

2026 Elevate Convention Contest

Official Rules

1. Eligibility

The 2026 Elevate Convention Contest (the “Contest”) is open only to Brand Ambassadors who are legal residents of Canada, Mexico, Australia, New Zealand, and the United States (including District of Columbia and Puerto Rico) who have reached the legal age of majority in their jurisdiction of residence at the time of entry. Void where prohibited by law. Employees of sponsor and their immediate families and household members are not eligible and may not participate in this contest. The contest is subject to all applicable federal, state, provincial, and local laws and regulations. Participation constitutes each entrant’s full and unconditional agreement to be legally bound by these Official Rules and sponsor’s decisions, which are final and binding (without right of appeal) in all matters related to the contest to the extent permitted by law. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor

United States: Plexus Worldwide, LLC, 9145 E. Pima Center Parkway, Scottsdale, AZ 85258.

Canada: Plexus Canada, LP, 6500 Trans-Canadian Highway, Suite 400, Pointe-Claire, Quebec H9R 0A5, Canada.

Australia: Plexus Australia Pty Ltd, 246 Pacific Highway, Crows Nest, Sydney NSW 2000, Australia; ABN 35 627 543 837.

New Zealand: Plexus Worldwide New Zealand Limited, 80 Queen St., Auckland Central, Auckland, 1140 New Zealand; NZBN 9429048529419.

Mexico: Plexus Worldwide México, S. de R.L. de C.V., Ave. Jorge Alvarez del Castillo 1082-1, Mezquitan Country, Guadalajara, Jalisco, C.P. 44620, MEXICO

3. Timing

The Contest begins January 1, 2026, at 12:00 a.m. US ET and ends April 30, 2026, at 11:59 p.m. US ET (the “**Contest Period**”). Sponsor is the official timekeeper for this Contest.

4. How to Qualify

To qualify for Contest prizes, Brand Ambassadors must:

- i) Be commission-qualified¹ during the months in which they accrue credits;
- ii) Enroll a minimum of 3 new qualifying Level 1 VIP Customers with an initial 100 PV+ order during the Contest Period;
- iii) Have a Convention ticket and be registered to attend to earn and receive any prizes

5. How to earn credits

There are multiple ways to earn credits for the 2026 Elevate Convention Contest prizes:

1. ENROLLMENT CREDITS

Level 1: Every new Level 1 Retail or VIP Customer you enroll between January 1, 2026, – April 30, 2026, with combined orders totaling 100–149 PV in their first month will earn you **25 Enrollment Credits**. Every new Level 1 Retail or VIP Customer you enroll during this timeframe with combined orders totaling 150 PV or more in their first month will earn you **50 Enrollment Credits**.

Level 2: Every new Level 2 Retail or VIP Customer who enrolls during this same timeframe with combined orders totaling 100–149 PV in their first month will earn you **20 Enrollment Credits**. Every new Level 2 Retail or VIP Customer who enrolls during this timeframe with combined orders totaling 150 PV or more in their first month will earn you **25 Enrollment Credits**.

Level 3: Every new Level 3 Retail or VIP Customer who enrolls during this same timeframe with combined orders totaling 100–149 PV in their first month will earn you **15 Enrollment Credits**. Every new Level 3 Retail or VIP Customer who enrolls during this timeframe with combined orders totaling 150 PV or more in their first month will earn you **20 Enrollment Credits**.

¹ Commission qualified is defined as: i) having your Plexus Annual Membership paid and current; ii) having at least 100 Personal Volume (PV) through the monthly cycle end date.

Level 4: Every new Level 4 Retail or VIP Customer who enrolls during this same timeframe with combined orders totaling 100–149 PV in their first month will earn you **10 Enrollment Credits**. Every new Level 4 Retail or VIP Customer who enrolls during this timeframe with combined orders totaling 150 PV or more in their first month will earn you **15 Enrollment Credits**.

Enrollment	100-149 PV	150 PV+
Level 1	25	50
Level 2	20	25
Level 3	15	20
Level 4	10	15

2. RETENTION CREDITS

Level 1: You will earn **25 Retention Credits** for combined orders of 100–149 PV for up to two commissionable months following the enrollment of each new Level 1 Retail or VIP Customer you enroll between November 1, 2025, and March 31, 2026.

You will earn **50 Retention Credits** for combined orders of 150 PV+ for up to two commissionable months following the enrollment of each new Level 1 Retail or VIP Customer you enroll between November 1, 2025, and March 31, 2026.

Level 2: You will earn **20 Retention Credits** for combined orders of 100–149 PV for up to two commissionable months following the enrollment of each new Level 2 Retail or VIP Customer you enroll between November 1, 2025, and March 31, 2026.

You will earn **25 Retention Credits** for combined orders of 150 PV+ for up to two commissionable months following the enrollment of each new Level 2 Retail or VIP Customer you enroll between November 1, 2025, and March 31, 2026.

Level 3: You will earn **15 Retention Credits** for combined orders of 100–149 PV for up to two commissionable months following the enrollment of each new Level 3 Retail or VIP Customer you enroll between November 1, 2025, and March 31, 2026.

You will earn **20 Retention Credits** for combined orders of 150 PV+ for up to two commissionable months following the enrollment of each new Level 3 Retail or VIP Customer you enroll between November 1, 2025, and March 31, 2026.

Level 4: You will earn **10 Retention Credits** for combined orders of 100–149 PV for up to two commissionable months following the enrollment of each new Level 4 Retail or VIP Customer you enroll between November 1, 2025, and March 31, 2026.

You will earn **15 Retention Credits** for combined orders of 150 PV+ for up to two commissionable months following the enrollment of each new Level 4 Retail or VIP Customer you enroll November 1, 2025, and March 31, 2026.
The qualifying PV from discretionary or subscription monthly orders can be across multiple orders. The maximum number of times you can earn Retention Credits from the same Retail or VIP Customer is two.

Retained Customer	100-149 PV	150 PV+
Level 1	25	50
Level 2	20	25
Level 3	15	20
Level 4	10	15

3. RANK ADVANCEMENT CREDITS

Personal and Team Rank Advancement: You will earn Rank Advancement Credits when you or a Brand Ambassador on your Levels 1–4 rank advances to a new highest achieved rank. If you or your team achieve multiple new highest achieved ranks in a single month, you will receive credits for each rank you achieved.

Personal and Team Re–Rank: You will earn Re–Rank Credits when you or a Brand Ambassador on your Levels 1–4 does one of the following:

- Re–Achieves your/their highest achieved rank prior to January 1, 2026, OR
- Exceed your/their benchmark rank which is the highest paid–as rank between September 1, 2025, and December 31, 2025, up to your/their highest achieved rank prior to January 1, 2026.

If you/they exceed your/their benchmark rank by multiple ranks in a single month, you/they will receive credits for each rank you/they re–achieved, through your/their highest achieved rank prior to January 1, 2026.

Rank Advancement Credits will not be given for achieving or re–achieving a rank twice during the contest. If you/they earn Rank Advancement Credits for a rank, you/they are not eligible to earn Re–Rank Credits for the same rank, and vice versa.

Rank	Credits Awarded by Level				
	Personal	Level 1	Level 2	Level 3	Level 4
Silver	100	40	20	10	5
Sr Silver	150	60	30	15	10
Gold	200	80	40	20	15
Sr Gold	250	100	50	25	20
Ruby	300	120	60	30	25
Sr Ruby	350	140	70	35	30
Emerald	400	160	80	40	35
Sapphire	450	180	90	45	40
Diamond	500	200	100	50	45

4. ICON CLUB CREDITS

Personal Icon Club Achievement: You will earn 200 Icon Club Credits if you became a Founding Icon in 2025. You will earn 300 Icon Club Credits when you become an Icon during the contest period.

Achieved Icon Club	Credits Awarded
2025	200
2026	300

5. CONVENTION TICKET CREDITS

Convention Ticket Credits: You will earn 5 Convention Ticket Credits for every Level 1–4 Brand Ambassador who purchases an Elevate Convention ticket.

6. Prize Tiers:

1. **1,500 Credits:** 50 USD Convention Store Credit & Early Store Access¹
2. **2,000 Credits:** 250 USD Travel Cash²
3. **2,500 Credits:** Black & White Ball³
4. **4,500 – 10,000 Credits:** Up to a 2,000 USD Shopping Experience⁴
 - **4,500 Credits:** 500 USD total shopping money
 - **6,000 Credits:** 1,000 USD total shopping money
 - **8,000 Credits:** 1,500 USD total shopping money
 - **10,000 Credits:** 2,000 USD total shopping money
 - **Top 10 overall Credit earners:** 5,000 USD total shopping money

The 2026 Elevate Convention will take place from June 12 – 14, 2026 at the Greater Columbus Convention Center in Columbus, Ohio. Winning Brand Ambassadors and their guests will be required to make their own travel and transportation arrangements.

No cash alternatives will be issued for any of the prize tiers. Prizes are non-transferable.

Brand Ambassadors must be registered for Convention by April 30, 2026, and expected to attend the event to receive prizes. Brand Ambassadors who cannot attend the 2026 Elevate Convention due to extenuating circumstances may submit an exceptions request, which will be reviewed on a case-by-case basis. Extenuating circumstances include military deployment, pregnancy, death in the family, or severe illness. Those who are granted an exception will receive a one-time total payment of 500 USD.

All credit card payments must be in the name of the purchasing Brand Ambassador and VIP Customer and not that of the sponsor or upline. Any welcome pack purchases subject to returns, refunds, and declined eCheck payments will not generate any credits. Brand Ambassadors not in good standing under the Plexus policies and procedures are not eligible to participate in this Contest.

The Released Parties (defined below) take no responsibility and accept no liability for any lost, stolen, delayed, illegible, damaged, misdirected, late, or destroyed entry requests. All Entries are subject to verification at any time. Earner may be required to show proof (in a form acceptable to the Brand Ambassador—including, without limitation, government-issued photo identification) of being the Plexus Ambassador associated with the selected Entry.

7. Earner notification and acceptance

The Earners will be notified by email on a weekly basis starting the first week of February 2026. Inability to reach Earner by email or phone after reasonable efforts (as determined solely by sponsor) may result in disqualification of prize. The Earner may waive his or her right to receive a prize. No cash equivalent for noncash prizes will be available. The prizes are non-transferable and non-assignable, and no substitutions will be made, except as provided herein at the sponsor's sole discretion. The sponsor reserves the right to substitute the prize or a component thereof for any reason with a prize or a prize component of equal or greater value. Earner is responsible for all taxes and fees in any jurisdiction associated with the prize. The Earner may be required to complete an affidavit of eligibility, which must be returned within 14 days of the date it is received by the Earner. Failure to sign and return the affidavit or release within 14 days, or to comply with any term or condition of these Official Rules, may, at the sole discretion of sponsor, result in a Earner's disqualification and the forfeiture of his or her interest in the prize. Except where prohibited, participation in this contest constitutes participant's consent to the publication of his or her name and image in any media for any commercial or promotional purpose, without limitation or further compensation.

For U.S.: For the purposes of reporting your annual income to the IRS, the value of any prize, award, or offer, whether it be cash or non-cash is considered taxable income and will be included in the Form 1099-NEC if your total income from Plexus exceeds 600 USD.

For Canada: Each earner is solely responsible for reporting and paying any income tax that may be payable in connection with receipt of a prize.

¹ Convention Store Credit and Early Store Access: Limit one-time use, excludes products and donations. (ARV 50 USD) {More details to come on how they will receive this.} Access to the Convention Store prior to regular opening on June 12, 2026.

² Travel Cash: Earners of this prize tier will receive 250 USD travel cash that can be used toward Convention travel. {More details to come on how and when this will be issued.}

³ Black & White Ball: The first 800 Brand Ambassadors who reach 2,500 Credits and officially register for Convention will be invited to attend the Black & White Ball.

⁴ Shopping Experience: Brand Ambassadors who earned 4,500 – 10,000 Credits will receive up to a 5,000 USD Shopping Package at Easton Town Center in Columbus, OH. The package includes an Easton Town Center gift card up to 5,000 USD, private hospitality at Del Mar Restaurant including light refreshments on June 11, 2026, and a 100 USD Uber transportation credit for June 11, 2026. (Shopping Experience ARV up to 5,000 USD, Private Hospitality ARV 100 USD, Transportation Credit ARV 100 USD)

For Mexico: For purposes of taxable income, the value of any prize, award, or offer, whether it be cash or non-cash, is considered taxable income and will be treated as described at <https://www.sat.gob.mx/home>.

For Australia: For purposes of taxable income, the value of any prize, award, or offer, whether it be cash or non-cash, is considered taxable income and will be treated as described here: <https://helpcenter.plexusworldwide.com.au/hc/en-au/articles/360040486292-Australia-Recipient-Created-Tax-Invoice-RCTI->.

8. POTENTIAL CONTEST EARNERS ARE SUBJECT TO VERIFICATION BY THE SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING (WITHOUT RIGHT OF APPEAL) IN ALL MATTERS RELATED TO THE CONTEST PROVIDED THE DECISION IS REASONABLE.

9. Entry conditions and release

Each entrant agrees to: (a) comply with and be bound by these Official Rules and the decisions of the sponsor, which are binding and final (without right of appeal) in all matters relating to this Contest; (b) release and hold harmless the sponsor and each of its respective partners, subsidiary and affiliated companies, the prize suppliers, and any other organizations responsible for sponsoring, fulfilling, administering, advertising, or promoting the contest and all of their respective past and present officers, directors, employees, agents, and representatives (collectively, the **"Released Parties"**) from and against any and all claims, expenses, and liability, including (except where prohibited) but not limited to, negligence and damages of any kind to persons and property, invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye, or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright, or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a participant's entry, creation of an entry, or submission of an entry, participation in the contest, acceptance or use or misuse of prize and/or the broadcast, exploitation or use of entry; and (c) indemnify, defend, and hold harmless the Released Parties from and against any and all claims, expenses, and liabilities (including reasonable attorneys' fees) arising out of or relating to an entrant's participation in the contest and/or entrant's acceptance, use, or misuse of prize.

10. Participant conditions and release

Each participant agrees to: (a) comply with and be bound by these Official Rules and the decisions of the sponsor, which are binding and final (without right of appeal) in all matters relating to this Incentive; (b) release and hold harmless the sponsor and each of its respective parents, subsidiary and affiliated companies, the prize suppliers, and any other organizations responsible for sponsoring, fulfilling, administering, advertising, or promoting the Incentive and all of their respective past and present officers, directors, employees, agents, and representatives (collectively, the **"Released Parties"**) from and against any and all claims, expenses, and liability, including (except where prohibited) but not limited to, negligence and damages of any kind to persons and property, invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye, or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright, or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a participant's earning, creation, or submission of an earning, participation in the Incentive, acceptance or use or misuse of prize and/or the broadcast, exploitation or use of entry; and (c) indemnify, defend, and hold harmless the Released Parties from and against any and all claims, expenses, and liabilities (including reasonable attorneys' fees) arising out of or relating to a participant's participation in the Incentive and/or participant's acceptance, use, or misuse of prize.

11. Publicity

Except where prohibited by local laws, participation in the contest constitutes Earner's consent to the sponsor's and its agents' use of Earner's name, likeness, photograph, voice, opinions, and/or hometown, state, or province and country for promotional purposes in any media, worldwide, without further notice, payment, or consideration, and where required the entrant hereby grants to the sponsor an unlimited, worldwide, royalty-free, non-exhaustive, perpetual, and irrevocable license to use Earner's name, likeness, photograph, voice, opinions, and/or hometown, state, or province and country for promotional purposes in any media, worldwide, without further notice, payment, or consideration. Where prohibited, the sponsor will request Earner's permission to use Earner's name, likeness, and/or photograph for promotional purposes.

12. General conditions

To the extent permitted by law, the sponsor reserves the right, in its sole and absolute discretion and in consideration of the entrant's interests, to cancel, suspend, and/or modify the contest, or any part of it (including, without limitation, these Official Rules), if any fraud, technical failures, or any other factor beyond the sponsor's reasonable control impairs the integrity or proper functioning of the contest, as determined by the sponsor in its sole discretion. The sponsor's failure to enforce any terms of these Official Rules shall not constitute a waiver of that provision. In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules and disclosures or other statements contained in any contest-related materials, the terms and conditions of these Official Rules shall prevail, govern, and control.

13. Limitations of liability

The Released Parties are not responsible for: (a) any incorrect or inaccurate information, whether caused by entrants, printing errors, or by any of the equipment or programming associated with or used in the contest; (b) technical failures of any kind (including, but not limited to, malfunctions, interruptions, or disconnections in phone lines or network hardware or software); (c) unauthorized human intervention in any part of the entry process or the contest; (d) technical or human error, which may occur in the administration of the contest or the processing of Entries; or (e) any injury or damage to persons or property, which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the contest or receipt or use or misuse of any prize.

14. Disputes

Each entrant agrees that any and all disputes, claims, and causes of action arising out of or connected with this contest, or any prizes awarded, shall be resolved individually, without resort to any form of class action any and all disputes, claims, and causes of action arising out of or connected with this contest, or any prizes awarded, shall be resolved exclusively by:

In the United States: The laws of the State of Arizona, USA without giving effect to any choice of law or conflict of law rules (whether of the State of Arizona, USA, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Arizona, USA.

In Canada: The applicable laws, statutes, and ordinances, rules and regulations governed by and shall be construed in accordance with the substantive laws of the province of Ontario and the federal laws of Canada applicable therein without regarding to principles of conflicts of law. The parties specifically agree to the venue and jurisdiction being exclusively in the federal and provincial courts situated in Toronto, Ontario, Canada. FOR RESIDENTS OF QUÉBEC ONLY: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the board only for the purpose of helping the parties reach a settlement.

In Mexico: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and the Sponsor in connection with the Incentive, shall be governed by, and construed in accordance with, the laws of the legislation of the Mexican United States, and particularly to the applicable legislation of Guadalajara, Jalisco, and to the jurisdiction of the courts of Guadalajara, Jalisco, renouncing to any other jurisdiction that could correspond to them in virtue of their legal domicile, either present or future.

In Australia: The laws governed by and shall be construed in accordance with the substantive laws of the State of New South Wales without regard to principles of conflicts of law.

All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of the entrant and the sponsor in connection with the contest, shall be governed by, and construed in accordance with, the laws of the State of Arizona, USA without giving effect to any choice of law or conflict of law rules (whether of the state of Arizona, USA, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the state of Arizona, USA.

15. Participant's personal information

Information collected from participant is subject to the sponsor's Privacy Policy, which is available at <https://shop.plexusworldwide.com/privacy-policy> or subdomains of that website.

65. Contest results

Alternatively, for Contest results, send a hand-printed, self-addressed, stamped envelope to Earners List — 2026 Elevate Convention Contest, Plexus Worldwide, LLC, 9145 E. Pima Center Parkway, Scottsdale, AZ 85258. Requests for the Earner list must be received by May 31, 2026. Canadian residents may omit return postage.