



# BACK-TO-SCHOOL 2010 PROGRAM SELL SHEET

## NIE-1N-N05910: BTS10 BTB10 Notebook PC Mail-In Rebate Program

Effective: June 13 – September 25, 2010

Published: March 1, 2010

Version 1.0

'A SMARTER START'

Program tracking number	NIE-1N-N05910
Key dates	<ul style="list-style-type: none"> <li>Promotion start/end dates: June 13, 2010 – September 25, 2010</li> <li>Ad embargo date: June 13, 2010</li> </ul>
Program offer	<p>Receive a \$50 Mail-In-Rebate coupon as specified below with the purchase of qualifying HP brand Notebook PC SKUs.</p> <ul style="list-style-type: none"> <li>Resellers that choose to take this \$50 MIR program option will <b>not</b> be eligible to participate in the concurrent HP Pavilion NB EDLP program (NIE-1N-N06010).</li> <li>HP will fund one hundred percent (100%) of the fifty dollars (\$50) in the MIR program.</li> </ul> <p>Receive a \$30 Mail-In-Rebate coupon as specified below with the purchase of qualifying Compaq Presario Notebook PC SKUs.</p> <ul style="list-style-type: none"> <li>Resellers that choose to take this \$30 MIR program option will <b>not</b> be eligible to participate in the concurrent Compaq Presario NB EDLP program (NIE-1N-N06010).</li> <li>HP will fund one hundred percent (100%) of the thirty dollars (\$30) in the MIR program.</li> </ul> <p>Summary Sample:</p> <ul style="list-style-type: none"> <li>End user customer buys one Notebook PC (Participating qualified products listed below).</li> <li>End user customer receives the corresponding \$30 or \$50 Mail-In-Rebate coupon per qualified purchase.</li> </ul>
Region	U.S.A.
Program manager's	Kay Stenn 1-408-447-4718 (Giovanni Sena, PM)
Type of program	<ul style="list-style-type: none"> <li>Mail-In-Rebate</li> </ul>
Advertising requirements	<ul style="list-style-type: none"> <li>No ad caps. No ads required.</li> <li>Ad format: Standalone</li> </ul> <p><u>In-store Sales</u> For in-store sales, the following are acceptable ad vehicles: national circular advertising (run-of-press (ROP) is acceptable for accounts without circulars), catalog or direct mail.</p> <p><u>E-tail Sales</u> For e-tail sales, the following are acceptable ad vehicles: banner advertising and email blasts. A banner ad must be placed on the home page or category landing page (i.e. main desktop PC page). Accounts can only claim on-line sales for banner ads and email blasts.</p> <p><u>Ad Week</u> An "ad week" is defined by the week in which the ad is valid (for example, 1-week circular = 1 ad; 1-week banner = 1 ad, 4 week catalog = 4 ads). A week is defined as a 7-day period.</p> <p><u>Proof of Performance</u></p> <ul style="list-style-type: none"> <li>On-line ads require "Promo Code" or "Coupon Code" or "Promo Bundle" Report. <ul style="list-style-type: none"> <li>Reseller report showing sell-thru units of "promo code" or "coupon code" or "promo bundle" items as recorded in reseller System AND System-generated set up information OR system-generated definition for "promo code" or "coupon code" or "promo bundle."</li> <li>This could be a print-screen of the information loaded into the reseller system to flag the specific</li> </ul> </li> </ul>



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	<p>promotional transaction.</p> <ul style="list-style-type: none"> <li>In-store call out will be verified by HP random store audits (or with other executable means to verify this).</li> <li>The SKUs do not need to appear on the same page(s) of the ad.</li> <li>Reseller must submit copy of ad(s) at end of program.</li> <li>Fact tags must display limited-time only Instant Rebate.</li> <li>Reseller must display featured products with HP-approved messaging and photography.</li> </ul>																														
Participating qualified products	<p><b>SKU's must be advertising on or after ad embargo to be eligible for promotion. Any HP brand or Compaq Presario Notebook PC with a model number ending in "us".</b></p> <table border="1"> <thead> <tr> <th>HP Product Name</th> <th>UPC#</th> <th>Model #</th> <th>Prod/PN</th> <th>Rebate \$</th> </tr> </thead> <tbody> <tr> <td>HP Notebook PC ending in 'us'</td> <td>Various</td> <td>Various</td> <td>Various</td> <td>\$50</td> </tr> <tr> <td>HP Pavilion Notebook PC ending in 'us'</td> <td>Various</td> <td>Various</td> <td>Various</td> <td>\$50</td> </tr> <tr> <td>HP TouchSmart Notebook PC ending in 'us'</td> <td>Various</td> <td>Various</td> <td>Various</td> <td>\$50</td> </tr> </tbody> </table> <table border="1"> <thead> <tr> <th>Compaq Product Name</th> <th>UPC#</th> <th>Model #</th> <th>Prod/PN</th> <th>Rebate \$</th> </tr> </thead> <tbody> <tr> <td>Compaq Presario Notebook PC ending in 'us'.</td> <td>Various</td> <td>Various</td> <td>Various</td> <td>\$30</td> </tr> </tbody> </table>	HP Product Name	UPC#	Model #	Prod/PN	Rebate \$	HP Notebook PC ending in 'us'	Various	Various	Various	\$50	HP Pavilion Notebook PC ending in 'us'	Various	Various	Various	\$50	HP TouchSmart Notebook PC ending in 'us'	Various	Various	Various	\$50	Compaq Product Name	UPC#	Model #	Prod/PN	Rebate \$	Compaq Presario Notebook PC ending in 'us'.	Various	Various	Various	\$30
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Marketing support	<ul style="list-style-type: none"> <li>Rebate coupon or web-rebate form for qualified products.</li> <li>Reseller in-store net price communication vehicles.</li> </ul>																														
HP contact consent statement	<p>Resellers are expected to incorporate HP's contact consent statement on any form that collects end user customer contact information (e.g. postal address, e-mail address, phone number). This includes thermal forms for rebates. The following is the HP Contact Consent:</p> <ul style="list-style-type: none"> <li>HP occasionally communicates information that may interest you. Before you choose, visit our Online Privacy Statement (<a href="http://www.hp.com/go/privacy">www.hp.com/go/privacy</a>) to learn how we use automatic data collection tools and your personal information to tailor your communications. Please indicate below how HP may contact you: <ul style="list-style-type: none"> <li>E-mail <input type="checkbox"/> Yes <input type="checkbox"/> No</li> <li>Postal mail <input type="checkbox"/> Yes <input type="checkbox"/> No</li> <li>Phone <input type="checkbox"/> Yes <input type="checkbox"/> No</li> </ul> </li> </ul>																														
Combining offers	<p><b>National HP offers</b> – This offer may <b>NOT</b> be combined with any EDLP national programs and <b>may</b> be combined with HP Non-Funded or other national offers as specified. <b>Reseller offers</b> – This offer is combinable with reseller offers. Approval required for reseller offers.</p>																														
Terms and conditions	<ul style="list-style-type: none"> <li>End user customer redeems via HP sponsored fulfillment house.</li> <li>HP in its sole discretion may adjust penalties and fees for unauthorized offers/promotions.</li> <li>HP reserves the right to modify or withdraw this promotion at any time.</li> <li>Limit one (1) rebate per end user customer for qualifying product purchased.</li> <li>Offer good only during promotional period on purchases of qualifying HP products made during the promotion start/end date period with qualifying reseller ads.</li> <li>Offer is limited to product on hand and NO substitutions with other products are eligible.</li> <li>Offer not valid on refurbished or demo HP products.</li> <li>Offer void where prohibited, taxed or restricted by law.</li> <li>Only one entry type (electronic or mail-in) per qualifying product purchased.</li> <li>Only purchases made by an end user customer for their personal or internal use in the United States and their territories are valid (not for resale).</li> <li>Purchase date is determined by invoice or receipt date.</li> <li>Purchases made by HP/Compaq resellers and internal HP/Compaq orders are ineligible.</li> <li>Reseller must call out the promotion.</li> <li>Reseller must comply with all Hewlett Packard MAP guidelines (if applicable).</li> <li>Reseller must display featured products with HP-approved messaging and photography.</li> <li>Reseller must submit intent to participate and execution details through defined HP contact for approval via the program calendar/participation form. Participation form <b>MUST</b> include individual SKUs.</li> <li>Resellers are responsible for accurately activating and deactivating their rebate thermal system for the eligible dates of the program. Resellers will be held financially responsible for the total ineligible rebate value paid to each end user customer, plus an administrative fee of \$5 per submission to be deducted from their DGF funds.</li> <li>Resellers are financially responsible for unauthorized offers/promotions.</li> </ul>																														
End user customer Mail-In Rebate coupon/tear pads	<p>Terms and Conditions:</p> <ol style="list-style-type: none"> <li>Submit:</li> </ol>																														



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	<ul style="list-style-type: none"> <li>• Completed rebate form. Web-rebate form at: <a href="http://www.hp.com/go/asmarterstart">www.hp.com/go/asmarterstart</a></li> <li>• Copy of the dated invoice, sales receipt, or transaction record for qualifying purchase with purchase price circled.</li> <li>• Cutout of the original UPC and serial number bar code label(s) for each qualifying HP product.</li> </ul> <p>2) Requests must be postmarked within 45 days of purchase date, as determined by invoice, receipt, or transaction record.</p> <p>3) Claims postmarked or received after applicable dates, incomplete submissions, and illegible submissions will be returned as ineligible.</p> <p>4) Orders that have been cancelled are not eligible. This includes both mail-in rebates and electronic submissions.</p> <p>5) HP/Compaq products may not be returned for refund once the rebate form has been submitted.</p> <p>6) Keep copies of materials submitted; originals become HP property and will not be returned.</p> <p>7) HP reserves the right to request additional information regarding this claim regardless of paper or electronic submission.</p> <p>8) False information disqualifies this claim, making it subject to review under U.S. Postal Regulations.</p> <p>9) Violators may be prosecuted.</p> <p>10) Mail to: Specific program address.</p> <ul style="list-style-type: none"> <li>• A Smarter Start, Offer #NIE-1N-05910, PO Box 752986, El Paso, TX 88575-2986</li> </ul> <p>11) Receive: Your rebate check as specified.</p> <ul style="list-style-type: none"> <li>• Allow 8–10 weeks for processing.</li> <li>• If terms and conditions are not met, rebate check will not be sent.</li> <li>• HP is not responsible for any claims lost, damaged, or delayed in transit.</li> <li>• Rebate checks are void if not cashed within 90 days of issuance.</li> <li>• Rebate checks will be mailed only to the United States, U.S. territories, and U.S. military bases.</li> <li>• If you have any questions regarding this offer, please call the HP and Compaq Rebate Center at 1.888.385.5410.</li> </ul> <p>General:</p> <ul style="list-style-type: none"> <li>• End user customer redeems via HP sponsored fulfillment house.</li> <li>• HP reserves the right to modify or withdraw this promotion at any time.</li> <li>• Limit one (1) rebate per qualifying product purchased.</li> <li>• Offer good only during promotional period on purchases of qualifying HP products made during the promotion start/end date period with qualifying reseller ads.</li> <li>• Offer is limited to product on hand and NO substitutions with other products are eligible.</li> <li>• Offer not valid on refurbished or demo HP products.</li> <li>• Offer void where prohibited, taxed or restricted by law.</li> <li>• Only one entry type (electronic or mail-in) per qualifying product purchased.</li> <li>• Only purchases made by an end user customer for their personal or internal use in the United States and their territories are valid (not for resale).</li> <li>• Purchase date is determined by invoice or receipt date.</li> <li>• Purchases made by HP/Compaq resellers and internal HP/Compaq orders are ineligible.</li> </ul>
Other	In the event the terms and conditions of this Program conflicts with terms and conditions of any HP channel partner agreement terms and conditions, the HP channel partner agreement shall prevail.
Change history	

