



Demonstrator Compensation Plan

NORTH AMERICAN EDITION

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The information provided in this document is intended for Stampin' Up! demonstrators in the United States and Canada only. Demonstrators from countries outside of the United States and Canada should reference their respective documents. As this is a demonstrator document, it should not be posted on customer-facing blogs or websites.

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Compensation Plan

The Stampin' Up! Compensation Plan details how you earn money through your Stampin' Up! business, how you will get paid, and how you can earn additional rewards. This document will detail each part of the Compensation Plan so you can determine how to make the most out of the Stampin' Up! opportunity.

For many demonstrators, the Stampin' Up! opportunity is a chance to fund a worthwhile hobby and collect exclusive stamps and other great crafting products. Other demonstrators may see the Stampin' Up! opportunity as a chance to build a successful home-based business that can provide additional income. Both paths offer experiences that can be special and rewarding. Whichever you choose, Stampin' Up! will offer you the same great service and help; we want all of our demonstrators to succeed regardless of what their goals may be.

Demonstrator Titles

There are eight demonstrator titles:

- Bronze
- Bronze elite
- Silver
- Silver elite
- Gold
- Gold elite
- Platinum
- Platinum elite

Your title is determined by your activity in three areas. As you reach certain landmarks in these areas, you will advance to higher titles:

1. Personal commissionable sales over a rolling 12-month period (represented in Commissionable Sales Volume, or CSV)
2. Number of direct demonstrators
3. Leadership in your direct level

Commissionable Sales Volume (CSV)

Whenever sales are mentioned in the Compensation Plan, they won't be shown in local currency. In order to make our Compensation Plan applicable to all markets, regardless of currency, we use a common measurement: commissionable sales volume or CSV.

CSV is not currency. It is a measurement unit by which sales are tracked. Our ordering systems and reports convert your local currency to CSV automatically.

To convert gross retail value (catalog price) to CSV, **multiply** the retail amount by your country's CSV factor. You'll do this to determine what the CSV amount is for each sale. For demonstrators operating in the South Pacific and Europe, this factor takes GST, VAT, and any applicable shipping costs into consideration.

Calculating CSV

Let's look at some examples of how you might use the CSV factor. For the purpose of our examples, we'll use the beautiful imaginary country of Stampland where houses are made of red rubber bricks and photopolymer windows and where a colorful river of ink flows freely through the countryside.

EXAMPLE COUNTRY	EXAMPLE CSV FACTOR
Stampland (Stampland Dollars)	0.7533*

**The CSV factor used in this document is for example only. Please check the CSV and Payout Factor document under Business Resources>Compensation Plan on the demonstrator website for your country's current CSV factor.*

Converting Currency to CSV

To convert local currency to CSV, you **multiply** the currency amount by your country's CSV factor and round to two decimal places.

For example, Susy lives in Stampland and sells \$520 (Stampland Dollars) worth of products at her event. To convert her sales amount from currency to CSV, she would multiply 520 by 0.7533 and round to two decimal places.

$$520 \times 0.7533 = 391.716 \text{ CSV (rounded to 391.72 CSV)}$$

Converting CSV to Currency

To determine how much you need to sell for any given CSV amount, **divide** the CSV amount by your country's CSV factor and round to two decimal places.

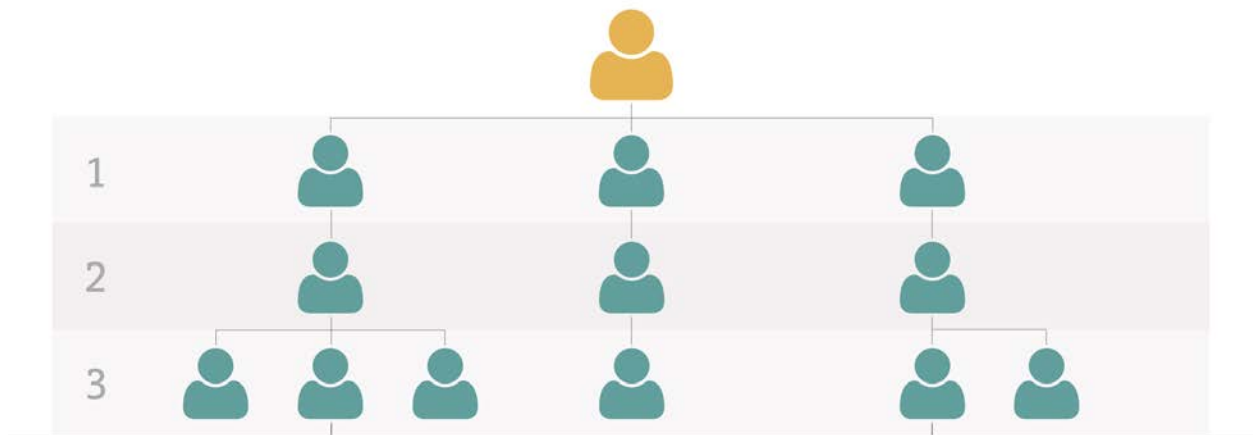
For example, Susy wants to know how much the quarterly sales minimum (300 CSV) is in Stampland dollars. For this conversion, Susy would divide 300 by her country's CSV factor and round to two decimal places.

$$300/0.7533 = \$398.2477 \text{ Stampland Dollars (rounded to \$398.25)}$$

Levels

As we talk about the Compensation Plan, you'll come across certain concepts that have a great deal to do with the Stampin' Up! approach to business. One of the first of these concepts deals with the idea of multi-level commissions.

See the illustration of levels below. The yellow demonstrator is you and, as you recruit, you will be known as a team leader to your team. As you recruit, or sign up another person to be a demonstrator, that person will be in your direct level. Then, as they recruit people to sign up as demonstrators, their recruits will be in your second level.



This pattern can continue through infinity with each person becoming part of someone's team consecutively. For Stampin' Up!'s purposes we'll focus our attention on the first three levels.

The idea of levels will be very important when we begin discussing compensation. For now, we just need to understand that each person you sign up becomes a part of your first level; each person they sign up becomes a part of your second level, and their recruits become a part of your third level.

Titles

When you sign up as a demonstrator, you receive the title of bronze. Because bronze is entry-level, there are really no requirements to achieve the title. As you build your business, you can advance to subsequent titles by meeting the requirements in the Titles table below. When you advance, a certificate of advancement will be mailed to you. Title advancements are calculated at the end of each month.

Demonstrators on special military override only status are not eligible for advancement. (See the Status Policy in the *Demonstrator Policies* document for more information.)

TITLES				
Title	Minimum Rolling 12-Month Personal Sales	Minimum Direct Demonstrators	Minimum Direct Leadership	Title Benefit
Bronze	0 CSV	0		
Bronze elite	1,800 CSV	0		Bronze elite bonus
Silver	3,600 CSV	1		Silver title necklace or money clip
Silver elite	7,200 CSV	5	1 silver	CentreStage
Gold	10,800 CSV	10	1 silver elite	Gold title necklace or pen
Gold elite	14,400 CSV	15	2 silver elites	Gold elite bonus
Platinum	18,000 CSV	20	4 silver elites	Platinum title necklace or watch
Platinum elite	18,000 CSV	30	6 silver elites	Platinum elite display

Quarterly Sales Minimum

To be considered an active demonstrator, and to maintain at least the title of bronze, all demonstrators must meet the quarterly sales minimum. That sales minimum is 300 CSV. You can find information regarding the quarterly sales minimum in the Minimum Sales Requirement Policy in the *Demonstrator Policies* document. Remember that you are required to sell a minimum of 300 CSV of commissionable sales every quarter.

What Are “Commissionable Sales”?

The amount you can earn a commission on—or commissionable sales—is the total amount of commissionable items on your order *excluding* shipping and handling, taxes, and the amount of any product credits used.

Keep in mind that you will not receive commission on non-commissionable items. These items include products on the supply list. If you are unsure if an item is commissionable or non-commissionable, the ordering system will let you know. If a CSV product credit is used on an order, the commissionable amount will be reduced by the amount of the product credit.

Minimum Rolling 12-Month Personal Sales

Rolling 12-month personal sales include commissionable sales from workshop, customer, and demonstrator orders (commissionable items only) from the current month and the previous 11 months. In other words, if the current month is April, the rolling 12-month period would be May of last year through April of this year.

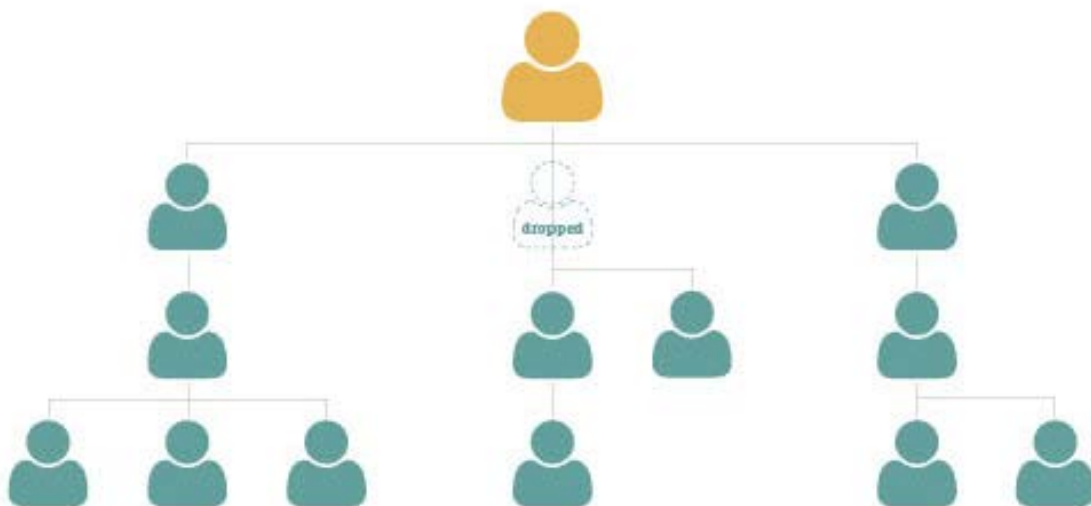
The amounts listed in the Titles table are the minimum amounts you must maintain. For example, to maintain the title of silver, demonstrators must have at least 3,600 in rolling 12-month CSV, which equates to an average of 300 CSV every month. Historically, 300 CSV is the average commissionable sales of a workshop. So, for demonstrators titled at silver, one workshop a month will allow a demonstrator to maintain the title of silver.

The number 300 is a recurring factor throughout the Compensation Plan. You'll notice that the sales minimums are multiples of 300, making it easy for you to set and achieve sales goals. When you plan, consider substituting 300 CSV with one workshop and aim to meet a sales goal of at least 300 CSV at each workshop.

Minimum Direct Demonstrators

This column represents the demonstrators you have personally recruited or those within your three levels for whom you are the next active team leader. In order to meet the direct demonstrator count requirement for each respective title, your direct team members must be active, which means they are meeting the quarterly sales minimum.

Throughout various Compensation Plan programs, rewards, and awards, you'll see references to "direct demonstrators." To understand what this means, consider the illustration below.



In this team, one of the team leader's level-one demonstrators has dropped. Now, the level-two demonstrators in that line will be direct demonstrators for the team leader and will help the team leader meet the direct demonstrator count title requirement and, if the level-two demonstrators are at least silver or silver elite, the leadership requirement.

Who are my direct demonstrators?

Direct demonstrators are demonstrators in a team leader's level one, two, or three who have a direct line to the team leader.

As time goes on, you may see more holes in your team when people drop or resign. You'll see that it will still be rewarding for you to reach out and mentor and train members of your team who may have lost their original team leader.

Minimum Leadership

Minimum leadership refers to the number of direct demonstrators and the titles they must hold for you to advance to the next title.

Title Benefits

As you progress through the titles, you'll receive special benefits and rewards. These benefits and rewards are meant to recognize your hard work and give you an incentive to continue progressing.

- **Title necklaces or other commemorative title benefits** are awarded to you the month your title advancement is finalized. When you are placing your first demonstrator order after your advancement, you will be able to choose which item you want shipped to you. This title benefit can only be earned once.
- **Bronze elite bonus** is an increase in instant income from 20% to 25% for demonstrators who hold the title of bronze elite and above. More on this amazing bonus under [Personal Earning](#).
- **CentreStage** is an exclusive event for demonstrators titled at silver elite and above. CentreStage is held at our biannual OnStage events. Registration information is posted before each OnStage event. You need to advance to silver elite by the last day of February to be eligible to attend April CentreStage and by the last day of September to be eligible to attend November CentreStage.
- **Gold elite bonus** is a quarterly 2% bonus on a demonstrator's personal sales in a quarter and the sales of their direct demonstrators within the same quarter. The gold elite bonus is paid with December, March, June, and September commissions. More on this bonus under [Personal Earning](#).
- **The platinum elite display** is designed to honor those who currently hold our highest demonstrator title. Their picture will be displayed in the home office in Riverton, Utah, for all visitors to see. The first time a demonstrator achieves the platinum elite title, a platinum elite allowance will be given to offset the cost of photography.

Titles Talk

- *Title Advancement* refers to a demonstrator earning a higher title never previously held.
- *Retirement* refers to dropping to a title previously held.
- *Reinstatement* refers to returning to a title previously held.

Titles Questions & Answers

Q: How do I advance in title?

A: You advance in title by meeting each title's requirements. For example, to advance to silver elite, you will need to have at least 7,200 CSV in rolling 12-month sales, five direct demonstrators, and one of those direct demonstrators needs to be titled at silver or above.

Q: When can I advance in title?

A: You can advance in title any time during the year.

Q: Is it possible to lose my title?

A: Yes. If you are not meeting all of the title requirements at the end of the Stampin' Up! year, you will be retitled.

Q: How often can I be retitled?

A: You can only be retitled once a year, at the beginning of the Stampin' Up! year, which starts on October 1. To keep your title from one year to the next, you will need to meet all of your title's requirements by 11:59 PM (MT) on September 30. On October 1, Stampin' Up! will review the performance of every demonstrator to determine the title at which they're performing.

Q: Can I regain a title I've lost?

A: Yes! This is called a reinstatement. If you lose your title after a retirement, you can regain that title by meeting its requirements again. Like title advancements, reinstatements can happen at any time during the year.

Q: Can I purchase one of the title benefit items?

A: To be eligible to purchase a title benefit item, you must first have the requisite title. For example, a gold demonstrator can purchase the gold and silver title benefits. You can purchase an equivalent or replacement as a supply item or redeem points for it in the Flex Account.

Q: When will I receive my title benefits?

A: The answer depends on the benefit. See the [Title Benefits section](#) for more information.

Core Compensation

There are two types of demonstrator benefits you can earn through the Compensation Plan. The first is

core compensation; this includes instant and deferred income, volume rebates, team commissions, and performance bonuses. These are forms of monetary compensation you receive as funds deposited in your bank account or as instant income funds received at the time of each sale.

Personal Earning

The Compensation Plan rewards you for your activity and the activity of your team. In this section we'll discuss instant and deferred income, the bronze elite bonus (extra 5% instant income), volume rebates, and the gold elite bonus.

Instant Income

Just as the name suggests, instant income can happen instantly. With any order that you place—whether from a workshop or an individual customer—where the customers pay with cash or a check, you only send 80% or 75%, depending on your title, of the money you collect (before shipping and handling) to Stampin' Up! What about the other 20% or 25%? The remaining amount is your instant income. What if a customer pays using a credit or debit card? See Deferred Income below.

Deferred Income

If a customer pays with a credit or debit card and you process the card through Stampin' Up!, you'll submit payment for the entire order (even if some customers on the order pay with cash or check). Then Stampin' Up! will remit your 20% or 25% back into your bank account. We call the income that is remitted to you deferred income because it is not paid to you instantly. In addition, any income that you earn from online orders is deferred income and will be remitted to your bank account as well. For more information about when deferred income is paid to you and about accepting credit and debit cards, see the Getting Paid section and the Credit Card/Debit Card Policy in the *Demonstrator Policies* document.

Bronze Elite Bonus

The bronze elite bonus is a 5% increase to instant income for demonstrators titled at bronze elite and above. The table below shows your instant/deferred income amounts based on your title.

INSTANT AND DEFERRED INCOME*	
Title	Instant/Deferred Income
Bronze	20%
Bronze Elite and Above	25%

**Instant and deferred income are calculated in your local currency based on gross retail sales minus taxes and shipping costs.*

Volume Rebate

In addition to instant income, you can also receive an additional percentage of your monthly commissionable sales total through a volume rebate. That percentage is determined according to how much you sell in that month. Remember, your monthly sales only include commissionable sales. Monthly sales do not include non-commissionable items, shipping and handling, or taxes.

The Volume Rebates table shows the volume rebate percentages based on your monthly personal sales.

VOLUME REBATES	
Monthly Personal Sales Range	Volume Rebate
0 to 599.99 CSV	0%
600 to 899.99 CSV	4%
900 to 1,199.99 CSV	5%
1,200 to 1,499.99 CSV	7%
1,500 to 2,499.99 CSV	9%
2,500 to 3,499.99 CSV	11%
3,500 + CSV	13%

Gold Elite Bonus

The gold elite bonus is an additional 2% bonus paid on your sales, as well as the sales of your direct demonstrators. The gold elite bonus is paid quarterly. This bonus is a title benefit for demonstrators titled at gold elite and above.

Commissionable Sales Volume (CSV)

We’ve already covered how to convert your personal sales into CSV. Now let’s talk about how to convert CSV to your local currency when determining how much you will be paid.

CSV to Payout Amount

While your sales are tracked using CSV, CSV is not currency you can spend. Naturally, when you receive a payment from Stampin’ Up!, such as a volume rebate, that deposit will be in your local currency. To determine the amount to be deposited into your account, we will use the payout factor.

Calculating Payout Amount

Let’s look at an example of how you might use the payout factor. Once again, we’ll use the fictional country of Stampland for our example.

EXAMPLE COUNTRY	EXAMPLE PAYOUT FACTOR
Stampland (Stampland Dollars)	1.3333*

**The payout factor used in this document is for example only. Please check the CSV and Payout Factor document under Business Resources>Compensation Plan on the demonstrator website for your country’s current payout factor.*

To find out how much you will be paid in your local currency, multiply the CSV amount by your country’s payout factor and round to two decimal places.

For example, let’s say Susy of Stampland is a gold elite demonstrator who earned 86 CSV from one month of volume rebate.

86 CSV x 1.3333 = \$114.6638 Stampland Dollars (rounded to \$114.66)

For US demonstrators the CSV factor is 1; there is no need to calculate.

Personal Earning Questions & Answers

Q: Once I advance to bronze elite, when will I start receiving 25% instant income?

A: Demonstrators will begin earning 25% instant income the first day of the month after they reach bronze elite. However, the new title will not be finalized until commissions run for the month it was achieved. For example, if you advance on October 15, you will only receive your title when October commissions are finalized in November. You will start earning 25% instant income on November 1.

Q: Once I advance to gold elite, when is the gold elite bonus paid?

A: The gold elite bonus is awarded quarterly, so demonstrators will receive it the quarter following their title advancement to gold elite. The first bonus is also paid retroactively. The demonstrator will be paid based on the entire quarter's activity. For example, if you advance to gold elite in November, you can expect the gold elite bonus to be paid with December commissions based on the sales during October, November, and December.

Q: Since the bronze elite bonus is a title benefit, can I lose it if I am retitled to bronze?

A: Yes. Demonstrators must hold at least a title of bronze elite in order to receive the bronze elite bonus.

Q: Since the gold elite bonus is a title benefit, can I lose it if I am retitled to gold or below?

A: Yes. Demonstrators must hold at least a title of gold elite in order to receive the gold elite bonus.

Q: Are volume rebates dependent on titles?

A: No. Volume rebates are calculated from your sales each month.

Team Commissions

Remember our discussion about levels? This is where the concept plays an exciting part in the Stampin' Up! Compensation Plan.

Not only can you receive a percentage of the commissionable sales from your direct-level demonstrators, you can also receive a percentage of the sales from your second and third levels.

The Team Commissions table below shows percentages you can receive from the three levels of your team.

TEAM COMMISSIONS					
Minimum Monthly Personal Sales	Minimum Direct Demonstrator Count	Minimum Monthly Personal and Direct Level 1 Sales	Direct Level 1	Commissionable Level 2	Commissionable Level 3
300 CSV	1	300 CSV	3.0%		
600 CSV	3	1,500 CSV	5.0%	2.5%	1.0%
900 CSV	6	2,500 CSV	5.5%	3.0%	1.5%
1,200 CSV	12	5,000 CSV	6.0%	3.5%	2.0%
1,200 CSV	18	10,000 CSV	6.5%	4.0%	2.5%
1,500 CSV	25	15,000 CSV	6.5%	5.0%	3.0%
1,500 CSV	32	20,000 CSV	6.5%	5.5%	3.5%

Team commissions are paid monthly and the percentage you earn on each level's sales is determined by three categories:

- Minimum Monthly Personal Sales
- Minimum Direct Demonstrator Count
- Minimum Monthly Personal and Direct Level Sales

Minimum Monthly Personal Sales

This requirement is measured like the qualification for a volume rebate: the amount of commissionable sales sold within one month. And just like qualifying for a volume rebate, monthly sales do not include non-commissionable items, shipping and handling, or taxes.

Minimum Direct Demonstrator Count

This is the same category as was seen in the Titles table. See the section on **Minimum Direct Demonstrators**.

Only active demonstrators will be counted. During a pending month, demonstrators who are in pending will still be counted as active.

Minimum Monthly Personal and Direct Level Sales

To meet this requirement, your monthly sales and the sales of your direct demonstrators are added to meet the minimums listed in the table. Since this is a team effort, you can contribute as much as you want. Keep in mind that you must still meet a minimum personal sales goal to receive team commissions. Let's say you sell 900 CSV in one month. Your direct demonstrators must sell a combined total of at least 1,600 CSV in order for you to receive team commissions at the 900 CSV level. What if your first level has a slow month? You can increase your sales to make up the difference. For example, if you increase your sales to 1,500 CSV, your team only needs to sell 1,000 CSV in order for you to receive team commissions at this level.

Minimum Monthly Personal Sales	Minimum Direct Demonstrator Count	Minimum Monthly Personal and Direct Level 1	Direct Level 1	Commissionable Level 2	Commissionable Level 3
900 CSV	6	2,500 CSV	5.5%	3.0%	1.5%

In order to receive team commissions, all three requirements must be met. For example if you sell 900 CSV in one month, have six direct demonstrators, but you and your team have only sold a combined total of 2,000 CSV, then you will receive 5% on your first level's sales, 2.5% on your second, and 1.0% on your third as outlined in the Team Commissions table.

Adding It All Up

Let's look at an example to see how income can add up for you over one quarter. We'll look at the title of gold elite so we can apply all of the personal earning possibilities. To maintain the title of gold elite, a demonstrator must sell at least 14,400 CSV in rolling 12-month sales, which can be broken down to 1,200 CSV every month.

By selling 1,200 CSV each month, a gold elite demonstrator will receive

- 25% instant income (calculated in local currency for each sale)

Plus

- 7% volume rebate (1,200 x 0.07 = 84 CSV per month; 252 per quarter)
- 2% gold elite bonus from personal sales (3,600 x 0.02 = 72 CSV per quarter)

For the quarter, this gold elite demonstrator will receive 25% instant income plus 324 CSV in volume rebate and gold elite bonus. Remember, the gold elite bonus is a 2% bonus on your personal sales *and* the combined sales of your direct demonstrators.

Let's add in the totals for team commissions. For the purposes of our example, let's say this gold elite demonstrator has met all of the requirements to receive team commission at the following level:

Minimum Monthly Personal Sales	Minimum Direct Demonstrator Count	Minimum Monthly Personal and Direct Level 1	Direct Level 1	Commissionable Level 2	Commissionable Level 3
1,200 CSV	12	5,000 CSV	6.0%	3.5%	2.0%

Our gold elite demonstrator has 15 direct demonstrators who have sold 4,400 CSV in one month, 13 level-two demonstrators who have sold 3,300 CSV, and 2 level-three demonstrators who have sold 200 CSV. How do her team commissions break down for that month?

- Direct Level ($4,400 \times 0.06 = 264$ CSV)
- Level 2 ($3,300 \times 0.035 = 115.5$ CSV)
- Level 3 ($200 \times 0.02 = 4$ CSV)

TOTAL = 383.5 CSV

We can't forget about the gold elite bonus. Assuming our demonstrator's direct demonstrators sold the same amount every month that quarter; let's add up the total commissions for our gold elite demonstrator.

- 25% instant income (calculated in local currency for each sale)

Plus

- 7% volume rebate ($1,200 \times 0.07 = 84$ CSV per month; 252 CSV per quarter)
- 2% gold elite bonus from personal sales ($3,600 \times 0.02 = 72$ CSV per quarter)
- 6% team commission for direct level sales ($4,400 \times 0.06 = 264$ CSV per month; 792 CSV per quarter)
- 3.5% team commission for level 2 sales ($3,300 \times 0.035 = 115.5$ CSV per month; 346.5 CSV per quarter)
- 2% team commission for level 3 sales ($200 \times 0.02 = 4$ CSV per month; 12 CSV per quarter)
- 2% gold elite bonus from direct level sales ($13,200 \times 0.02 = 264$ CSV per quarter)

TOTAL = 1,738.5 CSV per quarter

Remember, the 1,738.5 CSV total does not include the 25% instant income this gold elite demonstrator would earn (instant income is calculated at the time of each sale in local currency not in CSV).

This is the total for an entire quarter. This is how your monthly commission payment would break down if this represented your commission for the October, November, and December quarter. Instant income is not included on this breakdown because you will receive instant income either instantly at the time of each order or as deferred income that is paid weekly.

October	November	December
Volume rebate Team commissions	Volume rebate Team commissions	Volume rebate Team commissions Gold elite bonus

As you can see, the monthly and quarterly commissions can really add up. It all starts with your personal sales; building a solid customer base and maintaining consistent sales is step one. Upon that foundation, you can add the bronze elite bonus, volume rebates, team commissions, and, eventually, the gold elite bonus.

Team Commissions Questions & Answers

Q: Do team commissions vary depending on title?

A: No. Team commissions are paid each month and are determined by the qualifications listed above.

Q: What does commissionable level 2 mean?

A: The commissionable level 2 demonstrators are those who are in your level two whose original team leader is active and demonstrators who are in your level three whose original team leader has dropped. For commission purposes, you will receive a level-two percentage of their sales every month.

Q: What does commissionable level 3 mean?

A: The commissionable level 3 demonstrators only includes those who are in your level three who have an active team leader with an active team leader; in other words, there are no holes in your organization between you and the level-three demonstrator. For commission purposes, you will receive a level-three percentage of their sales every month. Commissionable level 3 *excludes* demonstrators who are in your third level for whom you are paid a level-one or level-two percentage because of holes in your team. Also, we do not pay commission on the sales of demonstrators beyond your third level, even if a fourth-level demonstrator’s team leader has dropped.

Performance Bonuses

We recognize that demonstrators have strengths in different areas. Some excel in personal sales; some shine in nurturing new recruits and helping them advance to bronze elite; others have a knack for developing team leaders. Our performance bonuses compensate demonstrators who show exceptional achievement in sales, recruiting, or leadership.

A performance bonus is a cash bonus that is awarded to any demonstrator who meets a predefined goal. There is no limit on the number of demonstrators who can earn a performance bonus—each demonstrator who qualifies in a category will receive the bonus. Each demonstrator can earn a bonus based on their performance alone; each demonstrator’s performance is not compared with that of other demonstrators.

The Performance Bonus Categories table below shows the minimum qualifying amounts and bonuses for all performance bonus categories.

PERFORMANCE BONUS CATEGORIES		
Earning Options	Qualifications	Bonus
Sales		
Career-to-Date (CTD) Sales Milestones	Each 100,000 CSV CTD	1,000 CSV
	Each 1,000,000 CSV CTD	10,000 CSV
Quarterly Sales	10,000 CSV per quarter	500 CSV
	Each additional 5,000 CSV per quarter	250 CSV
Recruiting*		
(Must be in your direct level)	Five qualified recruits**	700 CSV
	Each additional qualified recruit above your fifth	300 CSV
Leadership*		
Title Advancement (Must be in your direct level)	Eight title advancements to bronze elite and above	1,600 CSV
	Each additional title advancement above your eighth	200 CSV
	Silver elite boost***	300 CSV

*This is an annual award earned during the Stampin’ Up! year (October 1–September 30)

**A qualified recruit is a new demonstrator who sells at least 900 CSV

***Each advancement to silver elite or above will receive an additional 300 CSV once the initial threshold of eight title advancements is met.

The five performance bonus categories are described below.

Sales Milestone Award—Awarded to demonstrators who have reached a certain amount in career-to-date sales. Demonstrators are awarded 1,000 CSV each time they reach a 100,000 CSV milestone. For example, when they reach 100,000 CSV, they will receive 1000 CSV; when they reach 200,000 CSV, they will receive 1000 CSV; and so on. In addition, a pin will be sent to demonstrators each time they reach one of these sales milestones.

Million Sales Achievers—When a demonstrator reaches a million CSV mark, in addition to the special pin and bonus of 10,000 CSV, they may also receive other benefits in celebration of their accomplishment. They may also be recognized at a Stampin' Up! event. Once a demonstrator reaches a million CSV mark, the award levels start over. For example, at 1,100,000 CSV, the demonstrator will receive a 1,000 CSV bonus, and so on for each 100,000 CSV level.

Personal Sales—Awarded to demonstrators who have exceptional personal sales. Demonstrators who have 10,000 CSV in personal sales during a single Stampin' Up! quarter will receive a 500 CSV bonus. An additional 250 CSV will be awarded for every 5,000 CSV above and beyond the 10,000 CSV achievement during the quarter.

Recruiting—Awarded to demonstrators who have not only actively recruited new demonstrators but have encouraged, mentored, and helped their recruits sell 900 CSV. Each demonstrator who has five direct team members reach 900 CSV in career-to-date sales during a single Stampin' Up! year will receive a 700 CSV bonus. For each additional direct demonstrator who reaches 900 CSV in career-to-date sales during the same year, the team leader will receive an additional 300 CSV bonus.

Leadership—Awarded to demonstrators who have shown the ability to develop team leaders. Each demonstrator who has eight direct demonstrators advance to bronze elite or above during a single Stampin' Up! year will receive a 1,600 CSV bonus.

There is an additional bonus, the silver elite boost, built in to reward title advancements to silver elite or above. For every title advancement to silver elite or above—once the initial eight advancements is reached—you will receive an extra 300 CSV bonus.

For each additional demonstrator above the eighth who advances during the same year, the demonstrator will receive an additional 200 CSV bonus.

Performance bonuses will be paid on the commission run for the month during which the bonus criteria was met—demonstrators won't have to wait until the end of the year to receive their bonus.

Performance Bonus Questions & Answers

Q: Will I be paid in CSV?

A: No. Your performance bonus amount will be converted to your local currency using your country's current payout factor before it's deposited into your account.

Reward Programs

In addition to core compensation such as instant income, volume rebates, team commissions, etc., we offer a second type of demonstrator benefit: rewards programs. Our demonstrator reward programs include the Flex Account and Stampin' Rewards. These rewards are extras designed to help offset your cost of doing business, reward you, and even pamper you. They do not come in the form of cash but as Stampin' Up! product credits or flex points you can redeem for various items in the Flex Account.

Stampin' Rewards Program

Stampin' Rewards are designed to reward new and existing hosts for inviting guests and generating orders. It's our way of saying "thank you" for opening their homes and introducing their guests to you, as well as rewarding them for product sales received at the party. Outside of the traditional party setting, Stampin' Rewards also reward customers for placing a large order with you.

Stampin' Rewards are designed to help demonstrators market and advertize the benefits of hosting a party by giving hosts extra money to spend on even more Stampin' Up! products.

Based on the net sales total of the workshop (less shipping and handling), your host will receive Stampin' Rewards they can use toward purchasing exclusive host merchandise or any merchandise they like from the catalog.

STAMPIN' REWARDS (US)		
Party Sales	Stampin' Rewards*	50%-Off Item**
\$150	10%	-
\$300	12%	-
\$450	14%	1
\$600 +	16%	

STAMPIN' REWARDS (CA)		
Party Sales	Stampin' Rewards*	50%-Off Item**
\$200	10%	-
\$375	12%	-
\$550	14%	1
\$725 +	16%	

*Stampin' Rewards can be used toward any catalog merchandise (excluding the 50%-off item) as well as exclusive host items.

**Item at 50% off includes any full-priced item or bundle featured in the catalog.

Catalog Host Sets and Free Merchandise

The amount of Stampin' Rewards the host earns is dependent on the total net sales of their workshop.

It is worthwhile to point out to your host that because there is an opportunity to get 50% off any full-priced item with a \$450 USD/\$550 CAD workshop total, they may want to secure outside orders before the workshop closes to ensure they earn that benefit.

Stampin' Rewards Overage

What if the host decides to purchase more than what was earned, exceeding the Stampin' Rewards amount? The additional amount is called overage. Here's how it works. Let's say your host qualifies for \$20 in Stampin' Rewards and wants to purchase a stamp set priced at \$25. The additional \$5 is the overage and will need to be paid for with the rest of the order. The overage is also counted as commissionable sales for you and will be added to your sales totals but not to the order total. The amount that is paid toward the 50%-off item is also commissionable but will not be added to the order total.

Using Stampin' Rewards for the Starter Kit

Recruiting may be challenging, even if you've recruited people before. Knowing that your best customers and hosts are likely to be the most interested in becoming demonstrators themselves can naturally make you hesitate to lose their business.

To combat this barrier and make it possible to keep a big order while gaining a great new recruit, hosts who want to become demonstrators can use their Stampin' Rewards to pay for their Starter Kit, in part or in its entirety. This makes it easier for you to turn a great customer into a great new team member!

Starter Kit Questions & Answers

Q: How can Stampin' Rewards be used toward a Starter Kit?

A: If the host would like to use their Stampin' Rewards for a Starter Kit, you will select that option in Order Entry Express and the host will be sent an e-mail with a Starter Kit code. The Starter Kit code will then be entered into the Online IDA (Independent Demonstrator Agreement) when the host signs up to be a demonstrator.

Q: Can a new recruit accumulate Starter Kit codes?

A: No. Only one Starter Kit code can be used.

Q: Can a Starter Kit code be transferred?

A: No. The Starter Kit code can only be used by the host of the order in which the Starter Kit code was purchased with Stampin' Rewards.

Q: Do Starter Kit codes expire?

A: No. Starter Kit codes are valid until they are redeemed in the Online IDA.

Flex Account

The Flex Account is a rewards program that focuses on your efforts in personal sales, recruiting, personal title advancements, and direct team member advancements.

There are several ways to earn points and there are several ways to redeem those points. See the Flex Account Earning table and **Flex Point Redemption** section.

FLEX ACCOUNT EARNING		
Earning Categories	Primary Flex Points	
Sales		
Point(s) per CSV	9,999 CSV or less (YTD)	1 pt/1 CSV
	10,000 CSV or more (YTD)	5 pts/1 CSV
Recruiting		
Qualified Recruit ¹	5,000 (each qualified recruit in your direct level)	
Leadership		
Personal Title Advancement	Title Advancement 5,000 (each)	Ongoing Title Benefit² Bronze elite = 1,500 Silver and silver elite = 4,000 Gold and gold elite = 7,500 Platinum and platinum elite = 10,000
	Direct Team Member Title Advancement (Must be in your direct level)	Title Advancement Bronze elite and silver = 7,500 Silver elite and above = 10,000
Quick Start Program		
Achieve 900 CSV within First Full Three Months	5,000	
Achieve 1,800 CSV within First Full Six Months	10,000	
Anniversaries		
Stampin' Up! Anniversary	1 year = 2,000 5 year = 5,000 10 year = 7,500 15 year = 10,000 20 year = 12,500 25 year = 15,000 30 year = 17,500	

¹A qualified recruit is a new demonstrator who sells at least 900 CSV. The recruit must be a direct demonstrator.

²Ongoing title benefit is paid twice a year with October and April commissions

Flex points are awarded in the following categories:

- Sales
- Recruiting
- Leadership
- Quick Start
- Anniversaries

Sales

Flex points are awarded for every CSV unit you sell. It's that simple to track! If you sell 100 CSV in one month, you'll receive 100 flex points. Once you reach 10,000 CSV in year-to-date sales (YTD; October 1–September 30), the flex point accelerator kicks in and you will begin to earn five flex points for every additional CSV unit for the rest of that year.

You'll notice that the increase is based on your year-to-date sales, so at the beginning of each Stampin' Up! year every demonstrator will go back to earning one flex point for every CSV unit sold. Once you pass the 10,000 CSV mark during the year, the accelerator kicks in and your flex point earning potential automatically multiplies.

Recruiting

For every new direct demonstrator who reaches 900 CSV in career-to-date sales, you will receive 5,000 flex points. The points are not earned when the recruit signs up; new recruits need to sell 900 CSV before they are deemed a qualified recruit.

Leadership

You can earn flex points for leadership in three ways:

- Your personal title advancements
- Ongoing title benefit
- Direct team member title advancements

Personal Title Advancement

For each title advancement you achieve, you will receive 5,000 flex points. This reward is for title advancements, not reinstatements, meaning it is for titles you achieve for the first time.

Ongoing Title Benefit

You will also receive flex points for having at least the title of bronze elite. The ongoing title benefit is paid twice a year. You will receive flex points based on the title you hold on October 31 and April 30 each year. For example, if you are titled at bronze elite, you will receive 1,500 flex points twice a year. What if you advance to silver sometime between October and April? Then you will receive the bronze elite title benefit with October commissions and the silver title benefit (4,000 flex points) with April commissions.

Direct Team Member Title Advancement

Title advancements are exciting achievements and should be rewarded. To help you and your direct demonstrators celebrate their achievement, they will receive flex points for advancing and you will be awarded with flex points for supporting them. If a direct demonstrator advances to bronze elite or silver, you will receive 7,500 flex points. If they advance to silver elite or above, you'll receive 10,000 flex points.

These points are awarded for every title advancement of one of your direct demonstrators. As with the reward for your personal advancement, you are rewarded for title advancements (titles achieved for the first time), not reinstatements to a title previously held.

Quick Start Program

Quick Start is a six-month program that provides a way for new demonstrators to earn rewards.

When you meet a Quick Start sales goal during your first full six months, you will earn flex points. The sales goals are simple and can be achieved independently of each other.

QUICK START PROGRAM	
Sales Goal	Points Earned
Achieve 900 CSV within first full three months	5,000
Achieve 1,800 CSV (and achieve bronze elite) within first full six months	10,000

The Quick Start period begins on the first day of the month following the month in which Stampin' Up! processed your Independent Demonstrator Agreement and ends on the last day of the sixth full month. (See the Quick Start Eligibility Period table to determine the months you can participate in Quick Start.) However, any sales that you make in your first partial month (before Quick Start begins) will also be applied to your sales goal for Quick Start.

QUICK START ELIGIBILITY PERIOD		
If you signed up in	You must sell 900 CSV by the end of	You must sell 1,800 CSV by the end of
January	April	July
February	May	August
March	June	September
April	July	October
May	August	November
June	September	December
July	October	January
August	November	February
September	December	March
October	January	April
November	February	May
December	March	June

Anniversaries

We love all of our demonstrators. To show our love and appreciation for your time with us, we will reward you on certain anniversaries. Your anniversary is based on your start date. You will earn points for your first anniversary, then your fifth and every five years after that.

You will also receive an anniversary pin that you can wear at events and around the town. The pins are mailed for your five-year anniversary, then every five years after that, i.e. ten-year, fifteen-year, etc.

Managing Points

There are two types of flex points you might see on your reports: primary flex points and secondary flex points. Primary flex points are flex points you earn through the various categories outlined in the Flex Account Earning table above. Primary flex points are awarded each month when commissions are final. The maximum number of primary flex points you can earn in a Stampin' Up! year is 500,000. We may on occasion offer a special promotion where demonstrators can earn additional flex points known as secondary flex points. These are awarded at the time they are earned, rather than with the monthly commission. Secondary flex points are not subject to the yearly maximum.

All unused flex points at the end of the month are automatically carried to the next month. However, points do not carry over from one Stampin' Up! year to the next.

You will be given until October 31 to redeem any outstanding points from the previous Stampin' Up! year (October 1–September 30). At that time, all point totals will be reset to zero in preparation for the new Stampin' Up! year. Accordingly, November will be the first month that points will be awarded for activity in the new Stampin' Up! year.

Flex Point Redemption

Now to the exciting part of the Flex Account: what can you get with your points? You can redeem points for products, catalogs, event registration, and more. As soon as they appear in your Flex Account, flex points can be redeemed for various items. Visit the Flex Account page on the demonstrator website (Ordering>My Flex Account) to see a complete and current list of redemption items.

Incentive Trip

You can redeem your points for an exciting trip for two. Every year, Stampin' Up! offers a reward to achieving demonstrators from all markets with an exciting trip for two. From exotic locations to plush spas and resorts, the Stampin' Up! incentive trip is one filled with luxury, entertainment, and fun!

The incentive trip ranges from five to seven days (depending on locations).

Each trip will include:

- Airfare
- Transfers
- Accommodations
- Meals
- Pillow gifts
- Time with Stampin' Up! corporate team and other Stampin' Up! employees

When possible, Stampin' Up! will give you the opportunity to purchase spots on the trip for additional guests.

The earning period for the incentive trip is the same as the Stampin' Up! earning year: October 1 to September 30. We will announce the upcoming incentive trip destination and trip dates at the beginning of the earning period, so you have as much time as possible to achieve this amazing experience.

Visit the Flex Account (Ordering>My Flex Account on the demonstrator website) to see how many points you will need in order to achieve each trip. Points may vary depending on the demonstrator's country of residence and the destination of the trip.

Note: If you earn the trip while on military status (see Military Status in the *Demonstrator Policies* document), you must pay for the flight from the US or Canadian military base abroad to a major US or Canadian airport.

Catalogs

You can use your flex points for single 8-packs of annual catalogs and multiple 8-packs of seasonal catalogs and have them shipped directly to you.

Event Registration

You can use your flex points to cover the registration fee for select live and local OnStage events. The number of points required may vary depending on the location of the event.

Product Credits

You can use your flex points for Stampin' Up! product credits in the amounts of 40 or 100 CSV. You can use a product credit on a demonstrator order for any current products, giving you the flexibility to buy what you want, when you want.

Refunds, Exchanges, and Order Corrections

Please be careful when redeeming your flex points. All selections are final; there are no refunds or exchanges.

If you received the wrong item or if your item is damaged in shipping, contact Demonstrator Support. Stampin' Up! reserves the right to substitute a similar item for any item offered if necessary.

Flex Account Questions & Answers

Q: How long are flex points valid?

A: Flex points are valid during the Stampin' Up! year (October 1–September 30) in which they are earned and for one month after. Flex points will expire if not used by October 31 (the first month of the following Stampin' Up! year).

Q: When will flex points be awarded?

A: Primary flex points will be awarded with monthly commissions. Secondary flex points will be awarded at the time they are earned. For more about these two types of flex points, see **Managing Points**.

Q: When will I receive flex points for my ongoing title benefit?

A: Flex points for your title benefit will be awarded with October and April commissions.

Q: Is there a maximum number of points awarded per year?

A: The maximum number of points that can be earned per year from the categories in the Flex Account Earning table (primary flex points) is 500,000 flex points. There may be a special promotion where a demonstrator can earn secondary flex points, in which case these points will not be subjected to this maximum.

Q: Where can I find a list of items I can redeem with my flex points?

A: The Flex Account page, found on the demonstrator website under Ordering, has a list of redeemable items. It is the same page you will use to redeem your points. Items may change throughout the year and this page will be current. Read item descriptions carefully as your redemption cannot be exchanged or returned. Some items are provided by third-party vendors with a policy of no refunds.

Q: If I don't want to apply flex points toward the incentive trip, can I purchase the incentive trip?

A: No. The incentive trip can only be redeemed with flex points.

Q: Will there be a cash-out option for the incentive trip?

A: No. Since flex points can be redeemed for items other than the incentive trip, there will not be a cash-out option if enough points are earned for the incentive trip and not redeemed.

Recognition

Event Recognition

Stampin' Up! events are must-see spectacles. Imagine a room filled with hundreds of like-minded people gathered to cheer for each other, and you have a recipe for memorable moments. One of the main features of Stampin' Up! events is recognition.

In addition to the various achievements listed below, each attendee will receive a ribbon representative of their title. Demonstrators are also recognized for reaching career-to-date sales milestones, Stampin' Up! anniversaries, title advancements, and for achieving Quick Start. Make sure you attend the next event after you reach a major milestone or advance in title so everyone can congratulate you!

Annual Sales, Recruiting, and Leadership Achievement

Stampin' Up! wants to recognize demonstrators who have shown superior performance throughout the year. There are three annual achievement categories and each has two benchmarks. In addition to a reward of flex points for sales, recruiting, and leadership, demonstrators will be recognized at November OnStage for the highest level achieved in each of these categories. You'll notice that the highest benchmark in each category below coordinates with the performance bonus thresholds.

Annual Personal Sales—Recognizing demonstrators who have achieved one of the following:

- Level 1: Personal sales of at least 10,000 CSV during the Stampin' Up! year
- Level 2: Personal sales of at least 10,000 CSV in a single quarter during the Stampin' Up! year

Annual Recruiting—Recognizing demonstrators who helped their team members sell and met one of the following:

- Level 1: One to four direct team members who reach 900 CSV in career-to-date sales during the same Stampin' Up! year
- Level 2: Five or more direct team members who reach 900 CSV in career-to-date sales during the same Stampin' Up! year

Annual Leadership—Recognizing demonstrators who have shown the ability to develop team members by meeting one of the following:

- Level 1: One to seven direct team members advance to bronze elite and above during the same Stampin' Up! year
- Level 2: Eight or more direct team members advance to bronze elite and above during the same Stampin' Up! year

Top Performing Demonstrators

We will recognize our top performers in the following categories:

- Top performers in each country for sales
- Top performers in each country for recruiting
- Top performers in each country for leadership
- Top performers overall in each country
- Top 100 performers overall globally

The number of demonstrators recognized online may be greater than the number recognized at an end-of-year OnStage event and will be dependent on the demonstrator count in each country (and global count for Top 100 performers overall globally) at the end of the previous Stampin' Up! year. See the Demonstrator Recognition Pool chart below for the number to be recognized at either an event or online.

Top Performers in Each Country for Sales, Recruiting, and Leadership

The top in each country for sales, recruiting, and leadership will use a pool of demonstrators only in that country. Criteria for these categories are as follows:

- **Sales:** highest total annual personal CSV
- **Recruiting:** highest number of annual direct qualified recruits
- **Leadership:** highest number of direct team advancements to any title

Breaking Ties for Individual Categories

A tie within a category will be resolved as follows:

- **Sales:** Any tie will be awarded the same rank. For example, if #2 and #3 tie in YTD sales (to two decimal places) they will both be ranked at #2 and the next highest in sales will be ranked at #4.
- **Recruiting:** A tie in direct qualified recruits will be broken by the highest number of YTD recruits.
- **Leadership:** A tie in direct team advancements to any title will be broken by the highest number of YTD direct advancements to silver elite and above.

Top Performers Overall in Each Country

The top overall in each country will use a pool of demonstrators only in that country. The size of the pool will be dependent on the demonstrator count for that country at the end of the previous Stampin' Up! year and will be roughly 1% or a minimum of 100 demonstrators (see the Demonstrator Recognition Pool chart below). Criteria and weighting for top performers overall in each country will be the same as for the top 100 performers overall globally.

Top 100 Performers Overall Globally

The pool of demonstrators for this category will be global. The pool size for calculating top 100 performers overall globally will be roughly 1% of the global demonstrator count at the end of the previous Stampin' Up! year or a minimum of 500 demonstrators (see the Demonstrator Recognition Pool chart below). Criteria and weighting for overall performers will be the same as for top performers overall in each country.

To determine the top overall performers, we will use the following weighted criteria.

TOP OVERALL PERFORMERS	
Criteria	Weight
Sales	
Highest Total CSV in Direct Level	1
Highest Total Personal CSV	2
Recruiting	
Highest Total Recruiting	1
Most Direct-Level Qualified Recruits	2
Leadership	
Most Direct-Level Title Advancements to Bronze Elite and Silver	1
Most Direct-Level Title Advancements to Silver Elite and Above	2

The number of demonstrators recognized will be dependent on the demonstrator count in each country (and global count for the category of top 100 performers overall globally) at the end of the previous Stampin' Up! year. The Demonstrator Recognition Pool chart shows the number to be recognized at either an event or online.

Demonstrator Recognition Pool						
Demonstrator Count	Sales, Recruiting, Leadership at OnStage	Sales, Recruiting, Leadership Online	Top Overall in Each Country at OnStage	Top Overall in Each Country Online	Global 100 at OnStage	Global Online
≤1,000	5	10	10	25	100	250
1,001 – 5,000	5	15	10	50	100	250
5,001 – 15,000	5	20	10	100	100	250
15,001 – 30,000	10	30	20	150	100	250
≥30,001	15	50	25	200	100	250

Weighted Calculations

1. The demonstrator pool size is determined for each category/country by the Demonstrator Recognition Pool chart above.
2. Each of the qualifying demonstrators is awarded points for their ranking. For example, in the global 100 category, the first ranked demonstrator receives 500 points; second, 499 points; third, 498 points; and so on down to the 500th demonstrator who receives 1 point. In the case of a tie within a particular category, the points for the tied rankings are added together and then divided equally among each demonstrator involved in the tie.
3. These points are then multiplied by the corresponding weighted number. For instance, the number of points awarded for placing in the top 500 for personal sales is multiplied by two to give the total points awarded for personal sales. The top demonstrator in the personal sales category would therefore receive 1,000 points.
4. The weighted scores in each category are added together to determine the top 100 demonstrators. In the case of a tie in total points, personal sales are used as a tie breaker.

Awards and Rewards Eligibility

If you choose to drop as a demonstrator, resign, or are terminated, you forfeit awards, recognition, and rewards, including but not limited to rewards associated with Quick Start, the incentive trip, and the Flex Account; and bonuses, including but not limited to performance bonuses. Please refer to the Independent Demonstrator Agreement for more information.

Updates

As we make updates and corrections to this document, you can see the history of changes here.

March 2016

- Included more information about recognition at events.

October 2016

- Updated CSV and payout factor information.
- Updated sections to distinguish between core compensation and rewards.
- Distinguished between primary and secondary flex points.
- Updated Top Performing Demonstrators section
- Minor editing for clarity.

February 2017

- Added CSV and Payout factor examples.
- Divided Instant Income and Volume Rebates into two separate tables.
- Updated Adding It All Up section.
- Updated Recognition section.
- Minor editing for clarity.

June 2017

- Revised Sales Milestone Award explanation for clarity.

September 2017

- Updated Platinum Elite Display information.