



Columbian's 2021 Sales Conference

Monarch Beach Resort, California

April 9 - 13, 2021



Qualification Period

January 1, 2020 - December 31, 2020

Production Requirements

Producer: \$80,000 - Qualify for an invitation with a guest

\$115,000 - Receive a \$500 cash incentive

\$135,000 - Qualify for President's Reception Level 1 - *one additional night with arrival on April 8th*

\$150,000 - Qualify for President's Reception Level 2 - *two additional nights with arrival on April 7th*

\$170,000 - Receive an additional \$1,000 cash incentive

All products qualify!

General Agent/Manager: If a General Agent/Manager has two direct reports qualify, that General Agent/Manager will qualify for an invitation with a guest.

IMO/Agency Owner/Manager:

\$400,000 - Qualify for an invitation with a guest. For each additional \$400,000, earn an additional invitation plus one guest, up to a maximum of ten additional invitations.*

\$725,000 - Qualify for President's Reception Level 1 - *one additional night with arrival on April 8th*

\$800,000 - Qualify for President's Reception Level 2 - *two additional nights with arrival on April 7th*

President's Cabinet

Qualify for any two years as a President's Reception Invitee within a four-year period, and you will be awarded the prestigious gold President's Ring in addition to your early arrival.

Persistency

A minimum persistency of 77% will be required.

Pro-Rata Qualifications

Contract Date	Producer	IMO/Agency Owner/Manager	
January 2020 or prior	\$80,000	\$400,000	
February 2020	\$76,800	\$384,000	
March 2020	\$73,728	\$368,640	
April 2020	\$70,779	\$353,894	
May 2020	\$67,948	\$339,739	
June 2020	\$65,230	\$326,149	Anyone contracted after July 31, 2020 will not be eligible to qualify.
July 2020	\$62,621	\$313,103	

In order to qualify for Production Requirements, business must be recorded as issued and paid during the period of January 1, 2020 through December 31, 2020. Policies not taken/NTOs will be deducted from production. IMO/Agency Owner/Manager/General Agent/Agent must be in good standing with the Company at the time the invitations are issued and must not owe any outstanding balance to Columbian or have any unresolved complaints against them. The Company reserves the right to determine who shall and shall not attend any conference. Invitations are not transferable, and qualifications that are not used are forfeited. A qualification may not be converted to cash, transferred, or applied to future conferences. The value of any prize awarded may be reported for tax purposes as required by law. Each winner is solely responsible for reporting and paying any and all applicable taxes related to the above referenced prize. Cash incentives are awarded only to producers who attend the conference.

*Additional invitees must be actively working in the agency as an employee, not as an agent. Producers contracted with Columbian who had an opportunity to qualify and did not are not eligible to receive an invitation. Invitations can be extended to officers and key staff of the Agency.