



THE MAXIM ACADEMY VIP AIRBORNE USE OF FORCE EXPERIENCE OFFICIAL RULES

Promotion Period: August 24, 2026 – April 16, 2027

Experience Date: Wednesday, May 12, 2027

Location: CANCON East | Clinton, South Carolina

IMPORTANT PROGRAM TERMS

- No entry or registration is required. Eligible Maxim Defense dealers automatically participate in the Program.
- Maxim Defense will track qualifying dealer purchases throughout the Promotion Period.
- Only qualifying purchases made directly from Maxim Defense will count toward Program rankings.
- Returns, cancellations, credits, refunds, or other adjustments may reduce qualifying sales totals.
- Final qualifying 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 as outlined below.
- 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.

1. PROGRAM OVERVIEW

The Maxim Academy VIP Airborne Use of Force Experience Dealer SPIFF (“Program”) is a sales incentive created to recognize and reward Maxim Defense’s highest-performing authorized dealers during the Promotion Period.

The **Top Five (5) qualifying Maxim Defense dealers**, as determined by total qualifying direct purchases from Maxim Defense during the Promotion Period, will each earn access to the Maxim Academy VIP Airborne Use of Force Experience (“Experience”).

2. ELIGIBILITY & PARTICIPATION

- The Program is open to authorized Maxim Defense dealers purchasing directly from Maxim Defense.
- Dealers must maintain an active direct purchasing relationship with Maxim Defense throughout the Promotion Period.
- **No registration or entry is required.** Eligible Maxim Defense dealers will automatically participate in the Program.
- Maxim Defense will track qualifying dealer purchases throughout the Promotion Period and determine final rankings based on verified qualifying sales.
- Only qualifying purchases made directly from Maxim Defense will count toward Program rankings.
- Purchases made through distributors or other third-party sources will not count toward a dealer’s qualifying sales total.
- Dealer accounts must remain in good standing at the conclusion of the Program and through the Experience Date.

3. PROMOTION PERIOD & QUALIFYING SALES

The Promotion Period begins **August 24, 2026**, and ends **April 16, 2027**.

Qualifying sales are defined as eligible orders **invoiced and shipped by Maxim Defense during the Promotion Period**.

Orders placed during the Promotion Period but not invoiced and shipped by April 16, 2027, will not qualify toward the dealer’s final Program sales total.

Returns, cancellations, credits, refunds, or other adjustments associated with qualifying purchases may be deducted from a dealer’s final qualifying sales total.



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4. WINNER DETERMINATION

- Dealers will be ranked according to the **total dollar value of qualifying direct Maxim Defense purchases** during the Promotion Period.
- The **Top Five (5) dealers** with the highest verified qualifying sales totals will be designated as Program winners.
- Maxim Defense will review and verify qualifying sales before final rankings are determined.
- Winners will be contacted by Maxim Defense during the **week of April 19, 2027**.
- Final sales totals, rankings, eligibility determinations, and winner determinations will be made by Maxim Defense.
- In the event of a tie affecting a Top Five position, Maxim Defense reserves the right to determine an appropriate tie-breaking method based on verified Program sales activity.

5. DEALER PRIZE

Each of the Top Five qualifying dealers will receive:

- **Two (2) seats** to the Maxim Academy VIP Airborne Use of Force Experience.
- Participation in the Experience on **Wednesday, May 12, 2027**, at CANCON East in Clinton, South Carolina.
- Participation in the exclusive airborne experience led by Mike Peck.
- **\$2,500 in Maxim Defense product credit per attending participant**, for a maximum potential product credit of **\$5,000 per winning dealer**.

Experience seats and associated product credits have no cash value and may not be redeemed or exchanged for cash.

6. ATTENDEE SELECTION

Each winning dealer may designate up to **two (2) attendees** from within its organization.

The winning dealer is not required to personally attend and may designate employees of its choosing, including:

- Dealer principal or owner
- Purchaser
- Store manager
- Salesperson or counter staff
- Other employees of the winning dealership

Experience seats may not be sold or transferred to individuals outside of the winning dealer's organization.

All attendees must satisfy applicable age, eligibility, safety, waiver, and participation requirements established by Maxim Defense and/or its event partners.

7. TRAVEL & LODGING

Maxim Defense will secure a designated hotel room block for Experience attendees.

Winning dealers and their designated attendees are responsible for:

- Booking their own hotel reservations within the designated room block.
- Arranging airfare and/or other transportation to and from Clinton, South Carolina.
- Arranging ground transportation as necessary.
- Managing their individual travel logistics and expenses.

Unless otherwise communicated by Maxim Defense, airfare, transportation, lodging, meals, and other personal travel expenses are the responsibility of the winning dealer and/or attendee.



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8. PRODUCT CREDIT / TRAVEL ASSISTANCE

To help offset expenses associated with attending the Experience, Maxim Defense will provide **\$2,500 in Maxim Defense product credit per attending participant**.

- Product credit is limited to a maximum of **two (2) attendees per winning dealer**.
- Maximum total product credit is **\$5,000 per winning dealer**.
- The designated participant must attend the Experience to qualify for the associated product credit.
- Product credit will be applied to the winning dealer's Maxim Defense account **following verified attendance at the Experience**.
- Product credit has no cash value and may not be exchanged or redeemed for cash.
- Product credit may not be transferred to another dealer or dealer account.
- Additional terms regarding issuance, eligible products, redemption, or expiration may be communicated to winning dealers.

9. EXPERIENCE PARTICIPATION

The Maxim Academy VIP Airborne Use of Force Experience is scheduled for **Wednesday, May 12, 2027**, in conjunction with CANCON East in Clinton, South Carolina.

The Experience may include aviation activities, firearms-related activities, live-fire activities, and other activities requiring adherence to specific safety procedures.

All participants must comply with instructions provided by Maxim Defense personnel, Mike Peck, flight crews, range personnel, event organizers, and other authorized instructors or safety personnel.

Participants may be required to complete and sign liability waivers, safety acknowledgments, or other participation documentation before participating in Experience activities.

Failure to satisfy participation requirements or comply with safety instructions may result in removal from an activity or the Experience.

Participation in individual activities may also be subject to weather conditions, aircraft availability, operational requirements, participant safety, and other circumstances beyond Maxim Defense's reasonable control.

10. WINNER NOTIFICATION & ACCEPTANCE

- Winners will be contacted by Maxim Defense during the week of April 19, 2027, following verification of final qualifying sales totals.
- Winning dealers will be required to confirm acceptance and identify their designated attendee(s).
- Dealers and attendees must provide requested information and complete required documentation by deadlines established by Maxim Defense.
- Failure to respond, accept the prize, designate attendees, or complete required documentation within the specified timeframe may result in forfeiture of some or all Program benefits.
- Maxim Defense reserves the right to address any forfeited Experience seat at its discretion.



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11. GENERAL TERMS

Participation in the Program constitutes acceptance of these Official Rules.

Maxim Defense reserves the right to verify dealer eligibility, qualifying purchases, sales totals, account standing, attendee eligibility, and compliance with these Official Rules.

Maxim Defense reserves the right to modify, suspend, postpone, or cancel the Program or Experience when circumstances outside its reasonable control make it necessary.

Experience dates, schedules, activities, instructors, aircraft, venues, and other Experience details are subject to change based on availability, weather, safety considerations, operational requirements, or other circumstances.

Maxim Defense reserves the right to interpret these Official Rules and resolve questions or disputes concerning Program eligibility, qualifying sales, rankings, prizes, attendees, or participation.

Maxim Defense's decisions regarding Program eligibility, qualifying sales, rankings, and winner determination are final.

QUESTIONS

Questions regarding Program eligibility, qualifying purchases, sales tracking, or the Maxim Academy VIP Airborne Use of Force Experience should be directed to our Maxim Defense Sales Team - info@maximdefense.com