**Section 3601.50 Solicitation and Advertising**

Each trust approved pursuant to the Act shall solicit beneficiaries in accordance with the following standards:

a) No solicitation or advertising material may contain any indication that the trust program or benefit schedule is endorsed by the Illinois Department of Insurance.

b) The words, "insurance", "indemnity", "insurance trust", or any other similar words may not be used in any solicitation or advertising material to indicate that the trust is an insurance company or that benefits are being provided by an insurance company unless that is the case.

c) Each solicitator shall be a salaried employee of the trust or trust administrator and shall be subject to examination by the Director of Insurance.