

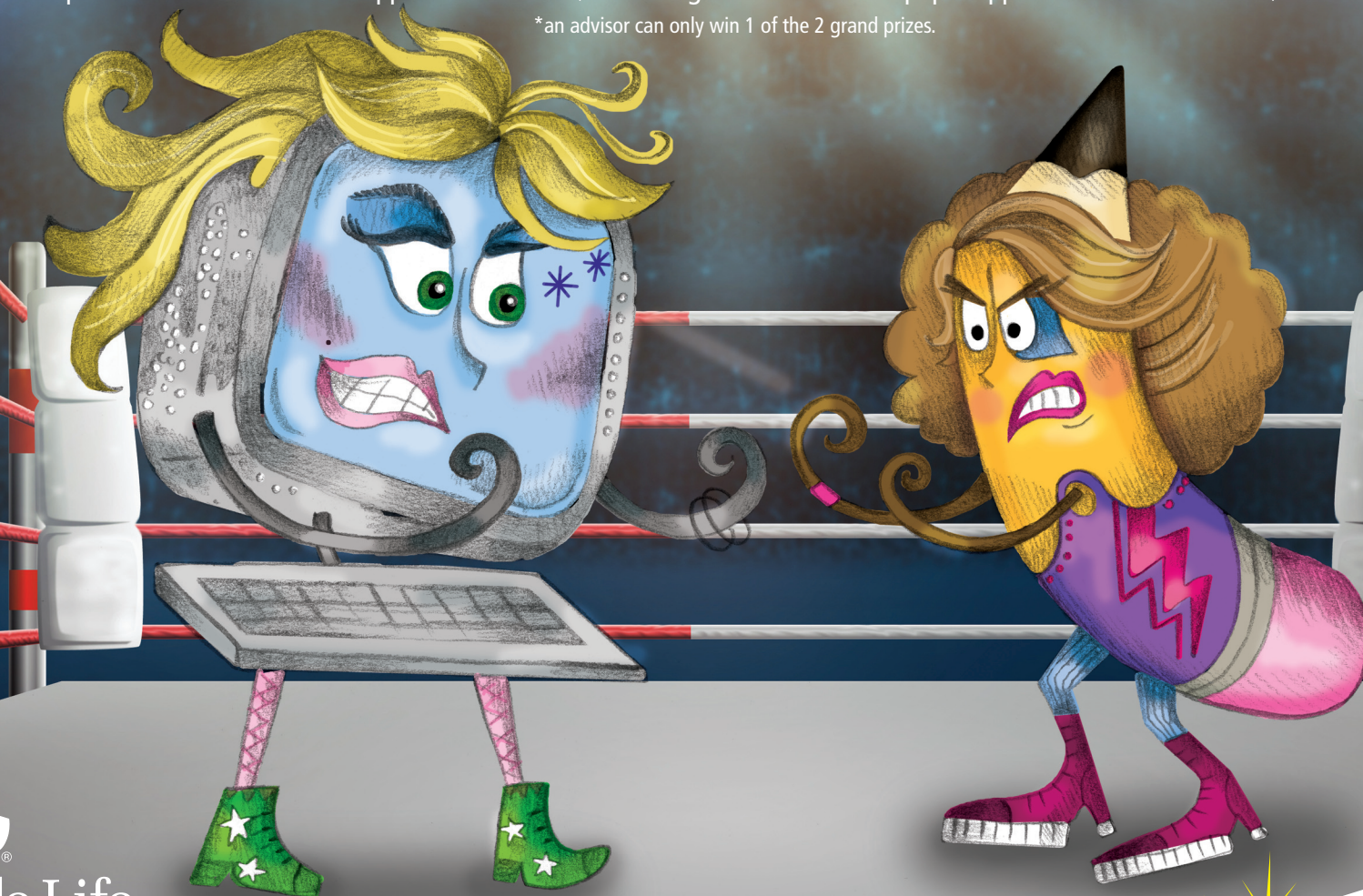
Battle of the Apps

September 1 to November 30

BATTLE OF THE APPS (Electronic vs Paper)

Each settled electronic app will receive a \$25 Amazon gift card and each settled paper app will receive a \$10 Amazon gift card.
Grand prizes: The most electronic apps will receive a \$500 Visa gift card. The most paper applications will receive a \$500 Visa gift card.

*an advisor can only win 1 of the 2 grand prizes.



Equitable Life
of Canada

See attached Rules and Regulations for more information



Battle of the Apps

September 1 to November 30

Equitable Life / Bridgeforce Battle of the Apps

Rules & Regulations

1. Contest Period: September 1, 2017 to November 30, 2017
2. Qualifiers: must have a valid license, under contract with Bridgeforce and be in good standing.
3. Eligible Business: Business from Equitable Life.
4. Life & Living Benefit eligible applications must be at or above \$500 premium.



The Equitable Life / BridgeForce Battle of the Apps

Submit an Equitable Life of Canada, Life or Living Benefit applications (electronic or paper) during the Battle period. Each settled electronic app will receive a \$25 Amazon gift card and each settled paper app will receive a \$10 Amazon gift card. Grand prizes: The most electronic apps will receive a \$500 Visa gift card. The most paper applications will receive a \$500 Visa gift card. *an advisor can only win 1 of the 2 grand prizes.

Advisor Eligibility Requirements

1. Advisors are eligible to participate in the sales promotion. An advisor is a person or entity who has a Producer's Agreement with Equitable Life under which Sales Credits are allocated to the identifiable, singular advisor.
2. To receive payment, an advisor must a) be properly licensed in the jurisdiction in which they carry on business, b) have an active producer's Agreement with Equitable Life on the date payment is made, c) be in good standing with Equitable Life, d) comply with all provincial and federal regulations, as well as Equitable Life rules and standards of ethics and conduct, e) comply with : applicable codes of conduct; treating the customer fairly obligations, and compensation and conflict of interest disclosure requirements, and f) satisfy the qualifications set out above.
3. Advisors are responsible for disclosing to clients any aspect of their participation in this sales promotion including conflict of interest and compensation disclosures.
4. Bridgeforce reserves the right to determine in its sole and absolute discretion, if an advisor will receive a payment, regardless of satisfying the qualification requirements.
5. All records with respect to qualification and eligibility are maintained by Bridgeforce and are deemed to be accurate and conclusive.
6. All decisions made by Bridgeforce are final and binding
7. The advisor will be responsible for any income tax payable.