




**MicroAge
and
Hewlett-Packard**
A Winning Partnership


Relationship


- MicroAge is Hewlett-Packard's third largest customer in worldwide sales
- MicroAge has been HP's leading partner in the VAR channel since its inception
- Headquarters HP Team consists of 22 associates focused on helping you sell Hewlett-Packard solutions

Resources for MicroAge Resellers


 Dealer Starter System Program: Resellers can purchase most HP products with additional discounts of 5% to 30%, one unit per authorized location. Other restrictions apply; see RealFax #03030 for details.

Resources for MicroAge Resellers

 **MicroAge Seed Unit Program:** MicroAge offers seed units for many HP products for a modest fee through the MicroAge Seed Program. Call your MicroAge Sales Rep. for details.


 **HP In Touch:** A monthly mailing containing new product, pricing and promotional information. Special custom version for HP VARs.


Resources for MicroAge Resellers

 **MicroAge RealTime:** See the Hewlett-Packard ad on the inside back cover of each RealTime for specials and promos.


 **HP First:** HP FIRST offers HP data sheets and software/hardware information 24 hours a day, 7 days a week. Dial (800) 333-1917 and select “1” for HP FIRST.

Resources for MicroAge Resellers

 **MicroAge RealFax:** For a directory listing HP documents on RealFax, resellers can access RealFax #67000. HP VARS can access RealFax 03000.

 **MicroAge/Hewlett-Packard DataSheets:** Sales and cross-reference information for most HP products. Call Tammy Parker at (602) 804-2000 Ext.. 7742.

Programs and Services

 **HP Education Rebate Program:** Provides a 5% rebate on selected products sold to certified educational institutions. Reseller locations must sell a minimum of \$100K in HP products per year to qualify. See your MicroAge/HP In Touch monthly mailing for a list of eligible products.


Programs and Services

- MicroAge Product Information Center: Presales product support for HP products purchased from MicroAge. Call (800) 887-0053.
- HP News Network (HPNN): on-line electronic database that provides product and promo information. This service is free of charge, call (408) 553-7303 to get on-line.

Programs and Services

Price Protection: Applies to qualifying HP products in stock at the reseller location on the date of the price decrease. You must submit an Inventory Certification Form to MicroAge to claim your credit. See RealFax, Market UPdate, or Fax Blasts for more information.

Marketing Programs

 **MicroAge Preferred Program:** Resellers and VARs earn points by purchasing HP and other products. Points can be exchanged for travel, merchandise, MicroAge services, training and more. See your monthly statement for details or call your MicroAge Sales Rep. Also watch for special bonus opportunities on select HP products, see RealFax #03222.

Marketing Programs

 STAR-SPANGLED RESELLER SPIFF

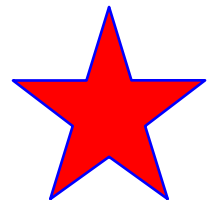
 MicroAge-Exclusive Reseller Spiff

 June 15-July 30, 1995

 Earn \$15 - \$50 in Preferred Points on
selected HP products!


 NetServers, Vectras, DesignJets, and more

 See RealFax #03275, and RealTime ads



Marketing Programs

 \$250 Rebate on HP LaserJet 4V/MV through July 31, 1995, see RealFax #03264

 Cash In Trade Up: Trade in an old printer and get cash off on a new LaserJet purchase. See RealFax #03263