

2026 EQUITRUST PRODUCER INCENTIVE TRIP

QUALIFICATIONS

Top 40 producers meeting production requirements will be selected at the end of the June 1, 2025 - May 31, 2026 qualification period. Eligible business must be issued by June 15, 2026, to qualify.

Eligible products: All currently offered EquiTrust products

Minimum production/business requirements: \$5 million in production credit in 5 or more cases on eligible business

CAMPAIGN RULES

One qualification per agent. Personal production only.

No combination of sales among multiple agents.

Agents in partnerships must qualify individually.

Qualification credit given only to the writing agent(s) on a contract. Split cases count per split.

Trip awards are not transferable.

Premium for contracts issued on the agent or agent's immediate family does not qualify.

No substitutes allowed. No financial or other considerations in lieu of attendance.

All licensed agents actively appointed, in good standing with EquiTrust and contracted with EquiTrust through our independent Marketing Organization channel are eligible to qualify unless otherwise limited by their supervising firms.

Marketing Organizations (MOs) and associated staff, field managers and wholesalers are not eligible. Individuals employed by an MO, whether salaried or commissioned, are not eligible to qualify.

Trip consists of two round-trip coach airline tickets (booked through our event planner) from the nearest major airport, hotel accommodations (double occupancy), special amenities and some company-sponsored activities. United States TSA PreCheck[®] or Global Entry expedited clearance (recommended, yet not necessary), baggage and ground transportation to and from residence and airport are not included.

Double trip credit for apps received in Q3

- Production credit equals ~~100%~~ 100% credit for all fixed index products (including Bridge[®]), WealthMax Bonus Life[®] and ChoiceFour[®], and ~~50%~~ 100% credit for Certainty Select[®] (MYGA) and Confidence Income[®] (SPIA)
- Internal exchange sales that meet our internal exchange program rules will be given ~~50%~~ 100% production credit

Qualifiers may bring one adult guest (21 or older). No buy-ins for additional guests. Children are not invited to attend this incentive nor permitted to accompany a parent at parent's cost.

Participation is by invitation only. Invitations are extended at the company's sole discretion. Qualifiers must attend on stated dates. Travel restrictions may apply.

Trip extensions are allowed. Coordination of all extensions must be handled by EquiTrust's event planner. Any costs associated with trip deviations, extensions, upgrades or cancellations are the sole responsibility of the agent and must be paid in full by the participant prior to the trip.

Qualifiers must be active and in good standing at the time of the trip to attend. They must exemplify the highest standards of ethical and professional conduct, and maintain a record free from compliance and market conduct issues.

Trip "fair market value" is reported as income to the qualifier; 1099s will be issued. Federal/state income tax incurred as a result of attending the trip is the responsibility of the qualifier. It is recommended that participants consult their tax advisors regarding tax treatment.

In the event the qualifier does not plan to attend after registration and airline ticketing, proper notice must be received in advance to avoid penalties.

EquiTrust reserves the right to alter or end this program at any time, including changes to the site and travel dates, and holds sole discretion in the handling of issues not outlined in these rules.

*Special applies to applications received July 1 through September 30, 2025.

In consideration of this travel-incentive program and all production-based incentives, be certain to always give top priority to your clients' financial circumstances, objectives and needs. Incentive programs should not be considered or used as the basis for determining suitable products for your clients. EquiTrust reserves the right to alter or end this program at any time, including changes to the site and travel dates, and holds sole discretion in the handling of issues not outlined in the rules. Products underwritten, issued and distributed by EquiTrust Life Insurance Company, West Des Moines, Iowa. For financial professional use only.