

**MAY 26
TO AUGUST 15
2014**

LONDON IS CALLING!

THIS SUMMER,
DESJARDINS INSURANCE
IS SERVING UP SOME JOLLY
GOOD FUN WITH A

CONTEST

TO HELP YOU
GET ACROSS THE POND.



Desjardins
Insurance

LIFE • HEALTH • RETIREMENT

**DESJARDINS INSURANCE
CONFERENCE**

MAY 2-5, 2015

Qualification details available on webi.ca under Promo / Comm

Prizes are based on number of applications for Desjardins Insurance life and/or health policies (excluding Solo Health and Solo Loan) and total deposits for our savings products. So, get into the swing of things and you could be qualified for swinging London faster and with some new swag.

① MAIN PRIZES

There are four prizes for each of our business lines:

- Life and/or health policies
- Helios2 and Guaranteed Advantage deposits

First \$500 HBC Gift Certificate
 Second \$350 Spa Finder Gift Certificate
 Third \$200 Best Buy Gift Certificate
 Fourth \$150 Restaurant Voucher of your choice

Eight prizes to be won – four per business line.

② BONUS DRAWS

You could win one of two iPad Minis by qualifying with either:

- 15 life and/or health applications, or
- \$350,000 in new Helios2 and Guaranteed Advantage deposits

Two prizes to be won – one per business line. One ballot per person when one or both criteria are met.

③ TOPPING UP YOUR CREDITS

We'll double your Recognition Credits for all **life and health insurance** sales submitted from May 26 to August 15, 2014 and settled by close of business in December 2014.

First Year Commission (FYC)	Recognition Credits (RC) Earned
\$1.00 FYC	= 1.25 2.50 RC

As well, we'll double your Recognition Credits for new **Helios2 and Guaranteed Advantage deposits** received between May 26 to August 15, 2014.

New deposits	Recognition Credits (RC) Earned
1% of amount	= 1.00 2.00 RC

The Main Prizes and Bonus Draws are separated by regions; East (Ontario and the Maritimes) and West (Manitoba, Saskatchewan, Alberta and British Columbia.) Each region has its own qualifiers and prizes.

CAMPAIGN RULES

The campaign is based on regions: Western Region (Manitoba, Saskatchewan, Alberta and British Columbia) and the Eastern Region (Newfoundland and Labrador, Prince Edward Island, Nova Scotia, New Brunswick and Ontario). Advisors qualify and are awarded prizes within their region.

1. This campaign runs from May 26, 2014 to August 15, 2014 inclusive.
2. It is available to all advisors who hold a valid advisor contract with Desjardins Financial Security at time of draw.
3. It is based on individual and advisor corporate (incorporated advisors) qualification.

QUALIFYING - LIFE AND HEALTH APPLICATIONS

4. Submitted life and health applications during the campaign period are eligible for the declared prizes, subject to the minimum stated criteria. Solo Health and Solo Loan products do not qualify.
5. Applications for life and health products submitted during the campaign period are eligible for increased credits provided they are settled by December 31, 2014. Rated policies can also qualify for increased credits.

6. Only advisors are eligible for increased credits. Managing General Agents and principals are not eligible.
7. Submitted applications for life and health products must be received in Head Office no later than August 15, 2014 to be eligible.

QUALIFYING - SAVINGS DEPOSITS

8. New savings deposits received during the campaign period are eligible for declared prizes, subject to the minimum stated criteria. Immediate and life annuities do not qualify. GICs and other term deposits do not qualify.
9. New savings deposits received and credited during the campaign period are eligible for double credits. Funds received after August 15, 2014 will be eligible for standard credits. Transfers that were requested during the campaign period, but received after August 15, 2014, will receive standard credits.
10. Only advisors are eligible for increased credits. Managing General Agents and principals are not eligible.

PRIZES

11. Prizes are as stated and cannot be substituted for another prize or equivalent cash value.
12. Prizes will be awarded within three weeks of the conclusion of the

campaign and will be the same prizes for each region: Western Region and Eastern Region. The same prizes will be awarded for advisors selling life and/or health products and for advisors selling savings products.

13. The main prizes for life and/or health product sales and for savings sales are: \$500 HBC Gift Certificate, \$350 Spa Finder Gift Certificate, \$200 Best Buy Gift Certificate, and \$150 Restaurant Voucher for a restaurant of advisor's choice. These are awarded per region for advisors who submit a minimum of 15 life and/or health applications during the campaign period or a minimum of \$350,000 in new, savings deposits. Their name will be put into a draw. For life and health products, ties will be settled by value of premiums.
14. The draw prize – iPad Mini – is for both lines of business (life and/or health, and savings) and will be held in both regions meaning a total of four iPad Minis will be awarded.

GENERAL

15. Desjardins Insurance reserves the right to review the awarding of prizes based on reasonable grounds.
16. Desjardins Insurance reserves the right to change or modify this campaign without notice.