

HP BACK-TO-SCHOOL 2009 PROGRAM SELL SHEET



NB11209: BTS09 HP Pavilion Notebook PC \$50 Mail-In-Rebate

Effective: June 28th – October 11th, 2009

“The Perfect Brain Accessory”

Published: April 30, 2009

Version 1.0

Program tracking number	NB11209 (15 weeks)														
Key dates	Promotion start/end dates: June 28th, 2009 – October 11th, 2009 Ad embargo date: June 28th, 2009														
Program offer	<p>Receive a \$50 Mail-In-Rebate coupon as specified below with the purchase of qualifying HP SKUs.</p> <ul style="list-style-type: none"> Resellers that choose to take this \$50 MIR program option will not be eligible to participate in the concurrent HP Pavilion EDLP program (NB11409). HP will fund 100% (\$50 dollars) of the MIR program. <p>Summary Sample:</p> <ul style="list-style-type: none"> End user customer buys one HP Pavilion Notebook PC (qualifying HP products listed below) End user customer receives the corresponding Mail-In-Rebate coupon per qualified notebook purchase. 														
Region	U.S.A.														
Program manager's	Kay Stenn 1-408-447-4718														
Type of program	<ul style="list-style-type: none"> Mail-In-Rebate 														
Advertising requirements	<ul style="list-style-type: none"> No ad caps. Ad format: Standalone 														
Participating qualified products	<p>Any HP Pavilion Notebook PC with a model number ending in “us” or “se”.</p> <table border="1"> <thead> <tr> <th>Product Name</th> <th>UPC#</th> <th>Model #</th> <th>Prod/PN</th> <th>Rebate \$</th> </tr> </thead> <tbody> <tr> <td>HP Pavilion Notebook PC ending in 'us' or 'se'</td> <td>Various</td> <td>Various</td> <td>Various</td> <td>\$50</td> </tr> </tbody> </table>					Product Name	UPC#	Model #	Prod/PN	Rebate \$	HP Pavilion Notebook PC ending in 'us' or 'se'	Various	Various	Various	\$50
Product Name	UPC#	Model #	Prod/PN	Rebate \$											
HP Pavilion Notebook PC ending in 'us' or 'se'	Various	Various	Various	\$50											
Marketing support	<ul style="list-style-type: none"> Rebate Coupon for eligible HP Pavilion Notebook PC products. Web-rebate form and submittal: www.hp.com/go/perfectbrainaccessory Reseller in-store net price communication vehicles. 														
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"> HP occasionally communicates information that may interest you. Before you choose, visit our Online Privacy Statement (www.hp.com/go/privacy) 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"> E-mail <input type="checkbox"/> Yes <input type="checkbox"/> No Postal mail <input type="checkbox"/> Yes <input type="checkbox"/> No Phone <input type="checkbox"/> Yes <input type="checkbox"/> No 														
Combining offers	<p>National HP offers – This offer may NOT be combined with any EDLP national programs and may be combined with HP Non-Funded or other national offers as specified. Reseller offers – This offer is combinable with reseller offers. Approval required for reseller offers.</p>														
Terms and conditions	<ul style="list-style-type: none"> End user customer redeems via HP sponsored fulfillment house. HP in its sole discretion may adjust penalties and fees for unauthorized offers/promotions. HP reserves the right to modify or withdraw this promotion at any time. Limit one (1) rebate per qualifying product purchased. Offer good only during promotional period on purchases of qualifying HP products made during the promotion start/end date period with qualifying reseller ads. Offer is limited to product on hand and NO substitutions with other products are eligible. Offer not valid on refurbished or demo HP products. 														



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	<ul style="list-style-type: none"> • Offer void where prohibited, taxed or restricted by law. • Only one entry type (electronic or mail-in) per qualifying product purchased • 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). • Purchase date is determined by invoice or receipt date. • Purchases made by HP/Compaq resellers and internal HP/Compaq orders are ineligible. • Reseller must call out the promotion. • Reseller must comply with all Hewlett Packard MAP guidelines (if applicable). • Reseller must display featured products with HP-approved messaging and photography. • Reseller must submit intent to participate and execution details through defined HP contact for approval via the program calendar/participation form. Participation form MUST include individual SKUs. • 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. • Resellers are financially responsible for unauthorized offers/promotions.
End user customer Mail-In-Rebate submission requirements	<p>Terms and Conditions:</p> <ol style="list-style-type: none"> 1) Submit: Completed rebate form. <ol style="list-style-type: none"> a) Copy of the dated invoice, sales receipt, or transaction record for qualifying purchase with purchase price circled. b) The cutout of the original UPC and serial number bar code label(s) for each qualifying HP product. c) Requests must be postmarked within 45 days of purchase date, as determined by invoice, receipt, or transaction record. 2) Claims postmarked or received after applicable dates, incomplete submissions, and illegible submissions will be returned as ineligible. 3) Orders that have been cancelled are not eligible. This includes both mail-in rebates and electronic submissions. 4) HP/Compaq products may not be returned for refund once the rebate form has been submitted. 5) Keep copies of materials submitted; originals become HP property and will not be returned. 6) HP reserves the right to request additional information regarding this claim regardless of paper or electronic submission. 7) False information disqualifies this claim, making it subject to review under U.S. Postal Regulations. 8) Violators may be prosecuted. 9) Mail to: Specific program address. <ol style="list-style-type: none"> a) The Perfect Brain Accessory, Offer # NB11209, PO BOX 751114, El Paso, TX 88575-1114 10) Receive: Your rebate check as specified. <ol style="list-style-type: none"> a) Allow 8–10 weeks for processing. b) If terms and conditions are not met, rebate check will not be sent. c) HP is not responsible for any claims lost, damaged, or delayed in transit. d) Rebate checks are void if not cashed within 90 days of issuance. e) Rebate checks will be mailed only to the United States, U.S. territories, and U.S. military bases. f) If you have any questions regarding this offer, please call the HP and Compaq Rebate Center at 1.888.385.5410.
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	

