

Midland National Annuity Convention In Sydney, Australia

Product: PZ-309

Marketing Objective: Build Excitement for the upcoming 2007 Annuity Convention in Australia

Midland National Insurance Company is hosting a convention on annuity sales. Agents have the opportunity to get part or their entire trip to Sydney paid for based on 2006 annuity sales. This puzzle in a can was mailed in a box along with literature as a teaser to energize agent's sales efforts on annuities.

The convention is April 29 – May 4th of 2007. Results are not in yet for the full year of 2006 but annuity sales are currently ahead of 2005 by 22%.

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