



ESAN

# Special Events Policy

**Effective from  
Performance Year 2024  
(September 1, 2023)**



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# About the Amway ESAN Special Events Policy



This Special Events Policy (the Policy) applies to all Amway Europe, Southern Africa, Australia and New Zealand (ESAN) events organized by any Amway affiliate incorporated in Amway ESAN.\*

The provisions as defined herein apply together with the specific Event Terms and Conditions, as accepted while registering for that event. In case of contradictions between this Policy and the Event Terms and Conditions, the Event Terms and Conditions shall prevail over this Policy. Amway reserves the right to amend this Policy from time to time, with changes taking effect immediately following notice to Amway Business Owners (ABOs) and Independent Business Owners (IBOs).

\* Australia, Austria, Belgium, Botswana, Bulgaria, Croatia, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Italy, Latvia, Lesotho, Lithuania, Namibia, Netherlands, New Zealand, Norway, Poland, Portugal, Republic of Ireland, Romania, Slovakia, Slovenia, South Africa, Spain, Swaziland, Sweden, Switzerland, Turkey, Ukraine, and United Kingdom

# About Amway ESAN Special Events

Throughout each Performance Year, Amway sponsors Special Events – exciting, inspirational, educational and meaningful experiences for Amway Business Owners\* (ABOs) that have specific business-related purposes.

Amway ESAN Special Events are organised into two categories, each with a different purpose and different guidelines around perquisites.

AMWAY SPECIAL EVENTS	PURPOSE	EXAMPLES	PERQUISITES
Incentive Business Trips	These strategic events support business growth by offering: <ul style="list-style-type: none"><li>• Recognition and rewards for achieving qualifications</li><li>• Networking for building communities</li><li>• Learning and development</li><li>• Communication and dialogue among ABOs and regional management</li></ul>	Leadership Training Seminar Diamond Conference Founders Council Global Founders Council	Amway offers all attendees high-quality accommodation, transportation and amenities, with special perquisites offered based on qualification level.
Other Events	These invitation-only events serve a specific purpose to support business growth or strategic goals.	New Platinum Seminar Amway Growth Advisory Council Strategic Panels Workshops	Amway offers all attendees the same high-quality accommodation, transportation and amenities. Exceptions may occur and are specified in the respective event terms and conditions.

*\*Amway Business Owners, or ABOs (known as Independent Business Owners or IBOs in Australia and New Zealand) are independent contractors, appointed for the promotion of Amway products (see the [Amway Rules of Conduct](#) for the full definition).*

# ABO Attendance Guidelines

The following guidelines and expectations apply to both categories of Amway Special Events: Amway Incentive Business Trips and Other Events.

## NO CASH IN LIEU

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If an ABO qualifies for an Amway event and receives an invitation, and declines to attend for any reason, no cash in lieu will be provided in lieu of attendance.

## REQUIRED BUSINESS SESSION ATTENDANCE

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During all Amway Events, ABOs are required to attend all business sessions, including, but not limited to, business updates, ABO meetings, product demonstrations, Q&A sessions and other scheduled business activities.

Failure to attend these scheduled sessions without a reasonable justification (accepted by Amway) will be considered a violation of the ABO’s contractual obligations, and they may be asked to reimburse Amway for some or all costs associated with their participation in this programme.

## CHANGES AND CANCELLATIONS EIGHT WEEKS BEFORE THE EVENT

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If an ABO asks Amway to make changes to their participation after registering, but more than eight weeks prior to the event, Amway may agree to the changes if they are logistically feasible. Any additional costs resulting from the change will be the responsibility of the ABO.

## LAST-MINUTE CANCELLATIONS

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For last-minute cancellations – that is, those made less than eight weeks prior to the event – the ABO will be held liable to settle any costs incurred (hotel, activities, amenities, transfers, and food and beverage). This also includes ABOs who registered as participating but did not attend the event.

If the ABO cancels their event attendance after Amway has paid for the travel, the ABO will be asked to refund the money to Amway by deducting it from their bonus in the month after the event.

The terms of last-minute changes may be revoked, cancelled, modified or conditioned by Amway at any time, at its sole discretion.

# ABO Attendance Guidelines (continued)

## EMERGENCY SITUATIONS PRIOR TO THE EVENT

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If the ABO is not able to attend an Amway Event due to an emergency situation, and they notify Amway before the event has begun that they need to cancel, they may be eligible to substitute one of their adult/Second-Generation Successors for the participant (for Emeralds and up).

Emergency situations are those that involve sudden illnesses, death in the family and natural emergencies that arise ahead of the event dates and are expected to continue to impact the ABO for the duration of the event, therefore preventing their attendance.

Emergency situation claims must be supported by appropriate documentation. Amway Special Events will determine whether the situation qualifies as an emergency as defined here, and will approve or reject the claim, after discussing the situation with the ABO, Sales Manager and Amway ESAN management.

## FLIGHT DELAYS AND CANCELLATIONS

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Where the delay, missed connection or cancellation of a flight is the fault of the airline or a result of unforeseen circumstances beyond the control of the ABO (such as extreme weather, civil disturbances, acts of terror, pandemics and endemics, labour disputes/strikes, government regulations, etc.), the ABO will not be held liable upon providing Amway with appropriate documentation supporting these circumstances.

If a delay or missed connection is a result of the ABO’s own negligence, the ABO will be solely responsible for bearing any additional costs associated with any no-show charges, flight changes, alternative flight arrangements, etc., and will be asked to reimburse Amway for any costs incurred if they fail to attend the event.



## Incentive Business Trips

# Event Expenses

Amway ESAN Incentive Business Trips are strategic events supporting business growth by offering recognition and rewards for achieving qualifications, networking for building communities, learning and development, and communication and dialogue among ABOs and regional management. ABOs earn invitations to Incentive Business Trips by achieving specific qualification requirements.

ABOs at all levels will enjoy high-quality travel and accommodation during Amway ESAN Incentive Business Trips. ABOs are eligible for more significant bonuses and incentives for these events, based on the qualification level they have achieved. Amway qualification levels recognise and reward ABOs' achievements throughout the Amway journey, encouraging business growth.

The Leadership Training Seminar, the Diamond Conference, the Founders Council and the Global Founders Council are Amway ESAN's Incentive Business Trips.



## Incentive Business Trips

# Event Expenses (continued)

### COVERED BY AMWAY

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Amway will cover:

- Travel, including round trip flights from the qualifying market home airport to the event destination and back on the event trip dates only (official arrival and departure days), including taxes and onsite transportation (any travel deviations are payable by the ABO)
- Meals
- Accommodation (ABOs may not request or purchase upgrades)
- Event programming
- Amenities

Amway offers all ABOs high quality accommodation, transportation and amenities. Special perquisites are offered based on qualification level, as detailed in this section.

### COVERED BY THE ABO

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The ABO is responsible for any changes or additional service requests (such as preferred airline requests), visa costs (if needed), medical and travel insurance, home market transportation and any incidental charges associated with their hotel stay. If an ABO doesn't cover their incidentals upon hotel check-out, Amway reserves the right to deduct this amount from the ABO bonus.





## Incentive Business Trips

# Eligibility and Family Member Attendance

To be eligible to participate in Amway Incentive Business Trips, ABOs must satisfy all of the following criteria:

- Meet the event's qualification criteria, which are announced before each new Performance Year
- Receive a written invitation from Amway, which is extended at Amway's sole discretion
- Be in good standing with Amway and not in breach of the ABO contract, including, but not limited to, Amway Rules of Conduct and Amway Policies and Standards, throughout the period of qualification and up to and including the time of the event

## **FAMILY MEMBER ATTENDANCE**

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If an ABO qualifies to be invited to an Amway Incentive Business Trip, up to two (2) people named on the same ABO-ship as defined by an ABO number are eligible to attend. Any individual who is not listed as an applicant, co-applicant and/or team partner will not be permitted to attend without written approval from Amway.

Where only one person is listed on the ABO-ship, the ABO may submit a written request to Amway for an additional person to accompany them. Amway may, at its sole discretion, withhold or reject the attendance request for the additional person.

Amway reserves the right, at its sole discretion, to approve or deny the attendance request for the additional person.

## Incentive Business Trips

# Eligibility and Family Member Attendance (continued)



### Children below 18 years of age

Young children (below 18 years of age) are not permitted to attend Amway ESAN Incentive Business Trips. Before registering, check each event's Terms and Conditions for details about children's eligibility to attend. The following exceptions apply:

- **Nursing infants under one year old may accompany ABOs to any Amway Incentive Business Trip.** ABOs must notify the Amway ESAN Special Events Team in advance – during registration or via email – that the infant will be attending. Infants are not allowed to attend business meetings or formal dinners, and it is the ABO's sole responsibility to ensure the infant is cared for during these events, which are mandatory for ABOs.
- **Children may attend specially designated Family Events, such as the Family Leadership Training Seminar.** Specifically, up to two children age 12 and under are eligible to attend these events if they stay in their parents' hotel room, and airfare must be covered by the ABO. Additional children – that is, more than two children age 12 and under, or any children between ages 13 and 17 – may be eligible to attend through a buy-in option.

Incentive Business Trips

# Eligibility and Family Member Attendance (continued)

**Second-Generation Successors\***

As part of the Second-Generation Successor Incentive Trip Policy, First-Generation ABOs may attend the Leadership Training Seminar and Diamond Conference with up to two Second-Generation Successors or one Second-Generation Successor with the Second-Generation Successor’s spouse or partner, if this request is formally approved by Amway.

Amway covers Second-Generation Successors’ expenses, assuming only one hotel room is used, according to the following table. Programme expenses not covered by Amway are at the ABO’s expense and may be pre-purchased as a package at least eight weeks prior the event.

If an additional hotel room is required, the ABO purchases a package for all programme costs, excluding all business-related activities.

**Responsibility to cover expenses**

	Leadership Training Seminar			Diamond Conference	
	Founders Council	Diamonds	Founders Emeralds, Emeralds	Founders Council	Diamonds
Flights / Travel	Amway	ABO	ABO	ABO	ABO
Transfer	Amway	ABO	ABO	Amway	ABO
Accommodation	Amway	ABO	ABO	Amway	ABO
Meals	Amway	ABO	ABO	Amway	ABO
Business Activities	Amway	Amway	Amway	Amway	Amway
Leisure Activities	Amway	Amway	ABO	Amway	ABO
Amenities	Amway	Amway	ABO	Amway	ABO

\*See the [Amway Rules of Conduct](#) for more information on the Second-Generation Successor Incentive Trip Policy.



## Incentive Business Trips

# Eligibility and Family Member Attendance (continued)



The ESAN Second-Generation Successor (Second Generation) Incentive Trip Policy is applicable for ESAN Leadership Training Seminars and ESAN Diamond Conferences when Second-Generation Successor(s) attend in addition to, or instead of, the First-Generation ABOs.

All expenses are covered by Amway if the Second-Generation Successor attends in lieu of the First-Generation ABO. This can be either two Second-Generation Successors or one Second-Generation Successor, with a spouse or partner – maximum of two invitations per qualified business (one room only).

In case of “in lieu” attendance, the Second-Generation Successor represents the First-Generation ABO’s Amway business, and treatment of the Second-Generation Successor is according to the qualification level of the First-Generation ABO’s business.

In case the First-Generation ABO decides not to make use of the options offered in this policy for their Second-Generation Successor, no reimbursement payment will be granted.

## Incentive Business Trips

# Multiple Qualifications



If ABOs earn multiple qualifications for an event, or for simultaneous events in different regions, they may choose one of the following options:

- **Bring up to two Second-Generation Successors** who are at least 18 years old, who will receive perquisites according to the qualification of the business that they are representing (not the highest pin level of their parents)
- **Receive the following compensation** after attending the event on at least one of their qualified businesses:
  - » €3000 per business for the Leadership Training Seminar (LTS)
  - » €8000 per business for the Diamond Conference
- **Attend a different LTS Session/Event** (subject to space availability)



Incentive Business Trips

# Special Perquisites by Qualification Level

## PRIMARY MARKET QUALIFIED AWARD LEVEL PREREQUISITIES

When an Amway ESAN Incentive Business Trip takes place in a Global Award Recognition Qualifier’s or Foundational Leader’s primary market – that is, the location where they started their business – they are eligible for certain perquisites.

### For Global Award Recognition Qualifiers

Global Award Recognition rewards profitable and sustainable leaders who are Executive Diamonds and above. For details, please see the Global Award Recognition Brochure.

The chart below shows the reward level of Amway Global Award Recognition Qualifiers at an Amway ESAN Incentive Business Trip in a Leader’s primary market for Leaders qualified at or above in that market.

Flight class, accommodation and ground transportation depend on availability.

GLOBAL AWARD RECOGNITION LEVEL	FLIGHT CLASS	ACCOMMODATION	GROUND TRANSPORTATION	AMENITIES	INCIDENTAL CHARGES
<b>FOUNDERS COUNCIL</b> Crown, Founders Crown, Crown Ambassador, Founders Crown Ambassador	First class, or highest available	Suite	Highest luxury available	Based on Global Award Recognition Level	100% covered by Amway, up to \$1,000 (Currency USD) per event, including gift shop and spa expenses
<b>LEADER OF LEADERS</b> Double Diamond, Founders Double Diamond, Triple Diamond, Founders Triple Diamond	Business class	Suite	Mid luxury	Based on Global Award Recognition Level	Paid by ABO
<b>GLOBAL LEADER</b> Executive Diamond, Founders Executive Diamond	Business class	Deluxe or jr. suite	Deluxe	Based on Global Award Recognition Level	Paid by ABO

1 **Emerald Bonus Recipient** – Qualified Emerald with three or more Q6 legs in the local market. European ABOs qualifying as Emerald Bonus Recipient with European legs are treated in the same way as Core Emerald Bonus Recipient qualifiers



Incentive Business Trips

# Special Perquisites by Qualification Level (continued)

**Foundational Leader\* Qualifiers**

Amway Global Award Recognition Leaders who qualify for another market event and are not Emerald Bonus Recipients in that market, and Amway Foundational Leaders that qualify below that level can receive the following treatment.

Flight class, accommodation and ground transportation depend on availability.

FOUNDATION AWARD LEVEL	FLIGHT CLASS	ACCOMMODATION	GROUND TRANSPORTATION	AMENITIES	INCIDENTAL CHARGES
DIAMOND TO FOUNDERS DIAMOND	Business	Deluxe room	Separate transfer	Diamond Level	Covered by ABO
FOUNDERS PLATINUM TO FOUNDERS EMERALD	Economy	Standard room	Bus	Standard	Covered by ABO
PLATINUM	Economy	Standard room	Bus	Standard	Covered by ABO



\* Founders Diamonds and Diamonds

Incentive Business Trips

# Special Perquisites by Qualification Level (continued)

## HOST MARKET QUALIFIED AWARD LEVEL PERQUISITES

### Global Award Recognition Qualifiers

All perquisite guidelines are subject to availability. If there is limited availability of accommodation, in-market Global Award Recognition Qualification Credits will be used to determine perquisites, followed by total global Qualification Credits in the event of a tie<sup>1</sup>. For further information, please consult the [Global Award Recognition document](#).

CURRENT AWARD LEVEL	HOST MARKET QUALIFIED AWARD LEVEL	FLIGHT CLASS	ACCOMMODATION	GROUND TRANSPORTATION	AMENITIES	IN-ROOM CHARGES
FOUNDERS COUNCIL  Crown, Founders Crown, Crown Ambassador, Founders Crown Ambassador	Diamond Bonus Recipient*	First class, or the highest available	Suite	Highest luxury	Based on Global Award Recognition Level	100% covered by Amway, up to \$1,000 (Currency USD) per event, including gift shop and spa expenses
	Emerald Bonus Recipient**	Business class	Standard	Coach	Diamond to Founders Diamond	
	Founders Platinum	Economy class	Standard	Coach	Platinum to Emerald	
LEADER OF LEADERS  Double Diamond, Founders Double Diamond, Triple Diamond, Founders Triple Diamond	Diamond Bonus Recipient*	Business class	Suite	Luxury	Based on Global Award Recognition Level	Covered by ABO
	Emerald Bonus Recipient**	Business class	Standard	Coach	Diamond to Founders Diamond	
	Founders Platinum	Economy class	Standard	Coach	Platinum to Emerald	
GLOBAL LEADER  Executive Diamond, Founders Executive Diamond	Diamond Bonus Recipient*	Business class	Deluxe or jr. suite	Luxury	Based on Global Award Recognition Level	Covered by ABO
	Emerald Bonus Recipient**	Business class	Standard	Coach	Diamond to Founders Diamond	
	Founders Platinum (eligible for initiation if they meet LTS qualification criteria	Economy class	Standard	Coach	Platinum to Emerald	

\* Diamond Bonus Recipients are Qualified Diamonds with six or more Q6 legs in the local market. ESAN ABOs qualifying as Diamond Bonus Recipient with ESAN legs are treated in the same way as Core Diamond Bonus Recipient qualifiers.

\*\* Emerald Bonus Recipients are Qualified Emeralds with three or more Q6 legs in the local market. ESAN ABOs qualifying as Emerald Bonus Recipient with European legs are treated in the same way as Core Emerald Bonus Recipient qualifiers.

Incentive Business Trips

# Special Perquisites by Qualification Level (continued)

## LEADERSHIP TRAINING SEMINAR INVITATION

**Foundational Leader\* Qualifiers**

The following table shows perquisites for Foundational Leader Qualifiers who are invited to the Leadership Training Seminar.

FOUNDATION AWARD LEVEL	FLIGHT CLASS	ACCOMMODATION	GROUND TRANSPORTATION	AMENITIES	INCIDENTAL CHARGES
DIAMOND TO FOUNDERS DIAMOND	Business class	Deluxe room (if available)	Separate transfer	Diamond Level	Covered by ABO
EMERALD TO FOUNDERS EMERALD	Economy class	Standard room	Bus	Standard	Covered by ABO
PLATINUM TO FOUNDERS PLATINUM <small>(eligible if they meet local LTS qualification criteria for the Performance Year)</small>	Economy class	Standard room	Bus	Standard	Covered by ABO

\* Founders Diamonds and Diamonds



Incentive Business Trips

# Special Perquisites by Qualification Level (continued)

## DIAMOND CONFERENCE INVITATION

### Global Award Recognition Qualifiers and Foundational Leader Qualifiers

The following table shows perquisites for Global Award Recognition and Foundational Leader Qualifiers who are invited to the Diamond Conference.

CURRENT AWARD LEVEL	HOST MARKET QUALIFIED AWARD LEVEL	FLIGHT CLASS	ACCOMMODATION	GROUND TRANSPORTATION	AMENITIES	INCIDENTAL CHARGES
FOUNDERS COUNCIL  Crown, Founders Crown, Crown Ambassador, Founders Crown Ambassador	Diamond Bonus Recipient*	First class, or highest available	Suite	Highest luxury	Based on Global Award Recognition Level	100% covered by Amway up to \$1,000 (Currency USD) per event, including gift shop and spa expenses
	Emerald Bonus Recipient**	Business class	Standard	Highest luxury	Diamond to Founders Diamond	
	Founders Platinum	Economy class	Standard	Coach	Platinum to Emerald	
LEADER OF LEADERS  Double Diamond, Founders Double Diamond, Triple Diamond, Founders Triple Diamond	Diamond Bonus Recipient*	Business class	Suite	Mid luxury	Based on Global Award Recognition Level	Covered by ABO
GLOBAL LEADER  Executive Diamond, Founders Executive Diamond	Diamond Bonus Recipient*	Business class	Deluxe or jr. suite	Luxury	Based on Global Award Recognition Level	Covered by ABO
	Emerald Bonus Recipient**					
	Founders Platinum (eligible for initiation if they meet LTS qualification criteria					
	Founders Diamond, Diamond	Business class	Deluxe room, based on availability	Separate transfer	Diamond Level	Covered by ABO

\*Diamond Bonus Recipients are Qualified Diamonds with six or more Q6 legs in the local market. ESAN ABOs qualifying as Diamond Bonus Recipient with ESAN legs are treated in the same way as Core Diamond Bonus Recipient qualifiers.

\*\*Emerald Bonus Recipients are Qualified Emeralds with three or more Q6 legs in the local market. ESAN ABOs qualifying as Emerald Bonus Recipient with ESAN legs are treated in the same way as Core Emerald Bonus Recipient qualifiers.

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Incentive Business Trips

# Special Perquisites by Qualification Level (continued)

Regardless of current award level, ABOs are not eligible for invitation to the Global Award Recognition if the host market qualified award level is Founders Platinum. If the host market qualified award level is Emerald Bonus Recipient, only Founders Council ABOs are eligible for invitation when the host market qualified award level is Emerald Bonus Recipient.

**Global Award Recognition Qualifiers and Foundational Leader Qualifiers**

Global Founders Council Event eligibility and perquisites are determined by current qualification Crown and above via Global Award Recognition.

Foundational Award Level	FLIGHT CLASS	Accommodation	Ground Transportation	Amenities	Incidental Charges
<b>FOUNDERS COUNCIL</b>  (Crown, Founders Crown, Crown Ambassador, Founders Crown Ambassador)	<b>First class</b>	Suite/rooms assigned first by Qualified Award Level, then by Global QC Credits	Private luxury car service for hotel/airport transfers	Based on Global Award Recognition Level	100% covered by Amway up to \$1,000 (Currency USD) per event, including gift shop and spa expenses

## INTEGRATED BUSINESS

Amway will cover costs for up to four participants. Exceptions to be considered and approved by Global Chief Sales Officer.

## Other Events

# Eligibility and Family Member Attendance

Amway holds various meetings throughout the year that focus primarily on strategy and business decisions. At these Other Events, Amway offers all attendees the same high-quality accommodation, transportation and amenities, with no additional perquisites based on qualification level.

Other Events include New Platinum Seminar, Amway Growth Advisory Council Meetings, Strategic Partner Meetings, Workshops, Strategic Panels and ad-hoc business meetings.

To be eligible to participate in an Amway Business Meeting Event, ABOs must satisfy all of the following criteria:

- Meet the event's qualification criteria, which are announced in advance of the event
- Receive a written invitation from Amway, which is extended at Amway's sole discretion
- Be in a good standing with Amway and not in breach of the ABO contract, including, but not limited to, Amway Rules of Conduct and Amway Policies and Standards, throughout the period of qualification and up to and including the time of the event.

## FAMILY MEMBER ATTENDANCE

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In general, Business Meeting Events are for ABOs only. However, Second-Generation Successors may attend in place of one First-Generation ABOs if this is explicitly called out in the respective Terms and Conditions of each event. In this case, Amway covers all expenses.

If the Second-Generation Successor attends in addition to the parents (third and fourth participants), travel, lodging, meals and activities are the ABO's expense. Event amenities provided by Amway.

Up to four First- and Second-Generation ABOs may participate in a Business Meeting Event.



Other Events

# Event Expenses

Exceptions to this rule must be approved by Amway Management.

**COVERED BY AMWAY**

For Other Events, Amway ESAN offers equally high-quality accommodation, travel, amenities and seating opportunities to all participants, in accordance with Amway’s Global Special Events Policy. Leaders with higher qualifications may be publicly recognized in other, distinctive ways during the event.

**COVERED BY THE ABO**

The ABO is responsible for paying costs for a visa (if needed), medical and travel insurance, and home market transportation.

**PERQUISITES**

CURRENT AWARD LEVEL	FLIGHT CLASS	ACCOMMODATION	GROUND TRANSPORTATION	AMENITIES	INCIDENTAL CHARGES
All levels	Economy	Standard or event-specific	Standard or event-specific	Standard or event-specific	Covered by the ABO

Different events might have different event conditions. If so, these will be announced during the meeting registration.

Other Events

# Ad Hoc Business Meetings

Amway ESAN periodically organises ad hoc business meetings, as needed, to meet specific business development needs. The frequency of these business meetings, the invitees and the type of meeting being held are determined by Amway ESAN Management.

If Amway ESAN management asks another market’s ABO leader to attend or speak at business meetings, Amway will cover their airfare, accommodations, meals and incidentals (appropriate to qualified Global Award Recognition level).

## INTEGRATED BUSINESS

Amway will cover costs for up to four participants. Exceptions to be considered and approved by Global Chief Sales Officer.

