



LONG TERM CARE INSURANCE

American Insurance Marketing Services, Inc. (AIMS) is proud to announce its 2008 incentive program. Please review the following guidelines and call AIMS at 800-325-9876 if you have any questions.

How to Qualify:

The Incentive Program applies to the Great American® LTCi plans distributed by AIMS.

The 2008 Incentive Program is based on total annualized submitted new business premium with an **application date** of June 1, 2008 or after, but **received and keyed** in New Business by December 31, 2008:

The top 20 **writing** agents with \$40,000 minimum Submitted Annualized Premium will be the winners. You may choose:

- A. An Atlantis, Paradise Island trip or
- B. A \$1500 gift card from a major retail outlet (subject to some restrictions)

If the trip is elected, it will be a 4 night **stay for two** beginning March 1, 2009. It will also include airfare and transportation from the airport to the resort and back to the airport from the resort.

If the gift card is elected instead of the trip, all efforts will be made to accommodate requests, but there may be some retail stores where gift cards are difficult to purchase.

Incentive Program Guidelines:

- Writing agents only, no substitutions.
- New business only, no upgrades or conversions.
- Limited Pay Plans will be adjusted to an approximate lifetime premium equivalent.
- AIMS/Great American® LTCi Marketing Programs: Brokerage, Association, Credit Union, Banking, and Employer Group.
- Agents qualifying for the trip must have proof of a valid U.S. Passport.
- On split business, agents receive the premium credited for their part of the split. Incomplete applications must be corrected and entered in New Business by December 31, 2008.
- Awards are subject to a review of debit account balances.
- Cancellations, withdrawals, declines, not takers, incompletes, and lapses in excess of 30% will cause an adjustment in the Submitted Annualized Premium.
- Any qualifying agent must have a contract in good standing with Great American LTCi, through AIMS, when the awards are granted.
- Due to time constraints, the "Trip Award" must be finalized by January 9, 2009.
- If the Gift Card is selected, it must be from a single retail store, not multiple stores.
- Licensed Only Agents (LOAs) may not participate unless the Managing Agent notifies AIMS in writing.
- All agents must have permission from their upline to participate.
- AIMS and Great American Life have final decision-making authority on all qualified business and awards.