



D810™ SWITCH & SAVE PROMOTION

PROGRAM:

- 1. Purchase a Nikon D810 camera body between the dates of July 17, 2014 and September 30, 2014;**
- 2. Purchase at least \$1,750 of NIKKOR lenses or Nikon Speedlights within thirty days (or less) before or after the Nikon D810 camera body purchase date, but not later than September 30, 2014; and**
- 3. Receive a Promotional Voucher in the amounts described at right, that is redeemable on future purchases of Nikon Imaging Products from the retailer where you purchased the D810 body, or if this retailer is not participating in the D810 Switch & Save promotion, the voucher is redeemable at the Online Nikon Store.**

ALL PURCHASES MUST BE MADE BY SEPTEMBER 30, 2014

HOW TO RECEIVE YOUR NIKON D810 SWITCH & SAVE PROMOTIONAL VOUCHER

1. Purchase and take delivery of a Nikon D810 camera body from a Nikon authorized dealer from **July 17, 2014 through September 30, 2014** and any combination of Nikon NIKKOR lenses and/or Nikon Speedlights meeting the applicable purchase requirements from a Nikon authorized dealer **within thirty days (or less) before or after the Nikon D810 Camera Body Purchase Date, but not later than September 30, 2014.** It is not necessary to purchase the Nikon D810 camera body and eligible Nikon NIKKOR lenses and/or Nikon Speedlights from the same Nikon authorized dealer.
2. Complete the promotional voucher application below, and attach the following to the application:
 - A) a copy of your bill(s)-of-sale (do not send original) showing purchaser's name, address, date of purchase, Nikon D810 and NIKKOR lenses or Nikon Speedlight purchased (with a purchase total of at least \$1,750 of NIKKOR lenses or Nikon Speedlights), Nikon products' serial numbers, with the bill(s)-of-sales stating that the item has been delivered to the consumer purchaser and also indicating 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

Submit your paperwork to:

Nikon D810 Store Voucher Offer
 1300 Walt Whitman Road, Melville, NY 11747-3064
Attention: Sales Operations

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 and NIKKOR lenses or Nikon Speedlights purchased from Nikon Inc. by participating Nikon authorized dealers or distributors and sold to consumers by participating Nikon authorized dealers or resellers with respect to the D810 from July 17, 2014 through September 30, 2014 and with respect to the NIKKOR lenses or Nikon Speedlights, purchased within thirty days (or less) before or after the purchase date of the D810 Camera but not later than September 30, 2014. All purchases must be made by 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 D810 Body 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(s)-of-sale (do not send original) showing purchaser's name, address, date of purchase, Nikon D810 and NIKKOR lenses or Nikon Speedlights purchased (with a purchase total of at least \$1,750 of NIKKOR lenses or Nikon Speedlights), Nikon products' serial numbers, with the bill(s)-of-sales stating that the item has been delivered to the consumer purchaser, and also indicating 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.

PROMOTIONAL VOUCHER AMOUNTS:

- **\$200 Nikon Switch & Save Promotional Voucher**
Purchase \$1750 of NIKKOR Lenses and/or Nikon Speedlights*
 - **\$400 Nikon Switch & Save Promotional Voucher**
Purchase \$3500 of NIKKOR Lenses and/or Nikon Speedlights*
 - **\$1000 Nikon Switch & Save Promotional Voucher**
Purchase \$7000 of NIKKOR Lenses and/or Nikon Speedlights*
- *Exclusive of D810 Camera Body purchase amount

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.

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 D810 Body was purchased _____

List Eligible Products Purchased:

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

- 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(s) and the panel of the Nikon product box showing the serial number bar code and UPC bar code.
- 8) Nikon D810 and NIKKOR lenses or Nikon Speedlights 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(s) from whom the purchase(s) were made.
For D810 and all other lens or Nikon Speedlight products: UPC bar code(s) and serial number bar code(s) cut from individual product box panel(s).