

NEW DEMONSTRATOR FAQ

Love being creative? Become a Stampin' Up! demonstrator and start your own journey with a company dedicated to creating community, encouraging creative experiences, and helping others—and enjoy benefits like early access to new and exclusive products, discounts, and an opportunity to earn a modest supplemental income.

Check out our frequently asked questions below to learn more about becoming a creative influencer with Stampin' Up!

Q: How much does it cost to become a demonstrator?

A: Starter Kits are a great value at \$135 and we throw in business supplies and FREE shipping as an added bonus.

Q: Are there any minimum sales requirements?

A: To continue to receive your discount and other demonstrator perks, you need to submit \$394.17* in sales per quarter. Sales can be submitted in any amount—in other words, you don't have to submit a \$394.17 order all at once—and both your personal purchases and customer orders count toward your minimum. Exceptions include demonstrator business supply items, but nearly everything you purchase or sell will count. You can make these purchases yourself, of course, but sharing the fun of stamping with others can help you meet your minimum sales requirement.

Q: What happens if I don't meet minimums or need to drop? Are there penalties?

A: If for any reason you decide to stop meeting your quarterly minimum sales requirement, you'll lose your active status and "drop" as a Stampin' Up! demonstrator. However, you will not be penalized and can sign up again any time! If you choose to come back, you can re-join with your current team leader. Please note that if you choose to sign up under a new team leader, there is a short waiting period.

Q: What are the perks of joining?

A: As a new demonstrator with the Bronze title, you will receive a 20% discount. You'll get VIP access and be first to see new products, have the opportunity to attend company events, and be part of a creative community that spans the globe. You'll also have access to demonstrator-only Facebook groups, training resources like Stampin' University and Succeed Weekly (our weekly demonstrator email), the opportunity to have your own online demonstrator storefront via Demonstrator Business Web Services (DBWS), and more. In addition, you'll have access to our world-class Demonstrator Support and Demonstrator Experience teams who are available to help you with everything from placing orders to leveling up your business.

Q: What are some of the ways I can participate as a demonstrator?

A: One of the best things about being a Stampin' Up! demonstrator is that you get to choose your own adventure! You can simply enjoy the products and crafting on your own—or you can share with others, bringing friends together to share products and creative experiences. And, as mentioned earlier, their purchases can help you meet your minimums.

Over time, you may want to expand your crafting circle and become an influencer—adding a few customers and earning a modest, supplemental income. Eventually, you could even decide to become a business builder with a team of your own. Choose whatever Stampin' Up! adventure suits you best and tailor your experience to meet your lifestyle!

Q: Do I have to sell or build a team?

A: No! Feel free to choose your own adventure and run your Stampin' Up! business YOUR way! In fact, all it takes to remain an active demonstrator is meeting the quarterly sales requirement. If you prefer, you can place your own orders and/or collect orders from family and friends to equal the quarterly sales minimum.



If you decide that you'd like to build a team of your own, there are benefits! One of them is the friendships that you can enjoy as you share Stampin' Up! experiences together. Another is being able to qualify for team commissions on product orders that your team member(s) submit.

Q: Who is Stampin' Up! and why would I want to join as a demonstrator?

A: Stampin' Up! is an inclusive, global community made up of independent demonstrators and their customers—paper crafters who support one another in creativity and in life! Many come to us for our products and then join because of the connection and relationships they find. As a Stampin' Up! demonstrator, you'll be making a difference in people's lives by helping them enjoy fun, worthwhile accomplishments using high-quality stamps, ink, and paper. Stampin' Up! has been selling stamps and paper crafting supplies in North America for over 35 years—since 1988! During that time, we've won industry awards and accolades, gained loyal demonstrators and customers, and expanded to Europe and the South Pacific.

Q: I'm in! How do I get started?

A: Joining is an easy, two-step process: 1) Complete the sign-up form by either filling it out online or mailing it in and 2) select your Starter Kit contents. If you need help selecting products for your Starter Kit, your new team leader is a great resource. You can also call Demonstrator Support for great tips!

Q: I've got more questions. Whom should I contact?

A: Your new team leader will be your best resource for any questions you may have. You can also contact Demonstrator Support at 1-800-STAMP-UP or ds@stampinup.com. Our agents will be very happy to assist you!

**Quarterly minimums are based on a conversion factor known as CSV. Since Stampin' Up! operates in countries with different currencies, we use Commissionable Sales Volume (or "CSV") to give us a common, global measurement used in our Compensation Plan.*

Demonstrators use the CSV factor to convert CSV requirements, such as the quarterly sales minimum, to local currency. This helps a demonstrator understand what they need to do to meet requirements.

Because the US dollar is the baseline for determining pricing, performance thresholds, and payouts in all markets, it is also the baseline for the CSV factor.

