HP StartRight Program

Your first impression is on HP!

Customers can get up to $200 of free HP large format graphics and technical media with the purchase of select HP Designjet T- or Z-series printers!

Now your customers can receive up to $200 of free HP large format graphics and technical media when they purchase or lease a qualifying HP Designjet T- or Z-series printer between January 1, 2012 and December 31, 2013. They can choose their free HP large format media from over 35 different substrates including: Instant-dry Photo Paper, Coated Paper, Fine Art Canvas and more.

HP product	HP LF media discount[3]
HP Designjet T-Printer series and at least one (1) roll of Original HP large format graphics and technical media	Up to $100
HP Designjet Z-Printer series and at least one (1) roll of Original HP large format graphics and technical media	Up to $200
HP Designjet T7100 ePrinter series and at least one (1) roll of Original HP large format graphics and technical media	**$200 Limited time only!**

New! Claiming process

The HP StartRight Program not only features a media offer for your customers, it also introduces a new claiming process for resellers that's designed to be easier and more streamlined.

To enter a claim for this program, follow these simple steps:

1. Log In to the HP Partner Portal.
2. Click on ***Programs*** on the left side navigation.
3. Click on ***Benefit Statement*** under ***Partner ONE Popular Links***
4. Click on ***HP StartRight Rebates*** on the right side navigation to enter a claim.
5. Click ***Enter Claim*** and follow the instructions to complete your claim.

Additional information and clarification may be found by scrolling over the blue question marks next to each sub-section of the form. You may also email **helpdesk@hpdesignjetprograms.com** for additional assistance.

Limited time only! Extra FREE media

From May 1, 2013 through July 31, 2013, when a customer purchases an HP Designjet T7100, they may receive up to $200 of FREE HP large format graphics and technical media. From simple CAD drawings to maps and high-quality color documents, the high-speed T7100 gets on with the job even at peak printing times. It also fits into any IT environment, radically simplifying and speeding up the entire workflow. So whatever comes next, your customers will be able to handle it.

New ordering process for HP sign and display media

Effective May 1, 2013, HP sign and display media for latex inks will only be available through BMG, under license from HP. The business partnership between HP and BMG was formed to improve distribution coverage, product availability and service and support for inkjet media specific to HP Designjet L-series and HP Scitex LX-series printers.

For information about HP sign and display printing materials for HP Latex and UV printers, please visit **globalbmg.com/hp/signagemedia** or call toll-free (888) 893-4668.

HP Large Format Media StartRight Promotion—Terms & Conditions

Section I: GENERAL

1. ONLY PURCHASES OR LEASE CONTRACTS FROM AN HP AUTHORIZED RESELLER QUALIFY FOR THIS PROMOTION. AN HP AUTHORIZED RESELLER WILL HAVE A VALID OUTLET ID NUMBER ISSUED FROM HP.

2. CUSTOMER MUST PURCHASE QUALIFYING PRODUCTS FOR THEIR OWN USE AND NOT FOR RESALE.

3. LIMIT ONE (1) REBATE PER PRINTER PURCHASE.

4. UP TO ONE HUNDRED (100) REBATES PER BUSINESS , GOVERNMENT AGENCY OR EDUCATIONAL INSTITUTION. LIMIT ONE (1) REBATE PER PERSONAL-USE CUSTOMER OR HOUSEHOLD ADDRESS.

Section II: CLAIMING PROCESS

1. How to participate:

a. To receive an instant discount on HP large format media, customer must purchase or lease a qualifying HP Designjet T- or Z-series printer. The printer and free/discounted media must be on the same invoice. Purchase must be made by December 31, 2013. For eligible media products, see hp.com/go/LFPrintingMaterials. See eligible printers and discounts below:

HP PRODUCT	HP LF MEDIA DISCOUNT[3]
HP Designjet T7100 ePrinter series (CQ105A)	**Up to $200**
HP Designjet T- Printer Series	Up to $100
HP Designjet T120 ePrinter Series (CQ891A)	
HP Designjet T520 ePrinter Series (CQ890A, CQ893A)	
HP Designjet T790 ePrinter Series (CR647A, CR648A, CR649A, CR650A)	
HP Designjet T1300 ePrinter Series (CR651A, CR652A)	
HP Designjet T2300 eMFP Series (CN727A, CN728A)	
HP Designjet T7100 ePrinter Series (CQ105A)	
HP Designjet T1200 HD-MFP (CQ653A)	
HP Designjet Z- Printer Series	Up to $200
HP Designjet Z2100 Photo Printer Series (Q6675D, Q6677D)	
HP Designjet Z3200 Photo Printer Series (Q6718A/Q6718B, Q6719A/Q6719B,Q6720A/Q6720B, Q6721B)	
HP Designjet Z5200 Postscript Printer (CQ113A)	
HP Designjet Z6200 Photo Printer Series (CQ109A, CQ111A)	

2. How to submit a claim:

a. HP Authorized resellers must submit claims within 30 days of the date on the invoice via the online claiming site, which is accessed through the Partner Portal. (Please see *Claiming process* on preceding page.) Reseller must enter all required information, including: Printer model and serial number, media quantity, SKU, and price, discount given, and end-user name, company, address, email and phone number. Resellers must also upload invoices to the claiming site in order to ensure the integrity of the program.
b. In order to take advantage of the StartRight program, eligible HP large format media must be purchased on the same invoice as the HP Designjet T- or Z-series printer.
c. The invoice must clearly reflect the amount of instant discount provided to the customer at the point of purchase or lease, and the original net reseller price of the media.
d. The HP large format StartRight discount provided to the customer on the invoice may not exceed the original net reseller price of the media or the specified discount amount.
e. The per unit discount may not exceed manufacturer U.S. list price.

Section III: ADDITIONAL TERMS AND CONDITIONS

1. This promotion is open to U.S. residents only. This offer is not open to residents of U.S. territories. The offer is not open to HP Authorized Resellers—or their employees or dealers—or employees of Hewlett-Packard (HP), Cohesion, Inc., Murie Design Group, Oliver Russell, Inc., Publicis USA or Young America Corp. purchasing for internal business use.
2. Offer valid only for the HP Designjet T- or Z-series printers and the HP large format printing materials listed at HP.com/go/LFprintingMaterials. Only large format printing materials that are compatible with an HP Designjet T- or Z-series printers are eligible for the promotion for the specified promotional period.
3. Offer may NOT be combined with any other HP end user promotion for Original HP Large Format printing materials.
4. Offer valid only on new HP products: demo products and/or refurbished, previously owned or used printer units are not eligible for promotional offer.
5. Products purchased and subsequently returned for refund are not eligible for rebate; said submissions may be considered fraudulent.
6. HP reserves the right to audit all claims to ensure that the Terms and Conditions of the promotion have been met and to request additional information regarding any and all claims and supporting documents.
7. HP reserves the right to confirm the identification of claimants. Where HP determines that claimant is not eligible for the promotion or that the rules of the promotion have not been fully complied with, that the product has been purchased for resale, or other evidence of fraudulent conduct or abuse of the promotion, HP reserves the right to deny the rebate claim or to require the claimant to return the rebate amount. The submission of false, incorrect, misleading or fraudulent documentation may result in disqualification from this promotion and from other HP promotions. The submission of false, misleading, or fraudulent information may result in the claimant being subject to civil or criminal liability.
8. Non-conforming and duplicate requests will not be considered and will not be returned.
9. Allow six (6) weeks from the time the invoice is received by HP for processing.
10. All federal, state and local rules/regulations apply. Promotion void where taxed, regulated, restricted or prohibited by law.
11. HP is not responsible for late, lost, stolen, misdirected, illegible, incomplete, or postage-due claims or requests, or for any printing, human, or other errors.
12. Group, club, or organization requests, or mechanical reproductions of any required item will not be honored and will not be returned.
13. HP and HP Financial Services reserve the right to modify instant discount amounts, to add additional offers, or to cancel or modify this program—and other HP promotional programs—at their discretion. Modification to the program may limit the ability of particular resellers to use the program. If possible, HP will use reasonable efforts to provide reseller with advance notice of program cancellation or modification, but it is not obligated to provide such notice. HP disclaims any responsibility or liability for lost sales or profits resulting from the cancellation or modification of this program, or from HP's failure to provide advance notice of cancellation or modification.
14. This offer is not transferable.
15. Resellers will share customer name, address, email address and phone number with HP so that HP may ensure the integrity of the program.
16. For the special promotion on the HP Designjet T7100 ePrinter Series for purchases made between May 1, 2013 and July 31, 2013, customers may receive up to $200 in free HP large format media. All other StartRight terms and conditions apply.

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1) Value is based on HP U.S. list prices. Prices are subject to change without notice. Refer to terms and conditions for specific qualifying HP Designjet printer models.
2) Only HP Large Format printing materials compatible with an HP Designjet T or- Z-Printer series. The variety of printing materials included in this promotion may vary based on availability.
3) Total discount amount may not exceed the net reseller price for HP media listed on the invoice. Additional restrictions apply. Void where prohibited, taxed or restricted by law.

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Created April 2013