



## OFFICIAL RULES FOR 'SELL IT- GET IT' PROMOTION

### Overview of the Contest

The SELL IT- GET IT promotion rewards eligible Lexmark Partners (Partners) for sales of selected Lexmark printers, MFPs and inkjet AIOs purchased exclusively from Ingram Micro and subsequently sold to small-and-medium (SMB) customers during the promotion period. By claiming their eligible sales, Partners can earn points that are redeemable for premium merchandise selectable from a web-based landing page provided hosted by Ingram Micro

### Eligibility

- Any reseller's business whose primary sales vehicle is internet sales is not eligible for this promotion.
- The SELL IT- GET IT promotion is only valid for sales to eligible end-user business customers located in Canada by Partners who are living and working within Canada. Sales to individual consumers (i.e. personal, family, or households) do not qualify.
- Partners must be employed at the partner location from which they originally enrolled during the entire promotion period.

### How to Earn Points and Claim Prizes

- The SELL IT- GET IT sales promotion period runs from January 6 2011 thru April 6 2011 inclusive.
- Eligible products and reward point values are shown below:

Mono Laser	Points	Inkjet AIO	Points	Color Laser	Points	MFP Devices	Points
E2x	1	Pro205	1	C5x	2	X2x	1
E3x	1	Pro705	1	C7x	4	X3x	1
E4x	2	Pro805	1	C9x	6	X4x	3
T6x	3	Pro901	1			X5x	3
W8x	6	Pro905	1			X6x	8
						X7x	8
						X8x	10
						X9x	10



At the end of the promotion period, Partners with sales will be provided with a Release Form. Resellers will complete this and return it to Ingram Micro to become eligible for claiming prizes from an Ingram Micro landing web page.

- Entrants that earn ten (10) points can choose a prize from Prize Pool C. Entrants that earn thirty (30) points can choose a prize from Prize Pools B or C. Entrants that earn fifty (50) points can choose a prize from Prize Pools A, B or C. Entrants may choose a maximum of one prize.
- Claims are processed at the end of the promotion.
- Ingram Micro / Lexmark are not responsible for any late or rejected claims.

### **Terms and Conditions**

- Sales to Special Bid, PSP and/or NMSO customers are not eligible for the SELL IT-GET IT promotion.
- Any liability for income taxes on prize earnings will be the Partner's sole responsibility.
- Eligible sales to the SELL IT-GET IT promotion may also be eligible for Lexmark Rewards points. The two are not connected in any way, and Lexmark Rewards points are to be claimed in the usual manner, separate and distinct from any claims for points in the SELL IT-GET IT promotion.
- Sales of reconditioned or refurbished printers are not eligible for the promotion. This list is subject to change at any time. Any additions or deletions will be reflected on the program website.
- Ingram Micro / Lexmark reserve the right to audit claims and to reject a transaction or disqualify same should there be noncompliance with the terms and conditions of the promotion.
- If your on-line claim is selected for audit, an invoice showing sale to end-user must be submitted within 30 days. Invoices must be legible and contain the end-user company name, address, date of sale, invoice number, distributor name, Lexmark model name, Lexmark part number and serial number. If the audit response is not received within 30 days, further claims will not be accepted until the Partner submits satisfactory information for the audit.
- Partners waive any and all claims of liability and hereby release, indemnify and hold harmless Lexmark, its contractors, subsidiaries, and promotional agencies from and against any loss occurring as a result of this promotion or any reward received through this promotion.



- All earned points must be used by thirty (30) days after the end of the promotion period, or be forfeited. Unused reward points are nontransferable, nonrefundable and have no surrender value.
- By participating, the Partners hold harmless Ingram Micro and/or Lexmark and their respective subsidiaries, affiliates, directors, officers, employees and agents from any and all liability for any injuries, loss or damage of any kind, rights of publicity or privacy, defamation, or portrayal in a false light arising from, or in connection with, this promotion.
- The promotion is void where prohibited by law or employer management. Violations of the promotion or its official rules may result in disqualification.
- Ingram Micro / Lexmark reserve the right to modify, revise or discontinue the SELL IT- GET IT promotion at any time. Any questions requiring interpretation of the promotion rules shall be resolved by Ingram Micro whose decision shall be final..
- By entering, entrants agree that all issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, participant's rights and obligations, or the rights and obligations of Lexmark in connection with the promotion, shall be governed by, and construed in accordance with, the laws of the Canada, without giving effect to any choice of law or conflict of law rules.