



Join Us in Chicago in June 2011

Paperly is excited to announce its first-ever incentive trip!

The Top 6 Achievers will:

- ☞ Earn a 3-day trip to Paperly's headquarters in Chicago
- ☞ Meet with Paperly's senior management team
- ☞ Network with other Achievers
- ☞ Attend training sessions
- ☞ Have fun!!



Bonus

Attendees will be inducted into Paperly's first-ever President's Council

The Trip

- ☞ 3 days, 2 nights in Paperly's hometown: Chicago, IL
- ☞ Friday, June 24 – Sunday, June 26
- ☞ Achievers will receive airfare to/from Chicago, 2 nights stay in downtown hotel, meals and a travel allowance

Agenda

- ☞ Friday night: Welcome reception
- ☞ Saturday: Tour of headquarters, President's Council, training sessions, awards banquet
- ☞ Sunday: Closing event

Qualifications

- ☞ The Qualification Period runs from 01/01/11 – 04/30/11
- ☞ Points are earned from personal sales, recruiting and title promotions
- ☞ To be eligible, a Consultant must achieve a minimum of 5,000 points
- ☞ At the end of the Qualification Period, the top six (6) eligible Achievers will earn the Trip

Paperly
888.30.PAPER
773.661.1357
info@paperly.com
www.Paperly.com

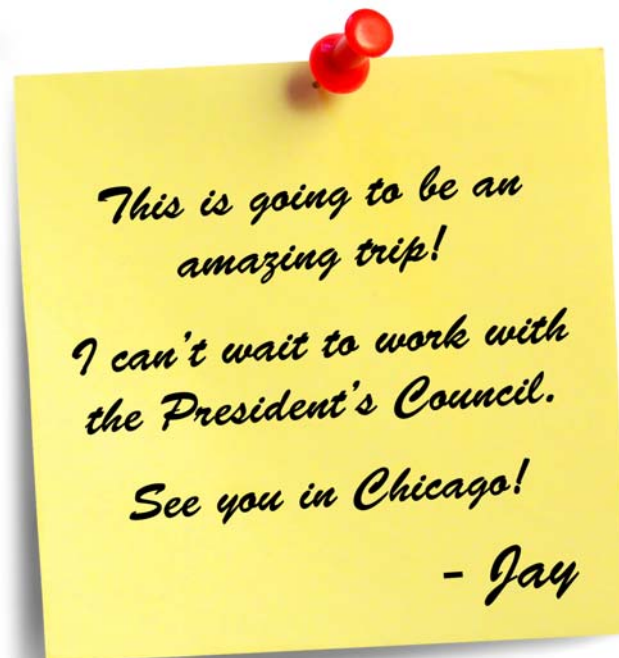


See attached “2011 Point Tracker” for specifics on earning points.

Additional Perks

- 🌿 Each month, “on-target” Consultants (i.e. any Consultant that has earned 1,250 points for that month), will be invited to participate in an invitation-only conference call with Paperly’s Future Leaders
- 🌿 At the end of the Qualification Period, all Eligible Consultants will receive special recognition from Paperly

Be sure to review the attached FAQs, Definitions and Fine Print for additional details regarding this Incentive Trip.



Questions?

- 🌿 888.30.PAPER | 773.661.1357
- 🌿 info@paperly.com

2011 Point Tracker

There are 3 ways to earn points for Paperly’s 2011 Incentive Trip:

- 1) **1 point for each dollar of Personal Sales Volume**
- 2) **200 points for each Active, Frontline Recruit**
- 3) **100 points for each Title promotion**

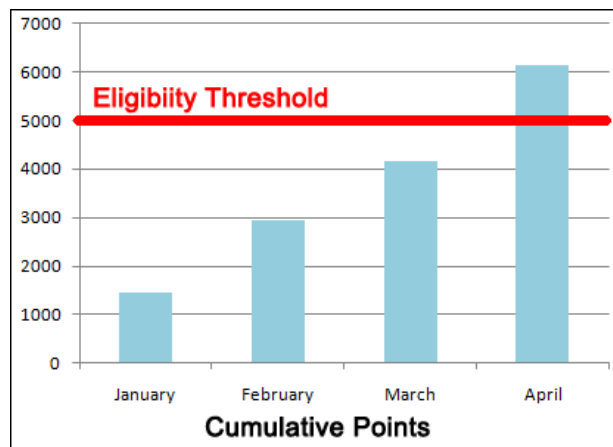
Example

From 01/01/11-04/30/11, Christy, a hypothetical Paperly Consultant, achieves \$4,750 in personal sales volume (PSV), recruits 4 active, frontline Consultants and “jumps up” 2 titles in Paperly’s Commissions & Career Plan. Based on 1 point per PSV, 200 points per Recruit and 100 points per promotion, her activity translates into 6,150 points (see Table 1). Because Christy achieved a minimum of 5,000 points (see Graph 1), she is eligible to earn the Incentive Trip. At the end of the Qualification Period, the 6 Eligible Consultants with the most points will earn the trip!

Table 1

	January	February	March	April	Total
PSV	\$ 1,250	\$ 1,000	\$ 1,000	\$ 1,500	
Points	x 1	x 1	x 1	x 1	
	1,250	1,000	1,000	1,500	4,750
Recruits	1	2	1	2	
Points	x 200	x 200	x 200	x 200	
	200	400	200	400	1,200
Promotion	0	1	0	1	
Points	x 100	x 100	x 100	x 100	
	-	100	-	100	200
Total Points	1,450	1,500	1,200	2,000	6,150

Graph 1



How to be Successful

To earn eligibility, focus on those activities – *parties* and *recruiting* – that have already enabled you to grow a successful Paperly business:

- 🌿 **Parties:** Conduct 2 parties per month that average \$500 per party and you will earn 4,000 points.
- 🌿 **Recruiting:** Add 3 Recruits to your team (which averages to less than 1 per month) and you will earn you 600 points.

By focusing on *parties* and *recruiting*, you will likely earn enough points to be eligible for this Trip.

Track Your Activity

Use the table below to track your performance across the qualification period.

Table 2

	January	February	March	April	Total
PSV					
Points	x 1	x 1	x 1	x 1	
<hr/>					
Recruits					
Points	x 200	x 200	x 200	x 200	
<hr/>					
Promotion					
Points	x 100	x 100	x 100	x 100	
<hr/>					
Total Points					

FAQs

Q. Can I bring friends or family members on this Incentive Trip?

A. Although it would be lovely to share your time in Chicago with a loved one, Paperly considers this to be a business trip, where the vast majority of your time will be spent with your Paperly colleagues, and thus, we kindly ask you not to bring any family or friends with you.

Q. If I earn the Trip, who arranges my travel plans?

A. Paperly, at its sole discretion, will make all the plane, meal and hotel arrangements on your behalf. Of course, Paperly will try, within reason, to accommodate any special requests you may have.

Q. I've earned the Trip, but I cannot attend. Now what?

A. Congratulations for earning the Trip, but unfortunately, the trip has no "cash value" if you're unable to attend.

Definitions

- Achiever: One of the top 6 Eligible Consultants. Used interchangeably with "Earner".
- Active: As defined in Paperly's Policy Statement, being Active means your Personal Sales Volume is greater than or equal to \$200 in a calendar month.
- Consultant: A Consultant is anyone who has accepted, and is currently operating under, Paperly's Consultant Agreement, regardless of Title.
- Eligible Consultant: An Eligible Consultant must have earned at least 5,000 points during the Qualification Period *and* must have been Active throughout the Qualification Period.
- Participation: If you achieve the Trip and you attend, Paperly expects you to attend all the Paperly-related events during the 3 days in Chicago.
- Points: Consultants may earn points for this Trip 3 different ways: 1 point for each dollar of PSV, 200 points for each Recruit and 100 points for each Title promotion.
- PSV or Personal Sales Volume: As defined in Paperly's Commission & Career Plan, PSV is the total retail volume a Consultant (or higher Title) places in orders for her customers or herself. Business supplies do not count towards PSV.
- Qualification Period: The Qualification Period starts on 01/01/11 and runs through 11:59PM PST on 04/30/11.

- **Recruit:** If you add a Frontline Recruit during the Qualification Period, and if that Recruit is Active on 04/30/11, then you earn 200 points.
- **Title Promotion:** As defined in Paperly's Commission & Career Plan, Consultants (or higher Title) may promote to Rising Star, Shooting Star, Team Leader, Team Director, etc., as qualifications are met. During the Qualification Period, each promotion earns the Consultant 100 points. Points are *not* earned for advancement in Rank.

Fine Print

- Paperly determines, at its sole discretion, the eligibility of Consultants to participate in its 2011 Incentive Trip. The Trip, as well as each Consultant's eligibility to participate in the program, may be terminated at any time by Paperly at its sole discretion.
- If a Consultant who has earned the Trip needs to change or cancel travel arrangements after Paperly has made such arrangements, that Consultant is responsible for any change or cancellation fees Paperly incurs.
- Consultant must be Active at the time of the Trip in order to attend.
- Coach airfare will be provided from the closest major airport or an alternative airport within a reasonable distance. The Consultant will be contacted if an alternative airport is chosen by Paperly.
- Travel expenses incurred from the Consultant's home to the airport is her responsibility. Travel from Chicago's airports to the hotel will be accounted for in the travel allowance Paperly provides. Paperly will determine the travel allowance, in its sole discretion, and notify the Consultant of such amount prior to the Trip.
- Paperly will pay for one (1) roundtrip baggage charge per attendee– if necessary – within the weight limits set by the airline.
- Hotel rooms are based on double occupancy. Achievers will be paired with another Achiever. Paperly does not guarantee any particular type or level of hotel.
- All personal expenses, beyond airfare and hotel room (including all applicable taxes), are the responsibility of the Achiever. Personal expenses include, but are not limited to, shopping, transportation beyond Paperly's travel allowance, and meals or beverages not provided for by Paperly.
- This contest is void where prohibited by law. Paperly reserves the sole and final right to determine the Achievers.
- Both the Trip and Points are non-transferable.
- Paperly reserves the right to audit any information applicable to points, such as PSV, recruits or promotions. Tampering or fraud constitutes immediate disqualification.
- Neither Paperly nor its owners will be liable for any injuries, additional expenses, hotel or airline problems or other damages or expenses arising out of the Trip.