

# MARKETING POLICIES AT A GLANCE



# WELCOME

inCruises® proudly authorizes our Partners (inCruises Independent Partners) to represent our Membership worldwide. We appreciate our Members and Partners tremendously. We expect our Partners to represent us in a professional, honest, and considerate way when sharing inCruises.

To provide a solid foundation for our Partners, the inCruises Policies and Procedures have been implemented. Our Policies protect our Partners' opportunity and our Members' and inCruises' integrity in the marketplace. We encourage our Partners to review the Marketing Policies at a Glance provided and share them with their organization.

The marketing and promotion of inCruises, the inCruises opportunity, the inCruises Compensation Plan, and the inCruises Membership(s) shall be consistent with the public interest, and must avoid all discourteous, deceptive, misleading, unethical, or immoral conduct or practices.

This document is provided for Partners to understand what is and is not acceptable when marketing inCruises. For example, if Partners develop their own marketing and promotional materials, notwithstanding their good intentions, they may unintentionally violate any number of statutes or regulations affecting the inCruises business, which could jeopardize the success of their business and the opportunities provided by inCruises for all of its Partners and Members.



*Michael Hutch*

Michael "Hutch" Hutchison  
**Co-Founder &  
Chief Executive Officer (CEO)**

## DO'S

- Partners must present inCruises and our Membership in an accurate and professional manner.
- Partners must identify themselves by name and as an Independent inCruises Partner.
- Partners may use the inCruises Independent Partner logo.
- Partners may place banner ads provided you use approved templates and images.
- Partners must emphasize, when presenting inCruises, that marketing Membership is a required activity for Partners.
- Partners must use the marketing and promotional materials produced by inCruises.
- Partners may submit self-created marketing materials for PRIOR written approval from inCruises.
- Partners may only advertise or promote inCruises using approved tools, templates or images acquired from inCruises.
- If a Partner does develop any third-party websites, written sales or promotional materials, advertisements and other literature they must submit it to the inCruises Compliance Department for approval PRIOR to use.
- Partners must include the Independent Partner Logo, their name, title and inCruises website link on third party websites.
- Partners must use the official inCruises Independent Partner logo on all self-created marketing materials including third party websites. Those self-created materials must be previously authorized by inCruises' Compliance Department.
- Partners may have team websites that must be password protected & used only for their sales organization.
- Partners may upload, submit or publish self-created, inCruises related video, audio or photo content.
- Partners may create a business profile page on social media inCruises for their inCruises business.
- Partners may only share testimonials that inCruises has reviewed, previously authorized and has posted on the official website, in official corporate marketing materials and/or on official inCruises Social Media channels.
- Partners must make reasonable effort to support and train Partners in their downline.
- Still photography is allowed at events.
- Partners may only display inCruises Memberships professionally and with no other non inCruises memberships for sale.

- Partners may choose to leverage social media and use it to build awareness which will create interest in our Memberships and income opportunity. You may not sell Memberships or explain the inCruises Compensation Plan on Social Media.
- Partners may post or “pin” photographs and repost videos as provided on inCruises social media sites.
- Partners may display, promote and/or sell inCruises Memberships at tradeshow and professional expositions.
- Partners may choose to promote their business at events or business gatherings, Partners must submit an Event Registration Form and confirm authorization prior to the event.
- Partners may access all tools and reports that are available in the back office.
- Partners should monitor their organizations to guard against downline Partners making improper Membership or business claims, violations of the Policies and Procedures, or engaging in any illegal or inappropriate conduct.
- Partners must support, protect, and defend the integrity of the inCruises Membership and Income Opportunity at all times.
- Partners may make advertising claims such as the following:
  - Potentially lucrative income opportunity that markets what everyone wants: amazing fun, vacation experiences.
  - Cruising is 30% to 50% cheaper than comparable land/resort vacations.
  - What could be better than traveling and seeing the world at FANTASTIC prices?
  - Our prices are on par with the cruise lines, the hotel and resort providers and major booking engines.
  - Yes, on par with the same low price.
  - Yes, on par with the lowest published price.
  - What we have is unavailable anywhere else.

## DON'TS

- Don't make any statements or claims or any type of advertisements that would indicate or imply that they are a travel agent or part of a travel agency.
- NEVER state that the cruise can be purchased for “50% off” or a “50% discount”.
- Don't use the name inCruises in ANY form in your team name, a tagline, an external website name, your personal website address or extension, in an email address, as a personal name or as a nickname.
- Don't use inCruises or any variation of the company name in emails, domains, or any other written format whether digital or not.

- Don't use blind ads or web pages that make Membership or income claims that are ultimately associated with inCruises Membership or opportunity.
- Don't upload, submit or publish any content (video, audio, presentations or any computer files) produced by inCruises or captured at official events without prior written approval or unless content is publicly available on the public facing website.
- Don't make Membership sales or enrollments on any social media site. OK to link ONLY to Partners' inCruises marketing website.
- Don't represent or imply that inCruises or its Compensation Plan have been **"approved"**, **"endorsed"** or sanctioned by the federal government, state regulatory agencies or any other government agency.
- Don't identify yourself as an employee of inCruises or imply you are acting on behalf of the corporate office.
- Don't apply to be an inCruises Partner under a corporation, LLC, partnership or trust. Registration is exclusively provided to individuals.
- Don't sell self-created sales aids (ONLY offer for free) to other Partners.
- Don't use the corporate name, corporate logo, copyrighted material, or trademarks on any materials or communications on social media platforms, except in materials provided by and authorized by the company.
- Don't use online classified format (Craigslist) to list, offer or sell inCruises Memberships. However, you MAY use online classifieds for prospecting, recruiting, sponsoring and informing the public about inCruises income opportunity using approved templates and images.
- Don't list inCruises on eBay or other online auction websites or knowingly allow a third party to sell inCruises on any online retail store or ecommerce site.
- Don't present yourself as a travel agent, a tour operator or a booking agent.
- Don't list or sell inCruises on any online retail store or ecommerce site.
- Don't sell or attempt to sell any competing non-inCruises programs or Memberships to inCruises Members or Partners.
- Don't display inCruises at swap meets, garage sales, flea markets or farmer's markets.
- Don't alter or change inCruises' provided sales and marketing materials either electronically or in print.
- Don't directly contact any vendor, service provider or supplier that inCruises utilizes under contract.
- Don't create, respond to, or appear in media advertising (television, radio, newspaper) or conduct interviews with the media without prior inCruises Compliance Department authorization.
- Don't solicit inCruises Members Customers or Partners who have an active account and are participating in the inCruises opportunity to join you in another Direct Selling opportunity.

- Don't create marketing materials offering the Membership at a price less than on the inCruises website.
- Don't promote or sell a specific cruise or hotel/resort vacation stay, or publicly display or advertise prices that are shown on the inCruises website.
- Don't engage in cross-line recruiting or unethical business practices.
- Don't solicit Partners to join another company that directly competes with inCruises Memberships.
- Don't make unauthorized or exaggerated income projections, claims, or guarantees while presenting or discussing our opportunity or Compensation Plan. You must display the Income Disclaimer when presenting the Compensation Plan.
- Don't misquote or omit any significant facts about the inCruises Compensation Plan. The following is considered misrepresentations...
  - It's a turnkey system;
  - The system will do the work for you;
  - Just get in and your upline will build the business for you;
  - Just join and I'll build your downline for you;
  - The company does all the work for you;
  - You don't have to sell anything; or
  - All you have to do is pay our membership every month.

Above are just examples of improper representations about the Compensation Plan. It is important that you do not make these or any other representations that could lead a prospect to believe that they can be successful as an inCruises Partner without commitment, effort, and sales skill.

- Don't bundle or display inCruises Memberships in sales literature, or in meetings, with any other Memberships or services to avoid confusing or misleading a prospective Member into believing there is a relationship between the inCruises and non-inCruises memberships and services.
- inCruises Partners may not use official inCruises material to promote the inCruises opportunity in any country where inCruises is not open for business.
- Don't send unsolicited commercial emails.
- Don't produce or distribute unauthorized marketing materials such as homemade t-shirts, hats, banners, water bottles, etc. without prior written approval.
- Don't show copies or originals of your commission checks or post them on any Social Media sites.
- Don't make disparaging statements about inCruises, other Partners, inCruises employees, Memberships, sales and marketing campaigns, or the Compensation Plan, or make statements that unreasonably offend, mislead, or coerce others.

- Do not record audio/video at any Company events. The content of all company sponsored events is copyrighted material. NO audio or video recording is allowed at any inCruises event unless done at the Company request.

Partners must abide by our [Policies and Procedures](#), as well as our [Marketing Materials & Branding Policy](#). When violations do occur, it may result in disciplinary actions such as a warning, suspension, or termination, based on the company's careful review and discretion.

Please refer to the "[Policies and Procedures](#)" document in your back office for a complete explanation of all policies. You may contact us for any additional questions at: [compliance@incruises.com](mailto:compliance@incruises.com).