



# Cash-in Trade Up 2010 (Canada)

April 15, 2010 – July 31, 2010

Program Terms and Conditions

Revised: April 22<sup>nd</sup>, 2010

## Program Overview

Effective April 15, 2010 to July 31, 2010, purchase or lease an eligible HP Designjet printer from an HP Authorized Reseller and save up to \$1,500 when you trade-in an eligible HP or non-HP product as defined in the Eligible Products List below. Simply complete the on-line trade-in claim form, provide proof of purchase/lease and return an old eligible HP or Non-HP Product for recycling within the stipulated timelines to receive your Mail-in rebate! Purchases and invoices dated prior to or after this timeframe will not be eligible for this promotion.

Resellers may claim on behalf of the end-user customer provided the Trade-in Rebate has been passed on to the customer at the point of purchase and the invoice(s) indicates the rebate was applied to the Eligible Product(s). Reseller will be required to trade-in the eligible HP or non-HP product(s) as defined below on behalf of the end-user to be eligible for a rebate.

## Combining with special pricing or other promotions

This offer **MAY NOT** be combined (or "stacked") with other HP promotional offers or trade-in programs, except National HP Instant Rebates as defined below or with channel specific programs that have been approved for combinability by HP. In the case where there is a Big Deal/Contract pricing, customer can take the higher of the two discounts.

"Instant rebates" are defined as, but not limited to, instant savings, product specific coupons, product specific promotional pricing, and mail-in rebates.

## Eligible Products

Trade in one (1) of the eligible printers, plotters, vinyl cutters or analogue copiers in any condition, and purchase or lease one (1) of the following eligible products during the promotion period and receive the appropriate cash back value.

Trade-in Products: Trade-in one (1) of the printers, plotters, vinyl cutters or analogue copiers listed in this column	Purchase/Lease one (1) of the following Eligible Products		
	Product Description	Model Number	Rebate Amount (CAN)
Any pen plotter (24" and greater) Any large-format inkjet printer (24" and greater) Any electrostatic plotter (24" and greater) Any thermal plotter (24" and greater) Any laser/LED or Solvent plotter (24" and greater) Any vinyl cutter (24" and greater) Any wide-format analogue copier (24" and greater)	HP Designjet T1200 Postscript Printer	CK834A	\$500
	HP Designjet T1120 SD-MFP Printer	CM719A	\$1,500
	HP Designjet T1200 HD MFP Printer	CQ653A	\$1,500
	HP Designjet 4020 Printer	CM765A	\$500
	HP Designjet 4020ps Printer	CM766A	\$1,500
	HP Designjet 4520 Printer	CM767A	\$1,500
	HP Designjet 4520ps Printer	CM768A	\$1,500
	HP Designjet Z6100 42in Printer	Q6651C	\$500
	HP Designjet Z6100ps 42in Printer	Q6653C	\$1,500
	HP Designjet Z6100 60in Printer	Q6652C	\$500
	HP Designjet Z6100ps 60in Printer	Q6654C	\$1,500
	HP Designjet T770 Hard Disk Printer	CN375A	\$500

## Program Rules and Requirements

- End user customers are eligible to participate in this Program.
- Eligible HP Authorized Resellers (“Eligible Resellers”) may also participate in this Program and submit claims as the agent, and on behalf, of its Customer provided Trade-in Rebate(s) has been passed on to the Customer at the point-of-purchase. Invoices must show the Trade-in Rebate was applied to the Eligible Product. Reseller will be responsible for trade-in of old product(s) for recycling.
- An HP Authorized Reseller will have a valid Outlet ID Number issued by HP. Reseller eligibility is determined by HP based on reseller’s purchasing level. If you are a reseller and have questions about your eligibility please contact your HP account manager for details.
- Only one cash back allowance may be claimed per new product purchased or leased by the customer.
- This is a one-for-one product trade only. The customer must purchase or lease one eligible HP printer, and trade-in one HP or non-HP eligible product to qualify.

Leased product: The promotion is available for new lease agreements entered into between an HP Authorized Reseller and an end-user customer if the following conditions are met:

- The new lease agreement must be for at least a one-(1) year term
  - The sales invoice submitted with the claim must list the leasing services of the item being sold (e.g. for lease of an HP Designjet XXX applicable (date) through (date)) and a copy of the lease must be attached to the sales agreement;
  - If the lease agreement cannot be supplied, an invoice that references the serial numbers of the new units that are associated with the new lease agreement must be submitted.
- This promotion is available to Canadian customers only.
  - Trade-in products do not have to be in working condition.
  - The HP Cash-in Trade-Up program is available only for purchase(s)/lease(s) of eligible new Printer(s) directly from HP or through authorized HP resellers. The promotion is not valid on refurbished or demo products.
  - HP PurchasEdge program points cannot be combined with HP Cash-In Trade-Up cash back allowance rebate.
  - Offer valid for Eligible HP Products specified in the Eligible Products list and only while quantities last. No substitutions permitted.
  - HP will incur charges associated with shipping and recycling of the trade-in product(s) as part of this promotion.
  - This offer is not transferable.
  - All decisions made by HP are final.

## Trade-in Proof-of-Ownership Requirements

By agreeing to these program terms and conditions, the customer warrants that all trade-in equipment or the sale and shipment of such equipment must not violate any applicable laws, statutes, ordinances or regulations, including export laws. The customer is responsible for complying with any and all such laws.

End-user customer must warrant that they hold legal title to the trade-in product(s), free of liens or security interest, and has the legal right to transfer the trade-in product(s) to HP. Title to the trade-in product(s) for recycling transfers to HP on the date and time the trade-in product(s) for recycling are shipped.

## Detailed Program Steps and Timing

- Purchase or lease an eligible HP printer from the Eligible Product list between April 15, 2010, and July 31, 2010 from an eligible HP Authorized Reseller.
- Go to [www.hp.ca/cashin2010](http://www.hp.ca/cashin2010) and complete the on-line claim form within forty-five (45) days of purchase or by September 14, 2010, whichever occurs sooner. Claims after this date will not be accepted.
- After you submit your claim, you will receive a confirmation e-mail within 48 hours with the claim number and instructions on the next step of the claim process. Please print and save this for your records. Reference this claim number for all questions relating to the promotion.
- The proof of purchase/lease must be received by HP within forty-five (45) days of purchase invoice date or September 14, 2010, whichever occurs sooner. Fax, email or mail in the following two documents:
  1. Your confirmation email
  2. Your proof of purchase/lease (sales invoice) dated between April 15, 2010, and July 31, 2010.

- 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 included. Keep a copy of your entire claim for your records.

Contact information for submitting claims:

Email: HP@web-rebates.com  
Fax: 1-877-646-3718  
Mail: HP Cash-in Trade Up 2010 (Canada)  
Offer # CACITU2010  
P.O. Box: 4000  
Chatham, ON N7M 0A9, Canada

- Allow up to thirty (30) days for processing claims submitted via mail or allow up to five (5) days for processing for claims submitted via fax or email.
- Within one (1) business day of validation of your Proof of Purchase, HP Customer Service will contact you to determine a preferred pick-up date for the trade-in products. You will be required to provide a pick-up date no earlier than three (3) business days and no later than thirty (30) calendar days from the contact date.
- Once a pick-up date has been determined, shipping instructions and a shipping label will be e-mailed to you for shipment of the trade-in product(s). The claimant must return trade-in product(s) for recycling in accordance with the instructions provided by the program. Trade-in products must be shipped within 30 days of HP Customer Service contacting you to confirm eligibility or no later than October 14, 2010 (whichever date comes first).
- Customer is responsible for packaging the trade-in product and affixing the shipping label provided by the pick-up date and time. The shipping label is valid until the agreed upon pick-up date and time only (see Trade-in Pickup and Delivery below for more details).
- A check will be issued, if eligible, within 6-8 weeks from the date the trade-in for recycling products are received. If payment has not been received after 8 weeks of shipment, please contact Customer Service by calling 1-888-385-5410.
- All incomplete claims will be automatically rejected, and must be completed and resubmitted within thirty (30) days 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 or missing trade-in product(s) and/or traded in product(s) for recycle that are not shipped within the 30 day limit, customer address is outside Canada, duplicate serial numbers.

#### **Eligible Resellers Claiming on Behalf of the End-user:**

- When submitting your claim as outlined above, please include the signed Acknowledgment and Release form signed by Reseller and Customer AND the invoice showing the upfront Trade-in Rebate amount. Failure to provide both will result in processing and payment delays. A copy of the Acknowledgement and Release Form can be downloaded from the promotion website: [www.hp.ca/cashin2010](http://www.hp.ca/cashin2010).
- Reseller should collect and ship the trade-in product on behalf of the customer to ensure proper processing.

### **Trade-in Pickup and Delivery**

- The trade-in products must be located in Canada.
- The customer is responsible for the de-installation of the product and must properly prepare the trade-in for shipment. HP will pay for shipping and recycling the eligible trade-in products. Some restrictions apply.
- The customer is responsible for paying for proper packaging to ship the trade-in unit.
- The customer is responsible for agreeing to a pick-up date for the trade-in unit within the eligible period. Customer agrees to notify HP Customer Service in the event of any changes to the agreed upon pick-up date and time with sufficient notice to reschedule a pick-up date and time within the stipulated timelines. If customer fails to meet deadlines, the claim will be deemed ineligible, and subsequently rejected.
- Once your trade-in product is shipped, HP cannot, and does not guarantee, that it will be able to honour any request for return of the product and/or any data or information contained in such product.

- All ink cartridges, media and other consumables must be removed from the printer(s) prior to shipping. They should not be included in the same package as the Trade-in Product. To learn about HP Supplies recycling please visit <http://www.hp.ca/recycle>
- To ensure receipt of the cash back amount above, it is very important to properly package the printer following these packing instructions:
  - Package the item(s) in a sturdy cardboard box designed specifically for shipping.
  - 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.
  - Attach the prepaid shipping label 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 returns.

## **Receipt and validation of trade-ins**

- The trade-in product details and condition must match what was provided to HP according to the Program instructions. If they do not match, HP reserves the right to return the trade-in product, if possible. If the product is returned, the Cash Back Designee will be responsible for any and all associated shipping costs.
- Trade-in products for recycling do not have to be in working condition.
- All trade-in products for recycling are subject to inspection and acceptance by HP upon receipt and prior to issuance of any cash back allowance. If trade-in products are not delivered to HP within the timeframe as set forth above, or are not delivered to HP "Complete" and in the condition defined above, HP reserves the right to recalculate the trade-in cash back quote value or return the trade-in product. If the product is returned, the Cash Back Designee will be responsible for any and all associated shipping costs.
- Claimant warrants that the trade-in products are free of any liens or encumbrances, including third-party software which may not be transferred or for which royalties are due. The claimant shall indemnify HP from all claims or losses sustained by HP as a result of any breach of this warranty.
- Risk of loss for the trade-in product(s) shall remain with the claimant and/or end-user until delivery of the same to HP's designated carrier.
- The delivery of the trade-in product(s) to HP's carrier shall be final and effective to transfer title of such products to HP free and clear of all liens and other encumbrances. If accepted for the trade-in offer the product may not be returned to the customer.
- HP shall not be responsible for the loss, safekeeping, or maintenance in confidence of any data resident on the trade-in products.
- Title of the trade-in product passes to HP at the earlier of either the Cash Back Designee receiving the trade-in credit or cash back allowance or HP's carrier has picked up the trade-in product.
- HP reserves the right to delay payment, and/or review all claims that require investigation due to suspicious activity.

## **Transmission Errors**

HP makes every effort to ensure the accuracy of all information that you receive in relation to your trade-in product. In the event of typographical errors, technical inaccuracies, or product pricing errors or omissions, HP reserves the right to correct the error within seven (7) calendar days of the trade. If HP corrects the error, HP will provide you with the following options: (1) to proceed with the transaction based on the corrected information; or (2) to cancel your transaction, in which case HP will promptly send the trade-in product back (if possible) or replace it with like product (i.e., similar make, model and condition).

## **Fraudulent Claims**

Submitting false claims for program benefits will disqualify claim, make claimant ineligible for future participation in HP promotional programs, and may subject claimant to civil liability or criminal prosecution.

## **Program Changes or Termination**

This program is subject to change or termination at any time, without notice, by HP. All trade-in transactions are subject to the approval of Hewlett-Packard.