



## *Brilliant! The 2021 Sales Leaders Conference will be held in London.*

If you fancy a trip to one of Europe's most popular destinations—London, England—then attending our annual Bankers Fidelity® Sales Leaders Conference should be on your bucket list.

We invite you to start preparing for a 2021 excursion unlike any other. Held at The Langham, London, in the heart of the city's popular West End, you'll experience the best in service, dining and wellness, in addition to all the conference has to offer. Catering to guests since 1865, The Langham is an icon and offers the ultimate modern luxury.

A sophisticated city, London is home to Buckingham Palace, Westminster Abbey, the Tower of London, and St. Paul's Cathedral. The opportunity to tour the city; participate in the quintessential British experience, afternoon tea; relax and unwind in an ambiance of Victorian charm; and enjoy a cheeky little event on Abbey Road. We promise a posh, proper and almost perfect escape to the beautiful and historic city that is London.

Additional details are coming soon.



# JOIN US IN

THE 2021 SALES LEADERS CONFERENCE  
QUALIFICATION PERIOD OCTOBER 2, 2019–OCTOBER 1, 2020  
*May 15-20, 2021 • The Langham*

# LONDON

## GENERAL RULES AND ELIGIBILITY FOR THE 2021 SALES LEADERS CONFERENCE

- Final qualification for the Conference is determined by the Company and takes into consideration such factors as percentage of underwritten business, persistency, loss ratio, indebtedness to the Company and the business relationship between the qualifier and the Company.
- Qualifiers must be in compliance with all Company and state marketing rules and regulations and be in good standing with Bankers Fidelity Life Insurance Company®, Bankers Fidelity Assurance Company™ and its legal entities.
- The Company governs all rules and regulations of the Conference and may modify, alter or change any rules and/or regulations during the qualification period.
- The Company reserves the right to change the announced dates, destination or hotels.
- The Company and/or its authorized representatives are responsible for all Conference planning and arrangements, including airline ticketing.
- Due to the business purpose of the Conference, no cash equivalent payment will be made to any person who qualifies to attend the Conference but fails to do so for any reason.
- If any flight changes are made by the qualifier or their guest after they have confirmed and booked their flight itinerary, the qualifier will be responsible for any change or cancellation fees incurred. Qualifier agrees to pay by check or from their as-earned commission account where commissions can support the charge.
- The Company reserves the right to cap the number of qualifiers due to the exclusivity of the location and venue capacity maximums due to contractual agreements.
- Agents and agencies can only qualify in one category, assigned by the Company, based on the compensation schedules in their signed contract.
- Only qualifying Agents, GAs, MGAs and Marketing Organizations and their guest may attend.
- All performance criteria calculations are set by the Company.
- All qualifiers are invited to bring one guest.
- No substitutions are permitted.
- All decisions of the Company are final.

# THE SALES LEADERS CONFERENCE IN LONDON QUALIFICATION PERIOD OCTOBER 2, 2019–OCTOBER 1, 2020

*May 15-20, 2021 ♦ The Langham*

## 2021 QUALIFICATION REQUIREMENTS

### CATEGORY PRODUCTION REQUIREMENT

Agent	\$135,000.00
GA	\$300,000.00
MGA	\$750,000.00
Marketing Organizations	\$1,000,000.00

Qualification is based on net issued production during the qualification period (October 2, 2019–October 1, 2020). Policies must have an effective date no later than October 1, 2020 and must be active throughout the qualification period.

STC, HIP, Cancer, DI & Accident	300%
UW & OE Medicare Supplement	100%
Life	300%

### CONTRACT DATE AFTER MARCH 31, 2020

Agent	\$75,000.00
GA	\$175,000.00
MGA	\$400,000.00
Marketing Organizations	\$700,000.00

All conversions and replacements will be credited at 0%. No credit will be given for Medicare Disability plans or any Guaranteed Issue plans.

Bankers Fidelity reserves the right to withhold an invitation to the annual Sales Leaders Conference should any of the following performance criteria occur:

- ♦ Persistency drop below 70%
- ♦ Loss Ratio exceed 70%
- ♦ Underwritten business mix fall below 50%

## 2020 PRODUCTION CLUBS

*Club Qualification Period 1/1/2020–12/31/2020* Based on net issued production

### ★ Rookie of the Year Award ★

Agent	Top 3 Ancillary Producers & Top 3 Medicare Supplement Producers
GA	Top 3 Ancillary Producers & Top 3 Medicare Supplement Producers
MGA	Top 3 Ancillary Producers & Top 3 Medicare Supplement Producers
Marketing Organizations	Top 3 Ancillary Producers & Top 3 Medicare Supplement Producers

