



Brilliant! The 2022 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 2022 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 in modern luxury.

A sophisticated city, London is home to Buckingham Palace, Westminster Abbey, the Tower of London, and St. Paul's Cathedral. This is your 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 2022 SALES LEADERS CONFERENCE

QUALIFICATION PERIOD SEPTEMBER 1, 2020–OCTOBER 1, 2021

May 8-13, 2022 • The Langham

LONDON

GENERAL RULES AND ELIGIBILITY FOR THE 2022 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, Recruiting Agencies and National 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 SEPTEMBER 1, 2020–OCTOBER 1, 2021

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2022 QUALIFICATION REQUIREMENTS

CATEGORY	PRODUCTION REQUIREMENT	CONTRACT DATE AFTER MARCH 15, 2021
Agent	\$150,000	Agent \$75,000
GA	\$325,000	GA \$175,000
Recruiting Agencies	\$815,000	Recruiting Agencies \$425,000
National Marketing Organizations	\$1,000,000	National Marketing Organizations \$550,000

Qualification is based on net issued production during the qualification period (September 1, 2020–October 1, 2021). Policies must have an effective date no later than October 1, 2021 and must be active throughout the qualification period.

STC, HIP, Cancer	300%
UW & OE Medicare Supplement	100%
Life	300%
★ Conversions & Replacements	100%

MINIMUM REQUIREMENT OF ISSUED BUSINESS (*non-weighted*)

Agent: \$50,000 Medicare Supplement or \$25,000 Ancillary Products

GA: \$100,000 Medicare Supplement or \$50,000 Ancillary Products

RA: \$250,000 Medicare Supplement or \$125,000 Ancillary Products

NMO: \$350,000 Medicare Supplement or \$175,000 Ancillary Products

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%

DUE TO THE RESCHEDULING OF THE 2021 SALES LEADERS CONFERENCE, AGENTS FALL INTO ONE OF THE CATEGORIES BELOW

- ♦ The Agent did not qualify. Their production amount transfers to the current qualification period. The Agent needs to write the minimum production requirement and achieve the weighted goal amount.
 - If the Agent has a downline, he/she will receive a \$50,000 credit for each person who qualified in their downline. These credits will count towards the total qualification requirement.
- ♦ The Agent qualified and chose the bonus option plus \$50,000 credit towards the 2022 Conference. The Agent needs to write the minimum production requirement and achieve the weighted goal amount less the \$50,000 credit.
- ♦ The Agent qualified and chose to automatically qualify for the 2022 Sales Leaders Conference. The Agent needs to write the minimum production requirement.

2021 PRODUCTION CLUBS

Club Qualification Period 1/1/2021–12/31/2021 Based on net issued production

★ Rookie of the Year Award ★

Agent	Top 3 Ancillary Producers & Top 3 Medicare Supplement Producers
GA	Top 2 Ancillary Producers & Top 2 Medicare Supplement Producers
Recruiting Agencies	Top 2 Ancillary Producers & Top 2 Medicare Supplement Producers
National Marketing Organizations	Top 2 Ancillary Producers & Top 2 Medicare Supplement Producers