

TITLE BENEFITS

AS YOU PROGRESS THROUGH THE TITLES, you receive special benefits and rewards associated with each title. These benefits and rewards are meant to recognize your hard work and give you an incentive to continue progressing. Effective July 1, 2011 (with the exception noted below), the new program for title benefits will be broken into two categories: one-time benefits when the promotion occurs, and ongoing benefits for those who consistently maintain their title requirements (12-month rolling sales and first-level counts).

CURRENT

TITLE BENEFITS												
Title Benefit	Associate	Senior associate	Supervisor	Senior supervisor	Manager	Senior manager	Executive	Senior executive	Director	Senior director	Advisor	Senior advisor
Welcomed by Demonstrator Support	X											
Announced on Demonstrator Web Site		X	X	X	X	X	X	X	X	X	X	X
Receive promotion certificate and pin ¹		X	X	X	X	X	X	X	X	X	X	X
Promotion announced in Stampin' Success			X	X	X	X	X	X	X	X	X	X
Eligible to submit group name				X	X	X	X	X	X	X	X	X
Product bonus (one time) ²				\$100	\$150							
Eligible to attend leadership conference ³				X	X	X	X	X	X	X	X	X
Invited to Managers' Reception at leadership ³					X	X	X	X	X	X	X	X
Cash bonus (one time) ⁴						\$200	\$250	\$250	\$250	\$250	\$250	\$250
One regional seminar registration paid ³						X	X	X	X	X	X	X
Assigned to a SAM ⁵							X	X	X	X	X	X
Notified of promotion by SAM							X	X	X	X		
One-half leadership registration paid ³							X	X				
One-half convention registration paid ³								X	X			
Leadership registration paid ³									X	X	X	X
Convention registration paid ³										X	X	X
Convention registration paid ³											X	X
Free trip to leadership ³											X	X
Free trip to convention ³												X
All-expenses paid vacation (one time) ³												X

1. Custom-designed Stampin' Up! logo pin. With each new promotion, you will receive a new Stampin' Up! logo pin.
 2. Product bonus is a one-time incentive, noncommissionable order of current catalog and/or mini-catalog merchandise. Amount is listed in retail value. You will have six months to redeem your bonus. Stampin' Up! will pay shipping and handling fees.
 3. Registration and attendance restrictions apply. Demonstrators must meet the title performance requirements necessary in order to qualify. Free registrations and trips are nontransferable. Free trip includes airfare, accommodations, and meals. Cash payments are not made in lieu of event attendance fees. Demonstrators on military status must pay the airfare from their bases to a major US airport. Stampin' Up! will pay the airfare from that airport to the destination city.
 4. Cash bonus will be included in the commission you receive the month after the promotion is earned.
 5. Demonstrators who promote to executive will receive a SAM during the following month.



NEW

ONE-TIME BENEFITS - EARNED AT TIME OF PROMOTION											
	Senior associate	Supervisor	Senior supervisor	Manager	Senior manager	Executive	Senior executive	Director	Senior director	Advisor	Senior advisor
Promotion announced on demonstrator web site	X	X	X	X	X	X	X	X	X	X	X
Receive promotion certificate and pin ¹	X	X	X	X	X	X	X	X	X	X	X
Promotion announced in Stampin' Success		X	X	X	X	X	X	X	X	X	X
Cash bonus (one time) ²					\$250	\$250	\$250	\$250	\$250	\$250	\$250
All-expenses paid vacation (one time) ⁴											X

ONGOING BENEFITS - MUST MEET TITLE REQUIREMENTS											
	Senior associate	Supervisor	Senior supervisor	Manager	Senior manager	Executive	Senior executive	Director	Senior director	Advisor	Senior advisor
Preselected catalog product bundle with every new mini and annual catalog		20% off 1 bundle	40% off 1 bundle	1 FREE bundle	1 FREE bundle	2 FREE bundles	2 FREE bundles	3 FREE bundles	3 FREE bundles	3 FREE bundles	3 FREE bundles
Eligible to attend leadership conference			X	X	X	X	X	X	X	X	X
Eligible to attend Managers' Reception				X	X	X	X	X	X	X	X
Free annual event registration ³				1	1	2	2	3	3	3	3
Eligible to participate in redesigned SAM program*					X	X	X	X	X	X	X
Executive Demonstrator Support service*						X	X	X	X	X	X
Eligible to participate in Leadership Program							X	X	X	X	X
Free trip to Stampin' Up! Event ⁴										1	2

1. Custom-designed Stampin' Up! logo pin. With each new promotion, you will receive a new Stampin' Up! logo pin.
 2. Cash bonus will be included in the commission you receive the month after the promotion is earned.
 3. Registration only; multiple registrations must be to unique events during the Stampin' Up! year; free registrations are nontransferable. Cash payments are not made in lieu of event attendance fees.
 4. Free trips are nontransferable. Free trip includes airfare and accommodations. Cash payments are not made in lieu of event attendance fees. Demonstrators on military status must pay the airfare from their bases to a major US airport. Stampin' Up! will pay the airfare from that airport to the destination city.

* WATCH FOR DETAILS ON THESE SERVICES IN THE COMING MONTHS.



SUMMARY

Why change?

Title benefits are intended to help provide a variety of incentives to inspire you to strive for the next title. We have been gathering feedback for the last several years from demonstrators on what kind of perks or rewards would inspire them at different levels of business activity. Also, with the recent change to the retirement program, and certain benefits being tied to performance rather than title, we would like to provide strong incentives for demonstrators to reach a title and then consistently perform at the title.

New Product Bundles

Although the new title benefits begin on July 1, we are excited to release one benefit early. The product bundles will be available for the new Idea Book & Catalog sneak peek in June! You will have to meet your title requirements (12-month rolling sales and first-level count) in the month before the preorder, which, in this case, is May, to qualify for this benefit. For example, if you are a manager, during the month of May you must reach at least \$7,200 in sales within the past 12 months (remember that sales are cumulative for the 12 months), and 6 active demonstrators in your first level. If you meet those requirements you will be able to add your free product bundle (or whatever product bundle benefit you have earned based on your title) to your demonstrator preorder in June!

Objectives of the title benefit changes:

- Give more incentive to promote and maintain title requirements
- Reduce the cost of doing business for those actively selling and recruiting
- Increase event attendance



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QUESTIONS & ANSWERS

Q: *Why did you remove the product bonus for senior supervisors and managers?*

A: The product bonus was removed because of the added product bundle benefit. This new benefit is a recurring benefit, not just a one-time award, thus has more value over time.

Q: *If I have earned a product bundle at a discount, is that bundle commissionable, and count towards my personal sales?*

A: Yes. When you purchase your discounted product bundle, you receive the commission on the discounted amount, and the purchase qualifies towards your personal sales.

Q: *Are there three different product bundles, and can I select which of the three bundles I want?*

A: Yes, there will be three different product bundles. However, the product bundles you earn will be predetermined. For example, the first bundle will be available to supervisors and senior supervisors at a discount, and manager and above for free. The next product bundle will only be available to executives and above, and the third will only be available to directors and above.

Q: *I am a supervisor, but the benefit of attending leadership is only available to senior supervisors and above, according to the chart. Can I no longer attend the event?*

A: This is not a change in policy; we invite supervisors to attend leadership when there is capacity and availability, and we may continue to do so on a case-by-case basis.

Q: *If I am a manager, can I use my free event registration for convention in 2011?*

A: No. The new title benefits chart takes effect on July 1, 2011, and the registration period for convention is before that date.

