

Ready, Set...Let's Go with iGO!

Faster. Better. Term.

2010 may have just begun, but the race for sales is on! Get ahead of the pack by leveraging the ease, speed and accuracy of term life insurance apps e-submitted through iGO, multi-carrier online term life application system that works seamlessly on your website.

Plus, Transamerica has an added incentive for Producers and Case Managers—CASH!

"5 for \$100" iGO Promo

For Producers

\$100 for the first 5 Producers who e-Submit 5 Transamerica iGO e-Apps to your General Agency *and* the chance to **win an additional \$1,000** in a drawing! (Rules modified for NY and FL e-Apps)¹

For Case Managers

\$100 for the first Case Manager with 5 **paid** iGO cases from your General Agency.

Currently an iGO Subscriber?

You're ready to GO with the **"5 for \$100" iGO Promo!**

Your Contest Dates:

Applications must be e-submitted via iGO between February 1, 2010 and April 30, 2010.

Producer Promotional Flyer:

Click [here](#) to download a promotional flyer to send to Producers. Click [here](#) to personalize the flyer with your logo and contact information on Ad Lizard. Once on the Ad Lizard page, select Universal & Term Life located below Producer Materials > select Advertising > look for the **"5 for \$100" iGO Promo** flyer.

An iPipeline Customer who Doesn't Yet Use iGO?

You may be eligible for a special offer from Transamerica, including discounted set-up and/or monthly fees.²

Once an iGO subscriber, you can offer the **"5 for \$100" iGO Promo** to Producers and Case Managers.

To learn more, call us at (866) 545-9058 or send an email to: marketingservices@transamerica.com.

Not Yet an iPipeline Customer?

We'll help you get connected! Just contact your Account Manager today.

Eligible Products

Trendsetter® Super YRT, Trendsetter® Super 10, Trendsetter® Super 15, Trendsetter® Super 20, Trendsetter® Super 25, and Trendsetter® Super 30.

Contest Rules and Eligibility

Once a General Agency has subscribed to iGO, its Case Managers and Producers are eligible to participate in the **"5 for \$100" iGO Promo**. To win the \$100 prize and be eligible for the \$1,000 prize, Producers must be one of this agency's first 5 Producers to submit 5 Trendsetter term life cases via iGO during the promotional period. The first Case Manager within participating General Agencies is eligible to win a \$100 prize for 5 paid iGO cases during the promotional period.

Transamerica Life Insurance Company and Transamerica Financial Life Insurance Company will award a \$100 Visa Gift Card to the first 5 Producers who e-Submit 5 iGO e-Apps for each General Agent during the program period.

Participating Producers who have e-submitted 5 iGO e-Apps during the program period will also be entered into a drawing at the end of the program for a chance to win \$1,000.

Eligibility is limited to individuals contracted at the Producer level with Transamerica Life Insurance Company or Transamerica Financial Life Insurance Company.

For General Agencies who are current iGO subscribers, the contest period is February 1, 2010, through April 30, 2010.

To participate in the **"5 for \$100" iGO Promo**, General Agencies must be subscribed to iGO by June 30, 2010 and e-Apps must be e-submitted within the first 90 days from the date the General Agency subscribes to iGO to comply with contest rules.

¹For New York and Florida e-Apps only, since e-Signature/e-Submission is not yet available, e-Apps that reach the status of "locked and print/wet signed" will count towards a Producers total e-Submits.

²Agency must meet qualification and production requirements to be eligible for special offer.

Under current tax laws and regulations, "gross income includes amounts received as prizes and awards." Accordingly, the value of your reward will be treated as additional compensation for purposes of any applicable tax reporting.

Transamerica is committed to providing you with the tools and technology to build your General Agency and help Producers increase volume!



Transamerica Life Insurance Company
Transamerica Financial Life Insurance Company

AEGON companies

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