

12-15 October 2014 Taipei International Convention Center, Taipei Taiwan



SPONSORSHIP PROSPECTUS



Invitation from the Chairperson

On behalf of the Actuarial Institute of Chinese Taipei, I am pleased to inform you that the 18th East Asian Actuarial Conference (EAAC) is to be held on 12 – 15 October 2014 at the Taipei International Convention Center (TICC), Taipei, with the theme **Risk, Challenges** and Opportunities.

Since 1981, the EAAC has been one of the biggest events for insurance industry in Asia. This summit is aim to enhance the professionalism and to promote beneficial interaction of actuaries working in various member countries. The EAAC is used to be held every two years. Starting from 2013, the EAAC is changed to be held each year in order to catch up the fast pace of changes occurring in both the actuarial profession and the insurance industry.

With more than 500 actuarial professionals from member countries attending, the 18th EAAC offers you an excellent opportunity to promote your company and enhance your image in the insurance industry. We have designed a variety of activities accompanying with specific sponsorship packages during this conference. I sincerely invite you to review the sponsorship packages in this prospectus, and trust that you would find suitable packages that meet the goals and strategies of your company.

We wish prosperity and financial successes to you and your esteemed company!

Kuth Chu

Ruth Chu, FCAS, MAAA Chairperson of the 18th EAAC President of AICT (2010) <u>2014EAAC@aict.org.tw</u>



About EAAC

As the premier event for the actuarial profession in Asia, the EAAC attracts over 500 actuaries and industry professionals from the region and around the globe and provides a dynamic forum for discussion and development of practices and experience sharing among the members of the actuarial profession and those who work closely with the profession.

The 18th EAAC features an exceptional program of plenary speakers from member countries of EAAC and other regions. In addition to six plenary sessions, there will be up to 18 information-packed concurrent sessions covering diverse practices of the conference topic.

A full spectrum of business sessions will be provided in the 18th EAAC taking place from 12-15 October, 2014 with a variety of networking activities, such as conference luncheons, the Welcome Reception and the Farewell Gala Dinner. For Social Programs, the 18th EAAC would also arrange a half-day tour to allow delegates and their accompanying guests to have a deeper experience of Taiwan during their stay.

Reasons why your organization should sponsor at the 18th EAAC :

- 1. Access to high-profile international speakers and a mix of topical plenary sessions most relevant to your business.
- 2. Opportunity to reinforce and strengthen your corporate position within the actuarial profession and the financial service industries.
- 3. To deliver a clear message that you have a genuine commitment to the healthy development of the actuarial profession.
- 4. Opportunity to network with key industry figures.
- 5. Strengthen key business relationships.
- 6. Renew existing and establish new business relationships.
- 7. Direct access to decision-makers of your target markets.
- 8. High visibility on the Conference website and marketing materials.



Summary of Benefits for Major Sponsors

	Platinum Sponsor*	Gold Sponsor	Silver Sponsor***
Summary of Benefits	(NT\$1,400,000+)	(NT\$700,000~1,400,000)	(NT\$350,000~700,000)
Recognition in printed materials	Acknowledgement as Diamond/Platinum Sponsor	Acknowledgement as Gold Sponsor	Acknowledgement as Silver Sponsor
Recognition on EAAC website (logo+ hyperlink)	v	v	v
Logo on the official sponsorship acknowledgement banner or backdrop onsite	V	V	v
Logo on sponsorship slide- displayed during session breaks	v	v	v
Verbal acknowledgement during the opening and closing addresses	v	v	v
Sponsor plaque presented onsite	V	V	v
Speech at sponsored event	V	√ (except the opening ceremony)	
Company name and logo displayed at specific sponsored event	V	٧	٧
Opportunity to provide a freestanding banner at the entrance of sponsored event	v	v	v
Opportunity to provide branded gifts	V	٧	
Complimentary Exhibition Booth(each booth receive 2 exhibitor passes)	1	1	0
Conference Access Passes**	4	3/2	1
Access Passes to sponsored event	4	3	

*The highest sponsor in this category will be recognized as Diamond Sponsor, the rest are as Platinum Sponsors.

- **3 complimentary conference passes for Welcome Reception Sponsor
- ***Discount for Silver Sponsor please see page 19 for detail



Sponsor Choice – Pick your Package

Sponsor Choice allows you to select and tailor your preferred sponsorship packages, to choose which level of sponsorship you would like to be represented at and how you would like your organization to be aligned with this event.

You are invited to choose preferred options from the menu to the total value of your budgeted contributions. The Sponsor with the highest contribution will become as the exclusive "**Diamond Sponsor**", a second tier for Sponsors are also available.

All application forms received by **Monday 31 March 2014** will be fairly assessed by the Committee. Sponsors are encouraged to response early as application for each package is reserved on a first-come first-served basis.

Step 1 Select Level of Sponsorship

All major sponsors (Diamond, Platinum, Gold, and Silver) must choose at least one item from the core menu. You may also choose more items in core menu and/or supplementary menu. If you do not want to be a major sponsor (i.e. Diamond, Platinum, Gold, Silver), then go to step 2.

Step 2 Choose from the Menu

- Choose your preferred options from the menu to the value you wish to sponsor.
- Indicate each item on the Sponsorship Booking Application Form and the amount you are prepared to sponsor.
- Offers for items not covered in the menu will also be considered.

Step 3 Complete Sponsorship Booking Application Form

Complete and lodge the Sponsorship Booking Application Form on page 22 by **Monday 31 March 2014**.

Step 4 Notifications of Acceptance and Payment

Applicants will be informed of sponsorship status in two weeks. An invoice will be sent upon successful application and the payment shall be made within two months after you receive the invoice.



Sponsorship Menu

Menu		Package Items
	A	Exclusive Farewell Gala Dinner NT\$ 1,400,000 - Exclusive
	В	Exclusive Welcome Reception NT\$ 1,000,000 - Exclusive
CODE	С	Exclusive Opening Ceremony NT\$ 700,000 - Exclusive
CORE Menu	D	Luncheon NT\$ 700,000 - Three available
Ivienu	E	Tea Break NT\$ 350,000 - Five available
	F	City Tour NT\$ 350,000 - Two available
	G	Taipei EasyCard NT\$ 350,000 - Exclusive
	н	Conference Bag NT\$ 200,000 - Exclusive
	I.	Mini Program NT\$ 120,000 - Exclusive
Supplementer	J	Door Gifts NT\$ 120,000 - Five available
Supplementary	К	Conference Pen NT\$ 120,000 - Exclusive
Menu	L	Marketing Literature NT\$ 120,000 - Eight available
	М	Conference Notebook NT\$ 120,000 - Exclusive
	N	Exhibition Booth NT\$ 200,000 - Ten available

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The Farewell Gala Dinner Package

NT\$ 1,400,000 - Exclusive

Impress delegates, VIPs, speakers and guests with your superb hospitality at the premier social event of the 18th EAAC. The Farewell Dinner will be held on Wednesday 15 October 2014 and it will be the showcase networking event of the conference.

As the Farewell Dinner Sponsor, your organization will qualify as a Platinum Sponsor which will allow your organization to receive considerable exposure and recognition through the following benefits:

- 1. Naming Rights to the 18th EAAC Farewell Dinner.
- 2. Recognition as the Farewell Dinner Sponsor (with logo) on all printed materials.
- 3. Recognition as the Farewell Dinner Sponsor (with logo) on the Sponsors' page of the Conference website, including a hyperlink to your company website.
- 4. Logo on the official sponsorship banner or backdrop onsite during business sessions.
- 5. Company logo on sponsorship slide displayed during session breaks.
- 6. Verbal acknowledgement as a Sponsor during the Opening and Closing addresses.
- 7. The Sponsor may provide a freestanding banner which will be positioned at the entrance of the Grand Ballroom during the Farewell Dinner.
- 8. Opportunity for one company representative to present a five (5) minute speech at the Farewell Dinner.
- 9. Company logo will be printed on all dinner programs/menus.
- 10. The Sponsor may provide a company-branded gift (sponsor to supply gifts) to guests at the Farewell Dinner. Note: Gift subject to approval by the EAAC Organizing Committee.
- 11. Verbal reminder of the (sponsor name) Farewell Dinner at the session immediately preceding the dinner.
- 12. 1 complimentary exhibition booth, including 2 exhibitor passes.
- 13. 4 complimentary conference passes and 4 complimentary passes to farewell dinner.



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The Welcome Reception Package

NT\$ 1,000,000 - Exclusive

The EAAC Welcome Reception will be held on Sunday 12 October 2014. It is an excellent opportunity to make strong, initial impact and lasting impression on all delegates. The Welcome Reception provides cocktail and refreshment and is an essential networking opportunity for all attendees on the opening night of the conference.

As the Welcome Reception Sponsor, your organization will qualify as a Gold Sponsor which will allow your organization to receive considerable exposure and recognition through the following benefits:

- 1. Naming Rights to the Welcome Reception.
- 2. Recognition as the Welcome Reception Sponsor (with logo) on all printed materials.
- 3. Recognition as the Welcome Reception Sponsor (with logo) on the Sponsors' page of the Conference website, including a hyperlink to your website.
- 4. Logo on the official sponsorship banner or backdrop onsite during business sessions.
- 5. Company logo on sponsorship slide displayed during session breaks.
- 6. Verbal acknowledgement as a Sponsor during the Opening and Closing addresses.
- 7. The Sponsor may provide a freestanding banner which will be positioned at the entrance of the Ballroom during the Welcome Reception.
- 8. Opportunity for one company representative to present a five (5) minute speech at the Welcome Reception.
- 9. Company logo will be printed on all programs.
- 10. The Sponsor may provide a company-branded gift (sponsor to supply gifts) to guests at the Welcome Reception. (Note: Gift subject to approval by the EAAC Organizing Committee.)
- 11. 1 complimentary exhibition booth, including 2 exhibitor passes.
- 12. 3 complimentary conference passes and 3 complimentary passes to welcome reception.



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The Opening Ceremony Package

NT\$ 700,000 - Exclusive

The EAAC Opening Ceremony will be held at Taipei International Convention Center (TICC) on Monday 13 October 2014. It will be officiated by a VIP and attended by the local industry leaders in addition to the delegates. It is an excellent opportunity to make strong, initial impact and lasting impression to all delegates and the VIPs.

As the Opening Ceremony Sponsor, your organization will qualify as a Gold Sponsor which will allow your organization to receive considerable exposure and recognition through the following benefits:

- 1. Recognition as the Opening Ceremony Sponsor (with logo) on all printed materials.
- 2. Recognition as the Opening Ceremony Sponsor (with logo) on the Sponsors' page of the Conference website, including a hyperlink to your website.
- 3. Logo on the official sponsorship banner or backdrop onsite during business sessions.
- 4. Corporate logo on sponsorship slides displayed during session breaks.
- 5. Verbal acknowledgement as a Sponsor during the Opening and Closing addresses.
- 6. The Sponsor may provide a freestanding banner which will be positioned at the entrance of the Ballroom during the Opening Ceremony.
- 7. Invitation for one company representative to accompany the VIPs in the VIP room prior to the opening ceremony.
- 8. The Sponsor may provide a company-branded gift (sponsor to supply gifts) to guests at the Opening Ceremony. (Note: Gift subject to approval by the EAAC Organizing Committee.)
- 9. 1 complimentary exhibition booth, including 2 exhibitor passes
- 10. 2 complimentary conference passes

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The Luncheon Package

NT\$ 700,000 - Three available

Demonstrate your company's hospitality by sponsoring Luncheon. Luncheon will be held during the conference on 13, 14 and 15 October 2014 at Taipei International Convention Center (TICC).

As the Luncheon Sponsor, your organization will qualify as a Gold Sponsor which will allow your organization to receive considerable exposure and recognition through the following benefits:

- 1. Recognition as the Luncheon Sponsor (with logo) on all printed materials.
- 2. Recognition as the Luncheon Sponsor (with logo) on the Sponsors' page of the Conference website, including a hyperlink to your website.
- 3. Logo on the official sponsorship banner or backdrop onsite during business sessions.
- 4. Corporate logo on sponsorship slide displayed during session breaks.
- 5. Verbal acknowledgement as the Luncheon Sponsor at the session immediately preceding the luncheon.
- 6. The Sponsor may provide a freestanding banner which will be positioned at the entrance of the lunch venue.
- 7. Opportunity for one company representative to present a three (3) minute speech at the Luncheon.
- 8. Company logo will be printed on table cards or menus of the luncheon.
- 9. Verbal acknowledgement as a Sponsor during the Opening and Closing addresses.
- 10. 1 complimentary exhibition booth, including 2 exhibitor passes
- 11. 2 complimentary conference passes and 3 complimentary luncheon passes.



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The Tea Break Package

NT\$ 350,000 - Five available

Demonstrate your company's hospitality by sponsoring tea break. The Tea Break will be held during the conference.

As the Tea Break Sponsor, your organization will qualify as a Silver Sponsor which will allow your organization to receive considerable exposure and recognition through the following benefits:

- 1. Recognition as the Tea Break Sponsor (with logo) on all printed materials.
- 2. Recognition as the Tea Break Sponsor (with logo) on the Sponsors' page of the Conference website, including a hyperlink to your website.
- 3. Logo on the official sponsorship banner or backdrop onsite during business sessions.
- 4. Company logo on sponsorship slide displayed during session breaks.
- 5. Verbal acknowledgement as a Sponsor during the Opening and Closing addresses.
- 6. Verbal acknowledgement as the Tea Break Sponsor at the session immediately preceding the tea break.
- 7. The Sponsor may provide a freestanding banner which will be positioned at the tea break area.
- 8. 1 complimentary conference pass



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Half-Day Tour Package

NT\$ 350,000 - Two available

Demonstrate your company's hospitality by sponsoring the Half-Day Tour in the afternoon of Tuesday, 14 October 2014. The Half-Day Tour has several tentative options to be announced by January 2014.

As the Half-Day Tour Sponsor, your organization will qualify as a Silver Sponsor which will allow your organization to receive considerable exposure and recognition through the following benefits:

- 1. Recognition as the Half-Day Tour Sponsor (with logo) on all printed materials.
- 2. Recognition as the Half-Day Tour Sponsor (with logo) on the Sponsors' page of the Conference website, including a hyperlink to your website.
- 3. Logo on the official sponsorship banner or backdrop onsite during business sessions.
- 4. Company logo on sponsorship slide displayed during session breaks.
- 5. Verbal acknowledgement as a Sponsor during the Opening and Closing addresses.
- 6. Opportunity for one company representative to present a two (2) minute speech during the Half-Day Tour.
- 7. Company logo showed on the signage board on the coach.
- 8. The Sponsor may provide a company branded gift (sponsor to supply gifts) to guests of the Half-Day Tour. (Note: Gift subject to approval by the EAAC Organizing Committee.)
- 9. 1 complimentary conference pass



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Taipei EasyCard Package

NT\$ 350,000 - Exclusive

Demonstrate your company's hospitality by sponsoring Taipei EasyCard. The Taipei EasyCard will bring convenience for participants' transportation and daily needs during their stay in Taipei. Your company logo will be printed on this Taipei EasyCard exclusively.

As the Taipei EasyCard Sponsor, your organization will qualify as a Silver Sponsor which will allow your organization to receive considerable exposure and recognition through the following benefits:

- 1. Recognition as the Taipei EasyCard Sponsor (with logo) on all printed materials.
- 2. Recognition as the Taipei EasyCard Sponsor (with logo) on the Sponsors' page of the Conference website, including a hyperlink to your website.
- 3. Logo on the official sponsorship banner or backdrop onsite during business sessions.
- 4. Company logo on sponsorship slide displayed during session breaks.
- 5. Verbal acknowledgement as a Sponsor during the Opening and Closing addresses.
- 6. 1 complimentary conference pass



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The Conference Bag Package

NT\$ 200,000 - Exclusive

An exclusive opportunity to have your logo on conference bag to be provided to all the delegates.

Benefits include:

- 1. Company logo on all conference bags (sponsor to provide conference bags).
- 2. Company logo on Conference printed materials.
- 3. Recognition as the Conference Bag Sponsor (with logo) on the Sponsors' page of the Conference webs
- 4. Company logo on sponsorship slide displayed during session breaks.



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Mini Program Package

NT\$ 120,000 - Exclusive

The Conference Mini Program offers constant exposure that continues to relay your message repeatedly throughout the Conference. Utilized by delegates for all sessions, the Mini Program forms a valuable resource which often is retained for future reference long after the event.

Benefits include:

- 1. Full page full color advertisement* on the back cover of the Mini Program.
- 2. Recognition as the Mini Program Sponsor (with logo) on all printed materials.
- 3. Recognition as the Mini Program Sponsor (with logo) on the Sponsors' page of the Conference website, including a hyperlink to your organization's home page.
- 4. Company logo on sponsorship slide displayed during session breaks.

* Production cost of advertisements to be met by sponsor.



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The Door Gift Package

NT\$ 120,000 - Five available

Your company would receive the opportunity to provide a welcome gift to be distributed on your behalf during onsite registration. You may personalize your gifts with a company logo or message. Gift ideas might include USB drives, portable power, thermo, water bottle or other memorable items. Please note gifts are to be approved by the Organizing Committee beforehand.

Benefits include:

- 1. The Sponsor may display their logo on each gift.
- 2. Door gift provided by the Sponsor will be received by all delegates along with the conference bags.
- 3. Recognition as the Delegate Gift Sponsor (with logo) on all printed materials.
- 4. Recognition as the Delegate Gift Sponsor (with logo) on the Sponsors' page of the Conference website, including a hyperlink to your website.
- 5. Company logo on sponsorship slide displayed during session breaks.



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The Conference Pen Package

NT\$ 120,000 - One available

This is an opportunity to provide each delegate with your branded writing pen in the Conference Bags, and gain continued exposure for your organization that extends beyond the duration of the Conference. As Conference Pen Sponsor, no other company will be permitted to include pens in the conference bags.

Benefits include:

- 1. Company logo on the Conference Pens (The Sponsor to provide the conference pens, design subject to approval by the EAAC Organizing Committee.)
- 2. Conference Pens, provided by the Sponsor, will be included in all Delegate conference bags.
- 3. Recognition as the Conference Pen Sponsor (with logo) on all printed materials.
- 4. Recognition as the Conference Pen Sponsor (with logo) on the Sponsors' page of the Conference website, including a hyperlink to your website.
- 5. Corporate logo on sponsorship slide displayed during session breaks.



	Core Menu							Supplementary Menu					
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The Marketing Literature

NT\$ 120,000 - Eight available

An insert into the Delegate conference bags is a cost-effective way to communicate your corporate message and products/services to the Conference delegates. Your organization may provide marketing literature which will be included in all Delegate conference bags.

Benefits include:

1. A one page A4 size marketing literature to be inserted in all Delegate conference bags. (Materials are subject to approval by the EAAC Organizing Committee.)



	Core Menu							Supplementary Menu					
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The Conference Notebook Package

NT\$ 120,000 - One available

The Conference Notebooks with note taking pages will be provided to every delegate. Your corporate logo will be displayed on the front cover of the notebook. Whenever someone opens their notebook, your company name and logo will be seen. Delegates will take with them everywhere during the Conference and beyond.

As the Conference Notebook Sponsor, your organization will receive exposure and recognition through the following benefits:

- 1. Company logo on the front cover of the Conference Notebook (The Sponsor to provide the notebooks, design subject to approval by the EAAC Organizing Committee)
- 2. Conference Notebooks will be included in all Delegate conference bags
- 3. Recognized as the Conference Notebooks Sponsor (with logo) on all printed conference materials
- 4. Recognized as the Conference Notebooks Sponsor (with logo) on the Sponsor's page of the 18th EAAC website, including a hyperlink to your website
- 5. Company logo on sponsorship slide displayed during session breaks



	Core Menu							Supplementary Menu					
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The Exhibition Booth

NT\$ 200,000 - Ten available

The 18th EAAC is an excellent opportunity to meet face-to-face with the decision-makers who use your products and services.

Your prospective customers and clients will be among the 500+ delegates who will attend the Conference, including leaders of the actuarial profession from the region. Many of the delegates hold senior-level management positions in their companies and are a major buying influence.

Therefore, the 18th EAAC Sponsors should plan to take advantage of the exhibition booth. Booth space is included as a complimentary benefit for Platinum and Gold level Sponsors, and is offered at a discount rate for Silver Sponsors. Booth space is limited and booth assignment will be made on first-come, first-served basis, with priority for selection based on the sponsorship level.

The exhibit hall is located just outside the Conference room and will serve as the central gathering place for the delegates throughout the Conference. Coffee breaks will be held in the exhibit hall, to maximize exhibitor exposure and to provide for a good traffic flow through the exhibit space.

Additional Benefits Provided to Sponsors with Exhibition Booth:

- 1. Booth space in the exhibit hall during the Conference
- 2. Two complimentary exhibitor passes for booth representatives
- 3. Inclusion in the 18th EAAC website exhibitor listing, with company name, logo and linked to your website
- 4. Inclusion in the Conference Program Guide exhibitor listing, with company name and logo



	Core Menu							Supplementary Menu					
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Exhibition Booth Fee

- NT\$200,000 for non-sponsors
- NT\$120,000 for Silver Sponsors
- Complimentary for Platinum and Gold Sponsors

Exhibition Booth Fee Includes:

- -Standard shell scheme booth including wall partition with laminated panel with F & T system aluminum structure size: 3m (W) x 2m (D) or 4m(W) x 1.5m (D)
- -1 set company's name in adhesive vinyl lettering on fascia board
- -1 110-volt outlet (500W electrical power), three spotlights, one table (100x50x75cm) and two folding chairs will be provided on each stand.
- -Additional benefits described above

*The shell scheme size is subject to change by the EAAC Organizing Committee



Call Us Today

We want to help you achieve your business objectives and service your customer groups. If you would like to suggest other ways in which your company would like to be involved with the 18th EAAC, please do not hesitate to contact the Actuarial Institute of the Chinese Taipei. The packages listed in this document can be tailored to your specific marketing needs as well as new ideas incorporated into the available options.

The Conference is a unique and prestigious marketing opportunity and we are confident your involvement as a Sponsor at this Conference will provide your company with exceptional business rewards.

For further details on the opportunities available please contact:

Mr. Anderson Chen Chief Financial Officer Tel: 886-2-2345-5511 Ext. 681 Email: 2014EAAC_CFO@aict.org.tw The Actuarial Institute of Chinese Taipei



SPONSORSHIP BOOKING APPLICATION FORM

Priority will be based on a first come, first served basis.

Please return to: Actuarial Institute of Chinese Taipei							
Address: Fl. 10, No. 216-1, Nan-Chang Road Section 2, Taipei, 100, Taiwan							
Tel: + 886 2 2364-9168	Fax: + 886 2 3365-2283						
Email: 2014EAAC_CFO@aict.org.tw	Website: www.aict.org.tw						

Please fill in your company profile:

Organization Name:

Address:		
Contact Person:	Mobile:	
Tel:	Website:	
Email:	Signature:	
	Date:	

Sponsorship Package(s) Requested Package Items

		-				
Core Menu						
Package Items:	Please tick					
Farewell Gala Dinner – Exclusive	Δ Α	NT\$ 1,400,000				
Welcome Reception – Exclusive	В	NT\$ 1,000,000				
Opening Ceremony – Exclusive	🗆 c	NT\$ 700,000				
Luncheon – 3 available	D	NT\$ 700,000				
Tea Break – 5 available	Ε	NT\$ 350,000				
City Tour – 2 available	F	NT\$ 350,000				
Taipei EasyCard – Exclusive	G	NT\$ 350,000				

Supplement	tary N	1enu	
Package Items:		Pl	ease tick
Conference Bag – Exclusive		н	NT\$ 200,000
Mini Program – Exclusive		I	NT\$ 120,000
Door Gifts – 5 available		J	NT\$ 120,000
Conference Pen – Exclusive		К	NT\$ 120,000
Marketing Literature – 8 available		L	NT\$ 120,000
Conference Notebook – Exclusive		Μ	NT\$ 120,000
Exhibition Booth		N	NT\$ 200,000
Exhibition Booth – for Silver Sponsor		N	NT\$ 120,000
Total Amount			

Core Menu

Supplementary Menu

Actuarial Institute of Chinese Taipei Fl. 10, No. 216-1, Nan-Chang Road Section 2, Taipei, 100, Taiwan



The payment methods:

The payment should be made to ACTUARIAL INSTITUTE OF CHINESE TAIPEI.

by Check or by TT to the following:

Name of Account:	Actuarial Institute of Chinese Taipei
Bank:	CTBC Bank Co., Ltd.
Branch:	Dunbei Branch
Account No:	015-5388-4010-9
Swift Code:	CTCBTWTP015

The Actuarial Institute of Chinese Taipei accepts no responsibility for any loss or interception of this information during transmission by any medium.

Note: All bank charges in respect of the TT must be borne by the remitter.



Note:

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