



Éirinn go Brách



Ireland Forever

Lincoln Benefit Life
2009 Conference of Leaders
May 30 – June 4

It's time to discover Ireland at the brand new, ultra-luxurious Ritz-Carlton Powerscourt in Enniskerry. This idyllic location surrounds you with the lush, impossibly green countryside the Emerald Isle is known for . . . and puts you within reach of Dublin, one of Europe's most celebrated cities. During your stay, you'll enjoy:

- Two championship golf courses
- Indulgent spa treatments
- The stunning, world-renowned Gardens at Powerscourt
- Invigorating indoor pool
- Sumptuously appointed guest rooms
- Access to surrounding attractions including Dublin Castle, Trinity College, and the Guinness Storehouse

Here's how to get there

Simply submit as many applications as you can between January 1 and December 31, 2008. The top 140 agents will win a trip for two to the 2009 Conference of Leaders in Ireland. It's that easy.

Visit www.lbldestinations.com/ireland2009 for more information. Or contact us at 888-525-7355.

Requirements	Top 140 Qualifiers	Guaranteed Qualification	Minimum Qualification	Qualification Period
	Minimum 12 cases (Life and/or Annuity)	\$300,000 in convention credit	\$125,000 in convention credit	January 1–December 31, 2008

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LBL7457

LINCOLN BENEFIT LIFE
AN ALLSTATE COMPANY

REQUIREMENTS

Top 140 Qualifiers

12 cases (Life and/or Annuity)

GUARANTEED QUALIFICATION

\$300,000 in convention credit

MINIMUM QUALIFICATION

\$125,000 in convention credit

QUALIFICATION PERIOD

The qualification period for the LBL 2009 Conference of Leaders is 12 months for applications written January 1, 2008, through December 31, 2008. These applications must be issued and released (all issue requirements satisfied) by January 31, 2009.

ELIGIBILITY

The "Top 140" licensed representatives of the Company who qualify in accordance with the minimum requirements (\$125,000 and 12 new apps) are eligible for an invitation to attend.

If \$300,000 in convention credit (and 12 new apps) is attained, you are automatically qualified. Of course, you must be contracted in good standing with the Company at the time the convention is held.

PRODUCTION REQUIREMENTS

A minimum of \$125,000 in convention credit is needed to qualify. Convention credit is based upon the following formula:

- 100% of the minimum required first-year commissionable premium for term, universal life, and last survivor policies
- 5% for universal life excess
- 5% for fixed annuities
- 5% for SIA I and II, and Allstate® Treasury-Linked Annuity renewals (no app count given)
- 2.5% for additional deposits of at least \$5,000 to annuities written prior to this qualifying period. No app count will be given for such deposits. Deposits into Futurist series or Futurist Sterling series contracts are not eligible for convention credit.
- Variable products are not eligible for conference credit in accordance with the NASD.

Standings are reported on in-force business, and convention credits are not assignable. Qualification credit is given to the agent or agency number designated on the application. Any chargeback, including cancellations, surrenders, and withdrawals, will result in a reduction of convention credit in the corresponding amount.

CASE REQUIREMENT

The minimum number of cases required is 12. These cases may be any combination of life or annuity plans. An agent can qualify with minimum credits of \$125,000 and 12 cases, but must be in the "Top 140."

PERSISTENCY REQUIREMENT

A minimum persistency of 85% must be maintained on all business placed during the qualification period and continuing in force through January 31, 2009.

INVITATION

Only the qualifier and his/her spouse or guest, 18 years of age or older, may attend the conference. Because this is a business meeting, attendance by children or additional guests is not allowed. A guest must be accompanied by the qualifier in order to attend a Lincoln Benefit Life conference.

Participation is by invitation only, and acceptance of same is strictly voluntary. Attendance at any Lincoln Benefit Life conference is not mandatory.

An individual who qualifies and receives an invitation and who, for any reason, is unable to attend the conference, is not entitled to any other compensation, nor may the qualifier substitute in his/her stead any other person.

Any agency qualification and assignment of the trip to agency personnel, other than the contracted principal, will be at the discretion of the Company.

EXPENSES

Federal/state income tax incurred as a result of attending the conference is the responsibility of the qualifier. A 1099 in the amount of the "fair market value" of the trip will be issued. It is suggested that participants consult their tax advisor in regard to tax treatment.

Lincoln Benefit Life will provide air transportation from the nearest major airport to and from the convention destination. Ground transportation to and from residence and airport is not included.

The Company will cover your hotel accommodations, company sponsored functions, and gratuities necessary to complete the included portions of your trip.

Any deviation from the Lincoln Benefit Life planned program is at the qualifier's own expense and subject to availability. All additional travel expenses must be paid in full by the participant prior to the convention.

The rules governing qualification requirements for the 2009 Conference of Leaders may, if necessary, be amended by the Home Office during the qualification period. All inquiries/communications concerning any aspect of the conference may be sent to:

Lincoln Benefit Life Sales Promotion Department
LBLSales@allstate.com

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888-525-7355 | accessallstate.com