

**Rules** (continued)

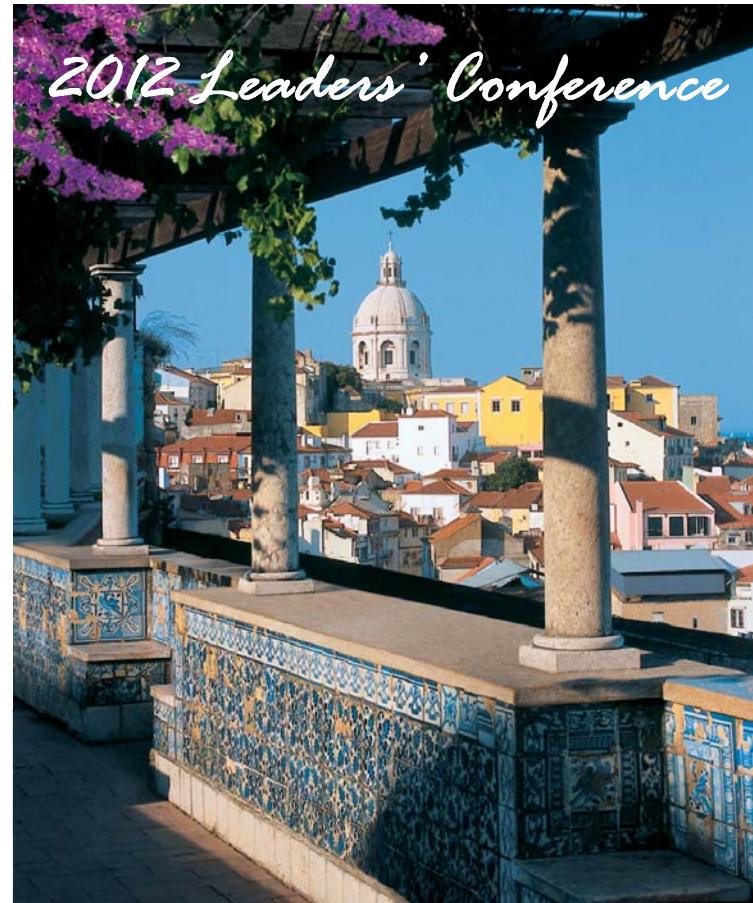
11. A 1099 will be issued to all Leaders' Conference attendees (qualifier and spouse/guest) for the fair market value of the trip. Costs incurred by Assurity for qualifier's and/or spouse/guest's non-attendance will be shown as earnings to qualifier, such as reserved room, airfare or any other items unable to be canceled.
12. The following items are included for qualifier and spouse/guest only: Airfare, four nights lodging, hosted meals and hosted activities. If a qualifier does not have a spouse or significant other, or when such person cannot attend the meeting for sound reasons, we will welcome a relative of the qualifier who is at least age 18.
13. Air travel reservations must be made through Assurity's selected travel representative. If qualifier is driving to the Conference, the Assurity conference coordinator will provide expense guidelines. Any additional pre- or post-extension for air travel, which changes the cost of travel for the Conference dates, will be at the qualifier's expense. Any change of itinerary which incurs a change fee or additional cost of ticket will be at the qualifier's expense. Any pre- or post-Conference arrangement for rooms must be handled between the qualifier and Assurity's selected travel representative and is dependent upon room availability.
14. Any expense other than airfare incurred during travel by qualifier and spouse/guest to the Conference site, including airport parking, meals while en route to Conference, mileage to airport from home, any hotel expense the night before or after departure, etc., will be at the qualifier's expense.
15. Conference qualifications and guidelines cannot be modified, except in writing by a senior officer of Assurity. Continuation of future Leaders' Conferences is at the discretion of Assurity.

Note: These rules supersede any and all prior rules or agreements for Leaders' Conference qualification. All rules are at the discretion of Assurity and may be modified to meet changes that may occur during the qualification period. The decision of Assurity on any interpretation of these rules shall be conclusive.



PO Box 82533 • Lincoln, NE 68501-2533  
www.assurity.com  
(866) 276-7619

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## Lisbon, Portugal

April 25-29, 2012

*(Depart the U.S. April 24)*

Qualification Rules for  
**Assurity | Legacy**

Lisbon, Portugal

Four Seasons Hotel April 25-29, 2012

# 2012 Leaders' Conference Qualification Rules

Assurity | Legacy Insurance Services of America, Inc.

## Qualification Period

Jan. 1, 2011, through Dec. 30, 2011.

## Eligibility

Agents and Marketing Organizations contracted with Assurity Life through Legacy are eligible to qualify for the 2012 Leaders' Conference. A qualifier who is invited to attend the Leaders' Conference may invite a spouse, a family member or a guest approved by the company to attend at the company's expense. Office staff, clerical support and/or other producers/distributors are not approved guests for Leaders' Conference attendance.

### **Pro Rata Requirements (based on contract start date)**

<b>Marketing Organization</b>				
Production	Jan. 2011 or before	Feb. 2011	Mar. 2011	Apr. 2011
	\$420,000	\$385,000	\$350,000	\$315,000
<b>Personal Production</b>				
Production	Jan. 2011 or before	Feb. 2011	Mar. 2011	Apr. 2011
Agent	\$65,000	\$59,583	\$54,167	\$48,750

## Product Weighting

Legacy Estate Maximizer

- Single Premium Whole Life .....6 percent
- 3-, 5- and 10-Pay Whole Life ..... 100 percent
- Single Premium Whole Life Last Survivor .....6 percent
- 3-, 5- and 10-Pay Whole Life Last Survivor ..... 100 percent

### **Agent Qualification Example (single premium only)**

Product	Gross Premium X	% Weight =	Conference Credit
Single Premium Whole Life	\$1,083,334	6%	\$65,000

### **Agent Qualification Example (single premium and multi-pay)**

Product	Gross Premium X	% Weight =	Conference Credit
Single Premium Whole Life	\$600,000	6%	\$36,000
3/5/10-Pay Whole Life	\$29,000	100%	\$29,000
<b>Combined Conference Credit</b>			<b>\$65,000</b>

## Rules

1. Principals of Marketing Organizations may qualify by either personal or hierarchy production, but qualifying for both still only qualifies one attendee.
2. Qualification is based on gross annual premium credits. (Adjustments are made for reissues and replacements.)
3. Business must be issued and placed. Canceled business will be deducted from gross annualized premium total.
4. Qualifying premium cannot be transferred or assigned.
5. An individual being contracted in 2011 will have a pro rata requirement based on contract start date. However, if the start date is April 1, 2011 or later, they must meet at least 75 percent of the full requirement.
6. If a Marketing Organization meets the qualification requirement for the contract that it holds, the principal of that organization may select an individual to attend on his/her behalf, subject to home office approval.
7. Attendance is by invitation only.
8. Qualifiers must hold a current contract and be in good standing, with Assurity at the time of the Conference to be eligible to attend.
9. Adult guest may not be another licensed agent unless he/she is qualifier's spouse/significant other.
10. Qualification for Leaders' Conference is not redeemable for cash or other remuneration. There is no cash equivalent or other award if a producer does not accept an invitation to the Leaders' Conference.

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