capability to accept tape libraries, autoloaders, and MO jukeboxes for trade in addition to arrays.

Storage devices traded in using this program may be resold. The trade-in rebate paid in this program is usually based only on the remarketed value of the trade-in. If the remarketed value of the trade-in is determined

“ This is a great program... I’d like to use this program to upgrade to (other) HP products.”

Will McIntyre, Sr. Corporate Acct. Mgr.,
Microwarehouse

to be zero, HP will still provide pickup of the trade-in and dispose of it in an environmentally sound method at no cost to the customer.

In addition to the previous, there may be other enhanced promotional offers for storage products. See the "enhanced promotions" section on the website for a complete list of these offers.

Server Program

Server products

The Server Trade-In program accepts trade-ins of certain qualified servers in conjunction with the acquisition of new HP ProLiant and/or HP TC-series servers. For a complete list of qualified servers, please visit our website at www.hp.com/unitedstates/tradein/promo/server/index.html.

Trade-in rebates are broken into two categories- standard and volume:

1. Standard rebates represent customers who purchase HP equipment based on Internet List Price (ILP)¹.
2. Volume rebates represent customers who receive any pricing less than Internet List Price (ILP)¹.

To determine the ILP for a specific part number, please visit the Internet List Price web site at <http://h18000.www1.hp.com/showroom/ipl.html>.

Once the rebate type is determined, users can consult the Trade-In Rebate Table to obtain the estimated rebate percentage. To obtain a formal quote and start the trade-in process, users will need to apply online at www.hp.com/united-states/tradein/promo/server/index.html. Users will receive a formal quote within 2-4 business days, which will be valid for 30 days. To accept the quote, users must complete and fax the End User

Information to 770-925-9064, Attn HP Server Trade-In Manual Quotes Processing. Purchase or lease a new server with the transaction taking place no earlier than 30 days before and no more than 30 days after the quote date. Fax a copy of the Invoice confirming your new purchase to 770-925-9064 Attn HP Server Trade-In Manual Quotes Processing. We will supply all packing material and contact customers to coordinate pickup of trade-in equipment. The pickup must take place within 90 days from submittal of the Invoice.

For a complete list of Eligibility Rules, please visit our website at www.hp.com/united-states/tradein/promo/server/index.html. Customers may also contact Trade-In Headquarters at 1-888-593-3835 Monday - Friday 8am-8pm EST or email us at hpcustomerservice@marketvelocity.com.

¹ Prices shown are HP direct Internet List Prices; reseller and retailer prices may vary. Prices shown are subject to change and do not include applicable state and local sales taxes or shipping & handling charges to recipient’s destination.

Networking Program

Networking products

Customers are able to trade in any hub, switch, routing switch or wireless device against the purchase of an equal or greater number of new HP ProCurve Networking ports purchased within 30 days of receiving a quotation.

There are three steps for trading in networking equipment

1. Tell us about the products to be traded using the form at the hp trade in website. We will need to know the following information about the trade-in product(s):
 - whether the trade in is a switch, hub, routing switch or wireless device
 - the manufacturer
 - the manufacturer's part number
 - the port type
 - condition
 - quantity
 - user zip code and email address
2. We'll provide a Trade-In value to the customer within 24hrs. This trade-in quote is valid for 30 days.
3. Buy new HP ProCurve products. To accept this trade-in, the customer must purchase an equal or greater number of ports of new HP ProCurve Networking products within 30 days and provide a copy of the proof of purchase along with the acceptance of the trade terms.

THESE TERMS AND CONDITIONS ARE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH NORTH CAROLINA LAW, AND NO CONFLICT OF LAWS PROVISIONS OF ANY JURISDICTION WILL APPLY TO THESE TERMS AND CONDITIONS. BY CLICKING ON THE "ACCEPT" BUTTON BELOW, YOU AGREE THAT ANY ACTION AT LAW OR IN EQUITY ARISING OUT OF OR RELATING TO THESE TERMS AND CONDITIONS WILL BE FILED ONLY IN STATE OR FEDERAL COURT LOCATED IN CHARLOTTE, NORTH CAROLINA AND YOU HEREBY IRREVOCABLY AND UNCONDITIONALLY CONSENT AND SUBMIT TO THE EXCLUSIVE JURISDICTION OF SUCH COURTS OVER ANY SUIT, ACTION OR PROCEEDING ARISING OUT OF THESE TERMS AND CONDITIONS.



About Market Velocity, Inc.

Based in Charlotte with an office in Atlanta, Market Velocity, Inc. is a privately held North Carolina corporation founded in January 2000. Market Velocity's business model and infrastructure accelerate the sale and delivery of new products and the trade-in and disposal of pre-owned products to be handled in a single, seamless transaction. Market Velocity offers a groundbreaking solution for virtually any product category for which there is a proven, mature market as well as frequent innovation or a significant level of demand in the pre-owned product marketplace.

Market Velocity Privacy Policy

At Market Velocity, we keep your personal information private and secure. When you make a trade on our site, you provide your name, e-mail address, credit card information (if you elect to purchase a box or if you are pre-paying shipping and handling on trades over 50 units), address, and phone number. This information is used to process your order and to keep you updated on order status and special promotions and offers.

From time to time, we may share aggregated statistics not linked to any individual about site trends, transactional data, and other information strictly related to the trade-in transactions with our marketing partners and suppliers.

At no time will Market Velocity sell or share specific customer information about participants, with the exception of HP as sponsor of this program.

Market Velocity fully cooperates with law enforcement agencies in identifying those who use our service for illegal activities. We reserve the right to report to law enforcement agencies any activities that we reasonably believe to be unlawful or require further investigation. Also, we must of course disclose information that is required to be disclosed pursuant to court order, subpoena, or other legal process (including any information required to be furnished in any civil proceeding to which you may be a party or for which you or your organization may be the subject of an information request, subpoena, or investigative demand) and cannot be liable for any disclosure made by Market Velocity in good faith due to or as a result of legal process or compliance therewith.

For complete Privacy Policy details visit: https://www.hp.tradeups.com/PPolicy_2.asp.

Frequently asked questions - Standard program

How can I get a free quote for my product?

From the Trade-In home page, click on the "guest access" link in the left navigation bar. This leads directly to the quote engine. Follow the instructions on this page to get your free quote.

Why are we using Market Velocity?

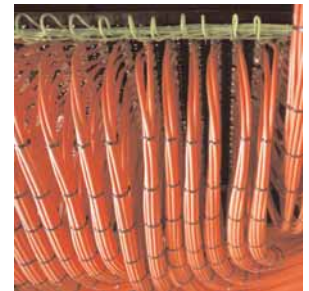
Market Velocity provides a complete trade-in solution, from developing a customized HP Trade-In quoting tool maintained by Market Velocity, to disposing of the used equipment. Offering customers a trade-in solution through Market Velocity allows HP to dramatically reduce costs associated with the trade-in program and offer one program across multiple product categories. Market Velocity will make the determination of trade-in values and recycle, resell or otherwise dispose of all used products. Market Velocity will also perform the daily tactical elements of the program, including toll-free customer support.

Who can use the HP Trade-In program?

Anyone who has old HP or non-HP product(s) they would like to trade-in towards the purchase of new HP equipment can access and use the HP Trade-In Program directly at www.hp.com/go/tradein. It is intended as a sales tool for Sales Reps and Channel Partners who then direct their customers to the HP Trade-In Program website to execute a trade. More information and sales tools are available on Partnership Web, ESP, and the HP sales rep portal (link located on the HP Trade-In home page).

How do I use the program?

Market Velocity operates a Web-based trade-in solution that will include a dynamic pricing module, Web integration, used product evaluation, used product disposition, logistics, and call center support. The HP reseller, customer, or HP sales rep will be able to access the HP Trade-In Web site, enter the equipment to be traded, and receive a quote for the value of that equipment. From that point, the user can decide whether or not to continue working through the process to ship used product back to Market Velocity. If a customer accepts the quote and chooses to trade in their used



equipment, they will need to show proof of their new HP product purchase in order to receive their redemption check.

How do I contact someone with the HP Trade-In program?

Email: hpcustomerservice@marketvelocity.com

Or call 1-888-593-3835 Monday - Friday 8am-8pm EST. (Please note that we cannot give quotes over the phone.)

How are the trade-in values determined?

The values stated in the HP Trade-In Program are based on their value in the used or secondary marketplace also known as Fair Market Value (FMV). Market Velocity maintains relationships with dozens of re-marketers throughout North America and also maintains a proprietary pricing database which feeds the HP Trade-In Program web site. We pass along whatever the re-marketers will pay for the used equipment to the customer. It is best to think of the trade-in value as the used wholesale value. For more explanation, please see the "determining values" section of the program guide, page 11.

Who pays for shipping?

For a limited time, fees for shipping and handling within the continental U.S. are included as part of the standard HP Trade-In Program offer for all trades totaling 20 units or less, excluding plotters, copiers, and high end storage products. For trades over 20 units, you will be contacted and provided with a customized quote*. To make it as easy and convenient as possible for you to return your current product(s) to us, we will send you a prepaid, pre-addressed shipping label, and if necessary, a box and packaging can be purchased and charged to your credit card.

*Some or all of the shipping and handling fees may be deducted from the trade-in value for customers who trade over 20 units and/or are located outside the continental U.S.

How do I ship my product?

During the trade-in process, you will be asked for the email address where you would like your shipping instructions emailed. The shipping instructions email will provide the steps for retrieving your shipping label or shipping placard. This email will be sent within one

business day of completing your trade. Upon receipt of this email, you will simply click on the link embedded in the email and your prepaid, pre-addressed shipping label or shipping placard will appear. Print two copies, and attach one to the shipment of your trade-in product and retain the second copy for tracking purposes. If you are trading multiple items, a link for each item will appear in the email. You have 30 days from the day you completed your on-line trade to return the product. For Storage and Server products the return time frame is 90 days. The trade-in product must be shipped by the "ship date" noted on the label. If you experience technical difficulty in printing these items or you lose your shipping instructions email, please contact hpcustomerservice@marketvelocity.com.

What if my products are in multiple locations?

On the "HP Trade-In shipping instructions page" there is a box that you will check if you have multiple locations. Upon checking the box, a trade-in representative will contact you via email within one business day.

What if I cannot print my shipping label or placard?

If you experience difficulty in printing your shipping label or placard, simply contact hpcustomerservice@marketvelocity.com and a customer service representative will assist you.

What if I lose my "HP Trade-In shipping instructions" email?

Simply contact hpcustomerservice@marketvelocity.com and a customer service representative will assist you.

What if the condition of my product is different from what I represented when initiating my trade in?

To receive your redemption check, you must accurately state your current product's condition. TradeUps will perform an inspection upon receipt of your product. If the product's condition differs materially from that which you described, Market Velocity reserves the right to re-price your transaction quote using the same condition parameters originally available to you. You agree to state product conditions accurately and to the best of your ability based on the guidelines posted on this site. Packing and shipping recommendations should be followed in order to avoid possible damage or loss. If

you follow the above packing guidelines and instructions, the product should arrive in the same condition as when it left your site. If the product is damaged during shipping and there is visible damage to the packing materials (box is dented, ripped, smashed, etc.), Market Velocity will take responsibility for resolving any claims with the courier. If the packing is intact, but the product is not in the condition stated by you in the quote process, Market Velocity will contact you directly to discuss the product's condition and renegotiate the quote value. If your current product(s) were received, and through the inspection process, it was determined that the product condition was misrepresented by you, and there is no trade value, Market Velocity reserves the right to charge you a recycling fee for the disposition of this product. If the product can be returned to you, you will be responsible for any and all associated shipping costs.

What are my options for products that have no trade-in value?

The HP Trade-In program has partnered with the HP Recycle program to offer an "End of Life Solution" for our customers. We encourage you to send a list of all your products. Using our End of Life service, we will first analyze the list and identify the working eligible products for potential Fair Market Value (FMV). Eligible products can include HP and non-HP products. In the event the products do not have trade-in value, HP ensures environmentally sound recycling. With two best-in-class recycling operations, none of the electronics are sent to landfill either domestically or internationally. Certificates of Destruction and Recycling are available upon request and all data residing in storage devices will be destroyed. HP Recycling is a fee-based offer, however we will coordinate your trade to utilize the money recovered from those products that have a trade-in value to cover the recycling fees. Any excess trade-in value will be passed along to the customer. To learn more about HP's recycling solutions, visit www.hp.com/recycle.

Is there a different process for large quantity trades?

Yes, for large quantity trades we invite you use the link off of the homepage to submit your quote request. You can also email us a list of your products along with their locations to hpcustomerservice@marketvelocity.com.

Within 24 hours you will receive a confirmation message with a quote number assigned to your request. Your quote will be provided within 2 business days.

Do I have to register to use the HP Trade-In Web site?

No, the user may enter as a guest by selecting "guest access" to be taken to the quote screen and begin entering products. The advantages of becoming a registered member on the Web site are that you will have the ability to save multiple quote lists that will automatically be updated as the system is updated with the most current values. To save a quote or access a saved quote, use the links below the Quote List—"open this quote" and "save this quote". The quote list you are viewing will be displayed in red parentheses next to the title "Quote List" at the top of the screen. To become a registered user, select "register for member access".

Can I save the information I enter to reference later?

As a registered user of the HP Trade-In program, you have the ability to save multiple quote lists and reference or update them as needed. To save or access a saved quote, use the links below the quote list—"load a saved quote" and "save this quote."

Once I get a quote, how long is it valid?

After you have submitted a request for a quote, receive your quote amount and are assigned a quote number, that amount will be guaranteed for the following 30 day period. Keep in mind that simply entering product information and getting an instant quote offers no guarantee. You must complete the online process or receive an email with a quote number designated first, and the value associated with your quote number holds the 30 day guarantee.

How is the money for the trade disbursed?

Once the product in question has been received, inspected, and approved as sellable by Market Velocity—and once the new HP product invoice and the Acceptance Notification e-mail have been faxed to Market Velocity—Market Velocity will mail a check for the value stated in the quote within approximately 30 days.

Do I have to purchase new product via Market Velocity?

No. The purchase is a separate transaction from the trade. Market Velocity only needs to have proof that new HP product was purchased. The program user can purchase new HP product through whatever channel they wish.

What products will Market Velocity accept in trade?

Any amount or combination of products, either HP or non-HP, can be traded in the following product categories: desktop, notebook, PC server, monitor, printer, plotter, projector, digital camera, PDA, networking, data storage products, workstations and tablet PC's.

Is there a minimum amount of product that must be traded?

No. Any amount or combination of products, either HP or non-HP, can be traded in. The HP Trade-In program as long as you are purchasing new HP product(s).

Does my Trade-In product have to be in the same category as what I want to purchase?

No. With the exception of the HP Storage, server and networking categories, there is no one-for-one or technology-to-technology trade requirement. For example, a user could trade in 300 HP LaserJet printers and purchase 50 new HP desktop computers.

What are the other trade-in offers I see from HP?

Periodically, an HP product category may run a special enhanced trade-in promotion which you can learn about on the HP Trade-In Program website via the enhanced promotions link. In general, these programs run from 60-90 days and offer a better trade-in value for a specific trade-in scenario. Be sure to read the unique terms and conditions (also called eligibility rules) that apply to the enhanced trade-in offers. Many times they differ from the standard Trade-In Program terms and conditions.

What does Market Velocity do with the equipment they receive?

All equipment received by Market Velocity will be reconditioned and sold into the secondary, or used, marketplace, except for traded data storage devices, which are salvaged for parts and reclaimed metals,

components, and recyclables in accordance with environmental regulations.

What if the customer is in the public sector and can't accept a back-end rebate?

We have worked with several channel partners in the public sector to identify a process that allows those customers who can't accept the redemption check the ability to participate in the HP Trade-In Program. The process differs at the point of who receives the redemption check: we ask that this check be sent to the reseller facilitating the purchase and trade. The reseller then holds the money for the customer as a credit and applies it to the customer's next purchase as a discount. For all the details, please reference the document titled "HP Trade-In for Public Sector" on the HP Partnership web site, or the HP Public Sector website link <http://www.hp.com/go/pstradein>. Any reseller who is interested in facilitating the trade-in process outlined above, please contact your HP sales representative or e-mail hpcustomerservice@marketvelocity.com.

I am experiencing issues with navigating through or exiting an area of the HP Trade-In Program's website.

If you are experiencing problems navigating through or exiting an area of the HP Trade-In site, this may be related to bad/corrupt cookies on your PC. A quick and easy way to correct a bad or corrupt cookie is to delete your cookies and restart your browser session. Below is a quick "delete your cookies" tutorial based on browser type.

*Make sure you close (exit) your browser and open a new browser before you begin.

Windows Internet Explorer 5 & 6

1. Open Internet Explorer, click the Tools menu and choose Internet Options.
2. Click the Delete Cookies button.
3. Click OK.

Windows Internet Explorer 4

1. Open Internet Explorer
2. On the view menu, click Internet Options, and click the Settings button.
3. Click the View Files button.

4. Click the View menu and Select Details.
5. Highlight the cookies you wish to delete, then press the Delete key.

Windows Netscape 4.x

1. Locate the Netscape folder on your hard drive (usually located in c:/Program Files/Netscape/).
2. Double click the Users folder within the Netscape folder.
3. Double click your Profile Name folder (this will usually be your username).
4. Click the cookies.txt file once to highlight it, then click the File menu and choose delete.

Netscape 7

1. Click the Tools menu and choose Cookie Manager
2. Choose Manage Stored Cookies from the submenu. The Cookie Manager window opens with a list of all the cookies stored on your computer.
3. Select one or more cookies and click Remove Cookie, or click Remove All Cookies.

How long will it take to get my check?

Checks for completed trades are provided within 30 days of receipt of the traded in equipment.

What is the transaction date?

The transaction date refers to when the customer has agreed to move forward with the trade-in process and is assigned a quote number. Under the standard program it would be recognized by accepting the terms and conditions on the web pages, and selecting the "Complete Trade-In" button. Under the enhanced programs for Networking, Servers, and Storage products, as well as the large trade process, it is recognized once the customer has faxed over the signed terms and conditions.

“This is a great sales tool for our sales organization”

Vanessa, HP Product Marketing, CDW

Frequently asked questions - HP Enhanced Programs

Storage

Why are there so many trade-in options for storage?

Storage is a very broad and complex product category. To offer the best solution for each storage product group, we need to separate the high-end, configure-to-order products from the mid-range and low-end products. See the section titles "standard storage promotion" (link) for more details or go to <https://www.hp.tradeups.com/StorageES.asp> for all the storage program details.

How long do I have to send in my storage equipment?

Once you have submitted the trade-in request and received your quote, you will have 60 days to send in your old product.

How long will it take to get a quote for storage products?

The standard storage trade-in program that includes everything but XP/EVA and switches will provide an instant quote via our online tool. Quotes submitted for XP/EVA products will be returned within 2 business days.

Can I combine the storage trade-in program rebate with other offers or special discounts?

The XP/EVA program does allow you to combine your storage rebate with other promotional offers. Unfortunately, the other storage offers do not allow you to combine the storage rebate with other specials or promotional offers.

Servers

How is the server trade-in rebate determined?

The rebate is calculated based on the new server being purchased, as well as what kind of discounts the customer qualifies for, either standard or volume.

How long will I have to send in my servers once I get the quote?

You will have 30 days to respond and accept the quote provided. You must purchase new HP servers within 30 days of your quote request – either 30 days prior or 30 days after. You will then be allowed 90 days to send in your trade-in products. Once the equipment has been inspected, if there are no discrepancies, your check will be sent within 30 days after that.

Networking

My networking hubs are really old do they have any value?

We will provide a small value for any equipment, no matter how old, against the purchase of new HP ProCurve Networking equipment.

I want to migrate to a wireless network, and wish to trade in my old switches and hub but the HP ProCurve Access points have just one port? How do you compensate for this?

We will accept 48 ports against the purchase of each new HP ProCurve Access Point.

Reseller Specific Questions

Can a reseller or sales rep act on behalf of a customer?

We encourage a reseller or sales rep to use the program as a sales tool to communicate additional savings to their customers. However, if the customer decides to engage in the Trade-In process, it is best to direct the customer to the website in order to conduct the transaction themselves. The relationship is between Market Velocity and the user of the program.

Is there a way for me to easily promote the Trade-in program to my customers?

partner.americas.hp.com/ourlink for salestools

Can a reseller sponsor an enhanced trade-in offer?

Yes, please contact hpcustomerservice@marketvelocity.com to request follow-up.

How can I make sure my customers come back to my website after viewing the HP Trade-in Website?

The HP Trade-In Program invites authorized HP Channel partners to take advantage of an opportunity to drive HP business by promoting and linking to the HP Trade-In Program website. In return for promoting HP Trade-In on said Channel Partner's website, their customers will be directed back to the Channel Partner's website when the "shop for your new hp product" button is selected on the HP Trade-In website.

If you still have questions regarding the HP Trade-In Program, please direct your inquiries to:

e-mail: hpcustomerservice@marketvelocity.com

phone: 1-888-593-3835 Monday - Friday 8am-8pm EST.



HP Trade-In Program

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