



2013 Consultant Conference

Paperly is so very excited to invite you to attend its 2013 Consultant Conference!

- Friday, July 26 – Sunday, July 28
- Orlando, FL
- Buena Vista Palace Hotel & Spa
<http://bit.ly/UIkFXV> | (866) 246-6563



Enclosed, please find the following information:

- Agenda including an *exclusive, invitation-only* lunch for Directors and Team Leaders
- Registration options and instructions
- Incentive to earn your Registration Fee & theme park tickets!
- Frequently Asked Questions (FAQs)



Last Year's Conference Attendees

You need to be here in 2013!



Agenda

Only Consultants who are titled as Directors or Team Leaders on 06/30/13 may attend!

Friday	Activity
12:30 PM - 3:00 PM	Lunch: <i>Directors or Team Leaders only</i>
Afternoon	Arrival at hotel: Buena Vista Palace Hotel & Spa
7:00 PM - TBD	Welcome reception for all Attendees (family and guests invited too)

Saturday	Activity
8:00 AM - 9:00 AM	Continental breakfast
9:00 AM - 12:00 PM	Session 1
12:00 PM - 1:00 PM	Lunch
1:00 PM - 4:00 PM	Session 2
4:00 PM - 6:30 PM	Relax by the pool, visit the spa or shop in Orlando
6:30 PM - TBD	Dinner

Sunday	Activity
8:00 AM - 9:00 AM	Continental breakfast
9:00 AM - 12:00 PM	Session 3
12:00 PM	Conclusion, departure and park visits (optional)

The agenda may change at any time before or during the event. Paperly will attempt to communicate such changes in a timely manner.

Hotel Reservations

Paperly has reserved a block of rooms at the Buena Vista Palace Hotel & Spa (<http://www.buenavistapalace.com>) at a very advantageous price of \$99.00 (before tax). The “rack rate” for the hotel is often 2-3 times more expensive than Paperly’s rate.

You must book your own hotel room!






Given the logistical challenge of knowing when you may wish to arrive & depart, how many rooms you may want (i.e. your family is joining you), if you plan to share a room with another Consultant, etc. Paperly believes it will be significantly easier if you book your own hotel room.




Reservations: <http://bit.ly/UIkFXV> | (866) 246-6563

Please reserve early and via the link above to ensure you are included in Paperly’s \$99.00 rate!


Registration Options

Earn your Registration Fee
+ free theme park tickets!
(See page 6)

- Option 1: Consultant Registration Fee** **\$199 (early bird) / \$224**
-  All conference sessions (keynote, breakout, recognition/rewards, etc.)
 -  Friday: Lunch *(for Directors and Team Leaders only)*
 -  Friday: Evening welcome reception
 -  Saturday: Breakfast, lunch, dinner and coffee/snack breaks
 -  Sunday: Breakfast and coffee/snack break

- Option 2: Guest* Registration Fee** **\$99 (early bird) / \$124**
-  Friday night: Welcome reception
 -  Saturday: Breakfast & dinner
 -  Sunday: Breakfast

* Guests are any non-Consultant over the age of 18. Kids 18 and under are free!

- Early Bird Discount**
-  Register before 04/01/12 and save \$25!

Registration is now open, but it closes on June 30, 2013

Pay Your Registration Fee in Installments

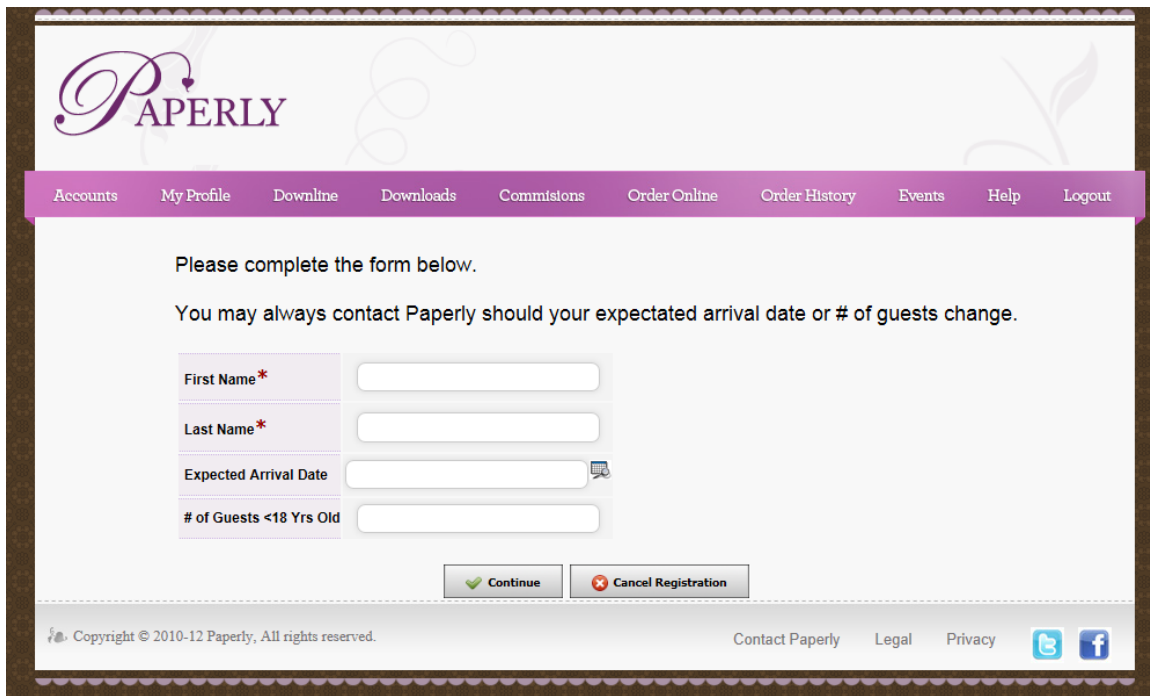
When registering, you have the option to pay your Registration Fee in equal monthly installments. For example, if you register on January 15, you may choose to have your credit card charged in equal installments on February 1, March 1, April 1, May 1 and June 1.

For a Consultant, that works out to less than \$40 per month

Assuming you choose the installment plan, the system will automatically calculate and charge your credit card each month. It couldn't be easier!

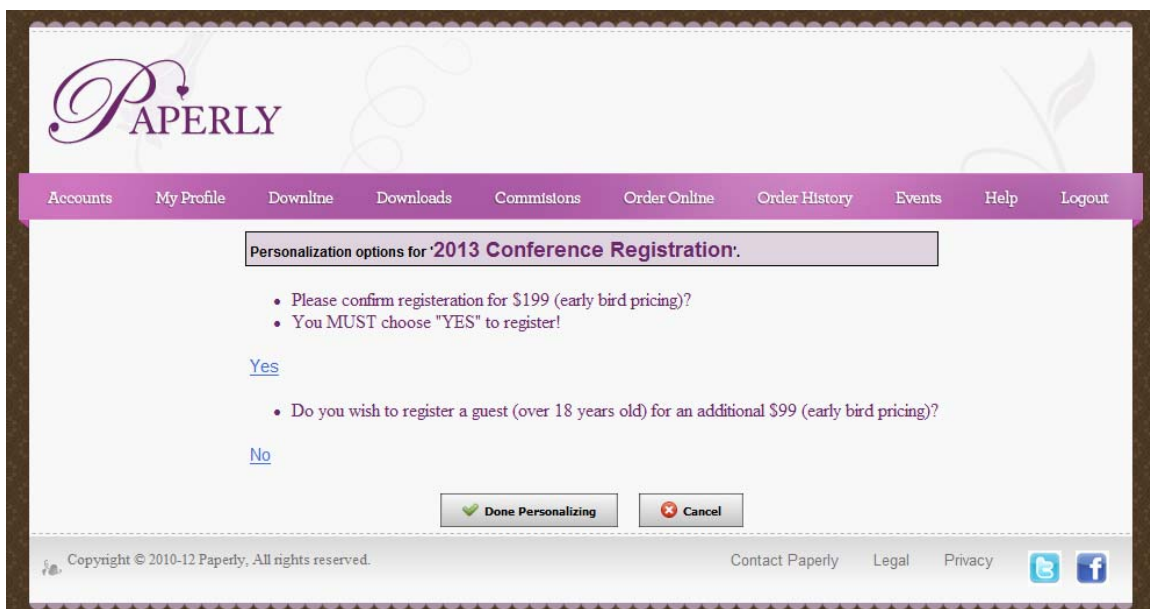
To Register

1. Login to your Virtual Office.
2. Click the “Register Now” link on the Home Page.
3. Enter your first name, last name, expected arrive date and the number of guests under the age of 18. They attend for free, but Paperly needs to know how many are attending.



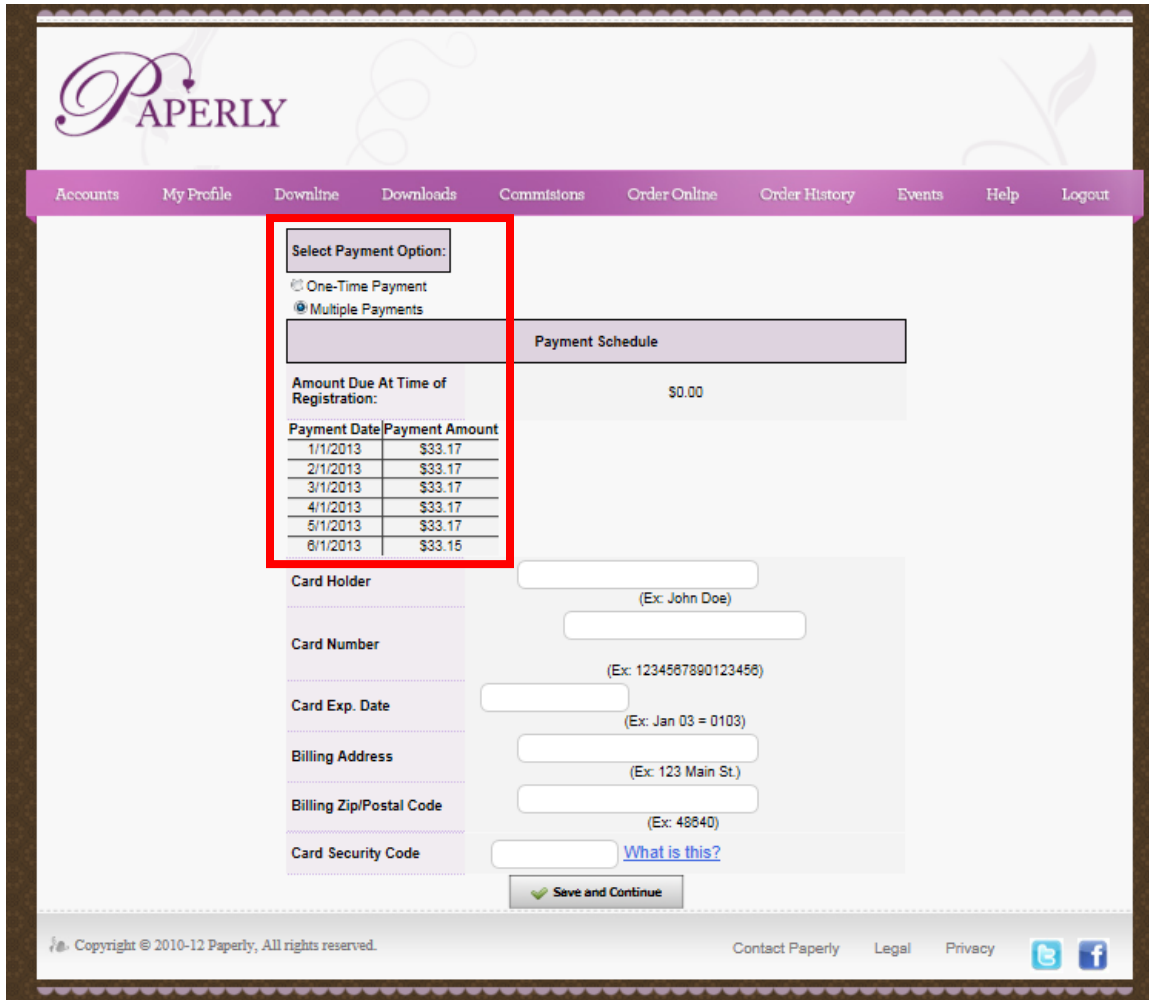
The screenshot shows the Paperly registration form. At the top is the Paperly logo. Below it is a navigation menu with links: Accounts, My Profile, Downline, Downloads, Commistons, Order Online, Order History, Events, Help, Logout. The main content area contains the text: "Please complete the form below." and "You may always contact Paperly should your expected arrival date or # of guests change." Below this is a form with four input fields: "First Name*", "Last Name*", "Expected Arrival Date" (with a calendar icon), and "# of Guests <18 Yrs Old". At the bottom of the form are two buttons: "Continue" (with a green checkmark) and "Cancel Registration" (with a red X).

4. You must choose “Yes” to confirm your registration. You may choose to add addition guests.



The screenshot shows the Paperly personalization options screen. At the top is the Paperly logo. Below it is a navigation menu with links: Accounts, My Profile, Downline, Downloads, Commistons, Order Online, Order History, Events, Help, Logout. The main content area contains a box titled "Personalization options for '2013 Conference Registration:'". Below this box are two bullet points: "Please confirm registration for \$199 (early bird pricing)?" and "You MUST choose 'YES' to register!". Below the bullet points are two links: "Yes" and "No". At the bottom of the screen are two buttons: "Done Personalizing" (with a green checkmark) and "Cancel" (with a red X).

5. You may choose to pay all at once or over multiple payments.



Select Payment Option:

One-Time Payment
 Multiple Payments

Payment Schedule	
Amount Due At Time of Registration:	\$0.00
Payment Date	Payment Amount
1/1/2013	\$33.17
2/1/2013	\$33.17
3/1/2013	\$33.17
4/1/2013	\$33.17
5/1/2013	\$33.17
6/1/2013	\$33.15

Card Holder (Ex: John Doe)
Card Number (Ex: 1234567890123456)
Card Exp. Date (Ex: Jan 03 = 0103)
Billing Address (Ex: 123 Main St.)
Billing Zip/Postal Code (Ex: 48840)
Card Security Code [What is this?](#)

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6. Proceed through the confirmation screen to complete your registration.

Incentive #1: Earn Your Registration Fee

Paperly wants you to attend Conference... period!

With your attendance as the overarching objective, Paperly has created an incentive program that it believes accomplishes the following:

- 🌀 Reduces the Registration Fee significantly. In fact, you can reduce the Fee to zero!
- 🌀 Rewards month-over-month consistency
- 🌀 Provides equally incentives for a brand new Consultant and an experienced Consultant
- 🌀 Recognizes both sales success as well as effort & participation (see Incentive #2 below)



Let's use two hypothetical Consultants to highlight this incentive.

1. **Experienced Consultant.** She became a Consultant in early 2012 and has built a successful Paperly business. Her 2013 PSV is as follows:

Month	Monthly PSV	Cumulative PSV
January	\$1,000	\$1,000
February	\$500	\$1,500
March	\$750	\$2,250
April	\$1,500	\$3,750
May	\$750	\$4,500
June	\$1,500	\$6,000

This Consultant's average PSV from January through June is \$1,000 thereby earning her \$100 towards her Registration Fee.

2. **New Consultant.** She becomes a Consultant on March 15, 2013. Over the next week or two she settles into her Paperly business, so Paperly begins tracking her performance towards Conference in the first full month after her enrollment.

Month	Monthly PSV	Cumulative PSV
April	\$750	\$750
May	\$1,500	\$2,250
June	\$3,000	\$5,250

This Consultant's average PSV from April through June is \$1,750 thereby earning her \$150 towards her Registration Fee. (If she had sold anything in March, it would simply go into the numerator of the equation, but the denominator would remain 3.)

The Fine Print

The most a Consultant can earn in incentive dollars is the Registration Fee she paid. Incentive dollars cannot be applied towards a Guest's Registration Fee. A Consultant must attend Conference to receive this incentive and any incentive dollars earned will be reimbursed by August 30, 2013.

Incentive #2: Earn a Free Theme Park Ticket

Paperly strongly believes a Consultant's effort and participation strongly correlates to success. Therefore, we are providing one (1) free theme park ticket to those Consultants who attend Conference *and* complete the following list of tasks before June 30, 2013.

- Emailed info@paperly.com a completed Goal Setting Worksheet
(Virtual Office → Downloads → Training Documents)
- Attended all monthly Corporate Announcement Calls
(Or listened to the recordings)
- Submitted at least 2 videos to Paperly's monthly contests
- Attended at least 1 of Paperly's Book Clubs
(Or listened to the recordings)
- Attended at least 1 of Paperly's Opportunity Calls
- Created an "Accountability Partner" with another Paperly Consultant and met at least monthly (virtual meetings count).
- Attended at least 2 "direct selling" parties other than Paperly's

I hereby attest that I have honestly and fully completed all the tasks listed above.

Signature

Date

Send this completed form to Paperly by June 30, 2013

Fax: (312) 244-3247 | Email: info@paperly.com

FAQs

Q. Can I bring family members to Conference?

A. Absolutely! In fact, the Guest Registration Fee (over the age of 18) is significantly lower than the Consultant Registration Fee. Guests 18 and under are free, although Paperly needs to know how many will be attending. Please note Guests are invited to all meals, but not to “working sessions” like the keynote speaker or breakout sessions.

Q. What does my Registration Fee cover?

A. Your Registration Fee covers all working sessions (keynote, breakout sessions, etc.), Friday evening’s welcome reception, Saturday’s breakfast, lunch, dinner and coffee/snack breaks and Sunday’s breakfast and coffee/snack break. A few of the expenses that are *not* included are your hotel, travel to & from Orlando, travel to & from the hotel, as well as any incidentals.

Q. When does Conference registration end?

A. Registration for Paperly’s 2013 Conference ends on June 30, 2013 at 11:59PM PST. Thereafter, Paperly may elect, at its sole discretion, to register Consultants on a case-by-case basis provided space remains available.

Q. Tell me more about the hotel.

A. Paperly’s Conference will take place at the Buena Vista Palace Hotel & Spa (<http://www.buonavistapalace.com>). All of the Conference’s events will take place at the hotel.

Q. Can I extend my stay at the hotel?

A. Most definitely! The Buena Vista Palace Hotel & Spa will honor Paperly’s preferred rate for 3 days before Conference starts and 3 days after Conference ends. Orlando offer so much for you and your family, Paperly hopes you take advantage of this wonderful vacation opportunity.

Q. What is the attire for Conference?

A. Although Conference is meant to be fun, relaxing and casual, Paperly would like to keep the atmosphere professional, and thus, we ask Attendees to wear business casual while attending any Paperly-sponsored event. We also suggest you bring a light sweater or jacket, since meeting rooms tend to be cool.

Q. What business materials should I bring to Conference?

A. A notebook and pen to take lots of notes and your Paperly business cards to share with others.

Q. When should I plan to arrive and depart Conference?

A. Paperly invites all Directors and Team Leaders to an invitation only lunch on Friday, July 26 at 12:30PM. For everyone else, the festivities officially begin at 7PM. Paperly intends to conclude

Conference immediately prior to lunch on Sunday, July 28 and then head immediately to a nearby theme park. Hope you can join us for free – see Incentive #2 above.

Q. I need to cancel my Registration. Does Paperly offer any refunds?

A. Yes, if you cancel your Registration prior to May 31, 2013, Paperly will reimburse 50% of any Registration Fees already paid. Starting June 1, 2013, Paperly cannot offer any refund for any reason whatsoever. Also, Paperly cannot be responsible in any way for your hotel reservations (refunds or otherwise). Please contact the hotel directly regarding cancelations/refunds.

Q. Does the hotel charge for parking?

A. For Paperly, the Buena Vista Palace Hotel & Spa offers free self-park. There is a fee for Valet parking.

Fine Print

- All Paperly Consultants are invited and eligible to attend the 2013 Consultant Conference.
- In order to attend the 2013 Consultant Conference, Paperly must receive a completed registration *and* the registration fee must be paid in full by 07/01/13.
- Hotel rooms will be allocated on a first-come, first-served basis and Paperly makes no promises regarding their availability. Yet, should the number of attendees exceed Paperly's projections, and thus exceeds the block of rooms reserved at the hotel, Paperly will do its best to help find comparable accommodations.
- Up until 05/31/13, Consultants may cancel their registration and receive a 50% refund of all monies paid. As of 06/01/13, no refunds will be given.
- All personal expenses, beyond those included in the Registration Fee, are the responsibility of the attendee. Personal expenses include, but are not limited to, the hotel, travel to & from Orlando, travel to & from the hotel, as well as any incidentals.
- Only those Consultants titled Director or Team Leader on 06/30/13 may attend the lunch on Friday, 07/26/13.
- Neither Paperly nor its owners will be liable for any injuries, additional expenses, hotel or airline problems or other damages or expenses arising directly or indirectly out of the Conference.
- Paperly reserves the right, at its sole discretion, to modify any portion of the Conference, or cancel the Conference entirely, without notice; however, if Paperly needs to cancel the Conference for reasons other than bankruptcy or force majeure, it will provide a full refund of Registration Fees paid.
- Incentive #1: The most a Consultant can earn with Incentive #1 is the Registration Fee she paid. Incentive dollars cannot be applied towards a Guest's Registration Fee. A Consultant must attend Conference to receive this incentive and any incentive dollars earned will be reimbursed by 08/30/13.
- Incentive #2: The one (1) theme park ticket provided with Incentive #2 is of Paperly's choosing and must be used on either Sunday, 07/28/13 or Monday, 07/29/13. Paperly reserves the right, at its sole discretion, to provide the free theme park ticket based on its belief that the Consultant completed all the required activities.