



Institute
and Faculty
of Actuaries

The IFoA Asia Conference 2016

3-4 March, Hilton Hotel Kuala Lumpur



Sponsorship pack

www.actuaries.org.uk www.actuaries.org.cn

   #IFoAKL16

Overview of the Institute and Faculty of Actuaries

The Institute and Faculty of Actuaries (IFoA) is the UK's only chartered professional body dedicated to educating, developing and regulating actuaries based both in the UK and internationally. The IFoA represents and regulates its 27,000 members worldwide for the benefit of the public interest and oversees their education at all stages of qualification and development throughout their careers. As a globally recognised professional body, the IFoA works with employers to encourage and develop their actuarial employees to stay abreast of current issues, improve business skills and to make a positive impact in the financial sector.

The IFoA Asia Conference 2016

The IFoA is delighted to host its annual Asia Conference between 3-4 March this year. Taking place at the Hilton Hotel, Kuala Lumpur, this cross practice conference is open to both members and non-members that have an interest in or work within the actuarial community. The two day event will provide a superb programme of plenary sessions and workshops delivered by industry experts alongside excellent networking opportunities.

The following speakers have been confirmed:

1. Bank of England

Speakers: Kartina Tahir Thomson and Krish Kistnassamy

Topic: UK GI Market Conditions - how this may translate into the Asian market

2. Actuarial Partners

Speaker: Zainal Mohd-Kassim

Topic: Regulating Takaful - Making a Difference

3. Professor Karel Van Hulle, formerly European Commission representative to EIOPA

Topic: ASEAN Economic Integration

4. Cass Business School

Speaker: Professor Steven Haberman

Topic: Academic Perspective

5. IFoA

Speaker: Colin Wilson

Topic: Presidential Update

Testimonials from the IFoA Asia Conference 2015 delegates:

- I think the event went tremendously successful. The keynote speakers were all very impressive with their broad knowledge and deep understanding of the market. The workshops were insightful and relevant to our daily work. Last but not least, it provided a very good networking platform for the actuaries working in China and in the UK to exchange their views and ideas
- The event was a huge success, the topics were well chosen and one thing impressed me the most was the high standard of all the speakers. I have gained valuable insights not only in my area of expertise but also other areas and financial services in general
- The topics were well chosen and one thing impressed me the most was the high standard of all the speakers. I have gained valuable insights, not only in my area of expertise but also other areas and financial services in general
- It is very successful, great venue, good organisation, interesting topics and excellent speakers
- I think it was a successful event which gathers people from different background to share and discuss the actuarial ideas
- The conference went very well and I am very impressed by how rich the conference content was

- Compared to other actuarial conference in China, I think this one stands out on a few fronts:
 - The speakers were first class and kept the audience engaged for two days
 - The by-segment corporate sponsorship was brilliant
 - The conference staff team were very efficient and kept the events rolling smoothly
- Great value for money, covers CPD and networking opportunities
- Excellent opportunity to learn what's happening in different Asian countries
- Strongly recommended
- Great event to meet like-minded actuaries
- Connect yourself to the world!
- Very effective networking platform
- This is a great opportunity, not just to learn but also to share with friends, colleagues and potential clients
- High quality

The value of becoming an official sponsorship partner

Following on from a successful 2015, the Conference will attract an audience of 250-300 delegates involved in life insurance, risk management, general insurance, pensions and investment from across the Asia region. You will have the opportunity to reach your key target audience and the actuaries of the future. Sponsoring the IFoA Asia Conference 2016 is an effective way of raising your company's profile within the actuarial market and creating greater awareness of your brand.

We have developed a range of sponsorship packages which provide an array of benefits at different levels of support.

Our packages offer multi sponsorship opportunities while others are sold on an exclusive sponsorship basis, these will help you to achieve:

- Brand positioning or repositioning. An exceptional opportunity to position your company as a leader in the actuarial community or financial industry
- Strengthening corporate image through maximum exposure for your company brand
- Targeting market reach and creating key business relationships with opinion leaders, new clients and potential partners
- Marketing activity both pre and post conference plus media value through brand placement on marketing collateral throughout the conference, on site promotional activity, website coverage on the IFoA and China microsite
- Efficiency and cost advantage through the use of communication tools in the marketing of the conference
- Increasing sales and market share by providing an excellent business platform
- Launching a new product or service to your audience
- Confirming the relevance of your brand within this marketplace.

As part of the sponsorship package your company logo, biography and link to your company website will be placed on the IFoA website. You will also receive coverage in the official IFoA general and Asia newsletters, with a combined reach of 27,000 readers worldwide. A feature of the conference will also appear in the IFoA monthly magazine, The Actuary, both pre and post conference as part of the sponsorship marketing.

The sponsorship packages

As an IFoA Asia Conference sponsor, you can choose a variety of individual options to increase brand impact, drive demand, and engage with the IFoA Conference audience. Sponsors will receive maximum visibility during the promotional phase, onsite and also following the Conference. Sponsorship packages have been designed to increase your organisation's impact and return on investment. The following packages have been tailored to appeal to a wide variety of objectives and we would be very happy to discuss them all in more detail with you.

Platinum Sponsor - Exclusive

£14,000

Platinum sponsorship is an exclusive opportunity to showcase your company and share the spotlight with the IFoA. You will benefit from maximum exposure before, and during and after the Conference, with the highest priority of branding in all documentation and on-site signage. Recognised as the exclusive sponsor of the Conference, you will have an exhibition stand in prime position with the opportunity to showcase and acknowledge your support of the Conference to delegates. You will enhance your brand awareness, engage with senior level decision makers and have the capacity to promote your services to a focused and interested audience.

Number of packages available: 1

Conference inclusion

- Five complimentary delegate passes for the duration of the Conference
- Four additional complimentary tickets to attend the Conference dinner
- One 3m x 2m exhibition stand in a prime position in the exhibition and catering area for the duration of the Conference

Brand awareness

- Prominent position in Conference marketing
- Company logo on holding slides in the plenary room
- Company logo on welcome banners in registration area

Marketing

- One page company biography (200 words) and logo in the Conference programme in a prominent position
- Opportunity for your company to provide a branded gift* for delegates for placement within the Conference bags (*subject to approval)
- One A4 (21.0 x 29.7cm) double sided promotional marketing document inserted into delegate bag (produced by your company)
- Acknowledgement of your company in the opening welcome speech of the Conference
- Acknowledgement of your support in communication with delegates
- Company logo and biography on the IFoA website with a link to your company website and recognition on the China microsite
- Acknowledgement of your sponsorship in two of the IFoA monthly electronic newsletters before and after the Conference. The official IFoA general newsletter and international newsletter have a combined reach of over 27,000 readers worldwide.

Gold Sponsor - Exclusive

£12,000

The Gold package is an exclusive sponsorship position that provides an excellent platform for you to enhance awareness of your company. The Gold package offers an excellent way to raise your profile at the event with a combination of promotional, onsite visibility and content-related benefits. Promote your company to business professionals and build important relationships.

Number of packages available: 1

Conference inclusion:

- Four complimentary delegate passes for the duration of the Conference
- Three additional complimentary tickets to attend the Conference Dinner
- One 3m x 2m exhibition stand in a prime position in the exhibition and catering area for the duration of the Conference

Brand awareness

- Company logo on holding slides in the plenary room
- Company logo on welcome banners in registration area

Marketing

- One page company biography (200 words) and logo in the Conference programme
- One A4 (21.0 x 29.7cm) double sided promotional marketing document inserted into delegate bag (produced by your company)
- Acknowledgement of your company in the opening welcome speech
- Acknowledgement of your support in communication with delegates
- Company logo and biography on the IFoA website with a link to your company website and recognition on the China microsite
- Acknowledgement of your sponsorship in two of the IFoA monthly electronic newsletters before and after the Conference. The official IFoA general newsletter and international newsletter have a combined reach of over 27,000 readers worldwide.

Silver Sponsor

£10,000

Silver sponsorship is an effective way to expand your presence within the industry through networking opportunities and branding. Whether you are looking to raise your profile, move into new market sectors or simply network with the best of the industry, the silver package gives you the platform to promote your brand to 300 delegates.

Number of packages available: 2

Conference inclusion

- Three complimentary delegate passes for the duration of the Conference
- Three additional complimentary tickets to attend the Conference Dinner
- One 3m x 2m exhibition stand in a prime position in the exhibition and catering area for the duration of the Conference.

Brand awareness

- Company logo on holding slides in the plenary room
- Company logo on welcome banners in registration area.

Marketing

- One page company biography (200 words) and logo in the Conference programme
- Acknowledgement of your support in communication with delegates
- Company logo and biography on the IFoA website with a link to your company website and recognition on the China microsite
- Acknowledgement of your sponsorship in two of the IFoA monthly electronic newsletters before and after the Conference. The official IFoA general newsletter and international newsletter have a combined reach of over 27,000 readers worldwide.

Conference Dinner Sponsor (3 March) - Exclusive £8,500

The Conference Dinner on 3 March will be a memorable evening for sponsors and guests alike. As a sponsor, you will be able to present yourself as a major participant at the Conference and will have access to within the region of 200 delegates. Offering a highly valuable branding opportunity for your company logo to appear on each dinner table, it also provides the perfect setting to invite your existing and potential clients who are attending the Conference as one of your guests on your hosted table.

Number of packages available: 2

Conference inclusion

- Two complimentary delegates passes for the duration of the Conference
- Four complimentary tickets for the Conference dinner
- One table of 10 reserved for your company to host, offering you the opportunity to invite delegates to join your table.

Brand awareness

- Company logo on welcome banners at the dinner
- An opportunity to have five of your company's pull up graphics at the venue during the evening. Dimensions of the pull up graphics must be no more than 800mm wide and 2 metres tall when assembled
- Company logo on the dinner menus
- Company logo beside 'Conference dinner' in the Conference programme.

Marketing

- One page company logo and biography (200 words) included in the Conference programme
- Opportunity for your company to provide table gifts* for the guests (**subject to approval*)
- Acknowledgement of your company support within the opening address at the Conference dinner
- Acknowledgement of your support in communication with delegates
- Company logo and biography on the IFoA website with a link to your company website and recognition on the China microsite
- Acknowledgement of your sponsorship in two of the IFoA monthly electronic newsletters before and after the Conference. The official IFoA general newsletter and international newsletter have a combined reach of over 27,000 readers worldwide.

Lunch sponsor

£2,500

This is the ultimate opportunity for you to greet delegates as they arrive for the Conference lunch. As the exclusive sponsor, you will have the opportunity to promote your company in a prime position within the catering area allowing you to profile your organisation and offer prominent brand recognition.

Number of packages: 1

Individual Refreshment Sponsor

£1,850

Sponsorship of each break will be recognised through signage at coffee points, giving you brand exposure at multiple times over the two days. Conference attendees often linger over a drink and a snack, providing the ideal opportunity for your company logo to have prominent exposure. As a Conference refreshment break sponsor, your company name and logo will appear alongside other sponsors within the official Conference programme. Alternatively, you can sponsor all six breaks, providing you with exclusive exposure and acknowledgement.

Number of packages: 6

Exhibitor

£900

The Exhibition area has been chosen to ensure that there are excellent networking opportunities to promote your organisation at the Conference and allow you to engage with the delegates in a friendly and intellectual environment. Display your company name, include product highlights and your booth number within the programme to ensure you get maximum value from your package.

Number of stands available: 6

Inserts in Conference Bag Sponsor

£800

Provide the delegates with an overview of your company on an A4 size (21.0 x 29.7cm) promotional marketing literature sheet which will be placed in each delegate bag.

Number of packages: 6

Gifts in Conference Bag Sponsor

£800

All Conference delegates love a keepsake! Remind them about your company long after the Conference has ended by providing a gift for the delegate bags.

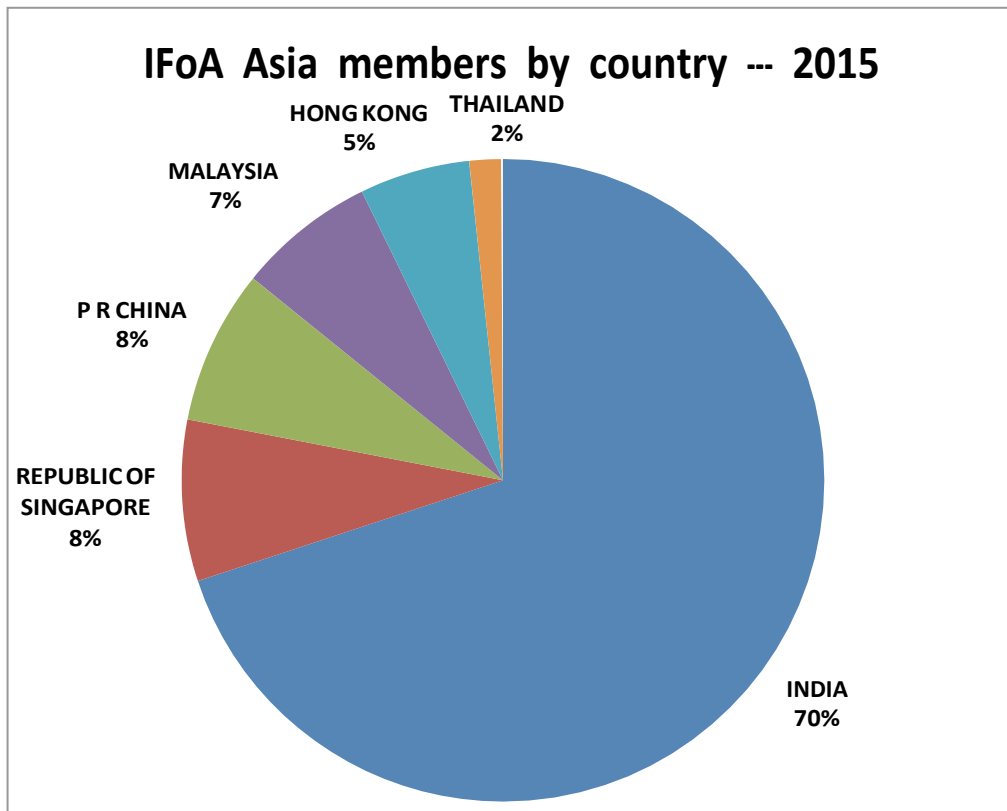
Number of packages: 5

Advert in Conference Programme

£500

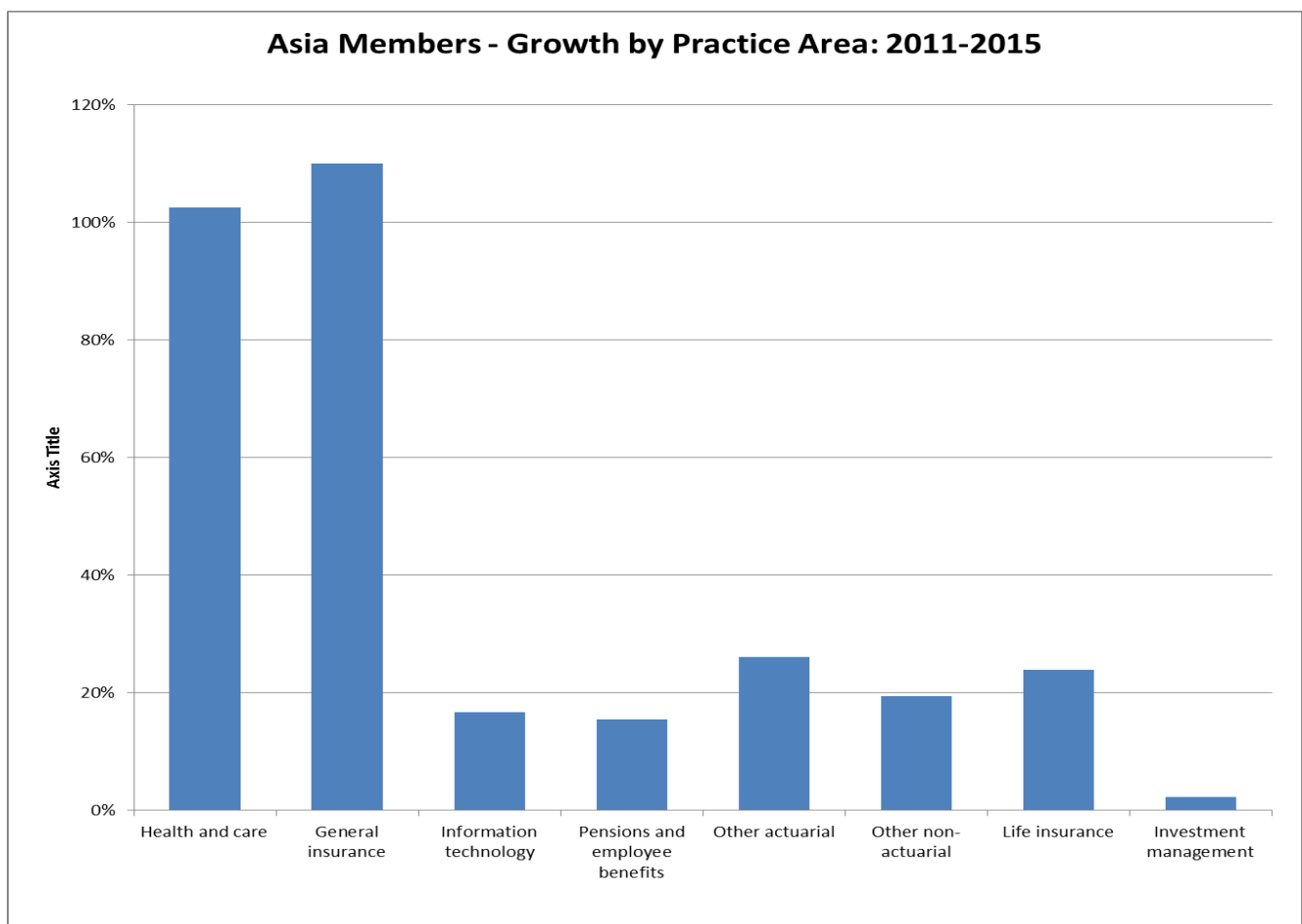
Purchase a half page advertorial space in the Conference programme and advertise your company to 200 delegates. Sponsors can provide one half page, colour advert for inclusion in the programme, which will be distributed to delegates at registration and referred to by the Conference attendees both during and after the event.

Asia members by country 2015



Since 2013, membership growth in Asia has increased by an average of 11%. As a result, we have invested heavily in the region to support members more effectively.

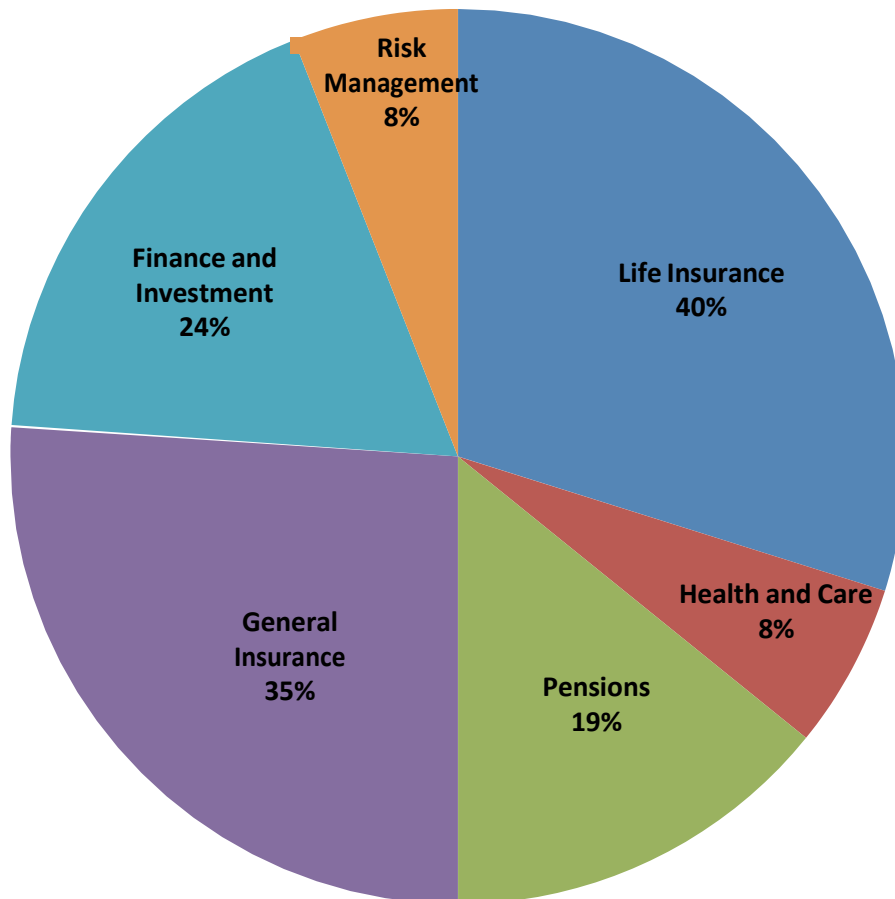
Asia member's growth by practice area trend



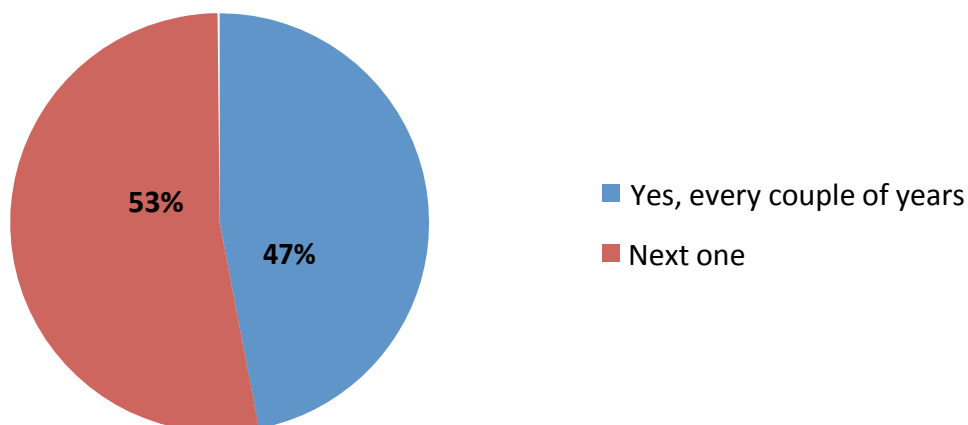
IFoA Member facts

- The IFoA is represented in 110 countries in the world
- 43% of members work outside the UK with 20% based in Asia
- We are qualifying more non-life actuaries in Asia than any other country
- IFoA General insurance has grown at an average of 13% per year in the last five years
- General insurance is the second fastest growing area with over 25% of our actuaries in the field
- 10% of our members transfer their country of employment using our qualification

The IFoA Asia Conference 2015 delegate attendance by practice area



Will you attend the IFoA Asia Conference again?



Supporting the Actuaries of the Future

Friday 4 March

We are delighted by the future prospects that our student population brings, with one third of IFoA students based in Asia.

Becoming a supporter of the student afternoon sponsorship packages is your perfect chance to capture the imagination of the next generation of key decision-makers and influencers. Your company will have the opportunity to network, connect and showcase your company benefits to the top university students. Our menu offers tailored packages; allowing exclusivity and helps you to maximise your return on investment. It is a fantastic opportunity to promote your company to the actuarial leaders of the future.

Did you know?

- One quarter of our student members are in South-East Asia
- One third of our students are in Asia
- Non-UK admissions have doubled in the past four years

Student Networking Lunch

£2,000

Sponsor the Student Networking Lunch and meet some of the best and brightest students who are passionate about an actuarial career. The networking student lunch on day two of the Conference provides delegates with a great opportunity to socialise, network and build productive relationships in a relaxed atmosphere. Your logo will be strategically displayed on banners during the lunch providing excellent brand visibility. You are also welcome to provide each guest with a small gift of choice.

Number of packages available: 1

Exhibitor Packages for the Student Afternoon

£695

The Exhibition area has been chosen to ensure that there are excellent networking opportunities to promote your organisation and allow you to engage with the students. Display your company logo and get unrivalled publicity for your company profile.

Number of packages available: 4

To find out more about any of the packages or to discuss a combination of options, please contact Amanda Davey, Head of Events: +44 (0)20 7632 2142; amanda.davey@actuaries.org.uk.