



Canada Life™

Experience

Australia!

The trip of a lifetime



The Canada Life 2010 Platinum Conference

Sydney, Australia

March 21-28, Westin Sydney



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Aim high for the

"land down under"



Experience Australia with Canada Life – the trip of a lifetime!

Here's your chance to take yourself and your business further than ever before with Canada Life!

The Canada Life 2010 Platinum Conference. Now this is going to be a conference, mate. In your business, you're charting your own success course. Let us help celebrate it in 2010 – by saluting you in Aussie style, in Sydney, Australia. How far do you want to take your business with us?

We're aiming to make our 2010 conference spectacular. It'll be your opportunity to be recognized, share ideas with peers and learn from each other on the other side of the world. Experience Australia with Canada Life – the trip of a lifetime! in 2010.

Australia – once, it was a "transportation" end of the line. Today, it's a travel destination. From Katy to Canberra; from the Great Barrier Reef to Sydney Harbour Bridge.

Fire up your business, and you could fly to the other side of the world with us. You'll be a temporary "Sydney-sider" – you and your guest will spend six days and five nights at the Westin Sydney. It's no ordinary billabong! You'll stay in luxurious accommodations; you'll experience the culture, spirit and cuisine in the state capital of New South Wales – the most multicultural city in Australia.

We appreciate your business. We want you to be as successful as you can be. And we want to recognize your success and outstanding performance. That's what the Canada Life Platinum Conference – Sydney 2010 – is all about.

So set your goals, and set your sights on Sydney – the time you spend there will be worth the time it takes to get there. Prepare to Experience Australia – the trip of a lifetime!

Picture the possibilities . . . shrimp on the barbie . . . cruising Sydney Harbour . . . wading in the surf on Bondi Beach . . . learning the lingo of "strine" (that's the word for Australian slang, of course). At the Canada Life 2010 Platinum Conference, we'll help you stay on your success track with plenty of business sessions and networking activities. And we'll give you oodles of time to experience some of the things Australia offers, too. So aim to Experience Australia with Canada Life!

Fire up your business to Experience Australia – The trip of a lifetime

Qualifying and eligibility

Eligibility

- All advisors* who have a Canada Life contract in good standing are eligible to qualify for the Canada Life 2010 Platinum Conference.
- Confirmation of your compliance with advisor disclosure requirements

Qualification period

- Tuesday, July 1, 2008 to Thursday, Dec. 31, 2009

Qualification criteria

- Net first-year commissions (NFYC)
- Individual life, critical illness and disability insurance as well as accumulation and payout products counted at 100 per cent NFYC; however,
- Segregated fund policies counted at 2.5 per cent of premium
- Advisor individual qualification – \$135,000 NFYC (all of which must be in force at time of conference)

Strive for Sydney – reach for the top

When you're outstandingly successful, you'll experience a whole lot more when you Experience Australia – the trip of a lifetime! with Canada Life.

- If you're among the top five <to be confirmed> individual advisors*, based on insurance and investment production but excluding payout annuities; or
- You're the advisor with the highest payout annuity production plus a minimum \$135,000 NFYC of payout annuities
 - You'll be treated to upgraded conference travel to Australia and accommodations at the Westin Sydney
 - Be recognized in the Canada Life 2010 Platinum Conference program and conference video
 - Receive special recognition during conference business sessions

So how far do you want to take your success, and your business with us?



Canada Life Platinum Conference rules

1. Qualifying is contingent upon having an active contract with Canada Life in good standing at the time of qualification and the conference. You must comply with all provincial regulations as well as Canada Life's rules and standards of ethics and conduct. You must also confirm your compliance with advisor* disclosure requirements.
2. To qualify as an individual advisor, you must be the only person submitting business under that contract.
3. Any policy terminating during the qualifying period without 24 months' premiums paid will result in a deduction of the unearned NFYC.
4. To be counted toward your qualification, business must be paid through – it must be totally settled with no outstanding requirements by Thursday, Dec. 31, 2009.
5. New cases received by Underwriting on or before Friday, Dec. 18, 2009 <to be confirmed> will be processed and paid through by Thursday, Dec. 31, 2009 provided there are no outstanding requirements and they meet underwriting approval. For previously mailed policies, we must receive outstanding requirements before Thursday, Dec. 31, 2009 to ensure they're paid through before conference qualifying closes.
6. There will be no pro-rating of conference qualifications for advisors contracted with Canada Life before qualifying closes.
7. The conference must be accepted as offered. No substitutions, exchanges for cash or transfers are available.
8. Once you have qualified, your attendance and that of your guest is by Canada Life invitation only and isn't a contractual right. Invitations will be extended to qualifiers between Jan. 4 and 22, 2010. <to be confirmed> Conference attendees must be prepared to travel as arranged by Canada Life and attend all conference events.
9. Your guest is the only person eligible to travel with you.
10. The primary focus of this conference is business. You can't bring children with you; they're not allowed to attend the conference or stay in the Westin Sydney with you during the conference.
11. Following the conference, a taxable benefit value will be assessed to you based on a percentage of the non-business related portion of the program for you and your guest.
12. Attendees of the Canada Life 2010 Platinum Conference will be eligible for continuing-education credits.





Canada Life™

Strive for Sydney – Experience Australia and the Canada Life 2010 Platinum Conference

Get charged up. See how far you can take your business. Go “down under.” Go home recognized, refreshed, rewarded and recharged on the way to your next success goal. We want you to do all these things – that’s our goal for the 2010 conference in Sydney.

If you’re bent on being successful by doing your best for your clients when it comes to their insurance and investment needs, then we believe you should always strive to be part of the Canada Life Platinum Conference. Experience all that success has to offer . . . Experience Australia with Canada Life – the trip of a lifetime! in 2010.

Information about the 2010 conference destination, qualifying, eligibility and complete rules is also available on Canada Life™ RepNet, our advisor site and your 24-hour business partner.

Visit www.canadalife.com > Online Services > RepNet.



In Quebec, advisor refers to a financial security advisor for individual insurance and segregated fund policies; and to an advisor in group insurance/annuity plans for group products.

FSC - FPO