



GET IN IT TO WIN IT & TRAVEL WITH E.EXCEL TO OUR NEXT LUCKY DESTINATION!



{ IT'S VEGAS, BABY! }

Contest runs from
May 1st to September 30th 2014

Travel Dates
November 16th to November 20th 2014

E. EXCEL's next fascinating destination has it all! Glitz! Glitter! Glamor! It's Vegas, Baby! Winning E. Excellers will stay at the luxurious Mirage Hotel and Casino, complete with relaxing spa, glitzy boutiques, decadent restaurants, glamorous designer shops and thrilling games of chance—all without ever leaving the hotel. Although, you'll want to leave to experience the one and only Vegas Strip! Or, take a spin on the world's tallest Ferris wheel, the High Roller, and look down on the Strip from 550 feet in the air!

Winners will spend their mornings mingling and learning from fellow E. Excellers in powerfully inspiring training sessions and activities, leaving afternoons and evenings for shopping, playing and dazzling nightlife! We've reserved one night for E. Excellers to enjoy Cirque du Soleil's *Mystère*, a high-flying spectacle of unmatched beauty, thrills and suspense! The Las Vegas Sun called *Mystère* a "tribute to the artistry of the human body – graceful, athletic, capable of performing feats that challenge our vision of the real world." Of course, the winners will also celebrate their successes together with a Vegas-style party only E. EXCEL can provide!

**Vegas, the
playground
of the rich
and famous—
and winning
E. Excellers!—
is waiting for
you! So get
*In It to WIN IT!***





GRAND PRIZE WINNERS

Enjoy this fabulous trip for TWO! **430 Total Points**

FIRST PRIZE WINNERS

Enjoy this fabulous trip for ONE! **226 Total Points**



In It to WIN IT!

Your trip includes:

- 5 day/ 4 night luxurious accommodations at the Mirage Hotel and Casino in Las Vegas.* Spacious, cosmopolitan accommodations with chic upgrades and glamorous amenities for that WOW factor!
- Round trip airfare from a major US or Canadian city to Las Vegas
- A breath-taking Las Vegas show – *Mystère* by Cirque du Soleil
- Unique experiences while in Vegas only E. EXCEL can deliver!

* Based on double occupancy

HOW TO WIN

SHARE • BUILD • GROW

- Meet the minimum monthly requirements.
 - Personal Commission Volume (PCV) of 150, and
 - Qualify as a Master during each month of the contest. If you have not become a Master yet, you must achieve the rank of Master by July 31, 2014 and qualify as a Master or higher in all the remaining months of the contest.
- Earn the required number of **SHARE** points.
- Earn additional points from the **BUILD** and **GROW** categories to reach **430 Total Points for Grand Prize** or **226 Total Points for First Prize** and WIN!

1 SHARE

EARN AT LEAST THE REQUIRED NUMBER OF **SHARE POINTS**

- First Prize (Trip for One)—at least 108 **SHARE** points
- Grand Prize (Trip for Two)—at least 220 **SHARE** points

The Referring Sponsor of any new COE member who joins during the contest period with, either the purchase of an Exceleator Pack or a 175 CV Custom Order, earns **SHARE** points as follows:

One (1) new COE member during a month	6 points
Two (2) new COE members during a month	8 points each
Three (3) or more new COE members during a month	10 points each

BONUS SHARE POINTS

Earn bonus **SHARE** points when a new COE member joins with the purchase of an Exceleator Pack, up to a max of 30 total bonus **SHARE** points during the contest period.

Sponsor*	1 Bonus SHARE point each
Sponsor's Sponsor*	1 Bonus SHARE point each
First Qualified Master*	1 Bonus SHARE point each

*Not applicable if also Referring Sponsor.

“ I became a VIP as a commitment to myself, to express my own determination to win the travel incentive! ”

– Pearl Master Tiffany Min Xia He
New York

“ Besides winning trips, the purpose of contests is expanding and growing my E. EXCEL business. The biggest reward is the knowledge that I did it! ”

– Pearl Master Shu Chun (Emily) Hsu
New York

2 BUILD

EARN **BUILD** POINTS TOWARD YOUR TOTAL POINT VALUE

- **226 TOTAL points** are needed to win **first** prize
- **430 TOTAL points** are needed to win **grand** prize

Strengthen your organization by increasing your Monthly Personal Group Qualifying Volume (PGQV) and earn points.

Build your personal group and earn **BUILD** points to reach your Total Points goal! Increase your Personal Group every month and collect these **BUILD** Points!

Monthly PGQV	Monthly BUILD Points
2500-2999	4
3000-3499	6
3500-3999	10
4000 +	12



3 GROW

EARN **GROW** POINTS TOWARD YOUR TOTAL POINT VALUE

- **226 TOTAL points** are needed to win **first prize**
- **430 TOTAL points** are needed to win **grand prize**

Distributors, Masters, Silver or Gold Masters: Increase your minimum Qualified Master (QM) Baseline during the contest period to earn **GROW** points (See Baseline Calculations). You earn 30 **GROW** Points for each new or additional Qualified Master (QM) in your First Generation *over your Baseline*.

Pearl, Jade or Diamond Masters: Earn **GROW** Points each month you exceed (compared to last year) your Organizational Volume.

May 2013 to September 2013 Monthly OV	May 2014 to Sept. 2014 (Monthly OV Increase)	
	20 GROW Points	35 GROW Points
3,000*–39,999	22%	30%+
40,000–69,999	18%	24%+
70,000–99,999	15%	20%+
100,000–159,999	12%	16%+
160,000+	8%	11%+

*Minimum Organizational Volume (OV) is 3,000.

BASELINE CALCULATIONS

Your **Contest Rank** is your highest paid rank during the period of December 2013 through April 2014. This rank determines your requirements to win. If your rank is Distributor, you must achieve the rank of Master by July 31, 2014 and complete the requirements for the rank of Master. Use your Contest Rank to determine the **GROW** points you can earn.

Your Total number of Qualified Masters from December 2013 to April 2014 is your baseline. Check your Monthly Performance report in the online Business Center for each month's number and add them together to reach your baseline.

For example, if you had 1 Qualified Master (QM) in each month December 2013 to April 2014, your baseline will be 5 (1+1+1+1+1).

BONUS GROW POINTS!

Earn a **one-time** bonus of 30 **GROW** Points by achieving a new Master Rank during the contest period (available to any Master rank).

★ VIP

IN IT TO WIN IT! VIP

As a VIP, you commit to winning either First or Grand Prize in this contest and joining us in exciting Las Vegas in November 2014! Sign and send in your *In It to WIN It!* VIP form by the May 31, 2014 deadline, and receive the following rewards when you win the Contest*!

- 10 VIP Bonus **SHARE** Points, if received by May 15!
- 6 VIP Bonus **SHARE** Points, if received between May 16 and May 31!
- \$100 E. EXCEL product certificate (no CV value)
- \$50 spending money when you arrive in Las Vegas!
- The option to make your own travel arrangements and extend your trip in fabulous Las Vegas!

*You must win the contest to receive these additional rewards.

In It to WIN IT!

430 Total Points for Grand Prize
226 Total Points for First Prize

For more information visit www.eexcel.net/vegas2014



CONTEST RULES AND REGULATIONS

- In It to WIN IT! 2014 Las Vegas Travel Incentive Contest is open to all Distributors of E. EXCEL North America, ("the Company"), who are in good standing as defined by the Policies and Procedures.
- Monthly Minimum Requirements: To be eligible to win the "In it to Win it!" 2014 Las Vegas Travel Incentive Contest, you must meet the following minimum monthly requirements:
 - Personal Commission Volume (PCV) of 150, AND
 - Qualify as a Master during each month of the contest period. If you have not reached the rank of Master, you must achieve the rank of Master by July 31, 2014 and qualify as a Master or higher in all remaining months of the contest.
 - In addition to the Monthly Minimum Requirements, you must earn the required total number of points, including meeting the minimum number of SHARE points.
 - All requirements must be met to win any prize.
- SHARE points are awarded in the month a new COE member joins the Company. If the new COE member does not meet the minimum requirements of the COE membership (including 100 CV in each of the following 3 months after the initial purchase), the SHARE points will be deducted from all Distributors who earned SHARE points, including any Bonus SHARE points, for this COE member.
- You must complete the Referral Sponsor field on the new Distributor application to earn SHARE points. When you earn SHARE points as the referring sponsor, you are not eligible to earn additional Bonus SHARE Points for the same new Distributor.
- Your Contest Rank is your highest "paid rank" during the months of December 2013 – April 2014. Contest Rank is used to determine how to earn GROW Points during the contest.
- For all Distributors whose Contest Rank is Distributor, Master, Silver Master or Gold Master, your Qualified Master Baseline must be met before you earn GROW points. Once your total First Generation Qualified Masters during the contest period equals your Qualified Master Baseline, you will earn 30 GROW points each month for each additional Qualified Master. Qualified Masters are existing Masters who are paid as "Qualified Masters" in any given month during the contest period, or "New Masters" the first month they reach Master and any subsequent months in which they are paid as "Qualified Masters".
- For all Distributors whose contest rank is Pearl Master, Jade Master or Diamond Master, you earn GROW points each month when your Organizational Volume (OV) exceeds your monthly Organizational Volume from the same month in the previous year. The percentage growth and the number of GROW points you will receive are shown within the contest information.
- The Company strictly prohibits Distributors from manipulative and unethical practices in order to earn Contest Points. The Company 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 a winning Distributor is unable to use their prize (e.g. travel to the destination) the prize and any guest privileges may be transferred to an immediate family member who is NOT an Upline Distributor or given to a Downline Distributor who was a COE member in good standing prior to the end of the contest. (Please see the "Downline" definition found at the E. EXCEL Policies & Procedures.) Winners cannot transfer a prize to an Upline Distributor, even if they are immediate family. All transfers must be approved by the Company. In the event of a transfer, including the trip and air ticket or air credit, the Company will award the prize based on the cost of airfare from the winning Distributor's city.
- If E. EXCEL is making airline reservations, e.g. the winning Distributor was not a VIP, those airline reservations will be to and from the winning Distributor's city. If a winning Distributor transfers the prize, it is the transferee's responsibility to get to and from the Distributor's city for the arranged flights.
- If the winning Distributor does not transfer the winning prize, E.EXCEL will award a product certificate in the amount of \$700 USD in lieu of the travel prize. Product certificate is not transferable, has no CV value and cannot be converted to cash or its equivalent of any kind.
- All winning Distributors are responsible for obtaining the necessary travel documents for this trip AND are responsible for all costs related to their passport, visa processing and other expenses not otherwise described as part of the winning prize. Those living in the United States may travel with a valid driver's license. A valid passport is required to travel on this incentive trip for those traveling outside of the United States.
- The contest prizes include airfare departing from any major US or Canadian city as determined by the Company. Transfers and cost related to transportation to and from the departure airport are not included and are the responsibility of the winning Distributor.
- All lodging is based on double occupancy. Grand Prize winners will share accommodations with their guest. First Prize winners may invite one (1) "Buy-In-Guest" if space is available. All "Buy-In-Guests" will be required to pay a buy-in fee. All Buy-In-Guests must be approved by the Company and are based on space and availability. Buy-in-Guest availability is not guaranteed and will be allocated on a first-come first-served basis.
- "Extend Your Trip" - All winning Distributors must travel on the Company itinerary. However, VIP members may extend their trip and travel on their own itinerary using the Extend Your Trip option. Any VIPs electing the Extend Your Trip option are responsible for their own travel arrangements, including airport transfers and costs in the city of departure and the city of arrival (Las Vegas), as well as hotel accommodations due to early arrivals/late departures. Distributors using the Extend Your Trip option will receive an airfare credit reimbursement. The Company will determine the amount of the airfare credit at a later date. To be eligible for the airfare credit, travel arrangements must be booked and received by the Company no later than Monday, October 20, 2014.
- Winners must complete and sign an Acceptance and Release form releasing E. EXCEL from any liability before any prize can be awarded.
- 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 or her name, photograph and other likeness for the purposes of advertising and promotion on behalf of the Company without further compensation, unless prohibited by law.
- This incentive trip does not qualify as an Ambassador Trip for the year 2014.
- The Company reserves the right to change and/or amend the Rules and Regulations of this incentive trip at any time. In the event of a dispute, the decision of the Company is final.
- The Company is not responsible for any typographical or other error in the printing of the offer, administration of the promotion or in the announcement of the prize.
- By participating in this contest, participants agree to be bound by the Rules and Regulations of "In It to WIN IT!" 2014 Las Vegas Travel Incentive Contest and by the decisions of E. EXCEL.
- E. EXCEL uses a portion of the 3% Promotional Fund to sponsor this contest and its related prizes.