

# DOUBLE THE OPPORTUNITY!

2026 + 2027



## Qualify for two trips — now through May 31

Now through May 31, 2026, your eligible issued business counts toward qualification for BOTH the 2026 Canada trip<sup>1</sup> AND the 2027 Napa Valley trip!

Take advantage of this limited-time overlap to maximize your momentum and watch your success multiply.

## Qualification details for both trips

**Eligible products:** All currently offered EquiTrust products

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

Production credit equals 100% credit for all fixed index products (including Bridge<sup>®</sup> and SmartBoost<sup>™</sup> Index), WealthMax Bonus Life<sup>®</sup> and ChoiceFour<sup>®</sup>, and 50% credit for Certainty Select<sup>®</sup> (MYGA) and Confidence Income<sup>®</sup> (SPIA).

Internal exchange sales that meet our internal exchange program rules will be given 50% production credit.

## Success worth celebrating

EquiTrust's prestigious incentive trips are all about recognizing the impact of the work you do every day. As you continue to meet customer needs and grow your business, you're also earning meaningful rewards that show our appreciation for your commitment and success.



**Questions? Call Sales Support at 866-598-3694 or email [Sales.Support@EquiTrust.com](mailto:Sales.Support@EquiTrust.com).**

<sup>1</sup> Eligible business for the 2026 Canada incentive trip must be issued by June 15, 2026, to qualify.

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.