



Section  
Colloquium 2019



THE MODERN ACTUARY - CHALLENGE • INFLUENCE • LEAD  
ASTIN • IAAHS • IAALS • IACA • PBSS



**2 – 5 April 2019**

Cape Town International  
Convention Centre, South Africa

**[www.colloquium2019.org.za](http://www.colloquium2019.org.za)**

Sponsorship & **Exhibition**  
**Opportunities**

Hosted by



## WHAT IS THE IAA COLLOQUIUM 2019?

The 2019 IAA Colloquium is collaboration between 5 sections of the International Actuarial Association (IAA), as well as the relevant practice areas of the Actuarial Society of South Africa (ASSA). It uniquely combines the local annual practice area seminars with an international event. Therefore, it gives the South African delegates the opportunity to be exposed to developments abroad, whilst the international delegates can experience a truly local flavor. This is an event not to be missed!

The IAA sections (local practice area in brackets) involved are PBSS (Pensions), IAALS (life insurance), IAAHS (health insurance), ASTIN (non-life insurance) as well as IACA (the consulting section of the IAA), spanning a wide range of consulting areas.

Hosted in beautiful Cape Town from 2 – 5 April 2019, delegates to the colloquium will experience local hospitality and breathtaking scenery, in addition to what will be a very interesting scientific programme. Details of the programme are not available yet, but will be posted on the web-site, together with all other relevant information.

**It is a not-to-be-missed event.**



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# WELCOME TO THE 2019 IAA COLLOQUIUM

It is with great pleasure that the Actuarial Society of South Africa (ASSA) invites you to the 2019 IAA Colloquium, jointly hosted by ASSA and 5 sections (ASTIN, IAAHS, IAALS, IACA, PBSS) of the International Actuarial Association (IAA). The colloquium will be held at the Cape Town International Convention Centre (CTICC) from 2 to 5 April 2019.

We have chosen as the theme for the Colloquium – The Modern Actuary: Challenge, Influence, Lead.

This is a very apt theme, given the role that actuaries play in modern society. Not only have we shown and continue to show that we adapt to changing circumstances, but we should challenge existing ways of thinking and influence and lead towards a better society.

The aim of the colloquium is to present a forum for showcasing achievements, solving problems, sharing knowledge and generally broadening the knowledge base of actuaries in a wide range of practice areas.

Against the backdrop of the splendour and beauty of Table Mountain and surroundings, at the state of the art colloquium facilities of the CTICC, we will explore the Colloquium theme. Presentations and discussions will be focused around this central theme, with opportunities to attend various plenary and breakaway sessions. To this end the Scientific Committee will be working towards compiling a relevant and exciting program with both local and international speakers.

The Colloquium will be held in conjunction with the local South African practice area seminars, which will each run for a full day. As well as this full day seminar, each section will be treated with 2 additional days of exciting sessions, which will include a social event and a gala dinner. Whilst there will be the option to register for the seminar only (mainly aimed at local delegates not wanting to attend the full event), delegates also have the option to register for the whole event. Each section event will span 3 of the 4 days.

The Organising Committee look forward to welcoming you all, to teach, learn and laugh together at the 2019 colloquium.

See you there



**Marius du Toit**  
Chairman



**Peter Withey**  
President: ASSA

# REASONS TO PARTICIPATE IN IAA 2019:

## Why Sponsor?

- Increase your pre-colloquium exposure through marketing coverage (website / social media / mailers)
- Raise your profile above your competitors'
- Increase recognition and drive traffic to your exhibition stand / website
- Marketing platform through branding and acknowledgement
- Contribute to and be actively involved in the development and growth of the profession and those that work in the financial services industry
- Deliver a greater ROI. Sponsoring an event can often be cheaper and have a higher return on investment than a TV commercial or other advertising/recruiting methods
- Contribute to the upliftment of the actuarial profession and the financial services sector
- Increase your company's perceived image – sponsoring such a big, professional and reputable event will confirm that your company is a reputable one
- Gain the respect and credibility of your target audience

## Why Exhibit?

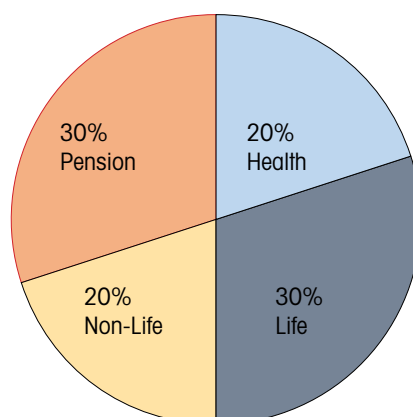
- Launch new products
- Strengthen current product popularity
- Generate sales leads
- Reach new specific markets
- Meet with sector specific audience
- Be recognised
- Brand trust: if you exhibit then you are more likely to be considered a serious business player
- Visibility: you might have a strong online presence, but to strengthen and grow, there also needs to be a real visibility. People buy from people
- Train, coach and motivate staff in communication skills
- Market intelligence – get to know your competitors and their products
- Keep up on industry trends and products that compliment your business

## WHO WILL BE ATTENDING?

We are expecting approximately 900 delegates to attend from all over the world. The programme will include the local ASSA seminars as well as the international programme.

Actuaries within the following disciplines will attend

- Pensions
- Life Insurance
- Non-Life Insurance
- Consultants
- Health Insurance



# PROGRAMME OUTLINE

## DAY 1 – MONDAY, 1 APRIL 2019

13:00 – 19:00	Registration Open ( <b>Strelitzia Conservatory</b> )		
14:00 – 16:00	IACA Committee Meeting ( <b>Meeting Suite 1.55</b> )	IAALS Committee Meeting ( <b>Meeting Suite 1.54</b> )	
16:00 – 18:00	PBSS Committee Meeting ( <b>Meeting Suite 1.55</b> )		
18:00 – 19:30	IACA / PBSS / IAALS Welcome Reception ( <b>Strelitzia / Jasminium</b> )		

## DAY 2 – TUESDAY, 2 APRIL 2019

07:30 – 18:00	Registration Open ( <b>Strelitzia Conservatory</b> )		
08:30 – 08:45	Pensions (PBSS) Opening Ceremony	Life (IAALS) Opening Ceremony	
08:45 – 09:45	Pensions (PBSS) Plenary – Keynote Speaker	Life (IAALS) Plenary	
09:45 – 10:15	Refreshment Break ( <b>Strelitzia / Jasminium</b> )		
10:15 – 11:45	Pensions (PBSS) Plenary	IAALS Breakaways	
11:45 – 13:15	Pensions (PBSS) Plenary	IAALS Plenary	
13:15 – 14:15	Lunch Break ( <b>Strelitzia / Jasminium</b> )		
14:15 – 15:45	Pensions (PBSS) Plenary	IAALS Breakaway	IAAHS Committee Meeting
15:45 – 16:15	Refreshment Break ( <b>Strelitzia / Jasminium</b> )		
16:15 – 17:45	Pensions (PBSS) Plenary & Seminar Closing	IAALS Plenary	
17:45 – 18:15		ASTIN Committee Meeting ( <b>Meeting Suite 1.55</b> )	
18:00 – 19:30	ASTIN / IAAHS Welcome Reception ( <b>Strelitzia / Jasminium</b> )		

## DAY 3 – WEDNESDAY, 3 APRIL 2019

07:30 – 18:00	Registration Open ( <b>Strelitzia Conservatory</b> )		
08:30 – 08:45	IAALS / ASTIN Opening Ceremony ( <b>Auditorium II</b> )		
08:45 – 09:45	Joint Plenary Session – Keynote Speaker ( <b>Auditorium II</b> )		
09:45 – 10:15	Refreshment Break ( <b>Strelitzia / Jasminium</b> )		
10:15 – 11:45	Life (IAALS) Plenary	PBSS Plenary	IAAHS Breakaway
11:45 – 12:15	Life (IAALS) Plenary	PBSS AGM	IAAHS AGM
12:15 – 13:15	Lunch Break ( <b>Strelitzia / Jasminium</b> )		
13:15 – 14:45	Life (IAALS) Plenary	Social Afternoon / Tour <b>ASTIN / PBSS / IAAHS</b>	
14:45 – 15:15	Refreshment Break ( <b>Strelitzia / Jasminium</b> )		
15:15 – 16:45	Life (IAALS) Plenary & Closing of seminar		
17:30 – 18:00	IAALS AGM		
19:30 – late	Gala Dinner for all sections		

# PROGRAMME OUTLINE

DAY 4 – THURSDAY, 4 APRIL 2019				
07:30 – 18:00	Registration Open ( <b>Strelitzia Conservatory</b> )			
08:30 – 08:45	Non-Life (ASTIN) – Seminar Opening	IAALS Breakaway	IAAHS Breakaway	PBSS Plenary
08:45 – 09:45	Non-Life (ASTIN) – Plenary Session – Keynote Speaker			
09:45 – 10:15	Refreshment Break ( <b>Strelitzia / Jasminium</b> )			
10:15 – 11:45	Non-Life (ASTIN) Plenary	IAALS Breakaway	IAAHS Plenary	PBSS Breakaway
11:45 – 13:15	Non-Life (ASTIN) Plenary	IAALS Plenary	IAAHS Breakaway	PBSS Breakaway
13:15 – 14:15	Lunch Break ( <b>Strelitzia / Jasminium</b> )			
14:15 – 15:45	Non-Life (ASTIN) Plenary	PBSS Breakaway	IAAHS Plenary	IAALS afternoon social (tours)
15:45 – 16:15	Refreshment Break ( <b>Strelitzia / Jasminium</b> )			
16:15 – 17:45	Non-Life (ASTIN) Plenary & Seminar Closing	PBSS Closing Plenary	IAAHS Breakaway	

DAY 5 – FRIDAY, 5 APRIL 2019			
07:30 – 18:00	Registration Open( <b>Strelitzia Conservatory</b> )		
08:30 – 08:45	Health (IAAHS) Seminar Opening Ceremony	ASTIN Breakaway	
08:45 – 09:45	Health (IAAHS) Seminar – Plenary – Keynote Speaker		
09:45 – 10:15	Refreshment Break (Strelitzia / Jasminium)		
10:15 – 11:45	Health (IAAHS) Plenary	ASTIN Plenary	ASTIN Educational Seminar)
11:45 – 13:15	Health Plenary	ASTIN Breakaways	ASTIN Educational Seminar
13:15 – 14:15	Lunch Break ( <b>Strelitzia / Jasminium</b> )		
14:15 – 15:45	Health Plenary	ASTIN Breakaways	ASTIN Educational Seminar
15:45 – 16:15	Refreshment Break ( <b>Strelitzia / Jasminium</b> )		
16:15 – 17:45	Health Plenary & Closing	ASTIN Plenary & Closing	



# PRIMARY SPONSORSHIP BENEFITS

## **GOLD SPONSOR BENEFITS**

Our top category Gold Sponsors will receive the maximum visibility at the IAA Colloquium 2019. With this exclusive sponsorship package, some of the opportunities from which you will benefit from are to:

- Spend quality time with attendees at networking areas
- Logo included on the registration desks
- Secure extensive brand awareness prior to, during and post colloquium through colloquium marketing channels
- Demonstrate your product through a hands-on solution at your exhibition stand

## **SILVER AND BRONZE BENEFITS**

Silver and Bronze Sponsors receive varying levels of appropriate visibility at the colloquium, including:

- Gaining extensive marketing exposure and branding to your target audience and including your company literature in delegate packs
- Discounts on exhibition stands
- Showcasing new products and services at your exhibition stand
- Receiving intensive exposure prior to, during and after the colloquium through colloquium marketing channels

## **ADDITIONAL SPONSOR BENEFITS**

Sponsors investing in any of our additional sponsorship opportunities will have a platform to:

- Create brand awareness and promote product knowledge through distributing promotional material to your target audience
- Cultivate brand loyalty through extensive acknowledgement of your investment





# PACKAGE SPONSORSHIP

## TIERED PACKAGE SPONSORSHIP BENEFITS

DESCRIPTION	GOLD	SILVER	BRONZE
Value (excluding VAT)	<b>R90,000</b>	<b>R70,000</b>	<b>R40,000</b>
Number Available	<b>4</b>	<b>8</b>	<b>Unlimited</b>
PRE-COLLOQUIUM			
Logo on Colloquium website with URL link and company description	• (300 words)	• (200 words)	• (100 words)
Social Media Exposure	Twitter mentions (3 times)	Twitter mentions (twice)	Twitter mentions (once)
Logo included in all e-mails sent by ASSA re the Colloquium	•	•	
Mention and brand recognition in all colloquium traditional marketing materials that has not yet been produced at the time of signing up for the sponsorship	•	•	
Logo on all marketing and invitations for the Gala Dinner	•		
Logo included in strapline at bottom of all pages of Colloquium website	•	•	•
AT COLLOQUIUM			
Listing in Colloquium Programme / Book of Abstracts (Sponsor & Exhibitor section)	• (300 words)	• (200 words)	• (100 words)
Exhibition / Display	3m x 3m	50% Discount on 3m x 3m stand	30% Discount on 3m x 3m stand
Registration Area – logo included on registration desks	•		
Gala Dinner	4 Guest tickets	3 Guest tickets	2 Guest tickets
Complimentary delegates (includes Colloquium session access and excludes travel and accommodation)	2	1	0
Acknowledgement in Plenary session (includes Logo on looped presentation in plenary session)	• With option to put up own banners at the entrance to one of the breakaway venues	•	•
Logo on Colloquium signage and banners	•	•	•

## PACKAGE SPONSORSHIP

DESCRIPTION	GOLD	SILVER	BRONZE
Value (excluding VAT)	<b>R90,000</b>	<b>R70,000</b>	<b>R40,000</b>
Number Available	<b>4</b>	<b>8</b>	<b>Unlimited</b>
Informational items/brochures to be included in delegate packs	• 6 Pages	• 4 Pages	• 2 Pages
Advertisement in final programme	Full page	½ Page	
Social Media	1 Twitter post per day	2 Twitter posts during the colloquium	1 Twitter post during the colloquium
Mobile App	Logo, 300 words company write-up and electronic company brochure	Logo, 200 words company write-up	Logo, 100 words company write-up
POST COLLOQUIUM			
E-mail to attendee database with sponsorship/exhibitor acknowledgement and contact details	•	•	•
Copy of attendee database for one time usage only (where permission has been granted)	•	•	•
Social Media	Acknowledgement on Twitter	Acknowledgement on Twitter	Acknowledgement on Twitter
Logo to be included in Post-Colloquium Report	•	•	•



# SPONSORSHIP BENEFITS GRID

## SPONSORSHIP OPPORTUNITIES

All prices quoted exclude VAT.

Item	Opportunity	Cost	Detail
<b>DELEGATE PACK</b>			
1.	Colloquium Notebooks	R30,000	<p>Logo on the front cover of the notebook along with Colloquium branding                      Cost based on a journal style notebook, soft cover                      Acknowledgement on Colloquium website and in final Colloquium programme (logo, URL link and 65 word write-up)                      Logo and 100 word write-up on mobile app                      Acknowledgement in Plenary Session                      Logo on looped presentation in plenary venue &amp; exhibition</p>
2.	USB's	R110,000	<p>Branding of empty USB's to be handed to delegates                      Acknowledgement on Colloquium website and in final Colloquium programme book (Logo, URL link and 140 word company write-up)                      Logo and 140 word company write-up on mobile app                      1 Complimentary delegate                      Full page advertisement                      6 Page insert into delegate packs</p>
3.	Colloquium pens	R20,000	<p>Branding on Colloquium pen                      Brochure insert into delegate bag                      Logo and 50 word company write up on Colloquium website and in final programme book                      Logo and 50 word write up on mobile app</p>
4.	Colloquium Bags	R145,000	<p>Organising Committee to source and approve bags                      Sponsor branding to appear prominently on the bag along with the Colloquium branding                      Acknowledgement on sponsors page on Colloquium website – including logo, 220 word company write-up and URL link                      Logo and 220 word company write-up on mobile app                      Sponsor branding included on pre-colloquium mailers to potential delegates                      1 x Complimentary delegate to attend the Colloquium                      1 Page insert into the Colloquium Bags                      Logo, 220 word company write-up and contact details in final programme book                      Full page advertisement in final programme book                      Mention on IAA Colloquium Twitter and Facebook pages (twice before the colloquium and once on site)</p>
5.	Mint Tins	R15,000 per day (1 tin per delegate placed on colloquium tables)	<p>Logo on mint tin to be handed to delegate in plenary Colloquium session                      Acknowledgement on Colloquium website and in final Colloquium programme (logo, URL link, 36 word company write-up)                      Logo and 36 word company write up on mobile app                      Logo included in looped presentation in plenary &amp; exhibition</p>
6.	Screen Cleaner	R22,500	<p>Logo on screen cleaner                      Acknowledgement on Colloquium website and in final Colloquium programme (logo, URL link, 36 word company write-up)                      Logo and 36 word company write up on mobile app                      Logo included in looped presentation in plenary &amp; exhibition</p>

# SPONSORSHIP BENEFITS GRID

Item	Opportunity	Cost	Detail
<b>OTHER</b>			
7.	Mobile / Tablet App	R65,000	Branding on mobile app – splash banner while app loads, strip banner at the bottom of each page on the mobile app Company write-up (65 words) and URL link on website Company write-up and logo in final programme book Logo on flyers / banner with mobile app links / QR codes Logo and 65 word company write-up on mobile app
8.	Branded Water Stations	R15,000	Branding to be placed on water stations dispersed around the venue and exhibition area Logo and URL link included on the sponsor page on the colloquium website Logo and URL included in the final programme / abstract book Logo and URL link included on the colloquium mobile app
9.	Delegate Pack Inserts	R7,500	Sponsor to provide a quantity of 900 items for inclusion in the delegate pack All items are to be environmentally friendly (no plastic or non-biodegradable materials will be accepted) All items are to be locally sourced and not imported



# EXHIBITION INFO

It is true that the better you know your customer – and the better your customer knows you – the more likely you are to make that first sale and the increasingly profitable sales that follow. Exhibitions are more about relationship-building than selling a product. They are the most explicit form of direct marketing.

When it comes to the total quantity of a marketing interaction, nothing holds a candle to exhibitions. Exhibitions have a number of advantages over other media. They are powerful tools for:

- Bringing your customers and most active prospects to you
- Meeting pre-qualified prospects
- Allowing you to meet your market face-to-face
- Allowing you to demonstrate products, answer questions and overcome objections
- Using all five senses to communicate a message
- Representing the marketplace in one place and time, bringing together suppliers, buyers, purchase influencers, consultants and media

Exhibitions also produce tangible results, making it easy to measure the medium's return on investment.

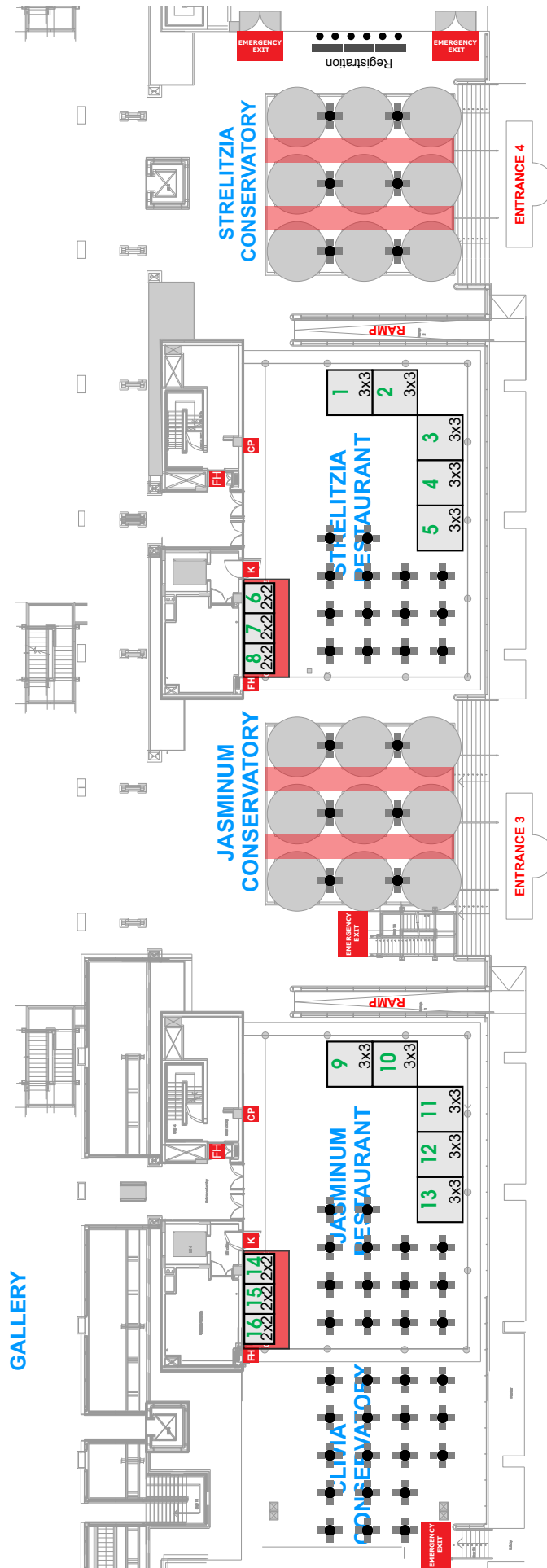
The IAA 2019 Colloquium will provide companies in the following fields an opportunity to participate in their exclusive exhibition, focused on all facets of actuarial science. These companies would be:

1. Companies who are concerned with, would like to influence, or actively practice in any aspect of actuarial management and tools used by actuaries in the workplace.
2. Companies who provide equipment or supplies to actuaries.
3. Companies whose products or services require the input of an actuary.
4. Companies who provide training and educational services within the actuarial science industry.
5. Companies who source and manage staff within the actuarial science industry.

STAND DETAILS	PRICE	INCLUSIONS
Standard 3m x 3m shell scheme stand (price remains the same whether you build a custom stand or make use of the shell scheme)	R25,000 including VAT	3m x 3m space 2 x Exhibitor passes Shell scheme 1 x Fascia with company name 2 x Chairs 1 x Table with table cloth Power supply (1 plug point) 2 x Spotlights (not supplied for custom stands)
Display Table (2m x 2m)	R15,000 including VAT	2m x 2m space 1 x exhibitor pass 2 x Chairs 1 x Table with table cloth Power supply (1 x plug point)

EXHIBITION BUILD-UP TAKES PLACE ON **MONDAY 1 APRIL 2019 AND MUST BE COMPLETE BY 22:00.**

# EXHIBITION FLOOR PLAN



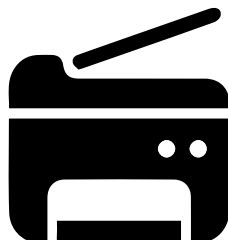
## HOW TO BOOK

step **1**



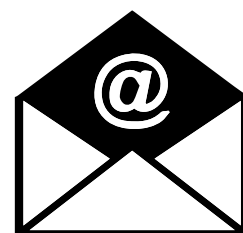
Complete booking form on Page 15 & 16

step **2**



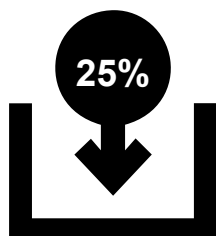
Scan it in

step **3**



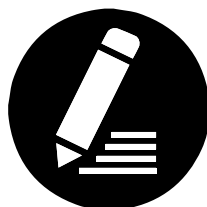
Email it to [mandy@soafrica.com](mailto:mandy@soafrica.com)

step **4**



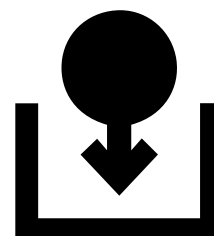
Pay 25% Deposit & sign contract

step **5**



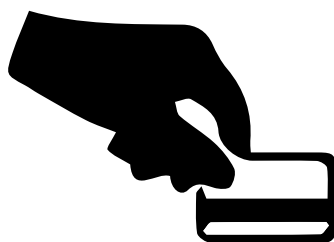
Send JPG company logo & write-up to [mandy@soafrica.com](mailto:mandy@soafrica.com)

step **6**



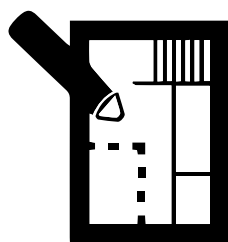
Pay 2nd Deposit by 30 November 2018

step **7**



Pay final amount 31 January 2019

step **8**



Stand plans due 31 January 2019

step **9**



Delegate names due 20 March 2019





# BOOKING FORM

## SPONSORSHIP, EXHIBITION AND ADVERTISING COMMITMENT FORM

Please complete this form and fax it to +27 (0)86 620 455 or email it to Mandy@soafrica.com  
I hereby confirm our commitment as a  sponsor  exhibitor for the above mentioned colloquium as follows:

Name of Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Designation: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Email: \_\_\_\_\_

Mobile No.: \_\_\_\_\_

VAT Registration No.: \_\_\_\_\_

### **Sponsorship:**

Please book the following sponsorship package: \_\_\_\_\_

Package: \_\_\_\_\_ Value: R \_\_\_\_\_

### **Additional Opportunity Number:**

Opportunity: \_\_\_\_\_ Value: R \_\_\_\_\_

### **Exhibition Stand:**

Preferred Stand no.: \_\_\_\_\_ Second Preference: \_\_\_\_\_ Value: R \_\_\_\_\_

Total Value Committed: \_\_\_\_\_

I confirm that I have the authority to make this commitment on behalf of my company:

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Print name:

(Please sign reverse of this form as well as acknowledgement of the terms and conditions)

## SPONSORSHIP TERMS & CONDITIONS

1. Terms of payment
  - a. 25% deposit on confirmation to secure booking (non-refundable)
  - b. Further 25% payable by 30 November. 2018
  - c. Balance (50%) payable by 31 January 2019
2. An invoice and sponsorship contract will be sent to you within 72 hours of receipt of Commitment Form.
3. Selection of sponsorship is on a first-come first-served basis.
4. The Commitment Form does not constitute a legal and / or contractual engagement. It only serves as an indication of intent to proceed with the chosen commitment.
5. Sponsorship however, is only confirmed on receipt of a signed contract and payment of the 25% deposit. ROI will be effected once this has been received.
6. Failure to comply with the payment schedule could result in the forfeiture of your commitment, and any refund due will be at the discretion of the Colloquium Organising Committee.
7. All sponsorship contracts are final and cannot be retracted.
8. The Colloquium Organising Committee reserves the right to decline sponsorship bookings.
9. The law of South Africa governs this contract.
10. The Colloquium Organising Committee reserves the right to amend the rules and regulations governing sponsorship at its discretion.
11. Logos must be provided in jpeg format and emailed to [mandy@soafrica.com](mailto:mandy@soafrica.com) within 24 hours of payment of deposit and signed contract to ensure that we are able to offer maximum exposure.
12. Cancellation policy:
  - a. All cancellations must be received by the Colloquium Secretariat in writing – to [mandy@soafrica.com](mailto:mandy@soafrica.com)
  - b. Cancellations received before 31 January 2019 will forfeit any deposits that have been paid.
  - c. Cancellations received after 31 January 2019 will be liable for the full value committed.

I accept these terms and conditions:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Company: \_\_\_\_\_





Colloquium Secretariat:  
Scatterlings



Project Manager:  
Carolyn Melnick  
Tel: 021 422 2402  
Email: [caro@soafrica.com](mailto:caro@soafrica.com)

Sponsorship & Exhibition  
Mandy Godfrey  
Tel: 021 422 2402  
Email: [mandy@soafrica.com](mailto:mandy@soafrica.com)

[www.colloquium2019.org.za](http://www.colloquium2019.org.za)