

Global Promotion Services Americas

Rewards you when you buy HP



Let HP give you even more rewards when you participate in Global Promotion Services. HP offers a variety of special promotions when you buy HP products, from simple cash-back and incentive programs to our exclusive trade-in programs.

With Global Promotion Services, you can

- Lower the cost to upgrade to HP products
- Receive great rewards
- Maximize the value of your aging technology
- Participate in our award-winning environmentally-sound programs
- Use a simple online website and get your reward fast
- Minimize the risk of buying a new solution

Our services provide a seamless way to help make HP products more affordable, simplify the removal of sensitive data and preserve the environment.

Our current portfolio of Global Promotion Services

Trade-In. Functional IT equipment. You may have equipment that's no longer meeting your needs. You may have outgrown it, or it's simply excess equipment that your organization doesn't need. Let us help you put older equipment to good use by extracting value from it to go towards the purchase of your new HP solutions.

- Trade in a wide variety of HP or competitor products, from notebooks and printers to servers and networking
- Help simplify the removal of sensitive data
- Help reduce the headaches associated with asset recycling and preserve the environment by promoting re-use

Trade-In, Cash Back and Incentives
hp.com/go/promotions

Buy & Try. Get a money back guarantee with your purchase of HP product so that you can return it if you are not entirely satisfied after the contracted trial period. Trade in a wide variety of HP or competitor products, from notebooks and printers to servers and networking.

- Great opportunity to take the product for a comprehensive test run
- Minimize risk of buying new equipment

Cash-Back. Take advantage of additional rebates for new purchases.

- Get the greatest value for your money
- Get rewarded with an attractive cash-back when you purchase eligible HP products
- Receive your cash-back fast

Incentives. Receive an incentive when you purchase or lease new HP Products.

- Enjoy an ancillary piece of equipment free with your new solution
- Enjoy a bonus gift shipped right to your door just for purchasing HP
- With every purchase, collect bonus points to redeem for an incentive

Channel options. Channel partners can choose the best strategy for each customer.

- Partners can act as the customer's agent. Perform all or some of the program steps for their customer.
- Offer trade value as an upfront discount.
- Use "Reverse Linking" from the partner website. HP offers a custom linking strategy from your site to Global Promotion Services that sends the customer back to your site for the shopping experience.
- Offer product removal as a value-added service.

The custom solution. We make trade-in engagements convenient, safe and cost-effective for customers that ask for more than our standard offers.

- Deliver current market value using our competitive bidding process.
- Quote across multiple product lines
- Coordinate logistics of shipping arrangements, multi-location pickups, sorting, packaging and palletizing, as required

- Track the trade-in process end to end
- Provide customized onsite technical services to overwrite, shred or remove all hard drives, as well as onsite equipment reporting, valuation and packaging services

Government, Health and Education. Our promotions allow federal, state and local government, as well as healthcare and educational organizations to take advantage of market trade-in values. We use a network of remarketers whose qualifications include being GSA schedule holders for IT asset disposition and SBA approved vendors and who offers the following expertise:

- Recognized Pro-NET and CCR registered vendor for IT asset management
- Administer multiple pass data overwriting upon request.
- Nationwide assistance with all packaging, removal and transportation of IT assets
- Includes recycling options that comply with all applicable laws
- Remarketing and consignment services

About Us

Global Promotion Services is a division of HP Financial Services (HPFS), the leasing and asset management services subsidiary of Hewlett-Packard Company. HPFS provides a full range of end-to-end IT asset management solutions and financial services that collectively serve to create a differentiated experience for our customers.

As one of the largest captive leasing and asset management companies in the world, HPFS delivers worldwide expertise, consistent processes and a suite of offerings that provide the flexibility, scalability and financial agility needed to help run IT operations more effectively. With more than two decades of experience, HPFS' market expertise can help enhance our customers' ability to deploy, manage and retire IT network environments today and in the future.

Put HP Financial Services to work for you. Call your local HP Financial Services sales representative, or find us on the web at:

hp.com/go/promotions

Sign up for updates
hp.com/go/getupdated

