



What is StoryScape?

The word StoryScape intertwines the essence of "story" and "landscape," crafting environments that invite immersive exploration. It evokes a realm where your surroundings spark the imagination and inspire a sense of storytelling. In a StoryScape, elements like architecture, scenery, culture, and ambiance contribute to the feeling of being fully a part of the story. We believe stories are the building blocks of our world and that this incentive contest is not merely about a destination, but a chapter in *your* story of discovery, connection, and possibility.

Our 2025 StoryScape is your opportunity to earn either a build-your-own adventure with travel gift cards or a 5-night, 6-day stay for two at the luxurious Radisson Blu hotel, where modern comfort meets Scottish hospitality in the heart of Edinburgh. Picture yourself walking amongst the misty moors, exploring ancient castles, and being swept away by the stirring melodies of bagpipes. Join us as we weave tales of inspiration and adventure amidst the timeless lore of Scotland. Earn *your* spot for the journey of a lifetime with StoryScape: Scotland.

Quick 2025 StoryScape Overview:

| Tier 1 | Tier 2 | Tier 3 |
|------------------------------------|---|--|
| EARN: \$1,500 in travel gift cards | EARN: Trip for 2 for 5 nights/6 days to Edinburgh, Scotland PLUS \$1,250 in travel cash | EARN: Trip for 2 for 5 nights/6 days to Edinburgh, Scotland PLUS \$1,250 in travel cash AND \$1,500 in travel gift cards |

Active Brand Partners may earn trip points between May 1, 2024, through December 31, 2024, for PaperPie's 2025 Incentive Trip, **StoryScape: Scotland**. Earn points based on personal sales, recruit sales, your title, and promotions, or through bonus point opportunities. Take your PaperPie business to the highest tier by working consistently, spreading your love of literacy and learning.

Tier 1: 39,000 Points

\$1,500 in Travel Gift Cards

Earn \$1,500 in travel gift cards so you can plan your own getaway! Whether you want an extended weekend with friends or PiePals, are planning to join us at a PaperPie event, or as a means to visit family, you'll love the flexibility of having these gift cards to use as you plan and book your adventure!

You'll receive:

- A \$500 Hotels.com gift card
- A \$1,000 Visa Travel gift card

Gift cards will be issued no later than March 1, 2025.

Tier 2: 70,000 Points

A Trip for TWO to Edinburgh, Scotland – July 13–18, 2025

Experience a literary adventure with a trip for TWO to historic Edinburgh, Scotland! Enjoy a 5-night stay with accommodations paid in full by EDC at **the Radisson Blu Edinburgh**¹ for you and one guest (buy-ins will be available), along with \$1,250 *Travel Cash* paid via direct deposit.

Included:

- *Breakfast buffet*
- *WiFi high-speed internet*
- *Celebration Reception hosted by PaperPie*

With access to²:

- *Running trails*
- *Fitness Center and pool*
- *Spa Treatments*
- *Sauna & Steam Room*
- *On-site restaurant & bar*

¹ Subject to availability. EDC reserves the right to use different or additional hotels offering comparable value and amenities. Refer to §3 of the **StoryScape Terms & Conditions**.

² Usage may incur additional charges not payable by EDC.

Tier 3: 105,000 Points

\$1,500 in Travel Gift Cards PLUS A Trip for TWO to Edinburgh, Scotland - July 13-18, 2025

With Tier 3, you earn the rewards of both Tier 1 and Tier 2, allowing you to use your \$1,500 in travel gift cards for a separate getaway or to maximize your Scotland adventure.

You'll receive:

- A \$500 Hotels.com gift card
- A \$1,000 Visa Travel gift card

In addition, you'll earn:

- A trip for TWO to beautiful Edinburgh, Scotland! Experience a 5-night stay with accommodations paid in full by EDC at **the Radisson Blu Edinburgh**³, for you and one guest (buy-ins will be available), along with \$1,250 *Travel Cash*.

Included:

- *Breakfast buffet*
- *WiFi high-speed internet*
- *Celebration Reception hosted by PaperPie*

*With access to*⁴:

- *Running trails*
- *Fitness Center and pool*
- *Spa Treatments*
- *Sauna & Steam Room*
- *On-site restaurant & bar*

³ Subject to availability. EDC reserves the right to use different or additional hotels offering comparable value and amenities. Refer to §3 of the **StoryScape Terms & Conditions**.

⁴ Usage may incur additional charges not payable by EDC.

Points Earning Information

Sales Points:

Earn Points on Sales

May 1, 2024, to December 31, 2024

- Personal Sales - \$1 = 1 Point
- Cumulative sales from New Personal Recruits⁵ - \$1 = 1 Point

Leadership Points:

Earn Points Based on Leadership

In recognition of your Leader Title on May 1, 2024⁶ - start with the following points:

- Team Leader: 2,000 Points
- Advanced Leader: 3,000 Points
- Senior Leader: 4,000 Points
- Executive Leader: 5,000 Points
- Senior Executive Leader: 6,000 Points
- Director: 8,000 Points
- Senior Director: 10,000 Points

Earn Points through Promotions

Promote Up (from June 1, 2024 - January 1, 2025)

- Promote yourself to Team Leader: 2,000 Points
- Promote yourself higher: 1,000 Points each additional Leader Level

Promote Out (from May 1, 2024 - January 1, 2025)

- Promote a Team Leader from your Central Group: 2,000 Points
- Promote an Executive Leader from your First Line: 3,000 Points
- Promote an Executive Leader from your Executive Group: 1,500 Points

⁵ Personally sponsored recruits in their StoryStart period on or after May 1, 2024

⁶ Includes May 1, 2024 promotions.

Bonus Trip Points

How to Earn Bonus Points:

- Attending PaperPie's 2024 Annual National Convention: 1,000 Bonus Trip Points
- Level Perks Monthly Bonus:
 - Attain Pro Level Perks in any month of the trip earning period (May–December 2024), receive: 100 Bonus Trip Points (maximum 800 points)
 - Attain Premium Level Perks in any month of the trip earning period (May–December 2024), receive: 100 Bonus Trip Points (maximum 800 points)
 - Attain Platinum Level Perks in any quarter of the trip earning period (May–December 2024), receive: 300 Bonus Trip Points (maximum 900 points)
- Level Perks Consistency Bonus:

In addition to the monthly bonus points offered, you can earn additional bonus points for working your business consistently throughout the earning period.

 - Attain Pro Level Perks in all 8 trip earning months (May–December 2024), receive an additional: 800 Bonus Trip Points
 - Attain Premium Level Perks in all 8 trip earning months (May–December 2024), receive an additional: 800 Bonus Trip Points
 - Attain Platinum Level Perks in all 3 trip earning quarters (June 2024, September 2024, and December 2024), receive an additional: 900 Bonus Trip Points

Additional Bonus Trip Point earning opportunities may be available during the contest. Read *The Dish* each week for announcements and more information!

Use of Bonus Points:

A maximum of 30% of the total Points required for each Trip Tier may be earned through *Bonus Trip Points*.

- Tier 1 must be earned with at least 27,300 Sales & Leadership points.
 - A maximum of 11,700 Bonus Trip Points may be applied at this tier.
- Tier 2 must be earned with at least 49,000 Sales & Leadership points.
 - A maximum of 21,000 Bonus Trip Points may be applied at this tier.
- Tier 3 must be earned with at least 73,500 Sales & Leadership points.
 - A maximum of 31,500 Bonus Trip Points may be applied at this tier.

Frequently Asked Questions

When are orders and sales counted?

Orders must be received by the Home Office no later than 11:59 PM CT on December 31, 2024 (or by earlier month-end deadlines where applicable) for sales to count toward **StoryScape: Scotland**. No exceptions will be made. Please understand the deadline date and time are not the same for all order types, and be aware of published end-of-month deadlines found in *The Dish* weekly email.

Don't risk missing a deadline; plan to submit your orders early each month. Depending on the order type, the totals on your tracker update periodically after your order is processed by the Home Office (not necessarily when submitted).

Do all my sales earn Points?

Sales from all PaperPie programs that earn you commission count toward your Points. Tax and shipping are not included.

How do I calculate and earn Points on sales?

- One Point is earned for every \$1 in personal sales.
- One Point is earned for every \$1 in sales submitted by your New Personal Recruits.

What counts as Recruit Sales points?

All sales throughout the earning period earn you Recruit Sales points. This includes:

- All those recruits you personally sponsored with a start date on or after May 1, 2024
- All recruits you personally sponsored who are in their StoryStart incentive period as of May 1, 2024

Do re-signing Brand Partners count as a New Personal Recruit?

Yes. To be eligible to re-sign, a Brand Partner must have had no sales in the past 12 calendar months, have had no more than two previous Brand Partner numbers, and re-joined on or after May 1, 2024.

Do I earn Leadership Points for each level I promote up to?

Leaders will be awarded 1,000 points for each level they promote during the StoryScape earning period, based on their status on May 1, 2024. For example: if you are a Senior Leader on May 1, 2024, and you promote to Senior Executive Leader during the earning period, you will receive 2,000 points for promoting two levels.

Can I track my progress?

Yes, an easy-to-use tracker is provided.

- Trip Tracker: You will find this helpful tracker in *Back Office > Dashboard > Trackers > Trip Tracker*. You will see it update periodically when orders are processed by Home Office. Leadership Points, e.g., for title promotions, will be added a few days after the next month starts. Bonus points will be added accordingly. Click *Details* on your Trip Tracker for additional point data.

Is there a limit to how many Bonus Trip Points I can earn?

While there is no limit to how many Bonus Points can be earned through the various Bonus Trip Point opportunities, there *is* a cap towards how many Bonus Trip Points can be *applied* towards each Trip Tier. You can use your Bonus Points to count for up to 30% of any trip tier points needed!

- A maximum of 11,700 in Bonus Trip Points is applicable towards Tier 1.
- A maximum of 21,000 in Bonus Trip Points is applicable towards Tier 2.
- A maximum of 31,500 in Bonus Trip Points is applicable towards Tier 3.

What about Income Tax?

The value of the trip(s) taken will be reported as taxable income on your IRS 1099 for 2025 and will reflect the cost of accommodations, meals, gifts, prizes, and activities, as applicable.

What about Travel to Scotland?

You are responsible for making your own travel arrangements. Experience has shown that our trip earners prefer the flexibility of booking their own flights. This allows individuals to save money by redeeming miles they may have accumulated and to personalize travel to their specific needs. Hotel check-in is Sunday, July 13, 2025, starting at 3:00 PM and check-out is Friday, July 18, 2025, by 12:00 PM. The Travel Cash you have earned can help pay for your travel expenses.

What happens if I need to cancel or am unable to attend after the registration deadline?

If a Brand Partner registers for the Incentive Trip and cancels their trip or is unable to attend after the registration deadline has passed, they must reach out to Home Office immediately via Support Ticket. Due to contract provisions, a Brand Partner who cancels their trip or is unable to attend for ANY reason may be held responsible for costs incurred by EDC and any applicable cancellation fees imposed.

What happens if I cannot take the trip?

If you are a Brand Partner who is unable to travel to our scheduled trip - though we sincerely hope you can - you may choose the following alternative prizes when registering for the trip:

- **Tier 2 & Tier 3 Trip Earners:** \$1,500 in *Travel Gift Cards* & \$1,000 in *Product Credit*

The trip itself is non-transferable and has no cash value.

How do I register for the Incentive Trip

After the contest ends on December 31, 2024, all those qualifying for the Incentive Trip will be notified. More information about how and where to register will be shared by August 15, 2024. If a fully completed registration form is not received by the deadline, *Travel Gift Cards & Product Credit* will automatically be issued in accordance with the tier earned.

Where can I find more information about Buy-in details?

Optional Buy-in details will be shared by August 15, 2024 through official Home Office communications. Buy-ins are based on Educational Development Corporation's costs for all inclusions, not individual published rates.

StoryScape Terms & Conditions

1. PaperPie's 2025 Incentive Trip earning period runs from May 1, 2024, through December 31, 2024.
2. You must be an active PaperPie Brand Partner in good standing at the time of point credit or award redemption. If a Brand Partner's status becomes inactive at any point during this time, the Brand Partner forfeits any accumulated points, credits, incentive(s), and/or rewards(s). Becoming active does not result in the re-issuance of points, credit, incentives, and/or rewards.
3. Location, timing, and prizes are subject to availability and may change at the sole discretion of Educational Development Corporation (EDC). While we intend to send Trip Earners to the destination originally announced, we reserve the right to change the locations, timing, and prizes offered as part of the Incentive Trip at any time, for any reason. We will make every effort to provide ample notice of any changes and ensure any changes offer comparable value and amenities to the original destinations.
4. The minimum points for each tier must be earned to unlock the incentives for that tier. Incentives offered at each tier and option comprise a total package and may not be combined, transferred, or traded for those earned at another tier.
5. Points, credits, and awards are not transferable. Points and credits have no cash value.
6. No compensation will be made for any unused portion of points.
7. No exceptions will be made for missing a deadline.
8. Travel is not included as part of the Incentive Trip and is the responsibility of the Brand Partner.
9. Reservations canceled by a Brand Partner will not be compensated or replaced by EDC. It is the responsibility of the Brand Partner to work with the hotel or organization to reschedule a reservation.
10. You may not buy-in for a currently active PaperPie Brand Partner or Leader. You may invite a previous Brand Partner who was already inactive on June 1, 2024 (no sales activity since December 2023), to join you.
11. Brand Partners give full permission to EDC to use photographs taken during the trip for future marketing materials and any other uses deemed appropriate by the Company.
12. EDC, at its sole discretion, reserves the right to review a Brand Partner's activity, not limited to personal sales, recruiting, and contest requirements. Manipulation of sales, transferring sales, or other breaches of EDC guidelines may result in forfeiture of all points, awards, and possible termination of your EDC contract.

13. Brand Partners must abide by the company's Brand Partner Handbook, Brand Partner Agreements, and Career Path Essentials to be eligible for points, credits, or rewards. Misconduct or compliance situations may disqualify a Brand Partner from earning any reward within this Incentive Trip.
14. In the case of disputes, EDC has the final authority over the outcome of the dispute and over the interpretation of the rules.
15. Leaders that resign from the Director or Senior Director level will not be eligible for the Incentive Trip.
16. Brand Partners earning Tier 2 or Tier 3 of the Incentive Trip but unable to participate in it may choose Travel Gift Cards & Product Credit at the time of registration.