



HP Print Programs & Promotions 4Q20

August 1st– October 31st 2020





National Promotions/ Instant Rebates

National Instant Rebates are periodically offered on select Print hardware SKUs for a limited promotional timeframe

The promotional pricing is an upfront discount, at time of purchase, from distribution –(for most partners)

National promotions are not combinable with Big Deal discounts or any other contractual pricing offers

National promotions can be combined with Refresh and Recycle

Sign up for the CPI tool to view the current and future Print promotional schedule

<http://www.hpcpi.com/Account/LogOn>



hp Consolidated Program Information Tool

Search Products | Resources | Supplies Promotions | FAQ | Email Support | Account

Only HW authorized partners are eligible to participate in any HP printer promotions. You can view individual product promo details or export filtered products and their program details to an excel file. The search and filter functions in steps 1,2 & 3 allows you to customize exported products.

Step One: Program Date
By default, only products with active or future programs are shown. Also, you can uncheck this box and choose a date range to search (typically to find expire or cancelled promotions).
 View Active or Future Programs

Step Two: Choose Programs
Select the programs you wish to view.
 R Printer Instant Rebate **R** Care Pack Instant Rebate **S** SPIF **T** Trade-In & Save

Step Three: Filter Results
Search results can be filtered by Product Line, Category, Keywords, SKU, etc.
AND
Prod. Name contains

Step Four: Preview / Export Details
Click the icon in the "View" column to see programs on...
Click "Export Promo Details" to download...

| Prod. Name | SKU | Price | Program | Start | End | Duration | Program Name | PL |
|---------------------|--------|----------|--|----------|----------|----------|--------------------|----------------------|
| HP Color LaserJet | A2W75A | | | | | | | |
| HP LaserJet Pro MFP | ASP79A | \$200.00 | 400 series national IR for the rest of the Calendar Year Cancelled | | | | week IR | HP LaserJet Print MA |
| HP LaserJet Pro MFP | ASP79A | \$200.00 | | 07/01/17 | 07/30/17 | 8 week | LES June 4 week IR | HP LaserJet Print MA |
| HP Color LaserJet | B3Q11A | \$80.00 | | 07/01/17 | 07/30/17 | 4 week | LES July 4 week IR | HP LaserJet Print 2Q |
| HP Color LaserJet | B3Q11A | \$80.00 | | Future | 07/01/17 | | | HP LaserJet Print 2Q |

400 series national IR for the rest of the Calendar Year Cancelled



Back to the Office Promotions on HP 600 series Enterprise LaserJet

Offer is effective while inventory lasts!

The following 600 series devices are all OFF MAP as of June 01, 2020

| SKU | Description | Additional Distributor Rebate estimate | Increased Big Deal Accelerator Program Q4 | Increased SPIF for Q4 |
|--------|---------------------------------------|--|---|-----------------------|
| J8J64A | HP LaserJet Enterprise FLOW MFP M631h | 20%-40% off | up to 43% off list | \$70.00 |
| J8J65A | HP LaserJet Enterprise MFP M631z | 20%-40% off | up to 43% off list | \$75.00 |
| J8J70A | HP LaserJet Enterprise MFP M632h | 20%-40% off | up to 43% off list | \$75.00 |
| J8J71A | HP LaserJet Enterprise MFP M632fht | 20%-40% off | up to 43% off list | \$80.00 |
| J8J72A | HP LaserJet Enterprise MFP M632z | 20%-40% off | up to 43% off list | \$90.00 |
| J8J76A | HP LaserJet Enterprise MFP M633fh | 20%-40% off | up to 43% off list | \$85.00 |
| J8J78A | HP LaserJet Enterprise FLOW MFP M633z | 20%-40% off | up to 43% off list | \$100.00 |
| K0Q15A | HP LaserJet Enterprise M607dn | 20%-40% off | up to 43% off list | \$25.00 |
| K0Q18A | HP LaserJet Enterprise M608dn | 20%-40% off | up to 43% off list | \$35.00 |
| K0Q19A | HP LaserJet Enterprise M608x | 20%-40% off | up to 43% off list | \$38.00 |
| K0Q21A | HP LaserJet Enterprise M609dn | 20%-40% off | up to 43% off list | \$40.00 |
| K0Q22A | HP LaserJet Enterprise M609x | 20%-40% off | up to 43% off list | \$45.00 |

Receive a rebate of 10-20% discount passed through from distribution

Big Deal Accelerator program now up to 54% off

Increased SPIFs for Q4



Crazy Eddy deals on the remaining 600 series, quantities below

| Material | Material description | On hand | Comment |
|------------|---------------------------------------|---------|---|
| K0Q15A#BGJ | HP LaserJet Ent M607dn Prntr:US/CA/LA | 89 | |
| K0Q18A#AAZ | HP LaserJet Ent M608dn Prntr:Gov/LA | 245 | |
| K0Q18A#BGJ | HP LaserJet Ent M608dn Prntr:US/CA/LA | 608 | We have engines to build ~1100 additional of this sku |
| K0Q21A#BGJ | HP LaserJet Ent M609dn Prntr:US/CA/LA | 86 | |
| K0Q22A#BGJ | HP LaserJet Ent M609x Prntr:US/CA/LA | 179 | |
| | | 1207 | We also have ~300 220V engines aging. |

| Material | Material description | on hand |
|------------|--|---------|
| J8J64A#BGJ | HP LJ Ent Flow MFP M631h Prntr:US/CA/LA | 18 |
| J8J70A#BGJ | HP LJ Ent MFP M632h Prntr:US/CA/LA | 5 |
| J8J71A#BGJ | HP LJ Ent MFP M632fht Prntr:US/CA/LA | 44 |
| J8J72A#201 | HP LJ Ent Flow MFP M632z Prntr:US Gov NA | 25 |
| J8J72A#AAZ | HP LJ Ent Flow MFP M632z Prntr:Gov/LA | 5 |
| J8J78A#BGJ | HP LJ Ent Flow MFP M633z Prntr:US/CA/LA | 33 |
| | Sum | 130 |

HP Q4 PageWide UberEats Bonus!

Effective August 1st – October 31st, 2020

Sell 10 A4 PageWide or 5 A3 PageWide and receive a \$50 UberEats Credit!

Program will be automatically administered by Blue Carpet, no additional claims required.

To qualify for the bonus, the sale of all 5 / 10 units must occur within HP Fiscal Q4. Sales reps may qualify for both the A3 and the A4 pieces of this promotion

Limit of 2 \$50 UberEats Credit per program period. One for A3, one for A4

Sale of 5 A3 / 10 A4 PageWide units do not have to occur on a single PO. Open to all partners who wish to participate, including bulk-claimers

Uber gift card is good for Uber Eats or Transportation

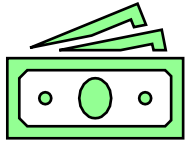
\$50



Uber Eats

| Model | SKU | Prize |
|---|--------|---------------------------------|
| HP PageWide Enterprise Color Flow MFP 785z+ | Z5G75A | Sell 5 get \$50 Uber Gift Card |
| HP PageWide Enterprise 785zs MFP | J7Z12A | Sell 5 get \$50 Uber Gift Card |
| HP PageWide Enterprise 785zs MFP | J7Z12A | Sell 5 get \$50 Uber Gift Card |
| HP PageWide Enterprise 785f MFP | J7Z11A | Sell 5 get \$50 Uber Gift Card |
| HP PageWide Enterprise Color MFP 780dns | J7Z10A | Sell 5 get \$50 Uber Gift Card |
| HP PageWide Enterprise 780dn MFP | J7Z09A | Sell 5 get \$50 Uber Gift Card |
| HP PageWide Pro MFP 774dn | 4PZ43A | Sell 5 get \$50 Uber Gift Card |
| HP PageWide Pro MFP 774dns | 4PZ44A | Sell 5 get \$50 Uber Gift Card |
| HP PageWide Pro MFP 779dn | 4PZ45A | Sell 5 get \$50 Uber Gift Card |
| HP PageWide Pro MFP 779dns | 4PZ46A | Sell 5 get \$50 Uber Gift Card |
| HP PageWide Enterprise 765dn printer | J7Z04A | Sell 5 get \$50 Uber Gift Card |
| HP PageWide Pro 755dn | 4PZ47A | Sell 5 get \$50 Uber Gift Card |
| HP PageWide Pro 577dw MFP | D3Q21A | Sell 10 get \$50 Uber Gift Card |
| HP PageWide Pro 477dw MFP | D3Q20A | Sell 10 get \$50 Uber Gift Card |
| HP PageWide Pro 477dn MFP | D3Q19A | Sell 10 get \$50 Uber Gift Card |
| HP PageWide Enterprise Color Flow MFP 586z | G1W41A | Sell 10 get \$50 Uber Gift Card |
| HP PageWide Enterprise Color Flow MFP 586z | G1W41A | Sell 10 get \$50 Uber Gift Card |
| HP PageWide Enterprise Color MFP 586f | G1W40A | Sell 10 get \$50 Uber Gift Card |
| HP PageWide Enterprise Color MFP 586dn | G1W39A | Sell 10 get \$50 Uber Gift Card |
| HP PageWide Pro 552dw Printer | D3Q17A | Sell 10 get \$50 Uber Gift Card |
| HP PageWide Pro 452dw Printer | D3Q16A | Sell 10 get \$50 Uber Gift Card |
| HP PageWide Enterprise Color 556dn | G1W46A | Sell 10 get \$50 Uber Gift Card |





New Blue Carpet Trainings!

Earn rewards when you sell and when you learn

We have uploaded 6 all new 30-minute product and security trainings sessions for HP's Q4! Sales reps will receive a \$5-\$20 reward for each successful training and quiz!

Settings Refresh Points FAQs Support Log out

0.00 0.00 Blue Carpet
Points Available Points Pending Our partnership is your advantage.

Home Sales Promotions Education GEM Club Redeem Sales Tools Administration

Offer Extended for 1H FY20!
HP Blue Carpet
HP Elite & ZBook x360
Bonus Promotion
May 1, 2019 - April 30, 2020

Eligible SKU List
Access this month's SKU list.


Account Dashboard
See all your progress.

Claim Builder
Start a new claim.

Education Modules
Continue your learning.

Click the link to view 6 new Blue Carpet Trainings!

Blue Carpet 
Our partnership is your advantage.

 1-877-780-9191

www.hpbluecarpet.com

 support@hpbluecarpet.com



4Q20 Program Summary

NEW! Extra Aggressive Programs to drive "Back to the Office" Enterprise Printers!

| 4Q20 Print Hardware Programs | Q4 Details |
|--|---|
| <i>Sales Out Incentives</i> | |
| Big Deal Program | Discount to qualifying deals |
| Big Deal Accelerator | Select Pro/Enterprise SKUs (38% w/out supplies; 43% with supplies) NEW! Scanners at 43% off |
| A3 Attack! | NEW! Transactional A3 Devices at 60% off |
| Accessory Promotions | Up to 64% off on select printer accessories |
| EOL 600 Series Pricing | EOL SKUs off MAP & pass thru EOL rebate through distribution |
| National Instant Rebates | Limited time upfront discount on select SKUs NEW! Enhanced Instant Rebates on 500 series LaserJets |
| PageWide Money-Back Guarantee | Risk free trial purchase - Try for 120 days; return for free if not satisfied |
| Refresh & Recycle | Free recycling on legacy printer (any brand) w/ purchase of new HP 400, 500, 600, 700 series HP device |
| NBO (new business opportunity) | 3% List price discount on approved registrations for acquisition customers (PLs IG, GS, 4L only) |
| <i>Partner Incentives</i> | |
| Blue Carpet SPIFs & other Sales Incentives | Sales SPIFs, training completion SPIFs NEW! Trainings available in Blue Carpet |
| PageWide UberEats Bonus | \$50 Uber Eats card for both A3 and A4 PageWide sales of 5/10+ units |



HP Q4 Big Deal Accelerator

Effective August 1st – October 31st 2020

- *Select Enterprise and Pro series printers and MFP's*
- *Submit a new Big Deal for each applicable end-user opportunity*
- *Must indicate "Q420 BDA" in the deal description*
- *All Standard Big Deal Terms and Conditions apply*
- ***Minimum \$5K Deal size***
- *43% off list for Scanners / or with supplies commitment*
- *38% off list without supplies commitment*
- *For the higher discount, must have a supplies deal in place or working with supplies rep to initiate supplies commitment*
- *This promotion does not constitute an offer to stock-in units*
- *Available for US Sales Only*
- *All approved deals must ship by October 31, 2020 to be eligible*



Adobe Acrobat
Document



HP Q3/Q4 A3 Attack

Effective July 13th – October 31st 2020

- *Transactional A3 devices only*
- *Submit a new Big Deal for each applicable end-user opportunity*
- *Must indicate “Q420 A3 Attack” in the deal description*
- *All Standard Big Deal Terms and Conditions apply*
- *Minimum 5K Deal size*
- *60% off list*
- *This promotion does not constitute an offer to stock-in units*
- *Available for US Sales Only*
- *All approved deals must ship by October 31, 2020 to be eligible*
- *HP reserves the right to cancel promo at any time and subject to available inventory*
- *Eligible products in the attached PDF*



Adobe Acrobat
Document





HP Accessibility Assistant

Reduce human touch to devices with this voice command and screen-reader support; designed with security top of mind.

Key features:

- Voice command, screen reader
- Uncompromising security
- Universal design
- Natural language voice commands
- Easy installation
- Compatible with HP LaserJet and PageWide Enterprise models

SKU #2MU47A
 Big Deal Net Price \$314.00
 Valid until 10/31/2020
 Submit for pricing via Big Deal



Please send questions to Business Development Team



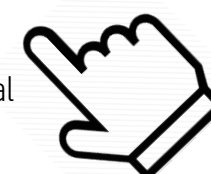
NEW! Extra Aggressive Pricing

HP PageWide Enterprise Printer Cabinet and Stand



- Position cabinet so the printer is accessible
- Store printing supplies close to the printer for quick access
- Compatible with HP PageWide Ent Color MFP 586 series, HP PageWide Managed Color Flow MFP E58650 series, HP PageWide Ent Color 556dn and HP PageWide Managed Color E55650dn

SKU #G1W44A
 Big Deal Net Price \$300.00
 Valid until 10/31/2020
 Submit for pricing via Big Deal



Please send questions to Business Development Team





HP LaserJet Stapler/Stacker/Mailbox



- Improve workflow management by adding automatic stapling and stacking with job offset
- Expands the printer's total output to 1,300 sheets with 6 separate bins.
- Compatible with HP LaserJet Enterprise M607, M608, M609, M610, M611 and M612 series and HP LaserJet Managed E60155dn, E60165dn and E60175dn

SKU #LOH20A

Big Deal Net Price \$500.00

Valid until 7/31/2020

Submit for pricing via Big Deal

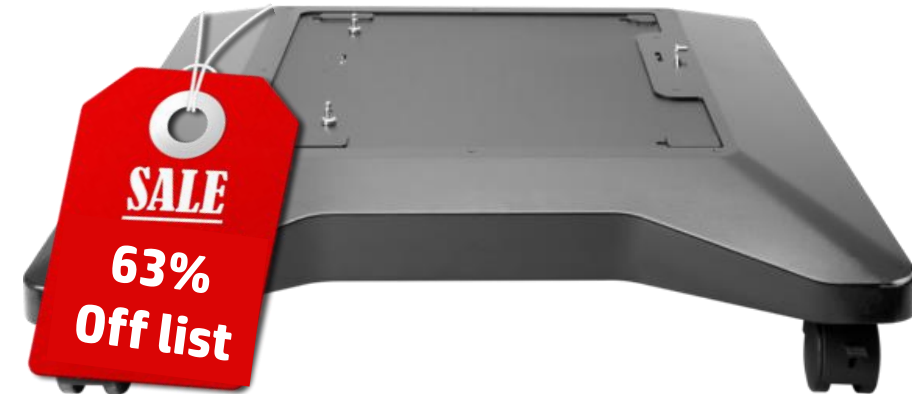


Please send questions to Business Development Team



NEW! Extra Aggressive Pricing

HP LaserJet Printer Stand



- Free up space on a desk or table with this HP LaserJet wheeled printer stand that's easy to move from one place to the next.
- Compatible with HP LaserJet Enterprise M607, M608, M609, M610, M611 and M612 series and HP LaserJet Managed E60155dn, E60165dn and E60175dn

SKU #LOH19A

Big Deal Net Price \$200.00

Valid until 7/31/2020

Submit for pricing via Big Deal



Please send questions to Business Development Team



Transactional Print Big Deals

Process and Guidelines

Big Deal Guidelines

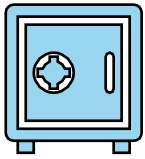
Opportunities of at least \$5,000 in HP revenue are eligible for Big Deal pricing.

All customer segments can obtain Print Big Deal pricing.

Transactional Print & Scanner hardware, accessories, and CarePacks can be added to a Print Big Deal including TAA compliant SKUs for federal government customers.

Process and Administration

- For HP-named accounts, where an HP end user account manager is assigned, deals must originate from that HP sales team and must follow the standard guidelines for Big Deal pricing.
- For end user accounts not assigned to an HP sales team, the HP Print Qualified partner will submit for transactional Big Deal pricing within the Smart Quote pricing tool located in the Partner First Portal.
- All submission requests should include a clear business case outlining the justification for targeted price as well as the competitive overview of the deal.
- Once approved, the Big Deal Manager will mark the deal as approved and notify either the HP account team or submitting partner.
- Deals must be marked as 'won' before a purchase can occur.
- If the Big Deal is not approved at the requested discount, the Big Deal Manager will notify either the HP Account team or Partner that submitted. Further justification may be required.
- All Big Deal pricing is net price to Tier 1 distribution prior to any markups.

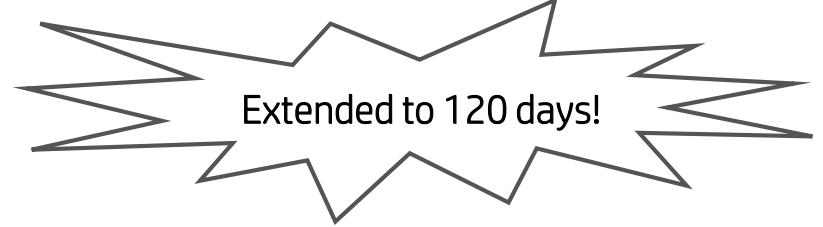


PageWide Money-Back Guarantee

Love it, or your money back!

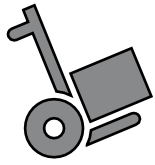
- Buy any qualifying HP PageWide printer and test it within your business. If you're not 100% convinced of the benefits, return the product to HP - within (120) days - for a full refund
- Registration of the new HP PageWide printer is required in order to participate and must be done within (21) days of the purchase
- If you are not completely satisfied, refer to your registration email and click on the link inside for a no hassle return. Apply to return the product within (120) calendar days after purchase date (not registration date)
- Must ship the product back in the original packaging
- Reseller does not need to play a role in the process. HP will provide the free shipping label and will issue the refund of the purchase price directly to the customer. Reseller would maintain all financial benefits of the sale
- Through Oct 31, 2020
- Program no longer includes "Managed" PageWide Devices

Program URL  www.hp.com/go/buyandtry



| SKU | Product Description | Series |
|--------|--------------------------------------|------------------------|
| D3Q16A | HP PageWide Pro 452dw Printer | HP PageWide Pro |
| D3Q20A | HP PageWide Pro MFP 477dw | HP PageWide Pro |
| D3Q19A | HP PageWide Pro MFP 477dn | HP PageWide Pro |
| D3Q17A | HP PageWide Pro 552dw Printer | HP PageWide Pro |
| D3Q21A | HP PageWide Pro MFP 577dw | HP PageWide Pro |
| 4PZ43A | HP PageWide Pro 774dn MFP | HP PageWide Pro |
| 4PZ44A | HP PageWide Pro 774dns MFP | HP PageWide Pro |
| 4PZ45A | HP PageWide Pro 779dn MFP | HP PageWide Pro |
| 4PZ46A | HP PageWide Pro 779dns MFP | HP PageWide Pro |
| 4PZ47A | HP PageWide Pro 755dn | HP PageWide Pro |
| G1W39A | HP PageWide Enterprise MFP 586dn | HP PageWide Enterprise |
| G1W40A | HP PageWide Enterprise MFP 586f | HP PageWide Enterprise |
| G1W41A | HP PageWide Enterprise Flow MFP 586z | HP PageWide Enterprise |
| G1W46A | HP PageWide Enterprise 556dn Printer | HP PageWide Enterprise |





Refresh and Recycle

Purchase a new HP printer. We'll recycle your old printer for free!



Step 1

Purchase a new qualifying HP LaserJet or PageWide device.
[See the full list of eligible products on the website.](#)



Step 2

Complete your claim form within 30 days of purchase at www.hp.com/go/refreshandrecycle



Step 3

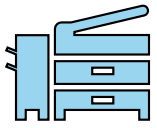
Pack up your used printer for free shipping and recycling. (Printers less than 115 pounds qualify)

- Must submit claim within 30 days of purchase date and no later than Midnight on November 30, 2020
- Returned devices must be shipped within 30 days from when shipping label is received and no later than Midnight ET on Nov 30, 2020
- Program can be combined with any other promotion unless otherwise stated



HP will recycle your returned products, minimizing the impact on the environment, through HP-approved recycling facilities. HP ensures that returned products are recycled in an environmentally friendly way, processing them to recover valuable plastics and metals for new products and diverting millions of tons of waste from landfills.

Through Oct 31, 2020 



NBO (New Business Opportunity)

Compensation for Partner First Silver and above membership levels who close business with acquisition customers

Requires an approved Deal Registration prior to Big Deal pricing

Consider program terms to help estimate if the account is likely to be eligible:

- Is there already Big Deal pricing in place for the customer?
- Does the account appear to have competitor products or aged HP products installed?
- Have you shipped eligible HP product to the customer in the last 12 months?

Stack-ability

- I. NBO is stackable with sales out promotions (Instant Rebates)
- II. NBO is stackable with most Big Deal pricing, but the NBO must be in 'submitted' status prior to pricing being requested
- III. NBO is never stackable with Discount for Value Pricing (DVP) or MPS Streetfighter Pricing

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The following devices (by segment) are eligible for a 3% Deal Registration benefit on approved deals:

A3 LaserJet Printers and MFPs

- HP Color LaserJet Professional CP5225n, dn
- HP LaserJet Enterprise M712n, dn, xh
- HP LaserJet Enterprise MFP M725dn, f, z, z+
- HP Color LaserJet Enterprise M751n, dn
- HP Color LaserJet Enterprise MFP M776dn, z, zs
- HP LaserJet Enterprise M806dn, x+
- HP LaserJet Enterprise M830z
- HP Color LaserJet Enterprise 856dn, x
- HP Color LaserJet Enterprise MFP M880z, z+

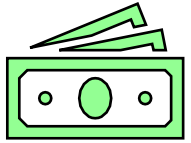
A3 PageWide Printers and MFPs

- HP PageWide Pro 755dn
- HP PageWide Pro MFP 774dn, dns
- HP PageWide Pro MFP 779dn, dns
- HP PageWide Enterprise 765dn
- HP PageWide Enterprise MFP 785f, zs, z+
- HP PageWide Enterprise MFP 780dn, dns

A3 Managed Printers and MFPs

- HP Color LaserJet Managed M775fm, zm
- HP Color LaserJet Managed M880zm, zm+
- HP LaserJet Managed MFP M725dnm, zm
- HP LaserJet Managed MFP M830zm
- HP Color LaserJet Managed E75245dn
- HP Color LaserJet Managed E85055dn

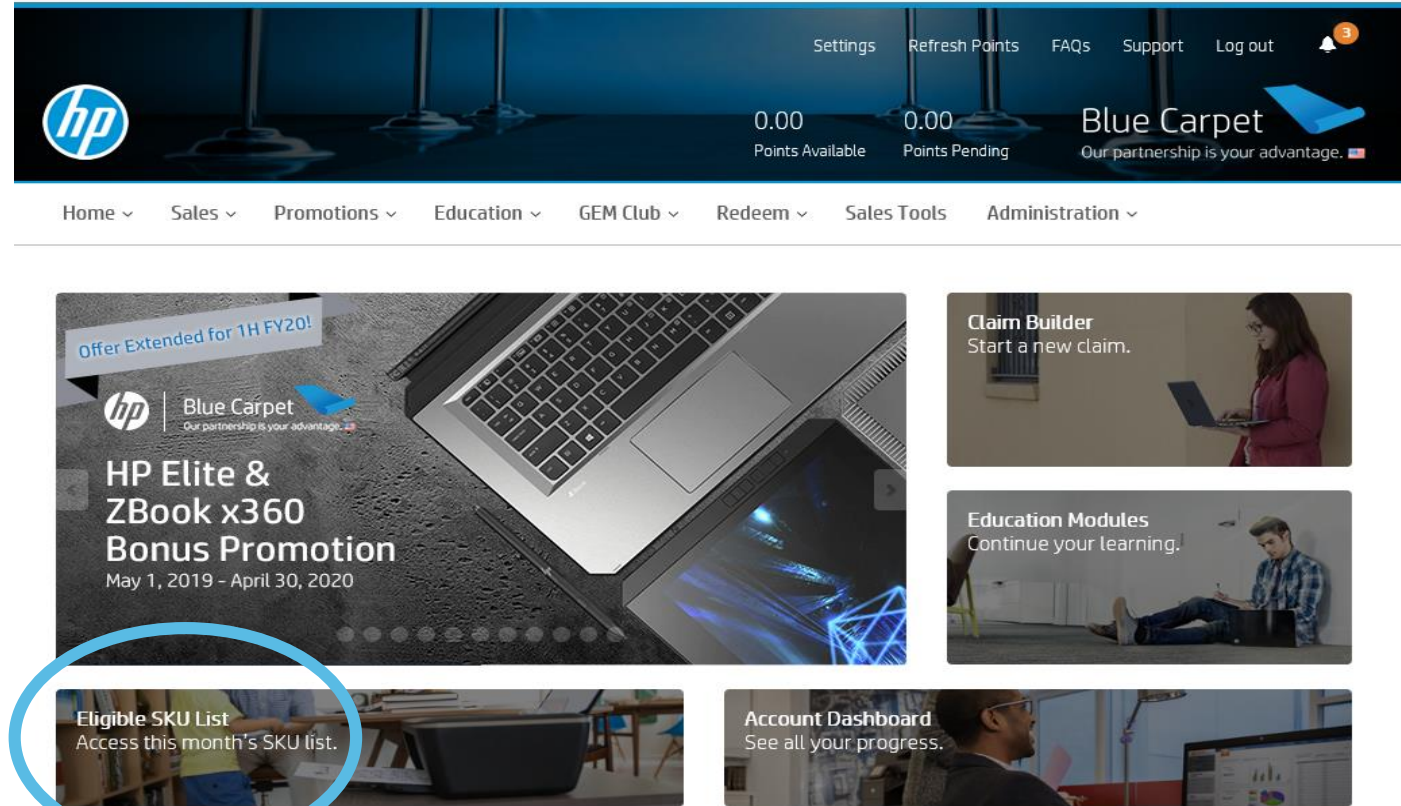





Blue Carpet SPIFs

Earn rewards when you sell and when you learn

HP Blue Carpet rewards partner sales representatives with sales and learning incentives. When you sell select HP commercial products, you can earn rewards in one of the most comprehensive incentive programs in the industry



Blue Carpet 
Our partnership is your advantage.

 1-877-780-9191

www.hpbluecarpet.com

 support@hpbluecarpet.com

Click the link to view the complete eligible SKU list

