

# MODERE EUROPE 2021 ESCAPE



## ESCAPE WITH US TO GREECE - SEPTEMBER 2021

Are you ready for a luxurious vacation to beautiful Greece? All those who qualify for the Modere Escape will pack their bags and join us from September 10th - 13th on the beaches of Greece at the Beach Resort Hotel EverEden. We hope to see you there!

**DATES:** September 10 - 13, 2021

**QUALIFICATION PERIOD:** January 1, 2021 - June 30, 2021

## MODERE 2021 ESCAPE QUALIFIERS & REWARDS

For Social Marketers who qualify for the Modere Europe 2021 Escape the following rewards can be earned by achieving the associated credits and rules outlined in the below qualification criteria.

REWARDS	CREDITS NEEDED
<b>Modere 2021 Escape Attendance</b> Receive accommodation for two. Enjoy the crystal-clear water, beautiful beaches and all the amenities of a world class hotel for 3 nights and four days. Enjoy the Escape activities and meals planned in the programme.	900
<b>Modere 2021 Escape Attendance and Travel Expenses for One</b> In addition to the accommodation for two, receive a lump-sum payment to cover travel expenses for one.	1200
<b>Modere 2021 Escape Attendance and Travel Expenses for Two</b> In addition to the accommodation for two, receive a lump-sum payment to cover travel expenses for two.	1500
<b>Royal Modere Escape</b> Feel like royalty and enjoy the finest accommodation and enjoy top-notch amenities at the hotel. And of course, you win the Attendance and a lump-sum payment to cover travel expenses for two.	TOP CREDIT EARNER

## MODERE 2020&21 ESCAPE QUALIFIERS

For Social Marketers who qualified for the Modere Europe 2020 Escape, the following rewards can be earned when achieving the below credit thresholds as part of the Modere Europe 2021 Escape qualification programme.

By achieving the below credit thresholds the following stay extensions and exclusive experiences as applicable will be added to their Modere Escape 2020 experience package.

REWARDS	CREDITS NEEDED
<b>Modere 2021 Escape Overnight Extension for Two</b> On achieving the Modere Escape Attendance package the qualifier will be awarded 2 further overnights for two from Monday, 13th to Wednesday, 15th September (package includes meals).	900
<b>Modere 2021 Escape Overnight Extension Plus Exclusive Restaurant Experience for Two</b> On achieving the Modere Escape Attendance package the qualifier will have 2 further overnights awarded from the 13th to the 15th September including meals. In addition the qualifier will enjoy an exclusive Restaurant experience for Two.	1200
<b>Modere 2021 Escape Overnight Extension Plus Exclusive Restaurant Experience &amp; Activities for Two</b> On achieving the Modere Escape Attendance package the qualifier will be awarded 2 further overnights from the 13th to the 15th September including meals. In addition the qualifier will enjoy an exclusive Restaurant experience for Two, plus a surprise experience for Two.	1500
<b>Royal Modere Escape</b> On achieving the Modere Escape Attendance package the qualifier will be awarded 2 further overnights from the 13th to the 15th September including meals. In addition the qualifier will enjoy an exclusive Restaurant experience for Two, plus two surprise experiences for Two.	TOP CREDIT EARNER

## ELIGIBILITY FOR REWARDS

### 1. Meet the monthly 150 AP Qualification

Social Marketers must have 150 AP or 75 MP on SmartShip each month to earn and bank credits each month.

### 2. Bronze or New Social Marketer

Qualify as Bronze or personally enroll at least one new Social Marketer with a first order of a minimum 100 points each month.

*See the Rules in Detail section below.*

## HOW TO EARN CREDITS

Credits are awarded based on the Social Marketer ranks and titles achieved each month during the qualification period. Qualify no lower than one level below the highest Social Marketer rank or title you achieved between August and October 2020.

SOCIAL MARKETER RANK	CREDITS AWARDED
SENIOR CONSULTANT	20
TEAM LEADER	30
SENIOR TEAM LEADER	70
DIRECTOR 1	100
DIRECTOR 2	150
DIRECTOR 3	200
ELITE 1	250
ELITE 2	300
ELITE 3	350

SOCIAL MARKETER TITLE	CREDITS AWARDED
BRONZE	20
SILVER	40
GOLD	70
PLATINUM	100
PLATINUM 1	130
PLATINUM 2	160
PLATINUM 3	200

## EARN BONUS POINTS FOR GOLD & ABOVE

Social Marketers who qualify as Gold or above for five out of six months during the qualification period will earn 50 bonus credits, which will be awarded at the end of the qualification period.

*Modere recommends that Social Marketers keep close track of the credits they achieve during the qualification period. For your convenience, Modere will publish a leaderboard of achieved credits on a monthly basis on [www.shiftingretail.eu](http://www.shiftingretail.eu).*

## RULES IN DETAIL

1. To earn credits during the qualification period, the Social Marketer must maintain at least the second highest rank or title that they achieved between August and October 2020 (their "Base Rank"). If a Social Marketer falls two or more Social Marketer ranks below the Base Rank, they will not earn credits for their Social Marketer rank qualification in that month. The same rule applies to Social Marketer titles.

Examples: if a Social Marketer's highest rank achieved between August and October 2020 is Director 2, the Social Marketer must qualify as Director 1 or higher to earn credits for their Social Marketer rank qualification. A Social Marketer whose highest achieved Social Marketer title between August and October 2020 is Platinum must qualify as Gold or higher to earn credits for their Social Marketer title qualification.

2. To be eligible to earn Credits the Social Marketer must meet the Bronze or New Social Marketer requirement. There are two ways to satisfy this monthly requirement; qualify as bronze or higher that month or personally enroll one new Social Marketer with a first order of 100 points or more. Social Marketers will be allowed one grace month during the qualification period. During the grace month the Social Marketer will be awarded Lifestyle Credits one time if this requirement is missed. After the grace month, if the Bronze or New Social Marketer requirements not met, the Social Marketer will not receive lifestyle credits for that month.

## TERMS AND CONDITIONS

1. The organiser of this promotion is Modere Europe BV, Telecomlaan 9, 1831 Diegem, Belgium (the "organiser").
2. The MODERE EUROPE ESCAPE 2021 business promotion is open to all Social Marketers based in one of the European countries supported by Modere Europe. Only Modere business activity generated in the European Market will contribute to the qualification criteria.
3. Each Social Marketer account is limited to one Modere Escape in a twelve months' period.
4. The 2021 Modere Escape takes place from September 10<sup>th</sup> to September 13<sup>th</sup> 2021.
5. Social Marketers must continue to be personally qualified each month during the qualification period. Qualified is defined as achieving 150 AP or having a 75 MP SmartShip each month. If a Social Marketer is not personally qualified, they will not receive credits that month. The Social Marketer will not begin accumulating points until they meet the qualification requirement.
6. To be eligible to earn Credits the Social Marketer must meet the Bronze or New Social Marketer requirement. There are two ways to satisfy this monthly requirement; qualify as bronze or higher that month or personally enroll one new Social Marketer with a first order of 100 points.
7. Qualifiers to the Modere Escape are required to make their own travel arrangements to and from the airport in their country of residence. Qualifiers should ensure that they are in possession of the proper travel documentation prior to booking any travel arrangements. The same applies to their guests.
8. The Modere Escape Attendance includes lodging (1 room per qualified account), meals and accompanying drinks and selected activities for two.
9. Once all rooms are filled, Modere will establish a waiting list with priority based on the most Lifestyle Credits earned.
10. Provided qualification for travel reimbursement was reached and the qualifying account attended the Modere Escape, the organiser will pay qualifying accounts a lump sum to cover their travel to the Modere Escape destination:

- 300.00€/£215.00 per qualified account or 600.00€/£430.00 depending on reward level achieved.

Payment of the lump sum will be made to the bank account recorded in the Modere database for the qualifying account. Please note that in the instance that a qualifier decides not to attend the Escape after confirming the lump sum travel reimbursement already paid, will be retrieved by deducting the amount from a future commission payment.

The organiser will NOT provide ANY bus transfers from the airport to the hotel and back on the 10<sup>th</sup> and 13<sup>th</sup> of September for the participants. It is requested that the qualifiers and guests organize their transfer themselves from/to the airport/hotel. They can send afterwards a copy of their transfer invoice to events@modere.eu. The organiser may refund transfer costs up to 50.00€/£50.00 each way based on the invoice.

11. The Modere Escape is non-transferable. Credits may not be transferred to or combined with other Social Marketer accounts. At least one of the attendees of the Modere Escape must be a member of the qualified account. The other attendee is at the discretion of the qualified account, must be aged 18 or over and must attend all elements of the Modere Escape. A non-qualified guest cannot attend if the qualified member cancels its participation.
12. Flights must be booked by no later than August 31<sup>st</sup> 2021. Any qualified Social Marketer that does not have flights booked by this date will forfeit their accommodation regardless of their registration status.
13. Any misuse or gaming of qualifications, for example through the creation of multiple member accounts for the same person, will lead to disqualification and the Social Marketer account will forfeit all credits and be ineligible to participate at the Modere Escape 2021.
14. Participation in the Modere Escape is limited. Qualifying accounts that reach the highest number of credits will be given priority status to attend. A cash prize will be awarded to any qualifying account that could not attend the Modere Escape due to Modere's restriction of participants.
15. Qualifiers will be contacted by the organiser's staff to discuss the reward details and be advised of the redemption process.
16. All qualifiers must confirm their participation in the Modere Escape with the organiser. If a Social Marketer is unable to attend the current Modere Escape for circumstances beyond his or her control, they must notify Modere in writing.
17. The rewards must be redeemed during the designated Modere Escape dates. No alternative prize or cash equivalent will be awarded if a qualifier declines to participate for any reason, is unable or fails to attend for any reason after confirming their participation.
18. The organiser reserves the right to invite individuals and Social Marketers at its discretion; this attendance is by invitation only.
19. The qualifiers will be recognised in Modere Europe media. The confirmation of participation in the reward by the qualifier (and their guest) constitutes permission for the organiser to use the qualifier's name, pictures, voice and stories in the Modere Memo, on the Modere Websites, Blog and other media used by Modere to promote its business.
20. Social Marketers must be in good standing with Modere to participate in the promotion.
21. Qualifiers who sell their membership, resign, are in any way no longer registered active Qualifiers, or have been suspended from activity at any time up to and including the dates of the reward, will no longer be eligible for the promotion.
22. Qualifiers assume all liability for any injury or damage caused or suffered, or claimed to be caused or suffered including computer malfunction, by participating in any and all activities associated with the promotion.
23. This promotion may be modified or discontinued at any time without notice by Modere.
24. All decisions relating to the promotion are at the sole discretion of the organiser and are final.