

2026 Annual MidEast Regional Challenge.
Sunday, March 8, 2026 – Sunday, May 10, 2026

One of the most prestigious awards an individual can earn in the MidEast Region is to achieve the Annual MidEast Regional Challenge. Award winners will be recognized on stage, receive an award, and be invited to the Challenge Reception which includes a private meet and greet with the guest speakers for photos and recognition.

Ultimately, by striving to achieve the MidEast Regional Challenge, an UnFranchise owner is closer to achieving their personal and financial goals as it is designed to have participants perform the result producing activities that creates growth and success.

We will also have additional recognition and awards for the top 5 finishers in total points. Bonus points are credited based upon the number bonus activities performed during the challenge period.

The 7 required categories listed below totaling 700 points is required to meet the Challenge criteria. In order to compete for one of the top 5 awards, you must complete as many as possible of the bonus actions listed below.

-
1. Purchase three tickets to the 2025 MidEast Regional Convention. **100 POINTS**
 2. Create/Update your Vision Board & post a photo of you and your Vision Board on the MA MidEast FB group. **100 POINTS**
 3. Listen to a minimum of 2 Market America JR Ridinger audios per week (total 16) during the challenge period. **100 POINTS**
 4. Show the business plan presentation PERSONALLY once per week (total of 8) during the challenge period. **100 POINTS**
 5. Create 800 BV from personal use and customer orders. **100 POINTS**
 6. Acquire 2 NEW customers who make a first-time order during the challenge period **100 POINTS**
 7. Attend a Basic 5 and NUOT training during the challenge period. Note: A Local seminar counts as a Basic 5 **100 POINTS**

THE CHALLENGE WINNER’S DOCUMENTATION FORM AT MAMIDEAST.COM MUST BE COMPLETED AND SUBMITTED BY 11:59 P.M. eastern time ON Sunday, May 10th, 2026.

ALL SUPORTING DOCUMENTATION (LISTING OF AUDIOS, PLAN SHOWINGS, ATTENDING OR HOSTING EVENTS, ETC.) MUST BE EMAILED TO THE CHALLENGE COORDINATOR AT: MAMIDEASTREGION@GMAIL.COM

Bonus Points

- 20 extra points for each additional personal plan showing over 8*** _____
- 20 extra points for each additional 100 BV over 800*** _____
- 100 extra points for each 2026 Regional ticket purchased above 3*** _____
- 100 extra points for each 2026 ICON ticket purchased*** _____
- 300 extra points for every new personally sponsored qualified UFO*** _____
- 25 extra points for each NEW customer order during challenge period above 2*** _____
- 40 extra points for every person on your team who attends the NUOT or B5 with you.*** _____

Top 5 Point Finishers will receive:

- #1 > 2 Tickets to ICON 2026, personal award and Stage recognition***
- #2 > 1 Ticket to ICON 2026, personal award and Stage recognition***
- #3 > 3 Tickets to your next Local, personal award and Stage recognition***
- #4 > 2 Tickets to your next Local***
- #5 > 1 Ticket to your next Local***