Introduction

The Meyers Token Administration Team has developed this set of guidelines based on a collaboration with the international community of volunteers, treasure hunters, and geocachers operating since September 2000. Together, they review and adapt guidelines as the world changes and their games evolve. Taking these guidelines into consideration is important to protect the treasure hunt and the environment in which we play. With these guidelines we aim to balance the needs and rights of the treasure hunting community, land managers, and the environment to ensure that treasure hunting can be enjoyed for years to come.

We encourage you to actively participate in a treasure hunt for a Meyers Token "Land Drop" before hiding one. The more types of treasure hunts you learn about, the better you will understand how to create an enjoyable experience for other treasure hunters. Find additional guidance about hiding Land Drops, or what exactly a Land Drop is, later in this document.

For publication on the Meyers Token Website, user placed Land Drops must be submitted using the official listing form found at https://meyerstoken.com/treasuremaps

Treasure placers will submit a link to their NFT (Non-Fungible Token) Treasure Map for listing. The balance of the wallet will be publicly posted to ensure to any treasure hunter that there is a prize at the end of their journey. The Meyers Token administration team will sort all NFT Treasure Maps on the official map listing page by the balance of the wallets that have been submitted.

The Meyers Token Administration Team and community members are people who, like you, volunteer their time to support the idea of treasure hunting and help the Meyers Token vision come to fruition.

The Meyers Token Administration Team is not in any way responsible or liable for your Land Drop or any Land Drop that has been placed by the community. All aspects of a Land Drop and its placement are the placer's responsibility, and the placer may be held liable for any resulting consequences.

What is a Land Drop?

Land Drops are free tokens dropped in a physical location that anyone can search for and claim ownership of. A Land Drop is similar to an airdrop, however instead of claiming the Land Drop via digital means, one must solve clues, then set out and find the Land Drop via physical means.

A Land Drop is defined as:

- Any physical object that is hidden in a real world environment and inscribed with the recovery key to a wallet preloaded with Meyers Token.

The process works as follows:

- The placer of the Land Drop devises a treasure map ultimately leading to the reveal of a set of GPS coordinates to which a Land Drop is located.
- The placer mints the treasure map into an NFT and takes note of the new NFT Treasure Map's URL.
- The placer submits the new NFT Treasure Map's URL for official listing on MeyersToken.com.
- Treasure hunters attempt to solve the NFT Treasure Map's clues to ultimately locate the Land Drop.

Airdrop vs. Land Drop

A cryptocurrency *airdrop* is a marketing effort that involves sending coins or tokens to wallet addresses in order to promote and create awareness. Various amounts of the cryptocurrency are sent to the wallets of active members of the blockchain community <u>for free</u> or in return for a small service, such as joining a discord server or providing an email address.

A cryptocurrency *Land Drop* has never been held in the history of blockchain marketing before. Meyers Token is the first and only project as of 07/01/2021 to adopt this unique and fun method of spreading enthusiasm for cryptocurrency and encouraging adventure for all. We foresee many other cryptocurrencies adopting a similar Land Drop promotion for their project, and Meyers Token is proud to be the pioneer of this new worldwide movement.

Meyers Token Land Drops

All you really have to do is hunt for treasure.

Some Land Drops will be large, some will be small, but each will be fun to find. The Official Land Drops placed by the Meyers Token Administration Team will contain between 1 and 100,000 Meyers Tokens each. Land Drops will range in difficulty to find depending on the amount of tokens loaded on each. The larger the balance, the harder it will be to solve the NFT Treasure Map and follow clues to uncover the GPS Coordinates of that Land Drop.

What is a Treasure Map?

A treasure map contains instructions, cryptic or not, on how to find a Land Drop. A treasure map begins as an NFT and after a person decodes it will result in GPS Coordinates that person could use to find either a Land Drop or a clue that eventually leads to a Land Drop.

Guidelines

- All treasure maps originate as an NFT, or NFT collection, so that the treasure hunt will always remain decentralized. This will ensure that maps will last forever and be public for all. The ability to solve the NFT riddle is dependent upon the person attempting to do so. Make **your** initial entry clue hard to solve.
- We recommend using the AirNFT platform to "mint" the treasure map into an NFT via the Binance Smart Chain. *(to "mint" an NFT means to permanently inscribe a form of media into the blockchain, thereby creating an NFT)*
- Whatever media is minted as an NFT needs to be the "initial entry clue" to the treasure map.
- Solving the initial entry clue begins the adventure of hunting for a Land Drop associated with that particular NFT Treasure Map.
- There is no limit to the difficulty of a clue, the more difficult the clue is to solve, the better hidden the Land Drop will be. As long as it is actually possible to solve the clue, difficulty is encouraged.
- One does not have to own an NFT Treasure Map to begin to solve it. The difficulty of the initial entry clue contributes to the attraction level to the NFT Treasure Map.
- Yes, the NFT Treasure Maps are Collectibles, as there is no other map like it, and it serves a real world purpose. You may price yours however you feel. Know that if someone buys your NFT Treasure Map, it is simply them paying homage to your Land Drop. You are still the only one who knows where your treasure is located until someone correctly solves your entire NFT Treasure Map, starting with your initial entry clue.

    NOTE: We recommend minting your treasure map into multiple NFTs, or creating multiple volumes of the initial mint, this way all treasure hunters have the opportunity to solve your NFT Treasure Map, and you can prevent a single mint from being burned or moved to a private collection by a single entity which could potentially remove it from circulation. The number of volumes you choose to mint is ultimately up to you as a placer.
- Anyone may submit an NFT Treasure Map using the official submission form on our website, however we will not publish any submission, privately or publicly, until June 5th, 2025. You can simply use the time until

then to hide more Land Drops and create more maps. Be prepared to provide the public address of your Land Drop during the submission process for the purpose of balance verification, please do not send us the private keys to your Land Drop wallet.

Pro Tip: At first glance the NFT Treasure Map should not look like a treasure map.

NFT Treasure Maps are the most exciting part of the treasure hunt. It can include any amount of clues within. Some will be easy, meaning as soon as you decode the initial entry clue from the NFT Treasure Map, you instantly have the GPS Coordinates to the treasure. Some will be more complex and difficult, meaning after you solve the initial entry NFT clue, you may have additional clues to solve in order to obtain the GPS Coordinates of the Land Drop.

Land Drop Placement

Obey public land law

All local laws and land management policies apply. This refers to both the placement of a Land Drop and the journey, clues, puzzles, etc. that your map requires to reach it. Do not place a Land Drop in a location that requires or encourages treasure hunters to trespass on private land, or enter areas where access is marked as prohibited.

Land Drops should only be placed in publicly accessible locations on public land. Placing a Land Drop on private property is not permitted due to the difficulties and dangers that arise with encouraging the public to access private land for the purpose of treasure hunting.

Even if you are certain that treasure hunting is permitted on particular public land, make sure that you follow any rules or guidelines set forth by the agency who is responsible for the management of said public land before you place a Land Drop. It is your responsibility to get permission from the agency or association that manages the public land if applicable. If we receive complaints or become aware that a Land Drop is in an unlawful location, it will be disabled from being listed on the Meyers Token website.

Choose wisely

Land Drops and instructions within NFT Treasure Maps should be purposefully placed and appear creative upon delivery. Take your time and be deliberate when leaving clues and hiding your Meyers Tokens. If done thoughtfully, this will be the most fun you have during the entire experience of hosting a Land Drop. Use your imagination, envision the entire treasure hunt from the point the initial entry clue is solved until the final GPS Coordinates have been revealed. Imagine the places it will require a treasure hunter to go, the feats they will have to accomplish in order to solve your map. Doing so will ultimately give you an advantage when choosing how and where to hide your clues and treasure.

Make Land Drops accessible
- Longevity
  - Hide your Land Drop in a place that will ensure it has a long life
  - Land Drops should not be intended to move
  - Land Drops should not be placed on private property where access to the public is prohibited
- Availability

- Land Drops must be available 24-7 unless activity may need to cease temporarily due to natural environmental concerns.
- Contactless
    - NFT Treasure Maps must not require treasure hunters to contact the Land Drop placer or anyone else

Burying a Land Drop

Please check with any applicable public land management agencies that govern the public land where you intend on digging to determine rules and regulations before you break ground in that area. You must obtain explicit permission from the applicable public land managing agency before digging to place a Land Drop. As a Land Drop placer, you are responsible for finding out if permission is required, and for determining who to contact to obtain permission.

Maintaining your Land Drop

To keep the Land Drop in proper condition, the Land Drop placer should:

- Visit the Land Drop bi-annually
- Fix reported problems such as replacing destroyed materials or a broken container
- Ensure no one follows you to the location of the Land Drop during maintenance to ensure the integrity of the Land Drop

Land Drop placers should maintain the integrity of their Land Drops. Regular maintenance, even if only bi-annually, will ensure that it will have the best chance of withstanding the test of time.

Do's

Have fun

Rule number one is to have fun. If you're not having fun you're doing it wrong

Be smart

Think of the longevity of your Land Drop location.

Encourage creativity

Make your Land Drop a challenge worth seeking, cater to a **higher level** or **masterful** way of thinking and only make it as easy as you want for seekers to solve.

Learn about encoding

The art of encryption and encoding a message into a png, gif, jpg, mp4, etc is an artform in itself. Learn the different ways that you can encode your NFT Treasure Map with clues. You can be innovative, and create new ways of hiding information. The point is to make it fun.

Don'ts

Do not damage property

- Do not damage, deface, or destroy public land, especially archaeological or historical sites, when placing a Land Drop.
- Do not place Land Drops in a location that requires or encourages treasure hunters to damage, deface, or destroy public land, especially archaeological or historical sites.

Do not harm plants, animals, or the environment
- Do not harm plant or animal life when you place a Land Drop.
- Do not place a Land Drop where residential, institutional, or commercial development may soon occur.
- Do not place a Land Drop in an area with known high levels of soil erosion or land degradation, as this can pose many potential risks to treasure hunters.
- Do not place a Land Drop in a location that requires or encourages treasure hunters to harm plant or animal life. In some areas, treasure placing/hunting activity may need to cease for a portion of the year due to sensitivity of some species. It is the treasure placers responsibility to ensure that they are following local rules and regulations.
- Do not place a Land Drop where it could potentially be destroyed by natural weather occurrences. Think about the long term future of where you are placing your Meyers Token.

Restricted areas and private land

Do not place Land Drops in restricted, private, prohibited, or otherwise inappropriate locations. Some areas have additional regulations and laws that further restrict Land Drop placement. The Meyers Token Administration Team may permanently delete your map from the website if any of the following is reported.

- A public land agency reports the Land Drop.
- The Land Drop is reported to be located within any of the following: archaeological sites, historical sites, or cemeteries.
- The Land Drop is on railroad property or right of way.
- The Land Drop is problematic due to its proximity to a public structure. Examples include highway bridges, major roadways, dams, government buildings, schools, military installations, hospitals, or airports.
- Locations that strongly encourage or require access through restricted locations.

Land Drop Container

Choose wisely

It is highly advised that you store Land Drops in secure weatherproof containers that will stand the test of time and anything mother nature throws at it.

To avoid confusion or suspicion if a Land Drop you placed is found by a non-treasure hunter, try taking these steps to prevent confusion or theft:

- Do not label your container as a Meyers Token Land Drop.
- In the container along with a Land Drop, you should include instructions for treasure hunters as well as a note to non-treasure hunters asking that they kindly leave the Land Drop where it was found.
- Do not place containers that could be perceived as bombs or as other dangerous items.
- If the container has military markings, permanently cover or remove them.
- Choose a container that won't degrade from exposure to direct sunlight, rain, snow, ice, or condensation.

- Choose a container that fits in with where it is hidden. Micro to small size containers are good for urban settings, whereas small to medium size containers are good for rural and countryside settings.
- It is a good idea to choose a transparent container, while avoiding glass containers, to show any potential finder that the contents are harmless.

Land drop contents

A wallet containing Meyers Token

At all Land Drops, there must be a pre-loaded Meyers Token wallet for treasure hunters to be rewarded upon finding it. The wallet should be:

- Physical
- Laminated or made of metal
- Easy to read
- Enclosed within a container
- Pre-loaded with at least 1 Meyers Token

Family and outdoor friendly

Treasure Hunting can be a family friendly and outdoor friendly adventure. Land Drop contents must be suitable for all ages and suitable for the outdoors.

Do not include any of the following items within a Land Drop:

- Illegal material
- Dangerous material, such as explosives, ammunition, lighters, or knives
- Edible or scented items
- Items that can melt, such as crayons or lip balm
- Items that can expand in the cold, such as liquids

Land Drop NFT Treasure Maps

When submitting an NFT Treasure Map
- Ensure the accuracy of GPS coordinates used.
  - GPS usage is an essential element of hiding and seeking Land Drops.
  - The Land Drop placer must visit the Land Drop location to get accurate coordinates with a GPS-enabled device while placing the Land Drop.
  - During the last part of the search, the map must require finders to navigate with a GPS-enabled device to specific coordinates necessary to finding the Land Drop.
- The Land Drop must be ready to claim.
  - The Land Drop be in place and ready to be found before you submit the map to the Meyers Token Administration Team for website listing.
- Hide Land Drops in difficult to reach locations.
  - The goal is to make the treasure hunt a difficult task. Adding different encrypted clues may increase the odds that your Land Drop will not be found immediately after placement.
    (Difficult doesn't mean dangerous. Be mindful of safety when placing a Land Drop.)
- Plan ahead & understand the different ways to create a Land Drop.
  - Start with the tried and proven method of working backwards to create a fun and complex treasure hunt. For example:

- ■ Hide the Land Drop.
- ■ Determine the final clue that reveals the GPS Coordinates of the Land Drop.
- ■ Next, determine the clue that leads to the final clue.
- ■ Continue with a third clue and so on to add complexity to the treasure hunt. Make it interesting, mix it up, and keep it unique. Some treasure placers will use signature methods, meaning every wallet they hide will adopt the same decoding methods within the NFT treasure map to unlock the final location of the Land Drop.

Important to note
- ● There is no way for the Meyers Token Administration Team to check the validity of an NFT Treasure Map.

Map Information

Make it your own

Land Drop NFT Treasure Maps can be used to promote an agenda or highlight a cause. We encourage making a theme for any determined number of wallets in the good name of charity or community service. Treasure hunting is a fun experience that can double as a platform for promoting a cause.

Ideas for clues & encryption

Land Drops should be difficult to find due to the cryptic nature of the NFT Treasure Map used to initiate the treasure hunt. Here are some cryptic tools & technologies that you may find used often among Meyers Token placers:

- ● NFC
- ● RFID
- ● QR Codes
- ● Binary

These are just a few of the tools you can use to encode or encrypt the GPS Coordinates of a Land Drop. You always start your very first clue as an NFT. We recommend using [AirNFTs](#) on the Binance Smart Chain, it is a great way to mint your NFT quickly, easily, and on a budget friendly platform. ([What is an NFT?](#)) Be creative but be careful. Do not transpose numbers or coded information. Take your time and leave an accurate, exciting experience for whoever decides to attempt to solve your NFT Treasure Map.

Family friendly

Treasure hunting can be a family-friendly activity enjoyed as a group or all on your own. Bring your family together to solve real life treasure maps and reap the rewards that await at the end of your collaborative experience.

Downloads

The two pieces of software that the Meyers Token Administration Team recommends you download to your personal computer or mobile device are Discord and a BEP-20 Wallet (Trust Wallet, Math Wallet, etc).

An NFT Treasure Map clue may be hidden on a USB Drive which may require you to download information to a device in order to solve it. In that case, these are some things to be aware of:

- ● Always scan any digital media with a reputable & trusted antivirus program.
- ● If you don't trust it, don't do it. Do more research until you <u>do</u> trust it.
- ● If you are placing a Land Drop, <u>do not</u> spread malware or viruses either accidentally or purposefully.

Website Publication

Some treasure map placers purchase a URL in an attempt to direct more traffic to their NFT Treasure Map. You may forward a purchased URL to your NFT Treasure Map page on the Meyers Token website.

Wallet Information

Wallet Sizes

Land Drops will be categorized and labeled according to the Meyers Token balance contained on the Land Drop. Land Drops will be sorted as follows:

- 1-500 tokens - "Shrimp"
- 501-1000 tokens - "Crab"
- 1001-2500 tokens - "Tuna"
- 2501-5000 tokens - "Octopus"
- 5001-10,000 tokens - "Dolphin"
- 10,001-25,000 tokens - "Shark"
- 25,001-50,000 tokens - "Whale"
- 50,001-100,000 tokens - "Nessie"

The idea is to make the higher balance wallets harder to find than the lower balance wallets. For example, It should be easier to solve NFT Treasure Map clues for a Shrimp wallet than it is for a Shark wallet and it should be harder to solve clues for a Dolphin wallet than it is for an Octopus wallet, and so on.

Changes after publication

There are no changes that can be made post-publication. Make sure the information within your NFT Treasure Map is correct prior to minting it. You **must** ensure the **accuracy** and **integrity** of the information contained within your NFT Treasure Map. Once you mint something into the blockchain, you may only delete it and start over, but you cannot change or edit an NFT. Take your time and think out each step thoroughly while creating and minting an NFT Treasure Map.

Why wait until 2025?

We want to give our community the best opportunity to find a Land Drop. In order to do so, we need to give both the Meyers Token Administration Team as well as community members time to place Land Drops and devise NFT Treasure Maps for submission. This is a deflationary token, and while some wallets might be found quickly, others may not be located for decades (if not longer), making them even more valuable over time. 2025 is the beginning of a long journey into the future.

Opportunity

#HODL

Meyers Token was soft-launched on May 1st, 2021 and is still in the early stage of growth and adoption. There is only room for improvement of overall market value. Buying Meyers Token to hold it until a future date would be a respectable investment, and can be considered an early bird opportunity. Take comfort knowing each investor is strengthening the number of tokens locked behind NFT Treasure Maps with each Land Drop placed. Taking into consideration Meyers Token's deflationary nature, your investment will gain value and interest as it sits over the years.

Business Opportunities

If you are a business owner and have submitted an NFT Treasure Map, you may want to consider how you could help contribute to the global adoption of Meyers Token. When you encourage the use of this token in its everyday capacity, the more valuable the wallets you have hidden will become. Ways you can influence the everyday use of Meyers Token at your establishment are:

- Accepting Meyers Token as payment for goods & services.
- Offering a reasonable discount to people who pay using Meyers Token.
- Award employees with Meyers Token as a bonus or for going the extra mile.
- Gift Meyers Token as a customer appreciation reward for purchasing your goods or services.
- Handing out media to customers to spread the word about Meyers Token and Land Drops.

Conclusion

The Meyers Token project is a mission of passion. We strive to dedicate a piece of our existence to creating wonder, joy, and excitement for future treasure hunters spanning across generations to come. Get involved with the world's largest treasure hunt, seeking out the very first cryptocurrency Land Drops and becoming a part of history in the making. Join us in our mission to do just that by hiding, seeking, and discovering Land Drops by Meyers Token.Be safe, stimulate your mind, and embrace mother nature.