

Sea and be Scene at seaside...

SANTA MONICA

2015 CONVENTION

Santa Monica is the perfect seaside escape, and Transamerica can take you there in style!

We're happy to announce Santa Monica as the site for our 2015 Annual Convention!

Santa Monica is the best city to experience the quintessential endless summer in Southern California. With 3.5 miles of beaches and over 300 days of sunshine, some of the most unique attractions include the Santa Monica Pier, its historic Carousel and solar-powered Ferris Wheel, over 90 art galleries and museums and much more. The 2015 Transamerica Family Markets Convention is your chance to Sea and be Scene—in style!

**Visit Santa Monica, Transamerica-style!
April 16–April 19, 2015**

Qualification Period

January 1, 2014–December 31, 2014

Net Placed Qualification

MGA: \$250,000 life premium with a minimum of 10 life applications

MGA: MAY QUALIFY FOR ONE (1) ADDITIONAL SPOT AS FOLLOWS:

- MGA must place a minimum of \$1,000,000 in life premiums and a minimum of 25 life applications to qualify for **one** additional spot;
- Personnel for additional spot must be a senior member or executive of the MGA staff and approved by Transamerica to attend.
- A maximum of one (1) additional MGA spot will be allowed.

WRITING AGENTS: \$50,000 life premium with a minimum of 10 life applications

WRITING AGENTS: \$40,000 life premium with a minimum of 10 life applications (qualification does not include travel expense)

A minimum of 80% persistency and 70% placement is required to attend the convention. Business written on a reps own life or immediate family will not count towards qualification.

Rules

Writing Agents must place (pay for) \$50,000 of life premium or \$40,000 of life premium during the qualification period with a minimum of 10 life applications. The qualifier may bring a spouse or one adult guest to convention.

MGA must place \$250,000 of life premium with a minimum of 10 life applications. Each person will qualify for one room at the convention, regardless if they qualify personally and as an MGA. The qualifier may bring a spouse or one adult guest to convention.

MGA must place a minimum of \$1,000,000 of life premium and a minimum of 25 life applications during the qualification period to qualify for one additional spot. Personnel for additional spot must be a senior member or executive of the MGA staff and be approved by Transamerica to attend. When approved, a spouse or one adult guest may also attend the convention.

All qualifiers must have an active contract with Transamerica Family Markets and be in good standing with the company at the time of the convention. A minimum of 80% persistency and 70% placement is required to attend the convention. Business written on a reps own life or immediate family will not count towards qualification.

Transamerica Family Markets will be the sole authority in determining qualifying participants. The trip is not transferable. If the qualifier cannot attend the convention, no other compensation will be offered.

A 1099 will be issued in accordance with the rules of the IRS. The 1099 amount will be based on airfare or travel reimbursement, hotel room charges, activities and an average for food and beverage.

Under current tax laws and regulations "gross income includes amounts received as prizes and awards." Accordingly, the value of your award/trip will be treated as additional compensation for purposes of any applicable tax reporting.

Family Friendly Convention

This convention will again be a family friendly event. Transportation to and from Los Angeles for children will be the agent's responsibility. Fees will apply to cover convention expenses for children ages 3-18. Details on fees will be made available at a later date.

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