

3M™ Demonstrate Success 2012

Official Rules

Eligible Participants: 3M distributor sales representatives (“DSRs”)

Enrolled Participants stay in the program: Distributor Sales Representatives enrolled in the 3M Spray, Seal & Win 2011 program will automatically be enrolled in the Demonstrate Success program for 2012. Enrollment verification and acceptance of official rules are required before entering the site.

Distributor Sales Representatives that did not participate in Spray, Seal and Win 2011 will need to enroll in the Demonstrate Success 2012 program. Complete the on-line enrollment form the first time you access the Demonstrate Success site.

To access and register in the Demonstrate Success site:

1. Go to www.DemonstrateSuccess.com (“program website”)
2. Click on “Register Here” and fill out all the information.
3. Access the site and start recording your activity

Program Dates: The Program runs February 1 through October 31, 2012 (“Program Period”). All rewards must be claimed by November 30, 2012.

Demonstrations: Perform an in person product demonstration of a Scotch® ATG Tapes and Applicators, 3M™ Polyurethane & Hybrid Adhesive Sealant, 3M™ Spray Adhesives, 3M™ Scotch-Weld™ Hot Melt or PUR Adhesives, and 3M™ VHB™ Tape or 3M™ Extreme Sealing Tape (Program Product Categories) and earn points. Log on to the Demonstrate Success program website and submit the demo information. Once submitted, an automated email will be sent to your 3M Sales Representative for approval. Approval must be granted before reward points will be issued. Receive 200-800 points per in-person demonstration depending on product demoed.

Virtual demonstrations: Perform a virtual demo by sending an email from the program website, where emails with embedded video links are provided. Receive 20 points per unique email sent with a maximum of 8,000 points per program product category. Receive points the first time each video is sent to a unique email address. A Maximum of 40,000 points per participant over all five program product categories.

New Customer Incentive: Submit a New Customer Incentive reward via your 3M Sales Representative for any of the five program product categories. DSR will receive 800 points per New Customer Incentive submitted. A maximum of 8000 points per DSR over all five program product categories. New customers will receive free application equipment as listed below while supplies lasts.

Free Application Equipment for New Customers:

If your customers purchase....	They'll receive...
2 Large, 1 intermediate or 1 jumbo cylinder	FREE applicator gun with hose
10 five gallon pails or 2 fifty five gallon drums	FREE 3M™ HG09 Spray Gun
20 cases of 3M™ Polyurethane & Hybrid Adhesive Sealant	2 3M™ Manual Applicator 310M for 310 mL cartridges or 1 3M™ Manual Applicator 400M for 400 mL Sausage Packs or 1 3M™ Manual Applicator 600M for 600 mL Sausage Packs
40 cases of 3M™ Polyurethane & Hybrid Adhesive Sealant	4 3M™ Manual Applicator 310M for 310 mL Cartridges or 2 3M™ Manual Applicator 400M for 400 mL Sausage Packs or 2 3M™ Manual Applicator 600M for 600 mL Sausage Packs
2 cases of any Scotch® ATG Tape	1 case of Scotch® ATG Applicators (6 applicators in a case)
2 cases of any 3M™ VHB™ Tape or 2 cases of any 3M™ Extreme Sealing Tape	1 3M™ Application Toolkit
5 cases of any 3M™ Scotch-Weld™ Hot Melt Adhesive Q	1 3M™ Scotch-Weld™ Applicator LT Q or 1 3M™ Scotch-Weld™ Applicator TC Q

Bonus opportunities:

Bonus 1: Each DSR will receive 800 points for doing a minimum of one in person demonstration across three out of five program product categories. Points awarded for the first instance only. Maximum of 800 points per DSR.

Bonus 2: DSR that has submitted the most New Customer Incentives via their 3M Sales Rep at the completion of the program will receive 10,000 bonus points.(One winner only)

GENERAL RULES & QUALIFICATIONS:

1. You must be registered in the Demonstrate Success program to be eligible to earn rewards points. You will also be assigned a password to access the website www.demonstratesuccess.com. You will earn reward points on reported Demos, Virtual Demos, and New Customer Incentives starting February 1, 2012. Every in person demo must be approved via automated email by an approved 3M Sales Rep.
2. Reward points will be issued to one sales representative only.
4. Reward points can be redeemed only as described herein and are not transferable, negotiable, or redeemable for cash. All points earned in Demonstrate Success program must be redeemed in rewards catalog by November 30, 2012. All points not redeemed after November 30, 2012 will be forfeited.
5. Sales representatives who terminate employment with the authorized 3M Distributor for any reason will be required to redeem their points within 30 days of termination or forfeit all award claims.

6. Any tax obligations relating to awards are the responsibility of the program participant and not 3M or its suppliers. All prizes redeemed in a calendar year that exceed \$600 will be reported and added to the sales reps' income base for that year. A valid Social Security Number will be required for each sales rep exceeding the \$600 limit.

7. 3M reserves the right to modify or withdraw the Demonstrate Success program at any time without prior notice, with the provision that credited award points can be redeemed for a period of 60 days.

8. Rewards are subject to availability.

Release of Liability: Sponsor assumes no responsibility for lost, late, mutilated or illegible entries nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, or unauthorized access to, or alteration of data entry or application. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of email or users on account of technical problems or traffic congestion on the Internet or combination thereof. Sponsor is not responsible for user cheating or fraud by any survey participant. By participating in the Program and accepting the prize, the participant indemnifies and holds harmless Sponsor, its agents, parent companies, affiliates, subsidiaries, advertising, and promotional agencies from any and all liability, loss, harm, damage, cost or expense, including all reasonable counsel fees and court costs incurred and including, without limitation, property damages, personal injury and/or death which may occur in connection with acceptance and/or use of the prize or participation in the Program or any Program activity. IN NO EVENT WILL SPONSOR, ITS AFFILIATES, SUBSIDIARIES, AND THEIR RESPECTIVE ADVERTISING OR PROMOTIONAL AGENCIES OR ANY OF THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS, BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNATIVE DAMAGES ARISING OUT OF PARTICIPANTS ACCESS TO AND USE OF THE WEB SITE OR DOWNLOADING AND/OR PRINTING MATERIAL FROM THIS WEB SITE. The participant also consents to the use of their name, voice, likeness, and/or photograph by Sponsor, its affiliates and agents for advertising, publicity and trade purposes without additional compensation, except where prohibited by law. This Program is void in any place in which it is restricted or prohibited by law. Any distributor owner/manager may, upon notice to 3M, elect to discontinue Program participation on behalf of his or her employees.

Right to Cancel: If, for any reason, the Program is not capable of being executed as planned, including without limitation infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor that corrupt or affect the administration, security, fairness, integrity or proper execution of the Program, Sponsor reserves the right at its sole discretion to disqualify any individual who tampers with the entry process and to cancel, terminate, modify or suspend the Program or any part thereof without notice. Any attempt by a participant to deliberately damage any web site or undermine the legitimate operation of the game is a violation of criminal and civil laws, and should such an attempt be made, Sponsor reserves the right to seek damages from any such participants to the fullest extent of the law.

If fraud has been detected, the Distributor Sales Rep account will be reviewed and put on hold until review is complete. 3M reserves the right to terminate users account and not awards prizes determined to have been gained through fraudulent activity. All decisions are final.

Sponsor: 3M Company, 3M Center, IATD, St. Paul, MN 55114-1000. 3M reserves the right to correct errors in programming or communications for Demonstrate Success 2012.