



Convention Dates:

October 1 – 5, 2015

Qualifying Production:

- \$3 Million Annuity Premium*

*Excludes internal transfers

Qualification Period:

- Paid between July 1, 2014 to June 30, 2015

Additional Rules:

- Trip Awards are for contracted American Equity Agents and their guests.
- Substitutions will not be permitted.
- Agent must be in good standing to attend (debit balances must be cleared).
- Trip extensions may be coordinated through American Equity's Travel Agency.
- Additional costs are the sole responsibility of the agent.
- This trip is for ADULTS ONLY; NO EXCEPTIONS.
- American Equity holds sole discretion for matters not outlined in these rules.

Explore:

American Equity's first urban-set Convention kicks off October 1 and continues through October 5, 2015. All qualified agents will stay at the world-famous Ritz-Carlton, San Francisco – located near historic Nob Hill.

Experience:

Throughout the coming year, American Equity will share some of the exciting excursions we have planned for the Convention, as well as suggestions for a quintessential Bay experience. Of course, our attendees will have plenty of free time to take advantage of all that San Francisco has to offer.

Enjoy:

We believe a great Convention is the sum of its many great parts. That is why we are hosting our 2015 event in one of the country's most picturesque and storied cities; that is why we are staying at one of world's most luxurious hotels; and that is why we invite our top-performing agents to enjoy it all with us.

<https://www.youtube.com/watch?v=TOFKQG1YwpM>