



National Life
Group®

MARCH 7-11, 2013

Conference of Champions



THE RITZ-CARLTON®

National Life Group continues to provide its top producers with award winning Sales Conferences. We pride ourselves in providing the best in products and incentives. It is all about rewarding you for your results in 2012 and providing you with new ideas to make your practice more successful in future years!

What better place for life and annuity producers to have fun and an exceptional experience than at The Ritz-Carlton, Key Biscayne, a tropical island paradise.

Qualifying Period: January 1 – December 31, 2012

Travel Date: March 7–11, 2013

Destination: The Ritz-Carlton, Key Biscayne, Florida

Qualification Requirements on Reverse Side.

National Life Insurance Company® | Life Insurance Company of the Southwest™

National Life Group is a trade name of National Life Insurance Company, Montpelier, VT, Life Insurance Company of the Southwest (LSW), Addison, TX, and their affiliates. Each company of the National Life Group is solely responsible for its own financial condition and contractual obligations. LSW is not an authorized insurer in New York and does not conduct insurance business in New York.

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2013 Conference of Champions Qualification Requirements

Producer Production Qualification Requirements:

90,000 Conference of Champions Credits

New Contract First Time Qualification Requirements:

60,000 Conference of Champions Credits

1. Conference of Champions (“COC”) Credits are based upon the total of your qualifying life and annuity sales from 1/1/12 – 12/31/12. Each individual producer must meet the above qualification requirements, regardless of date contracted, applying the Product Weightings in Section 2 below. A minimum of six (6) qualifying policies is required to be eligible.

Single qualifier qualification participation is available to agents who are initially contracted in the 2012 calendar year, reach the required 60,000 COC Credits and have a minimum of five (5) qualifying policies. Qualifier can pay to bring a guest (air, guest fees, etc.).

2012 Product Weightings	
Product Type	Awarded COC Credits
\$1 of LSW SPDA or Single Sum Dump-in Premium	0.06 COC Credit
\$1 of LSW 1st Year Annualized Annuity Flow Premium*	0.25 COC Credit
\$1 of LSW Target UL, and/or Term Premium	1.00 COC Credit

3. The term “individual producer” refers to any person appointed as an agent of companies with the National Life Group, except those specifically excluded below:
 - a) agents contracted through NLFA or ValuTeachers;
 - b) agents contracted through Organizations who have opted out, with prior written permission, from participating in the Conference of Champions; or c) any other agent/organization determined at a future date to be ineligible.
4. Excluded Products/Sales Limitations
 - a. All variable products
 - b. Life premium in excess of Target
 - c. Unallocated group annuities
 - d. Sales from SureRate 2 and RetireMax Secure products
 - e. Annuity sales in excess of \$500,000 of SPDA premium on a single life or 22,500 in 1st year annualized flow on a single life
 - f. Sales on the life of an agent or agent’s family members is limited to 1/4 credit of the qualifying amount.
 - g. Single sum payments into existing annuity policies during the first 5 policy years will receive 0.06 COC credit per premium dollar subject to above maximum. Thereafter, any single sum payment will receive no credit.

- h. COC Credit of .06 is awarded for each dollar of net annuity premium increase (on any salary reduction/ deduction and monthly bank draft) after the first policy year. Writing agent is responsible for tracking increases and submitting same for possible credit.
5. Conference of Champions Credit is awarded to the agent(s) whose signature(s) and number(s) are shown on the application. We reserve the right to adjust Conference of Champions Credits for case size, family or controlled business, or for any other unusual circumstances.
6. Producers with persistency of less than 65% on life insurance sales may not be eligible to receive an invitation. The persistency minimum does not apply to producers that have less than 10 cases or \$10,000 of issued premium between October 1, 2009, through September 30, 2010. Persistency is measured using the 24-month persistency measurement. Production credit for each policy will be given to the agent whose signature and number are shown on the application.
7. Conference of Champions Credits will be applied pro-rata to any adjustments to commissionable premium or commission rates.
8. Conference of Champions Credits are awarded in the year in which the policy is paid. No credits are given for sales that are “Not Taken.” A deduction of credits may occur in the current or subsequent year if the premium on which an award is based is not collected, is refunded for any reason, and/or the commission on a policy is wholly or partially charged back. The Company will use its records to determine qualifications and make all judgments regarding applicable business.
9. There is no cash alternative or substitution in lieu of attendance at the Conference of Champions.
10. If you hold a Securities license, you will need to consult with your Broker-Dealer to see if you are eligible for invitation to the Conference of Champions, based on your National Life Group annuity and life sales.
11. You must be a producer actively writing with National Life Group, eligible to participate, and in good standing to receive an invitation. National Life Group reserves the right to determine eligibility based on company records, and attendance is by invitation only.
12. Invitation to the Conference of Champions is for the qualifier and a guest.
13. Awards are taxable according to IRS Rules and a 1099 will be issued, to the extent applicable. If a Producer attends all business meetings held during the Conference of Champions, any 1099 issued will be for costs associated with their guest at same.
14. Credits may not be transferred to another producer.

* Paid by salary reduction/deduction payments and/or monthly bank draft