

HP Upgrade to Latex Spring 2017 promotion



Frequently Asked Questions

1. What should I do when I can't find my used product in the chart below?

First, make sure your product is an eligible upgrade product listed on the terms and conditions PDF for the promotion. If you feel that your product is eligible and not listed in the chart, please contact customer service at hpcustomerservice@marketvelocity.com and they will assist you in filing your claim.

2. How long does the HP Upgrade to Latex Spring 2017 promotion run?

Purchase or lease a new HP Latex 560 or 570 Printer between April 23, 2017, and May 14, 2017, you can receive up to \$4,000 cash back allowance when you trade in your current eligible solvent, aqueous or latex large-format printer or printer cutter. Rebate values are determined by the eligible trade-in printer and the new HP Latex printer purchased or leased (see chart below). **Last day to submit claim and proof of purchase is the same date which is June 14, 2017. New units only. Available from HP U.S. Authorized Graphics Specialist Commercial Resellers only. Dealer demo units, tradeshow demo units and all end user Big Deal Units do not qualify. Offer is subject to product availability, promotion valid while supplies last. The following models are not eligible for trade-in: HP Latex 310, 330, 360, 365 or 370 Printer.**

3. What products(s) are eligible for trade-in for the HP Upgrade to Latex Spring 2017 promotion?

HP Upgrade to Latex Spring 2017 promotion

Trade in one of these qualifying products:	Purchase/lease an eligible new printer:	Provide the following from your eligible trade-in product:	Receive the following cash-back, mail-in rebate amount: ¹
Aqueous printers 24-inch or larger Solvent printer/printer-cutter/Latex printer 30-inch or larger	HP Latex 560 Printer (M0E29A)	Main Printer Controller board	\$2,000
	HP Latex 570 Printer (N2G70A)	Main Printer Controller board	\$4,000

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

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

Program steps and timing

Purchase—Purchase or lease a qualifying new HP Latex 560 or 570 Printer between April 23, 2017, and May 14, 2017, and receive up to \$4,000 cash back when you trade in your current eligible solvent, aqueous or latex large-format printer or printer cutter. Rebate values are determined by the eligible trade-in printer and the new HP Latex printer purchased or leased (see chart above). **New units only. Available from HP U.S. Authorized Graphics Specialist Commercial Resellers only. Dealer demo units, tradeshow demo units and all end user Big Deal Units do not qualify. Offer is subject to product availability, promotion valid while supplies last. The following models are not eligible for trade-in: HP Latex 310, 330, 360, 365 or 370 Printer.**

Claim Form—Complete and submit the online claim form by June 14, 2017. Any claims received after this date will be rejected. After you submit your online claim, Market Velocity (MVI) will send a confirmation email with the claim number and instructions on your next step of the claim process. Please print and save for your records. Reference this claim number for questions relating to this promotion.

Proof of Purchase—Fax in a copy of your confirmation email, your proof of purchase sales invoice(s) (or lease documents) showing eligible purchase of a new Printer(s) along with a photo of the back panel of the trade-in printer with the model and serial number visible in the picture to 1-770-217-4097. If the serial number(s) of your eligible new Printer(s) is not listed on your sales invoice(s), please write the serial number(s) of your eligible new Printer(s) on the sales invoice(s) prior to mailing. **This must be done by June 14, 2017. Last day to submit claim and proof of purchase is the same date which is June 14, 2017.** Be sure to keep a copy of your entire claim for your records. You may also submit via email to hpcustomerservice@marketvelocity.com or mail to:

Market Velocity, Inc.

HP Upgrade to Latex Spring 2017 promotion

1305 Mall of Georgia Blvd, Suite 190

Buford, GA 30519

The proof of purchase must contain the following information:

- Name and address of the end-user customer;
- Name and address of the HP reseller, in accordance with the statement on the letterhead; and
- Model, serial number, and purchase price of the HP Product.
- If Rebate is being passed on to end-user customer upfront by HP Reseller, end-user customer invoice must show line item detailing Upgrade to Latex rebate amount being deducted from printer price to arrive at **net** printer price.
- If invoice/lease date is after the promotional purchase period, order date to distributor must be within the promotional purchase period and that order date must be listed on the invoice/lease.
- If further review is necessary, HP reserves the right to request the distributor invoice to ensure that the order was placed on behalf of the end-user customer within the promotional purchase period.

Shipping—Within one (1) business day of validation of your Proof of Purchase, shipping instructions and a shipping label will be emailed to you for shipment of the Main Print Controller board from the trade-in product(s). The customer must return the Main Print Controller board(s) for recycle in accordance with the instructions provided by the program. The shipping instructions/label is valid until July 14, 2017. The customer or Reseller is required to ship back the Main Print Controller board of the trade-in product, which will be shipped directly to HP's Recycling. Customer ships trade-in product to HP using their own box and the shipping label provided. The trade-in Main Print Controller board must be shipped by July 14, 2017.

Cash back—Please allow eight (8) weeks from the time your trade-in claim is complete for receipt of your cash-back check. Completion of your claim includes receipt of your proof(s) of purchase/lease, photo of the back panel of the trade-in printer with the model and serial number visible and shipment of the Main Print Controller board from the trade-in printer(s). For questions regarding the status of your submission, please contact the promotion help line at 1-866-525-4178 Monday–Friday between the hours of 8:00 a.m. and 8:00 p.m. Eastern Time. Once your claim is complete, eight (8) weeks to get your cash back check. If you have not received payment after eight (8) weeks, please contact customer service by calling 1-866-525-4178.

5. What is the final submission date for my claim?

All claims must be received by June 14, 2017. Any claims received after this date will be rejected.

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

Proof of purchase along with the photo of the back panel of the trade-in printer with the model and serial number visible in a picture must be received by June 14, 2017.

7. What are some stipulations to the HP Upgrade to Latex Spring 2017 promotion?

- The Trade-in Product(s) must be located in the U.S.
- The customer is responsible to send in a photo of the back panel of the eligible trade-in printer with the model and serial number visible in the picture to 1-770-217-4097.
- The customer is also responsible to ship back the Main Print Controller board of the trade-in unit, with our prepaid shipping label. The Main Print Controller board will ship directly back to HP's recycling.
- The shipping instructions are valid until July 14, 2017.
- HP will pay usual and customary shipping charges for the Main Print Controller board from the trade-in printer(s) as part of this promotion when the designated shipping carrier is used.
- You must contact the designated shipping carrier to schedule pick-up.

8. 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.

9. What if one of my old products is damaged? Do I still get a cash-back amount?

No. This offer is only good for Product(s) that are in good working order with no more than minor cosmetic damage.

10. What if I want to trade-in my old products?

The trade-in printer will not be returned to HP. Only the Main Print Controller board from the trade-in printer will be returned to HP. The customer or Reseller is required to show proof that they owned an eligible trade-in unit.

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

By all means, your reseller can assist you.

12. Can I combine HP Upgrade to Latex Spring 2017 promotion with another offer?

This offer may only be combined with HP instant rebates, and may NOT be combined with HP discount offer such as education rebates, big deal pricing, and volume discounts. Letter of intent offers or trade show specials are not combinable unless specifically authorized by HP. The Program is not valid if the HP Products are rented or leased to a third party including but not limited to Facilities Managed placement arrangements. **The following models are not eligible for trade-in: HP Latex 310, 330, 360, 365 or 370 Printer.**

13. Can I purchase/lease multiple products?

Certainly, this is a one-for-one trade only. You must show proof that you own an eligible solvent, aqueous or latex large-format printer or printer cutter. There is no limit to the number of purchases/lease you can make; you will just need to provide a photo of the back panel of each trade-in unit with the model and serial number visible.

14. How is the money for the trade disbursed?

Once the claim is complete, which includes the new HP product invoice, picture of the back panel of the trade-in printer, and the Main Print Controller board shipped back, and the acceptance notification email have been provided to Market Velocity—cash-back checks will be mailed within eight (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 at hpcustomerservice@marketvelocity.com.

15. Are there any other limitations?

Please see the HP Upgrade to Latex Spring 2017 terms and conditions PDF for a list of all promotion details and limitations.

1 Offer valid only in U.S. from HP U.S. Authorized Graphics Specialist Commercial Resellers. Cash back provided by mail-in rebate available for eligible purchases made April 23 to May 14, 2017. All claims and proof of purchase along with a photo of the back panel of the trade-in printer with the model and serial number visible in a picture must be submitted by June 14, 2017. Return of trade-in Main Print Controller board by July 14, 2017, is also required. Offer is subject to product availability; promotion valid while supplies last. Additional restrictions apply. Void where prohibited, taxed or restricted by law. For claim form, visit hp.com/go/upgradetolatex. Dealer demo units, tradeshow demo units and all end user Big Deal units do not qualify.

