



WHISTLER

ELEVATE YOUR EXPECTATIONS

SEPTEMBER 20-26, 2026
2026 EQUITRUST PRODUCER INCENTIVE TRIP
VANCOUVER • WHISTLER



UNLOCK MOUNTAINS OF POSSIBILITIES

A light gray map of British Columbia, Canada, is positioned in the upper right background. Two location pins are placed on the map: one in the northwestern region labeled 'WHISTLER' and another in the southwestern coastal region labeled 'VANCOUVER'. A dashed line connects the two pins, indicating a travel route.

You're invited to qualify for our trip to Whistler, British Columbia, September 22-26, 2026! The Top 40 producers and an adult guest will join us in this one-time Olympic venue and all-around outdoor paradise.

Get ready to have early fall in Whistler defy your expectations with its endless choices while EquiTrust elevates your expectations of what a travel adventure can be. On this trip, you'll enjoy world-class accommodations and activities both heart-pounding and relaxing — whatever your vibe. We'll also sponsor meals and events at some of Whistler's finest restaurants, so we can celebrate your sales success in style.

Join us for four nights of natural beauty and unparalleled adventure in Whistler, and discover the elevated experience of the 2026 EquiTrust Producer Incentive Trip!

CONNECT WITH EQUITRUST LEADERSHIP

The trip will include a business meeting where you can connect with EquiTrust leadership, product developers and the sales team. You'll also have one-on-one time with these EquiTrust team members throughout the trip. We're excited to hear your thoughts on our products and solutions, and to take your ideas for enhancements back with us so we can provide the best possible solutions for you and your clients.



NEW THIS YEAR

We're awarding a special pre-trip extension in Vancouver to our Top 10 producers! This exclusive group will spend September 20-22 exploring this bustling seaport and its glass towers, waterfront views, vibrant culture and lush scenery.

TOP 10 TRIP

VANCOUVER



SEPTEMBER 20-22, 2026

Discover an outdoor playground in an urban paradise

Energetic, cosmopolitan, multicultural, edgy: Vancouver has it all, which makes it just the place to spend a few days celebrating our Top 10 producers before we head to Whistler. The striking vistas speak for themselves — the city is cradled between mountains and sea — and each neighborhood also brings something special. Find historic charm in Gastown, mouthwatering food in Chinatown, theaters on Granville Street, expansive parks in the West End and so much more.

Located in the heart of downtown, the ultra-modern Fairmont Pacific Rim will make your visit anything but ordinary. This stylish hotel has a lounge that's a buzzy after-work spot, one of the best restaurants in town and a staff ready to meet your high expectations. With luxurious rooms and amazing views, your trip will begin with an unforgettable stay.

Capping off the experience, we'll try our hand at a few unique activities. While options might change, start dreaming about a floatplane sightseeing tour, a visit to Capilano Suspension Bridge Park or a bike tour along the Vancouver Seawall.



Talk about an outdoor playground! There are 107 mountains within view of Vancouver, and the city boasts the world's longest uninterrupted seaside path at 28 kilometers.

TOP 40 TRIP

WHISTLER





SEPTEMBER 22-26, 2026

Fall into a world away while soaring to new heights

As autumn descends on Whistler, the forests become a kaleidoscope of colors. The mountain air grows cooler and crisper. And the high-pitched whistle of the hoary marmots — the sound that gave Whistler its name — begins to fade as they and other animals search for safe places to hunker down for winter.

Only a two-hour drive from Vancouver, Whistler is a now-legendary locale that hasn't forgotten its roots. For thousands of years, the area has been populated by First Nations peoples, which you can learn about at the local Squamish Lil'wat Cultural Centre. This heritage can be seen in the Whistler Mountain Inunnguaq, a symbol of friendship placed on the summit before the town hosted the 2010 Olympic and Paralympic Winter Games.



Whether you're riding the PEAK 2 PEAK Gondola, taking a picture of the official 2010 Olympic Rings in Whistler Village or simply taking in the view from a patio, Whistler's many splendors will keep you in awe.



The air really is different in Whistler — because Whistler Village's elevation is already at sea level, there's no altitude adjustment, so you can breathe easy wherever you are!



ACTIVITIES

From the deeply intense to the profoundly relaxing

Mountains. Lakes. Rivers. Fields of wildflowers and forests filled with wildlife. In Whistler, it's easy to lift your experiences to new heights. While subject to change, activities may include:

OLYMPIC PARK BOBSLEDDING OR LUGE

You don't have to be a gold medalist to try your hand at these sports! Race down the track with your team as a trained pilot steers you through the track's twists and turns.

BACKCOUNTRY FISHING

Cast your line into the crystal-clear waters of a remote alpine lake or glacier-fed river for steelhead, rainbow trout and salmon. Whatever you reel in, you'll return uplifted by the beauty around you.

HELI GLACIER TOUR

The vibrant colors of fall foliage contrast with the bright whites of snow-capped peaks as you soar over Whistler by helicopter. Get a bird's-eye view of the region's ancient glaciers, pristine lakes and rugged terrain.

BEAR WATCHING

Whistler is made for thrills, but some of its greatest adventures happen when you pause for a closer look. Trek into Whistler's backcountry to observe black bears and their cubs in their natural habitat.

KAYAKING

Paddle leisurely across one of Whistler's tranquil lakes, drinking in the breathtaking landscape around you as fall's symphony of colors dance across the water's surface.

SPA

The Fairmont's Vida Spa is a mountainside sanctuary that will leave you feeling rejuvenated and recharged with treatments tailored to your needs.

GOLF

Wildlife, scenery and greens come together at the Fairmont Chateau Whistler Golf Club. Play across creeks, ponds and more on this 18-hole course designed by Robert Trent Jones, Jr.



FAIRMONT CHATEAU WHISTLER

Where classic elegance meets modern luxury

Rising out of the forest in Whistler's Upper Village like a storybook castle, this majestic resort will make you feel like royalty as soon as you step into its spacious lobby. The contemporary alpine style of its rooms offers a sense of relaxed opulence, with rustic décor and spectacular views of the mountains and village. Thoughtful in-room amenities and first-rate hospitality lend even more warmth to your stay.

Outside the cozy rooms, you'll discover no shortage of extravagances, from the Fairmont's heated indoor/outdoor pools and well-appointed spa to its own shopping arcade. The acclaimed on-property restaurants, bars and lounges take dining to a new level — though with the resort only a 10-minute walk into Whistler Village, you're never far from a way to please your palate.



VANCOUVER

Canada

2026 EquiTrust Producer Incentive Trip TOP 10 qualifiers

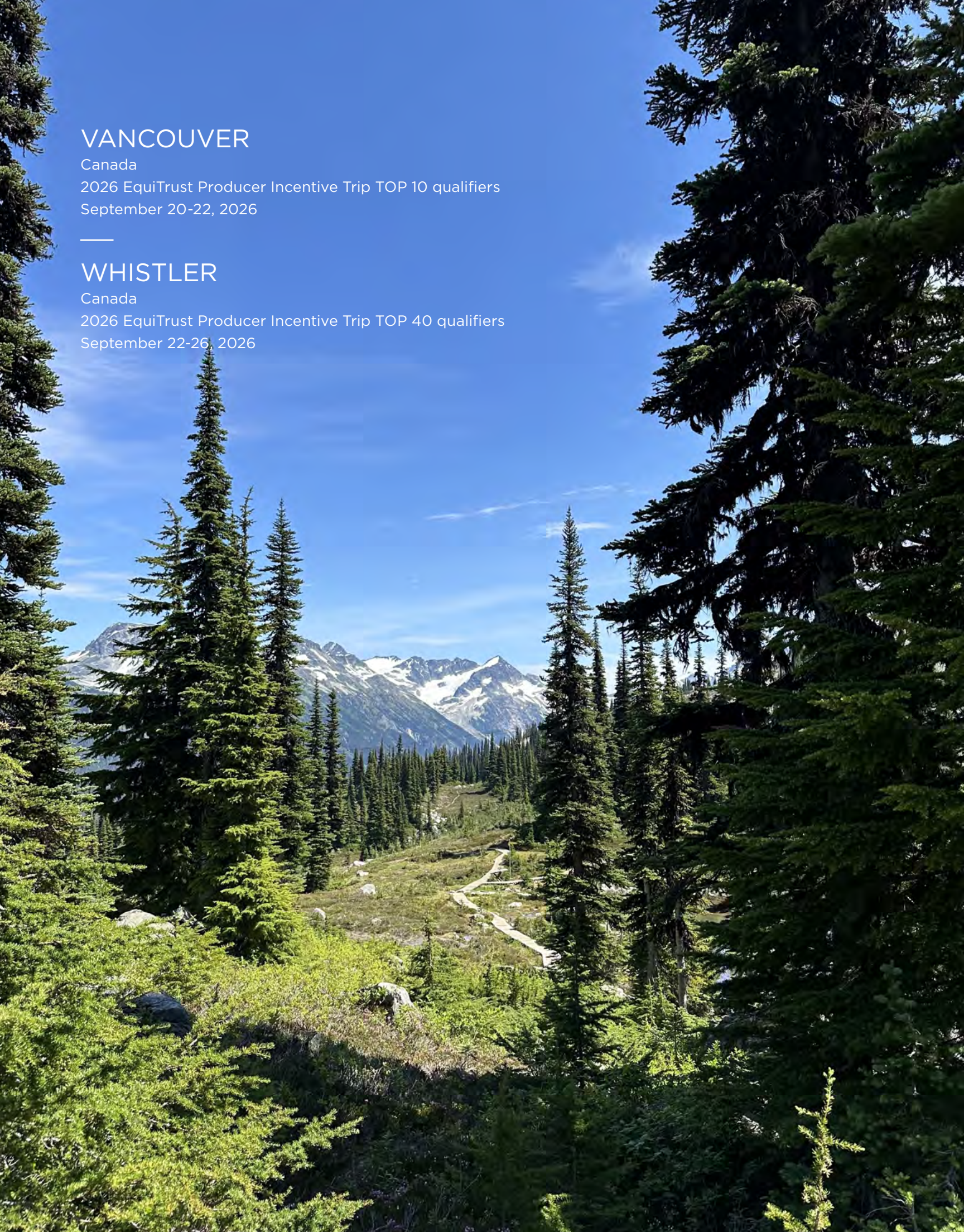
September 20-22, 2026

WHISTLER

Canada

2026 EquiTrust Producer Incentive Trip TOP 40 qualifiers

September 22-26, 2026



QUALIFICATIONS

- Top 40 producers meeting production requirements will be selected at the end of the June 1, 2025 – May 31, 2026 qualification period; eligible business must be issued by June 15, 2026, to qualify
- Eligible products: All currently offered EquiTrust products
- Minimum production/business requirements: \$5 million in production credit on 5 or more cases on eligible business
- Production credit equals 100% credit for all fixed index products (including Bridge[®]), WealthMax Bonus Life[®] and ChoiceFour[®], and 50% credit for Certainty Select[®] (MYGA) and Confidence Income[®] (SPIA)
- Internal exchange sales that meet our internal exchange program rules will be given 50% production credit

CAMPAIGN RULES

One qualification per agent. Personal production only.

No combination of sales among multiple agents. Agents in partnerships must qualify individually. Qualification credit given only to the writing agent(s) on a contract. Split cases count per split.

Trip awards are not transferable.

Premium for contracts issued on the agent or agent's immediate family does not qualify.

No substitutes allowed. No financial or other considerations in lieu of attendance.

All licensed agents actively appointed, in good standing with EquiTrust and contracted with EquiTrust through our independent Marketing Organization channel are eligible to qualify unless otherwise limited by their supervising firms.

Marketing Organizations (MOs) and associated staff, field managers and wholesalers are not eligible. Individuals employed by an MO, whether salaried or commissioned, are not eligible to qualify.

Trip consists of two round-trip coach airline tickets (booked through our travel partner) from the nearest major airport, hotel accommodations (double occupancy), special amenities and some company-sponsored activities. United States TSA PreCheck[®] or Global Entry expedited clearance (recommended, yet not necessary), baggage and ground transportation to and from residence and airport are not included.

Qualifiers may bring one adult guest (21 or older).

No buy-ins for additional guests. Children are not invited to attend this incentive nor permitted to accompany a parent at parent's cost.

Participation is by invitation only. Invitations are extended at the company's sole discretion. Qualifiers must attend on stated dates. Travel restrictions may apply.

Trip extensions are allowed. Coordination of all extensions must be handled by EquiTrust's travel partner. Any costs associated with trip deviations, extensions, upgrades or cancellations are the sole responsibility of the agent and must be paid in full by the participant prior to the trip.

Qualifiers must be active and in good standing at the time of the trip to attend. They must exemplify the highest standards of ethical and professional conduct, and maintain a record free from compliance and market conduct issues.

Trip "fair market value" is reported as income to the qualifier; 1099s will be issued. Federal/state income tax incurred as a result of attending the trip is the responsibility of the qualifier. It is recommended that participants consult their tax advisors regarding tax treatment.

In the event the qualifier does not plan to attend after registration and airline ticketing, proper notice must be received in advance to avoid penalties.

In consideration of this travel-incentive program and all production-based incentives, be certain to always give top priority to your clients' financial circumstances, objectives and needs. Incentive programs should not be considered or used as the basis for determining suitable products for your clients. EquiTrust reserves the right to alter or end this program at any time, including changes to the site and travel dates, and holds sole discretion in the handling of issues not outlined in the rules. Products underwritten, issued and distributed by EquiTrust Life Insurance Company, West Des Moines, Iowa. For financial professional use only.

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