

RUN TO CONVENTION

The Run to Convention program gives every R+F Independent Consultant the choice to make her or his Convention dream a reality. So what are you waiting for? See how points earned from March 2017 through July 2017 can take this year's R+F Convention experience to fabulous new heights: Through the Run to Convention program, the top 6,500 Consultants have the opportunity to earn points towards securing a Registration spot at R+F Convention 2017, in addition to other exclusive rewards, by increasing her or his total number of Executive Consultants* (EC) within their Personal Team and/or helping newly enrolled Personally Sponsored Consultants achieve 600 in Sales Volume (SV) in their enrollment month. Top 6,500 eligible achieving Consultants will earn an R+F Convention invitation and the next 2,000 achieving Consultants will earn an R+F Virtual Convention Spots.

SECTION 1: PROGRAM ELIGIBILITY

To be eligible to participate in the Run to Convention program, a Consultant must have an active Consultant Agreement in compliance with the Rodan + Fields® (R+F) Policies and Procedures.

SECTION 2: PROMOTIONAL PERIOD

The Run to Convention program begins on March 1, 2017, and ends on July 31, 2017 11:59 p.m. PST.

SECTION 3: PROGRAM QUALIFICATION

In order to earn points in the Run to Convention program a Consultant cannot use a Personal Grace during the promotional period (March 1, 2017 – July 31, 2017) and must achieve a minimum of 100 Sales Volume (SV) and at least one or all of the following activities within a single Commission Period between the March 2017 and July 2017 Commission Periods:

- Grow total number of Executive Consultants (ECs) within her or his Personal Team by a minimum of 2 (two)*; AND / OR
- Help 2 (two) newly enrolled Personally Sponsored Consultants achieve 600 SV or more during her or his month of enrollment;

*Executive Consultant (EC): The first promotion title an Active Consultant may achieve. Requires a monthly minimum of 100 Sales Volume (SV) and a minimum of 600 in Personally Sponsored Qualifying Volume (PSQV).

** A Consultant's EC growth will be benchmarked against the total number of ECs within her or his Personal Team during the Close of the February Commission Period. Once a Consultant has grown her or his Personal Team by at least 2 (two) Executive Consultants from the February Commission Period total, a new benchmark is established. The new benchmark is based on the Consultant's highest total EC count that has qualified her or him to earn points within the promotional period.

SECTION 4: HOW TO EARN

Consultants must meet program qualifications outlined in **Section 3** during the Promotional Period to earn points. All Consultants will have the opportunity to earn points. The top 6,500 Consultants have the opportunity to earn points towards securing a Registration spot at R+F Convention 2017. The following 2,000 Consultants will have earn points towards securing an R+F Virtual Convention Registration spot. The chart below outlines how a Consultant can earn points and the number of points awarded for each activity.

HOW TO EARN POINTS	# OF POINTS AWARDED
EC GROWTH	
Receive four points when a Consultant grows her or his Personal Team by 2 Executive Consultants (EC) over prior month	4
Receive two additional points for each additional Executive Consultant (EC) added in the same month	2
TEAM GROWTH	
Receive two points for helping two newly enrolled personally sponsored Consultants achieve 600 SV or more during their enrollment month	2
Receive one additional point for each additional newly enrolled Personally Sponsored Consultant who you help achieve 600 SV or more during her or his enrollment month.	1

Executive Consultant (EC) Growth

When a Consultant increases her or his Personal Team by 2 ECs she or he will be awarded 4 (Four) points. For every additional EC added, Consultants will be awarded 2 (two) additional points.

		FEB	MAR	APR	MAY	JUN	JUL	Total Points Awarded for Total EC Growth
SCENARIO 1	Total EC Count	4	6	8	10	12	14	
	Total number of ECs Increased*	NA	2	2	2	2	2	
	Points Awarded	NA	4	4	4	4	4	20
SCENARIO 2	Total EC Count	4	5	6	7	8	9	
	Total number of ECs Increased*	NA	1	2	1	2	1	
	Points Awarded	NA	0	4	0	4	0	8
SCENARIO 3	Total EC Count	4	6	9	7	13	10	
	Total number of ECs Increased*	NA	2	3	NA	4	NA	
	Points Awarded	NA	4	6	0	8	0	18

Highlighted boxes represent when a new benchmark is established, based on the Consultant's highest EC count that has qualified her or him to earn points within the promotional period.

*Based off of the February Commission Period, once a Consultant has increased her or his Executive Consultant total number by 2 (two), the number of ECs increased is measured against the Consultant's highest EC total number that has qualified her or him to earn points within the promotional period.

Team Building (C Enrollments)

Two points are awarded when a Consultant helps 2 (two) newly enrolled Personally Sponsored Consultants achieve 600 SV or more during their month of enrollment, within a given Commission Period. For every additional newly enrolled Consultant who you help achieve 600 SV or more during her or his month of enrollment, a Consultant will be awarded 1 (one) additional point.

		MAR	APR	MAY	JUN	JUL	TOTAL POINTS AWARDED FOR HELPING NEW ENROLLEES ACHIEVE 600 IN SV IN THEIR ENROLLMENT MONTH
SCENARIO 1	Number of Newly Enrolled Consultants you helped achieve 600 SV	2	2	1	0	3	
	Points Awarded	2	2	0	0	3	7
SCENARIO 2	Number of Newly Enrolled Consultants you helped achieve 600 SV	0	2	4	3	1	
	Points Awarded	0	2	4	3	0	9
SCENARIO 3	Number of Newly Enrolled Consultants you helped achieve 600 SV	4	5	3	2	4	
	Points Awarded	4	5	3	2	4	18

Consultants are rewarded based on their total number of points earned from both EC Growth and helping New Enrollees achieve 600 in SV in their enrollment month.

		MAR	APR	MAY	JUN	JUL	TOTAL	TOTAL POINTS AWARDED DURING PROMOTIONAL PERIOD
SCENARIO 1	Number of Points Awarded for EC Growth	4	4	4	4	4	20	27
	Number of Points Awarded for helping New Enrollees achieve 600 SV	2	2	0	0	3	7	
SCENARIO 2	Number of Points Awarded for EC Growth	0	4	0	4	0	8	17
	Number of Points Awarded for helping New Enrollees achieve 600 SV	0	2	4	3	0	9	
SCENARIO 3	Number of Points Awarded for EC Growth	4	5	0	8	0	17	35
	Number of Points Awarded for helping New Enrollees achieve 600 SV	4	5	3	2	4	18	

SECTION 5: REWARDS

The top 6,500 Achievers will receive an invitation to register for R+F Convention 2017 onsite. The next 2,000 Achievers will qualify for an invitation to virtual Convention 2017 and a \$189 RF Payday deposit. Whether a Consultant has earned an invitation to attend Convention onsite or virtually, she or he will also have the opportunity to earn points and rewards that the below chart explains. Consultants who end the program with the same amount of points will be numbered by total L1 + L2 Qualifying Volume Growth comparing the February Commission Period and July Commission Period.

Earn additional points to help cover R+F Convention 2017 registration fees and lodging costs, or treat yourself to onsite product offerings, a splurge worthy night out.

POINTS EARNED*	RF PAYDAY DEPOSIT TO USE TOWARDS TRAVEL TO CONVENTION**	SPECIAL R+F BRANDED GIFT	GUEST REGISTRATION	HOST HOTEL RESERVATION	GENERAL SESSION MAIN STAGE RECOGNITION
15	\$500	●			
25	\$1,000	●			
30	\$2,000	●			
35	\$3,000	●	●	●	
40	\$4,000	●	●	●	
55	\$5,000	●	●	●	
TOP 10 ACHIEVERS	\$5,000	●	●	●	●

*Please note, an invitation to register does not include complimentary registration but rather a guaranteed opportunity to earn your ticket to attend R+F Convention 2017.

**Consultants must register and attend R+F Convention 2017 to be eligible for RF Payday Deposits.

Please note: Hotel rooms at the R+F Group Rate will be guaranteed for Achievers with 35 or more Points. All remaining rooms will be available to Run to Convention Achievers on a first-come, first-served basis.

SECTION 6: R+F JOURNEY SITE

The Leaderboard feature within the [R+F Journey](#) website enables Consultants to track her or his progress, be recognized for her or his activities and behaviors during the promotional period, and have visibility to all other Consultants and where they rank during the program Qualification Period. The Leaderboards will showcase a Consultant's rank in comparison with other Consultants, and her or his total points.

Monthly email communications will be sent out informing Consultants of her or his status, including point total, and what Consultants need to achieve to pass the next threshold. The final top 8,500 will be determined at close of the July 2017 Commission Period with the top 6,500 achievers receiving an invitation to register for Convention and the following 2,000 receiving the R+F Virtual Convention reward.

Consultants who have earned a seat at R+F Convention 2017 receive an invitation to register in the beginning of August 2017. The invitation to register will expire after 72 hours. If the Achiever has not registered within 72 hours, they will no longer be eligible for a reimbursement (if applicable) and their seat will be offered to the next Consultant with the highest number of points earned.

SECTION 7: OTHER TERMS

Consultants must register and attend Convention to be eligible for R+F Payday deposits. An invitation to register does not include complimentary registration but rather a guaranteed opportunity to earn your ticket to attend R+F Convention 2017. Points earned through the Run to Convention program are not transferable to other Rodan + Fields Independent Consultants.

Commissions, Awards, and Performance Bonuses earned through special programs or initiatives based on product sales are considered income.* Each Consultant is responsible for paying all applicable taxes on such income, whether derived from monetary or non-monetary compensation. Please refer to Section 5m of the Policies and Procedures for additional information.

Any violation of the R+F Policies and Procedures may render a Consultant ineligible to participate in the Run to Convention program or disqualification of a Consultant from any further participation.

The Run to Convention program is an optional program offered in addition to other Commission, Award, and Bonus programs in effect during the qualification period of the program. This program does not modify or replace the R+F Compensation Plan. For further details and definitions under the R+F Compensation Plan, please see the R+F Policies and Procedures.

Rodan + Fields reserves the right to change the terms of the Run to Convention program at any time without notice.

Rodan + Fields does not promise or guarantee that Consultants participating in the Rodan + Fields program will generate any income. As with any business, each Consultant's business results may vary. Earnings depend on a number of factors, including the area in which you live, individual effort, business experience, diligence and leadership. Potential Consultants are urged to perform their own due diligence prior to making any decision to participate. For information regarding earnings under the Rodan + Fields Compensation Plan, see the [Income Disclosure Statement](#).