

HP U.S. Qualified Partner Program: Print & Supplies Criteria

Effective November 1, 2016

Valid Partner Agreement

- Must have a valid U.S. Partner Agreement (PA)

Terms & Conditions include:

Resell products only via URL that matches company legal name (same name as on PA).

May not sell on auction sites.

Sales to end-user customers only.

Meet 12-month Revenue Minimum

- Print:
\$5K LaserJet & Inkjet printers & [PL 30](#)
\$25K all HP (PLs)
- Supplies:
\$30K Supplies
\$100K all HP (PLs)

Business Basics

- Functional website includes physical address (no P.O. or UPS Box), phone number, “about us” section & matches HP Partner records

Supplies:
Must display HP Qualified Medallion

HP Brand Guidelines

- Trademarks, messaging and marketing must comply with HP brand standards
- Supplies:
Lead with HP search results
No Linked Ads

HP Policy Compliance

- Must be in good standing with all applicable HP policies

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Reference Information for Print and Supplies

- Always contact your HP sales representative or HP Authorized Distributor for more information.
- Additional Resources:
 - **NEW:** Qualified Mailbox email: HPUSQualifiedPartnerPrograms@hp.com
 - **NEW:** Qualified November 2016 FAQ document: (request from Qualified Mailbox)
 - HP Qualified Supplies Medallion: www.qualifiedsuppliespartner.com
 - HP Logo, Naming, Images, Content: <https://partner.hp.com>
 - HP Partner First Portal: <https://partner.hp.com>