

Fort Dearborn Life is pleased to announce its 2010 Group Benefits Leaders Conference

J.W. Marriott Desert Springs – Palm Desert, California
March 24–28, 2010

Eligible Sales Territory: Only brokers/agencies working through Blue Cross Blue Shield of Illinois², Blue Cross Blue Shield of Texas², Blue Cross Blue Shield of New Mexico², Blue Cross Blue Shield of Oklahoma², CSA General Insurance Agency, NCIA Insurance Agency, NCIA Insurance Agency–Delaware, Midwest Benefit Consultants, Insurance Coordinators of Montana, Rayant Insurance Agency, Consolidated Benefits, Amerihealth Agency and Blue Cross Blue Shield of Wyoming²

Broker Agency Qualifications

From January 1, 2009, through December 31, 2009, you will have the opportunity to earn points for your sales of the following products:

- 1 point for every \$1.00 of Annualized Basic Life/AD&D, Short-Term Disability, Long-Term Disability, Dental and New York Disability Law (DBL) premium.
- 1 point for every \$1.00 of Annualized Voluntary Life/AD&D, Short-Term Disability, Long-Term Disability, Dental and Critical Illness premium.

Qualifications for 2009

Points Needed to Qualify:
200,000

Minimum Number of Cases Required:
5

Maximum Points Per Case:
None

Qualifying Conditions for 2009

1. Points will be earned on eligible policies that have been submitted with effective dates of January 1, 2009, through December 15, 2009, and remain in force as of December 31, 2009. Producers will earn one Leaders Conference travel award for two to the J.W. Marriott Desert Springs, based on the broker agency qualifications.
2. All travel awards must be completely earned. No “buy-ins” will be permitted.
3. No points may be earned on rollovers of existing policies.
4. Qualifiers and guests utilizing the Leaders Conference travel award must be at least 18 years of age at the time of the trip.
5. Points earned for any eligible sale will be issued to the broker agency.¹ The broker agency is eligible to receive credit for its producing agent’s production toward a Leaders Conference award. No broker agency will be eligible for more than one Leaders Conference award.
6. Awards are non-transferable, and the sponsoring company reserves the right to make the final determination on any person’s eligibility to attend.
7. The Leaders Conference has been planned as an opportunity to build relationships with top-performing producers. No cash or other substitutions for this incentive award will be permitted.
8. The Internal Revenue Service requires the sponsoring company to report as income the value of certain expenses related to the Leaders Conference.
9. New business that you generate with our subsidiary, Fort Dearborn Life Insurance Company of New York, will be combined with your Fort Dearborn Life Insurance Company sales for the purpose of trip points and is subject to the same qualifications and conditions³.

¹Broker agency means a business entity (corporation, partnership or legal entity) who employs producing agents. ²An Independent Licensee of the Blue Cross and Blue Shield Association. ³Fort Dearborn Life Insurance Company is not licensed in New York state and does not solicit business in the state.

