

## **3M CERTIFIED ADVANTAGE PROGRAM 2009 OFFICIAL RULES & DETAILS**

**Eligible Participants:** All authorized 3M Building and Commercial Services Division distributor sales representatives can participate. If you achieved 3M Certification and reported sales in the 3M Certified Advantage Program in 2008, you are automatically registered and eligible in 2009. If you are a new participant, you will need to register on-line at [www.3Mcertified.com](http://www.3Mcertified.com) or call 3M Certified Headquarters at 866.206.6222, for assistance. You will also need to achieve 3M Certification prior to being eligible for awards.

### **3M Certification Requirement:**

If you have not yet achieved 3M Certification, you must do so prior to earning awards in 2009. To become 3M Certified, you must successfully complete a minimum of six on-line sales training modules. Choose from the following product categories. (Module length: approximately 30 minutes each):

- 3M™ Twist 'n Fill™ Chemical Management System
- 3M™ Floor Pads
- 3M™ Restroom Care System
- 3M™ Easy Clean System
- 3M™ Floor Finish
- Scotch-Brite™ Hand Pads
- 3M™ Nomad™ Entrance Matting System
- 3M™ Carpet Care Products

### **To complete your Training:**

Go to [www.3M.com/PACE](http://www.3M.com/PACE) to access training modules.

3M eProduct training help is available at: 1-800-557-2249 (8:00 AM–4:30 PM CST).

You will be eligible to begin earning cash awards in 2009 during the month that your 3M Certification is completed.

**Program Dates:** The program runs January 1 through December 31, 2009. There will be three (3) promotion periods, each offering cash awards on featured 3M products, within that timeframe.

**Eligible Products:** Sales of all 3M Building and Commercial Services Division products (Price Pages BST-400, BST-400-SSC-A and BST-400-SSC-B) will count toward 2009 Sales Growth Bonuses and the year-end Alaskan Cruise drawing. In addition, featured 3M products will be eligible for cash spiff award payment during three (3) four-month promotion periods during the year:

<b>Promotion Period</b>	<b>Featured 3M Products</b>
○ January 1 – April 30, 2009	Cleaning For Health and Environment
○ May 1 – August 31, 2009	Sustainable Floor Care
○ September 1 – December 31, 2009	Sustainable Floor Matting and Traction

## [Two Ways to Earn Cash Awards:](#)

Each promotion period will offer two ways to earn cash awards.

### (1) Sell Featured Products.

Promotion Period	Featured 3M Products
○ January 1 – April 30, 2009	Cleaning For Health and Environment
○ May 1 – August 31, 2009	Sustainable Floor Care
○ September 1 – December 31, 2009	Sustainable Floor Matting and Traction

### EARN A CASH SPIFF WITH EVERY ELIGIBLE SALE.

Featured products and payout schedule will change with each promotion, as previewed below. Specific details will be announced prior to the start of each promotion.

**Requirements**—To be eligible for cash spiffs: (1) Sales must be reported through the 3M Certified Advantage Program no later than 30 days after the end of each month; and (2) You must have completed 3M Certification in 2008 or 2009.

**Payment**—Cash awards will be deposited into your 3M Certified Advantage on-line account upon receipt and verification of monthly sales reports. Redeem all or a portion of your accumulated award earnings at any time. Partial redemptions must be requested in \$10 increments. Cash will be loaded onto a 3M Rewards Card issued by VISA® (see [“Cash Payments”](#) below).

### (2) Record incremental sales growth (2009 vs. 2008).

**2009 SALES GROWTH BONUS—CASH AWARDS UP TO \$300 PER PROMOTIONAL PERIOD.** Earn additional cash bonuses based on your total sales increase of 3M Building and Commercial Services products in 2009 over the same four-month period in 2008. The higher your sales increase, the higher your cash bonus will be.

Sales Increase During 4-Month Promotion Period*	Earn This Sales Growth Bonus
▪ \$2,500 - \$4,999	▪ \$50
▪ \$5,000 - \$7,499	▪ \$100
▪ \$7,500 - \$9,999	▪ \$200
▪ \$10,000+	▪ \$300

\*As measured by total sales reported through the 3M Certified Advantage Program in 2009 versus the same four-month time period in 2008.

**Eligibility for new sales representatives:** If you do not have sales history from 2008, you will receive a Sales Growth Bonus upon achieving a minimum \$2,500 in reported sales for the four-month period. The higher your total sales, the higher your bonus payout will be, as follows:

Sales Increase During 4-Month Promotion Period*	Earn This Sales Growth Bonus
▪ \$2,500 - \$4,999	▪ \$50
▪ \$5,000 - \$7,499	▪ \$100
▪ \$7,500 - \$9,999	▪ \$200
▪ \$10,000+	▪ \$300

**Requirements**—To be eligible: (1) Sales must be reported through the 3M Certified Advantage Program no later than 30 days after the end of each month; and (2) You must have completed 3M Certification in 2008 or 2009.

**Payment**—Qualifiers for the 2009 Sales Growth Bonus will be determined at the end of each four-month promotion period, upon receipt and verification of required sales reports. Cash awards will be deposited into your 3M Certified Advantage on-line account at that time. Redeem all or a portion of your accumulated award earnings at any time (partial redemptions must be requested in \$10 increments). Cash will be loaded onto a 3M Rewards Card issued by VISA® (see [“Cash Payments”](#) below).

***Cash Payments:*** Cash awards that you earn throughout 2009 will be paid on a 3M Rewards Card issued by VISA®. Use the card anywhere that VISA is accepted—for merchandise, travel, dining, entertainment.

Cash awards will be deposited into your 3M Certified Advantage on-line account. Redeem all or a portion of your accumulated cash award earnings at any time (partial redemptions must be requested in \$10 increments). To redeem, simply place an on-line award order, specifying “3M Rewards Card” in the amount you desire. Allow 4-6 weeks for delivery of 3M Rewards Card upon ordering.

***Year-End Grand Prize:*** A grand prize seven-day Alaska cruise vacation for two will be awarded via random drawing to one winner at year-end. All distributor sales representatives who are 3M Certified and reported sales through the 3M Certified Advantage Program for all 12 months of 2008 will receive one entry. You may earn an additional entry based on incremental growth of all 3M Building and Commercial Services products, as measured by total sales reported through the 3M Certified Advantage Program in 2009 versus 2008. Earn one entry by reporting a 15% incremental sales gain (\$10,000+ minimum volume) OR by reporting \$25,000+ overall incremental growth in 2009. Vacation includes airfare, all onboard cruise meals, port of call transfers, daily shore excursions/activities, and more. Click here to [review official rules](#) for the grand prize drawing. NOTE: Participation in the 3M Certified Advantage Program in 2008 is required for you to be eligible for more than one entry in the grand prize drawing.

***Reporting Your Sales:*** Qualifying sales must be claimed using your company’s electronic sales reports. Reports MUST include sales by distributor sales representative, showing customer name and address; 3M Building and Commercial Services products sold; date purchased; and invoice value. Sales reports must be submitted electronically

**E-mail sales files to:**  
[cap@2020promo.com](mailto:cap@2020promo.com)

**Sales claims must be submitted monthly and must be received within 30 days of the end of each month to be eligible.** Please allow 2-3 weeks for proper crediting. Questions regarding the reporting of sales should be directed to 3M Certified Advantage Program Headquarters at 866-206-6222.

### General Rules & Qualifications:

- (1) New participants (those who did not report sales in the 3M Certified Advantage Program in 2008) must register on-line to become active in the program in 2009, and will begin accumulating cash awards during the month that they achieve 3M Certification. Participants who achieved 3M Certification and reported sales in the 3M Certified Advantage Program in 2008 will automatically roll over to the new program, and will begin immediately accumulating cash awards in January.
- (2) 3M Rewards Cards issued by VISA will be valid for a period of 12 months from the date of issuance and are subject to specified terms and conditions. Allow 4-6 weeks for delivery of 3M Rewards Card upon ordering.
- (3) To be eligible for the year-end Alaskan Cruise drawing, you must have reported sales of 3M Building and Commercial Services products through the 3M Certified Advantage Program during all 12 months of 2008.
- (4) All cash awards earned in the 2009 3M Certified Advantage Program must be redeemed by February 28, 2010.
- (5) 3M reserves the right to audit all sales prior to issuing cash awards.
- (6) Sales representatives who leave a distributor for any reason will be deemed ineligible for the year-end grand prize drawing and/or any 2009 Sales Growth Bonus that is currently in progress, and will be required to redeem any cash awards they have banked within 30 days of termination or forfeit all award claims. Exception: Cash awards and 2009 Sales Growth Bonus/grand prize eligibility can be carried over to other authorized 3M Building and Commercial Services distributors.
- (7) Any tax obligations relating to awards are the responsibility of the program participant and not 3M or its suppliers.
- (8) Sales to other distributors, sales to accounts supported by deviated pricing, or sales that are made under contract/agreement between 3M and a national consuming account are not eligible in the 3M Certified Advantage Program.
- (9) 3M reserves the right to modify or withdraw the Certified Advantage Program at any time without prior notice, with the provision that cash awards on balance can be redeemed for a period of 30 days.

3M in its sole discretion will settle any and all discrepancies and/or interpretations of program rules. 3M reserves the right to discontinue this promotion at any time without notice and without reason. 3M reserves right to audit any sales data provided by distributor or distributor sales representative.