



# D810 SWITCH & SAVE Promotion

**PURCHASE A NIKON D810 CAMERA BODY TOGETHER WITH ANY COMBINATION OF NIKKOR LENSES OR NIKON SPEEDLIGHTS WITH A PURCHASE TOTAL OF AT LEAST \$1,750 (EXCLUSIVE OF D810 CAMERA BODY PURCHASE AMOUNT) BETWEEN THE DATES OF JULY 17, 2014 AND SEPTEMBER 30, 2014 AND RECEIVE A PROMOTIONAL VOUCHER IN THE AMOUNTS DESCRIBED BELOW THAT IS REDEEMABLE ON FUTURE PURCHASES OF NIKON IMAGING PRODUCTS FROM THE DEALER THAT SOLD YOU THE PRODUCTS, OR IF THEY ARE NOT PARTICIPATING, AT THE ONLINE NIKON STORE.**

**PROMOTIONAL VOUCHER AMOUNTS:**

- Purchase the Nikon D810 camera body together with a combination totaling \$1,750 of Nikon NIKKOR lenses and/or Speedlights (exclusive of D810 purchase amount) and receive a Nikon Switch & Save Promotional Voucher in the amount of **\$200** good towards future Nikon imaging products purchased from the Nikon authorized dealer that originally sold you the products, or if they are not participating, the online Nikon Store.
- Purchase the Nikon D810 camera body together with a combination totaling \$3,500 of Nikon NIKKOR lenses and/or Speedlights (exclusive of D810 purchase amount) and receive a Nikon Switch & Save Promotional Voucher in the amount of **\$400** good towards future Nikon imaging products purchased from the participating dealer that originally sold you the products, or if they are not participating, the online Nikon Store.
- Purchase the Nikon D810 camera body together with a combination totaling \$7,000 of Nikon NIKKOR lenses and/or Speedlights (exclusive of D810 purchase amount) and receive a Nikon Switch & Save Promotional Voucher in the amount of **\$1,000** good towards future Nikon imaging products purchased from the participating dealer that originally sold you the products, or if they are not participating, the online Nikon Store.

The promotional voucher can only be used one time only, and must be surrendered to the Nikon authorized dealer at time of use. If the purchase with the promotional voucher does not exhaust the face value of the voucher, the remaining portion of the face value is forfeited and "change" or "store credit" will not be given. If the purchase with the promotional voucher exceeds the face value of the promotional voucher, you will have to use another payment method acceptable to the redeeming dealer with respect to the remainder of your purchase. Promotional voucher can only be used to purchase NEW, Nikon Imaging products. Promotional Voucher cannot be used for payment of any taxes whatsoever.

How To Receive Your Nikon D810 Switch & Save Promotional Voucher

**Effective Dates: July 17, 2014 through September 30, 2014**

Purchase and take delivery of A Nikon D810 camera body together with any combination of Nikon NIKKOR lenses and/or Speedlights meeting the applicable purchase total amounts (exclusive of D810 purchase amount) from a Nikon authorized dealer from **July 17, 2014 through September 30, 2014.**

**Nikon D810 Camera Body, NIKKOR Lenses and/or Speed Light purchases must be made together, at the same time from the same Nikon authorized dealer, and appear on the same receipt, to be eligible to receive a promotional voucher.**

2. Complete the promotional voucher application below, attach all required proofs-of-purchase for each qualifying product purchased and mail to Nikon.

3. Subject to you fulfilling all terms of this offer, Nikon Inc. will mail your promotional voucher within 4-6 weeks.

Name \_\_\_\_\_

E-mail \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_

Date of Purchase \_\_\_\_\_ Today's Date \_\_\_\_\_

Name of dealer where products were purchased \_\_\_\_\_

**List Eligible Products Purchased:**

Product Description	Product #	Product Serial #	Purchase Price
D810			N/A

**Please read complete Terms of Offer**

Terms of Offer:

1) Nikon D810 Switch & Save Promotional Voucher offer is valid only for retail sales of new Nikon D810 together with NIKKOR lenses or Speedlights purchased from Nikon Inc. by participating Nikon authorized dealers or distributors and sold to consumers by participating Nikon authorized dealers or resellers from July 17, 2014 through September 30, 2014. All applications for promotional vouchers must be postmarked no later than October 30, 2014. Applications postmarked after that date will be rejected. Visit <http://www.nikonusa.com/en/Nikon-Products/WhereToBuy.page> for a list of authorized dealers.

2) Subject to fulfilling all other terms of this offer, Nikon Inc. will send a promotional voucher directly to the retail customer in the amount indicated in the "Promotional Voucher Amount" section for a future Nikon imaging product purchase from the dealer that originally sold and delivered the products to the retail customer, or if they are not participating, the online Nikon Store.

3) Purchase confirmation: This application must be completed, signed and mailed by the applicant. It must be returned to Nikon D810 Store Voucher Offer, 1300 Walt Whitman Road, Melville, NY 11747-3064, Attention Sales Operations:

A) a copy of your bill-of-sale (do not send original) showing purchaser's name, address, date of purchase, Nikon D810 and additional products purchased, and with a purchase total of at least \$1,750 (exclusive of D810 purchase amount) Nikon product's serial number, and stating that the item has been delivered to the consumer purchaser, and your bill-of-sale must also indicate the name of the dealer from whom you purchased the product(s);

B) The original UPC code labels from the side panel of each of the Nikon product boxes; and

C) The original serial number label with the bar codes from the side panel of each of the Nikon product boxes.

4) Who qualifies: Offer is open to any bona fide retail customer who meets the terms of the offer. Nikon Inc. imaging dealers, their employees and families, as well as the employees, agencies, representatives of Nikon Inc., and their families, are specifically excluded from this offer.

5) Eligible purchases:

A) This D810 Switch and Save Promotion Offer is offered exclusively for Nikon Imaging products imported by and distributed for retail sale within the 50 United States, the District of Columbia, and Puerto Rico by Nikon Inc., Melville, NY.

B) Purchases must be made and delivered to bona fide retail customers in the 50 United States, the District of Columbia and Puerto Rico.

C) Purchases made in or delivered to other countries are ineligible.

D) Grey market products, i.e., Nikon products imported to the 50 United States, the District of Columbia or Puerto Rico by a party other than Nikon Inc. are not eligible for this offer.

6) Excluded from this offer: Retail sales made to a retail customer not physically present at the dealer location, e.g., telephone, mail-order or internet sales, and shipped by the dealer to the retail customer via common carrier to an address outside the 50 United States, the District of Columbia or Puerto Rico are excluded from this offer. D810 Filmmaker's Kit & Animator's Kits are excluded from this offer.

7) Subject to verification, a promotional voucher will be sent directly to the applicant within approximately six weeks after Nikon Inc. has received and verified the application, copy of bill-of-sale and the panel of the Nikon product box showing the serial number bar code and UPC bar code.

8) Nikon D810 and additional products purchase must be made from Nikon authorized dealers and resellers. Promotional voucher redemption may be made only at participating Nikon authorized dealers and resellers.

9) Customer is responsible for applicable taxes, including without limitation, sales taxes, on purchases made with Switch & Save promotional voucher. Promotional voucher cannot be used to pay any taxes whatsoever.

10) A promotional voucher may not be transferred. Nikon Inc. reserves the right to void any promotional voucher not redeemed by the individual to whom it was originally issued.

11) This offer is subject to amendment and/or cancellation at the option of Nikon Inc. without notice. Misuse of this application constitutes fraud. Your Nikon dealer is not authorized to change the terms of the offer.

**BE SURE TO ENCLOSE AS REQUIRED FOR EACH PRODUCT:**

Copy of retail bill (or bills)-of-sale from the Nikon authorized dealer from whom the purchase was made.

**For D810 and all other lens or speedlight products:** UPC bar code(s) and serial number bar code(s) cut from individual product box panel(s).