



THE MAXIM ACADEMY VIP AIRBORNE USE OF FORCE EXPERIENCE

EARN YOUR SEAT.

Hosted by Maxim Academy's, National Expert in Airborne Use of Force Operations, Mike Peck

AN EXPERIENCE RESERVED FOR THE BEST

Maxim Defense, we believe our top-performing partners deserve more than traditional rewards, they deserve experiences that can't be purchased.

The Maxim Academy VIP Airborne Experience is an exclusive, invitation-only event, created to recognize the dealers and sales representatives who have gone above and beyond in growing the Maxim Defense brand. Reserved exclusively for our highest-performing partners, this unforgettable experience combines elite instruction, world-class aviation, and an opportunity few outside specialized military and law enforcement communities will ever have.

Hosted during CANCON East in Clinton, South Carolina, winners will spend the day alongside Mike Peck, one of the nation's foremost experts in Tactical Helicopter Operations. Participants will receive an insider's look at the techniques, equipment, communication, and precision required during Airborne Use of Force missions. Each winner will then climb aboard a specially outfitted Turbine Helicopter for a professionally supervised airborne live-fire experience. While securely harnessed in the aircraft, participants will engage targets from the air under Mike's guidance and the oversight of an experienced flight crew – creating an experience that is equal parts exhilarating, educational, and unforgettable.

Mike Peck's career represents decades of leadership and operational excellence. A West Point Graduate and former 160th Special Operations Aviation Regiment (Night Stalkers) Pilot, Mike also served as a Lead Pilot for the U.S. Department of State in Iraq, an Army Attack Helicopter Instructor Pilot, and a Law Enforcement Pilot/Instructor. Mike has trained hundreds of officers, soldiers, numerous SWAT teams, as well as federal, state, and local agencies in Advance Helicopter Operations. His reputation as a nationally recognized authority on airborne use of force, tactical helicopter operations, and crew coordination makes this an opportunity to learn from one of the industry's most respected professionals.

This isn't simply another sales incentive – it's an exclusive VIP experience designed to celebrate excellence, build lasting relationships with fellow top-performing partners, gain insight from one of the industry's most respected instructors, and experience something few will ever have the opportunity to do. At Maxim Defense, exceptional performance deserves exceptional rewards. Our top performers won't just earn recognition – they'll earn their seat.



THE MAXIM ACADEMY VIP AIRBORNE USE OF FORCE EXPERIENCE PROMOTION OVERVIEW

PROMOTION PERIOD

August 24, 2026 - April 16, 2027

OBJECTIVE

Reward dealers who actively grow Maxim Defense sales through continued inventory purchases and replenishment orders.

ELIGIBILITY

- Open to all authorized Maxim Defense dealers purchasing directly from Maxim Defense.
- No entry required. Maxim Defense will automatically track qualifying dealer purchases throughout the promotional period.
- The Top Five dealers based on qualifying sales volume during the promotion period.
- Qualifying sales are based on orders invoiced and shipped by Maxim Defense between August 24, 2026, and April 16, 2027.

PRIZE

- Two seats to the Maxim Academy VIP Airborne Use of Force Experience
- Held at CANCON East
- Date: Wednesday, May 12, 2027
- Location: Clinton, South Carolina

ATTENDEE SELECTION

Winning dealers may send:

- Dealer principal/owner
- Purchaser
- Top-performing salesperson
- Store manager
- Any two employees of their choosing

TRAVEL & LODGING

- Maxim Defense will secure a hotel room block.
- Winning dealers are responsible for:
 - Booking hotel reservations
 - Arranging airfare and transportation
 - Managing travel logistics



THE MAXIM ACADEMY VIP AIRBORNE USE OF FORCE EXPERIENCE PROMOTION OVERVIEW

TRAVEL ASSISTANCE

- Maxim Defense will issue a \$2,500 product credit per attendee
- Maximum of two attendees
- Maximum dealer credit: \$5,000
- Person(s) must attend event to receive credit
- Credit applied to dealer account after event attendance.

COMPLETE PROGRAM RULES

For complete eligibility requirements, qualifying sales criteria, winner determination, participation requirements, and program terms, please review the Official Rules.

IMPORTANT PROGRAM TERMS

- Qualifying Maxim Defense purchases only.
- No entry or registration required. Maxim Defense will automatically track qualifying purchases throughout the promotional period.
- Returns, cancellations, and credits may reduce qualifying sales totals.
- Final sales totals and winners are subject to verification by Maxim Defense.
- Winners will be contacted the week of April 19, 2027.
- Experience seats are non-transferable outside of the winning dealer organization; winning dealers may select their attending employees.
- Experience seats and product credits have no cash value.
- Maxim Defense reserves the right to modify, suspend, postpone, or cancel the program or experience if necessary.

Contact our Maxim Defense Sales Team with questions regarding program eligibility or qualifying purchases. info@maximdefense.com