



Ireland 2020 Incentive Trip



E. EXCEL Incentive Trip Ireland 2020!

Destination: Join E. EXCEL on a glorious adventure in August 2020, traveling deep into Celtic lands.

- Breathtaking, natural beauty – One of the most scenic countries of the world!
- A nation full of wit and humor – Enjoying life is what Irish people do!
- First class infrastructure combined with a rich history and deeply rooted culture.
- World class chefs and culinary offerings make it a unique experience to enjoy.
- Easy access from anywhere around the world; a great gateway to other destinations in Europe!
- Ireland has so much to offer! We are looking forward to having you join E. EXCEL on this amazing adventure!

Ireland Contest Period November 1, 2019 - April 30	Travel Dates August 10-15, 2020
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PRIZES!

First Prize: Trip for one (1) Land Package Experience: **1,200 Points**

Double Prize: Trip for two (2) Land Package Experience: **2,000 Points**

Grand Prize: Trip for two (2) Land Package, plus \$800 Travel Credit Voucher: **2,600 Points**

VIP: Commit to be a VIP Member and Earn 100 VIP points towards your total points requirement. VIP Deadline registration is Friday, November 29, 2019.

YOUR CONTEST RANK

Is the highest "Paid Rank" that you achieved during the selected period below (April - September 2019)

	April 2019	May 2019	June 2019	July 2019	August 2019	September 2019
Paid Rank						
Highest Rank During (April - September)						Contest Rank

- If during the 6 month look-back period you qualified only one month at a higher rank, ignore that one month and use the next highest rank you qualified for.

- If you qualified as a Silver Master or higher for only one month, the minimum rank you can use is the rank of Master as your "Contest Rank."

REQUIREMENTS FOR GROUND-BREAKERS

Contest rank of Distributors, Masters, Silver Masters and Gold Masters

TO WIN

- Meet The Monthly Minimum Requirements:
 - 150 Personal Volume (PQV) each contest month (CV Transfer do not apply).
 - Winning account must be paid as a "Master" or higher in order to win before the end of the contest period.
- Reach the total points required for the desired prize, including the required SHARE points, as per your contest rank.

SHARE CATEGORY

Be the Referring Sponsor of new E. EXCEL COE members and earn the following points:

Minimum Share Points for:

First Prize – Trip for one: 650 Points

Double Prize – Trip for two: 1,150 Points

Grand Prize – Trip for two plus travel credit: 1,500 Points

1. Each time a new COE joins E. EXCEL with a starter kit, you will earn points, as per the table.

2. Each time a new COE Member places additional orders after their initial order (CV transfers do not count), you will get points. Points will be given for additional orders starting at 100 CV, and points will count in increments of 100 CV (e.g. 200 CV order will earn 6 points under Month 2 Retention). Any order of 100 CV or more qualifies for the retention section from month 1 through month 6. The higher the orders, the higher the points. Each month the new COE member stays and orders, the higher the point value that is earned.

SHARE	Point Value
1 Starter Kit \$200	12
Starter Kit \$330/350	20
Starter Kit \$1k	60
Additional Purchases (CV) Per 100 CV Increase†	-
2 Month 1 Additional Purchase	3
Month 2 Retention	3
Month 3 Retention	5
Month 4 Retention	7
Month 5 Retention	9
Month 6 Retention	12

† Additional Purchases increase in 100 PCV increments and maxes out at 1,000 CV per account, per month. The more consecutive months a new COE member continues to order, the higher the points. When your new COE members join early, you have the ability to earn the maximum amount of points.

GROW CATEGORY

For GROUND-BREAKERS: Achieve a higher rank and maintain that higher rank for additional months during the contest period.

	Points	Points for Pearl Rank
Maintain Your Contest Rank (only available for November, December 2019, January 2020 for Contest Rank of Master, Silver, or Gold)	50	
Achieve a Higher Rank than Contest Rank	75	125
Maintain Higher Rank for additional Month(s)	150	250

You can achieve multiple rankings during the contest period. If achieving a Higher Rank (for example, from Master to Gold where there are two ranks achieved at once) you will receive double points under the "Achieve a Higher Rank than Contest Rank." Moreover, that "new" rank is the one you will use to maintain and earn additional points for "Maintain Higher Rank" points. "Maintain Higher Rank" always compares to your Contest Rank. Once you achieve a higher rank than your contest rank you will not receive the 50 points for each month that you maintain your contest rank.

REQUIREMENTS FOR PACE SETTERS

Contest rank of Pearl Masters, Jade Masters and Diamond Masters

TO WIN

- Meet the monthly minimum requirements.
 - 150 Personal Commission Volume (PCV) each contest month. (CV transfers do not apply).
- Reach the required SHARE points, as per your contest rank, and help other Leaders in your organization achieve higher ranks to earn Grow Points.



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SHARE CATEGORY

Be the Referring Sponsor of new E. EXCEL COE members and earn the following points:

Minimum Share Points for:

First Prize – Trip for one: **500 Points**

Double Prize – Trip for two: **850 Points**

Grand Prize – Trip for two plus travel credit: **1,100 Points**

1. Each time a new COE joins E. EXCEL with a starter kit, you will earn points, as per the table.

2. Each time a new COE Member places additional orders after their initial order (CV transfers do not count). Points will be given for additional orders starting at 100 CV, and points will count in increments of 100 CV (e.g. 200 CV order will earn 6 points under Month 2 Retention). Any order of 100 CV or more qualifies for the retention section starting at month 1 until month 6. The higher the orders, the higher the points. Each month the new COE member stays and orders, the higher the point value earned.

† Additional Purchases increase in 100 PCV increments and maxes out at 1,000 CV per account, per month. The more consecutive months a new COE member continues to order, the higher the points. When your new COE members join early, you have the ability to earn the maximum amount of points.

SHARE	Point Value
1 Starter Kit \$200	12
Starter Kit \$330/350	20
Starter Kit \$1k	60
Additional Purchases (CV) Per 100 CV Increase†	-
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Month 2 Retention	3
Month 3 Retention	5
Month 4 Retention	7
Month 5 Retention	9
Month 6 Retention	12

GROW CATEGORY

For PACE SETTERS: Help other team members in your organization achieve and maintain higher ranks.

Downline Rank Advancement (paid as) compared to Contest Rank	Distributors who achieve (paid as) Masters, Silvers and Gold Masters	Distributor who achieve (paid as) Pearl Master or higher
In your Generation 1	50	75
In your Generation 2	25	38
In your Generation 3	13	20
In your Generation 4	5	7

Downline Rank Maintains Higher Rank for Additional Months (Compared to Contest Rank)	Masters, Silver Masters and Gold Masters who achieved a higher rank and remained at "Higher Paid Rank" for additional Month	Achieve Pearl Master and Requalifies at achieved Pearl Master or Higher Rank
In your Generation 1	100	150
In your Generation 2	50	75
In your Generation 3	25	38
In your Generation 4	10	14

RULES AND REGULATIONS

- Contest Period starts November 1, 2019 and runs until April 30, 2020.
- Prizes are as follows: First Prize Winner will receive land package accommodations and activities for one (1) Double Prize Winner will receive land package accommodations and activities for two (2). Grand Prize Winner will receive land package accommodation and activities for two (2), plus an additional \$800 USD travel credit.
- In order to win, participating account needs to have a minimum of 150 PQV per each month of the contest.
- Winning account must be paid as a "Master" or higher in order to win before the end of the contest period.
- In addition to Monthly Minimum requirements, you must earn the required total number of points, including the minimum number of SHARE points, as per your Contest Rank.
- Contest Rank: Use the look-back period of April-September 2019. Find your "Paid Rank" during that period. Use the highest paid rank during the period as your contest rank.
 - If during the 6 month look-back period you qualified only one month a higher rank, ignore that one month and use the next highest rank you qualified for.
 - If you qualified as a Silver Master or higher, even for only one month, the minimum rank you can use is the rank of Master as your "Contest Rank".
- Ground Breakers: Distributors whose "Contest Rank" is Distributor, Master, Silver Master or Gold Master will be called "Ground Breakers" during the contest period.
- Pace Setters: Distributors whose contest rank is Pearl Master, Jade Master, or Diamond Master will be called "Pace Setters" during the contest period.
- SHARE Points: These points are earned when new Members become COE members, as well as when new COE members continue to purchase in additional months of the contest period. Minimum SHARE points are required to win the prizes (see table: SHARE Points).
- Additional purchases by new COE members increase in 100 CV increments, and it maxes out at 1,000 CV, per account, per month. The more consecutive months a new COE continues to order, the higher the retention point value. Therefore, the

earlier your new COE members join, the more points you will be able to earn. If the new COE purchases any of the Packs from the Auto Ship Collection, the volume (for that purchase only and for contest purposes only) will match the sales price of the Auto Ship Pack.

- You must complete the Referral Sponsor field on the new Distributor application to earn SHARE points. The new COE must be placed in the Referring Sponsor's Downline organization.
- Maintain your Contest Rank: During the first three months of the contest, you will be able to earn GROW points just for maintaining your contest rank. (See "Contest Rank" for definitions). These GROW points are not available to earn after January 31, 2020. "Maintain Your Contest Rank Points" Points are only available to Distributors with the Contest Rank of Master, Silver Master or Gold Master. When a Higher Rank is achieved compared to "Contest Rank," the "Maintain Points" are no longer available, even if it is during the first three months of the contest.
- Achieve a New Higher Rank: Based on your "Contest Rank," when you get paid at a higher rank than your "Contest Rank," you'll earn GROW points. Also, qualifying at "Higher Ranks than Contest Rank" earns you "GROW" points. This section is only available to Ground Breakers (See table GROW Points).
- Re-qualify or Maintain Achieved Higher Rank: Based on your Contest Rank, when you are paid at a higher rank, and then in a following month during the contest period you continue to be paid at said higher rank, you will be eligible to earn GROW points. This section is only available to Ground Breakers (See table GROW points for details).
- In the event a Distributor account reaches two higher Ranks in a one month period (e.g. "Contest Rank" is Master, new Paid Rank in November is Gold), you will start earning points for reaching your next "Paid Rank," plus additional points for one additional "Paid Rank." Distributors who accomplish this will earn points for each Rank Advancement, starting from their "Contest Rank" (see table GROW points for details).
- For Pace Setters, if downline members earn higher "Paid Ranks" (as per example above #15), the number of points will also be counted for each consecutive Rank Advancement.
- For Pace Setters: Rank Advancements will count only when a Distributor is "Paid" at "Master" or higher rank. Thus, New Masters will not count towards earning GROW points during this contest. For Ground Breakers: New Master rank will count for GROW points for achieving a new Rank (Ground Breakers).
- E. EXCEL strictly prohibits Distributors from manipulative and unethical practices in order to earn points. All points and qualifications are subject to review and verification. E. EXCEL will unequivocally disqualify anyone participating in manipulative and unethical practices.
- Prizes are not cumulative. Only one prize can be awarded per Distributorship.
- In the event the winning Distributor is unable to use their prize, the prize and guest privileges (if applicable) may be transferred to an immediate family member (spouse, children or parents) who is not an UPLINE Distributor, or to a downline member who meets requirements set by E. EXCEL (e.g. Downline member has been a Distributor for at least 6 months. Final requirements will be added to the "Prize Transfer Approval Request Form"). All transfers must be approved by E. EXCEL.
- Travel credit voucher will be awarded as a check issued in US funds, and awarded upon arriving at the trip destination, or as a credit on the account if requested by the winning Distributor.
- All winning Distributors are responsible for obtaining the necessary travel documents for the trip AND are responsible for all costs related to their passports, visa processing, luggage, and other expenses not described as part of the winning prize. A valid passport (minimum 6 months expiration from travel date) is required to travel.
- All lodging is based on double occupancy. Accounts winning prize for two will share accommodations with their guest.
- Winners must complete and sign an "Acceptance and Release" document before any prize can be awarded. In addition, winners must also submit a copy of valid passport to E. EXCEL before traveling.
- Any and all applicable federal, state and local income and/or other taxes are the sole responsibility of the winning Distributor.
- By accepting the prize, the winning Distributor consents to the use of his/her name, photograph, and other likeness for the purpose of advertising and promotion on behalf of E. EXCEL without further compensation, unless prohibited by law.
- The incentive trip does qualify as an E. EXCEL Ambassador Trip for the year 2020.
- E. EXCEL is not responsible for any typographical or other error in the printing of the offer, administration of the promotion, or the announcement of the prize. In case of discrepancies between Chinese and English version, the English version shall prevail in all respects and interpretations.
- By participating in this contest, participants agree to be bound by the Rules and Regulations of the E. EXCEL Incentive Trip Ireland 2020 Contest. E. EXCEL reserves the right to clarify, change and/or amend the Rules and Regulations of this incentive trip at any time at its sole discretion. In the event of a dispute, E. EXCEL's decision is final.
- E. EXCEL uses a portion of the 3% Promotional Fund to sponsor this contest and its related prizes.