



ASIAN ACTUARIAL
CONFERENCE

HONG KONG

2018

Redefining the New Insurance World

16 – 19 September 2018
Kerry Hotel, Hong Kong

SPONSORSHIP PROSPECTUS



Invitation Message

The Actuarial Society of Hong Kong (ASHK) is proud to host the 2018 Asian Actuarial Conference (AAC), **themed “Redefining the New Insurance World”**, which will take place in Asia’s World City – Hong Kong from 16 to 19 September 2018. This Conference will be held at the prestigious Kerry Hotel with an expected attendance of over 500 actuaries and insurance professionals across Asia as well as other parts of the world.

Since 1981, the AAC has been one of the biggest events for the insurance industry in Asia, aimed to enhance professionalism of actuaries and to promote beneficial interaction of actuaries working in various member countries. This would be the third time the AAC is held in Hong Kong; the first time was in 1987 and the second time was in 2001.

I am pleased to invite you to participate in the Conference as a sponsor and exhibitor. The Conference offers you an excellent opportunity to promote your company and enhance your image among the actuaries and leaders in our insurance industry. Please take a few minutes to review this prospectus, which outlines the excellent broad spectrum of sponsorship options.

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

Billy Wong
Chairperson
2018 AAC Organising Committee

Wilbur Lo
Chairperson
2018 AAC Sponsorship Committee

Simon Lam
President
The Actuarial Society of Hong Kong

About AAC

The Asian Actuarial Congress (AAC), formerly known as East Asian Actuarial Congress (EAAC), was established in 1981. Its constitution was formalised in 1989 with the following objectives:

- To exchange ideas and information on all kinds of actuarial knowledge.
- To discuss subjects of mutual interest relating to actuarial theory and practice with particular application to East Asia economic and regulatory conditions.
- To promote the actuarial profession within the East Asian region and to discuss standards of competence and conduct within the actuarial profession.
- To work towards the establishment of a data base of information of interest to actuaries so that interested parties can refer to such data base.
- To hold meetings and discussions, publish papers, reports and studies, make or sponsor investigations, promote educational activities, and to undertake such other activities as may be decided by the Executive Board.
- To maintain contact with other actuarial and professional organisations and interested individuals or organisations.

To date, the AAC is made up of 12 actuarial organisations with close to 25,000 members.

The actuarial organisations are:

- Actuaries Institute Australia
- China Association of Actuaries
- The Actuarial Society of Hong Kong
- The Institute of Actuaries of India
- The Society of Actuaries of Indonesia
- The Institute of Actuaries of Japan
- The Institute of Actuaries of Korea
- Actuarial Society of Malaysia
- Actuarial Society of Philippines
- Singapore Actuarial Society
- Actuarial Institute of Chinese Taipei
- The Society of Actuaries of Thailand

In the early years, a biennial event (called East Asian Actuarial Conference and now known as Asian Actuarial Conference) was organised by varying actuarial organisations every 2 years in member countries and starting from 2013, it has become an annual event.

Below highlights the history of AAC:

1981	Kuala Lumpur, Malaysia	1995	Tokyo, Japan	2009	Seoul, Korea
1983	Singapore	1997	Bangkok, Thailand	2011	Kuala Lumpur, Malaysia
1985	Manila, Philippines	1999	Seoul, Korea	2013	Singapore
1987	Hong Kong	2001	Hong Kong	2014	Taipei
1989	Taipei	2003	Manila, Philippines	2015	Bangkok, Thailand
1991	Bali, Indonesia	2005	Bali, Indonesia	2016	Gurgaon, India
1993	Singapore	2007	Tokyo, Japan	2018	Hong Kong



2018 AAC Sponsorship and Exhibition Opportunities

The 2018 AAC offers different sponsorship packages to accommodate a variety of marketing budgets. Each sponsorship level will accept a limited number of sponsors, and sponsors will receive benefits commensurate with their investment level, as outlined in the following pages.

Sponsors are encouraged to respond early as application for each package is reserved on a first-come first-served basis.

Applications for sponsorship are to be received by the 2018 AAC Conference Secretariat at sponsor@acchk2018.org by 28 March 2018.

Why Sponsor at the 2018 AAC?

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

Benefits for Major Sponsors

Platinum Sponsor (HK\$380,000 and conference bags – at sponsor's cost)

- Complimentary conference passes (5)
- Conference LED backdrop
 - *Company logo on backdrop*
- Website
 - *Company logo included in conference website*
 - *Hyperlink on conference website to company website*
 - *Description of company on conference website*
- Promotional video
 - *A speaking slot in promotional video*
- Print media
 - *Logo on conference programme and announcements*
 - *Acknowledgement in ASHK newsletter*
- Opening ceremony
 - *Acknowledgement at Opening Ceremony*
 - *Granted a 5-minute speaking slot during the opening*
- Acknowledgement with thank you plaque at Closing Ceremony
- Gala dinner
 - *Acknowledgement as sponsor of dinner*
 - *One reserved VIP table*
 - *Company logo on dinner menus*
- Mobile app
 - *Number of features commensurate with your level of sponsorship*
- A company literature insert in the conference pack
- Conference bags (**at sponsor's cost**)
- Lanyards printed with company logo (one color)
- Asia Insurance Review - acknowledgement in conference advertisement
- Complimentary Exhibitor table

Benefits for Major Sponsors

Gold Sponsor (HK\$150,000)

- Complimentary conference passes (3)
- Conference LED backdrop
 - *Company logo on backdrop*
- Website
 - *Company logo included in conference website*
 - *Hyperlink on conference website to company website*
 - *Description of company on conference website*
- Print media
 - *Logo on conference programme and announcements*
 - *Acknowledgement in ASHK newsletter*
- Opening ceremony
 - *Acknowledgement at Opening Ceremony*
- Acknowledgement with thank you plaque at Closing Ceremony
- One Lunch or Half-day Tour
 - *Acknowledgement as sponsor of one of the following: Mon lunch, Tue lunch, Wed lunch or half-day tour (**pick one**)*
- Mobile app
 - *Number of features commensurate with your level of sponsorship*
- A company literature insert in the conference pack
- A gift item in the conference pack (**at sponsor's cost**)
- Asia Insurance Review - acknowledgement in conference advertisement
- Complimentary Exhibitor table

Benefits for Major Sponsors

Silver Sponsor (HK\$100,000)

- Complimentary conference passes (2)
- Conference LED backdrop
 - *Company logo on backdrop*
- Website
 - *Company logo included in conference website*
 - *Hyperlink on conference website to company website*
- Print media
 - *Logo on conference programme and announcements*
 - *Acknowledgement in ASHK newsletter*
- Opening ceremony
 - *Acknowledgement at Opening Ceremony*
- Acknowledgement with thank you plaque at Closing Ceremony
- Drinks reception
 - *Acknowledgement as sponsor of reception*
- Mobile app
 - *Number of features commensurate with your level of sponsorship*
- A gift item in the conference pack (**at sponsor's cost**)
- Asia Insurance Review - acknowledgement in conference advertisement
- 50% discount on Exhibitor table

Bronze Sponsor (HK\$50,000)

- Complimentary conference pass (1)
- Website
 - *Company logo included in conference website*
- Print media
 - *Logo on conference programme and announcements*
 - *Acknowledgement in ASHK newsletter*
- Opening ceremony
 - *Acknowledgement at Opening Ceremony*
- Acknowledgement with thank you plaque at Closing Ceremony
- Coffee breaks
 - *Acknowledgement as sponsor of breaks*
- Mobile app
 - *Number of features commensurate with your level of sponsorship*

Benefits for Major Sponsors

Exhibitor (HK\$50,000)

The 2018 AAC 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 over 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 2018 AAC sponsors should plan to take advantage of the exhibition space. An exhibition table is included as a complimentary benefit for Platinum and Gold level sponsors, and offered at a discount rate for Silver sponsors. Exhibition space is limited and table assignment will be made on a first-come, first-served basis, with priority for selection based on the sponsorship level.

The exhibit hall is located just next to 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 maximise exhibitor exposure and provide for a consistent flow of traffic through the exhibit space.

- Complimentary conference pass (1)
- Website
 - *Company logo included in conference website*
- Acknowledgement with thank you plaque at Closing Ceremony
- Mobile app
 - *Number of features commensurate with your level of sponsorship*

Charging Station (HK\$30,000)

- Complimentary conference pass (1)
- Website
 - *Company logo included in conference website*
- Acknowledgement with thank you plaque at Closing Ceremony
- Mobile app
 - *Number of features commensurate with your level of sponsorship*

Summary of Benefits for Platinum / Gold / Silver / Bronze Sponsors / Exhibitors

	Platinum	Gold	Silver	Bronze	Exhibitor
Benefits	\$380,000	\$150,000	\$100,000	\$50,000	\$50,000
Complimentary conference pass	5	3	2	1	1
Logo on Conference LED backdrop	✓	✓	✓		
Website					
- Company logo included in conference website	✓	✓	✓	✓	✓
- Hyperlink on conference website to company website	✓	✓	✓		
- Description of company on conference website	✓	✓			
Promotional video					
- A speaking slot in promotional video	✓				
Print media					
- Logo on conference programme and announcements	✓	✓	✓	✓	
- Acknowledgement in ASHK newsletter	✓	✓	✓	✓	
Opening ceremony					
- Acknowledgement at opening ceremony	✓	✓	✓	✓	
- Granted a 5-minute speaking slot during the opening	✓				
Acknowledgement with thank you plaque at Closing Ceremony	✓	✓	✓	✓	✓
Gala dinner					
- Acknowledgement as sponsor of dinner	✓				
- One reserved VIP table	✓				
- Company logo on dinner menus	✓				
Welcome Reception (Acknowledgement as sponsor of reception)			✓		
Lunch or Half-day Tour (Acknowledgement as sponsor of one of the following: Mon lunch, Tue lunch, Wed lunch or half-day tour)		✓			

Summary of Benefits for Platinum / Gold / Silver / Bronze Sponsors / Exhibitors (Cont'd)

	Platinum	Gold	Silver	Bronze	Exhibitor
Coffee breaks <i>(Acknowledgement as sponsor of breaks)</i>				✓	
Mobile app					
<i>- Number of features commensurate with your level of sponsorship</i>	✓	✓	✓	✓	✓
A company literature insert in the conference pack	✓	✓			
A gift item in the conference pack (at sponsor's cost)	Conference bag	✓	✓		
Lanyards printed with company logo (one color)	✓				
Asia Insurance Review - acknowledgement in conference advertisement	✓	✓	✓		
Exhibitor table	Complimentary	Complimentary	50% discount		



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Contact Us

We want to help you achieve your business objectives and service your customer groups. If you need more information, please do not hesitate to contact us.

The 2018 AAC is a unique and prestigious marketing opportunity and we are confident your involvement as a sponsor at this conference will provide your organisation with exceptional business rewards.

For further details on the sponsorship opportunities or queries available please contact:

2018 AAC Conference Secretariat

c/o Connexus Travel Ltd.

Tel: (852) 3151 8900

Fax: (852) 3154 6288

Email sponsor@aachk2018.org

Website: www.aachk2018.org

Sponsorship Application Form

Please complete and return to 2018 AAC Conference Secretariat – c/o Connexus Travel Ltd. by 28 March 2018:

Email: sponsor@aachk2018.org

Fax: (852) 3154 6288

Company: _____
 Name to be published/Acknowledged: _____
 Contact Person: _____ Position: _____
 Mailing Address: _____
 Email: _____ Tel (office hours): _____

Please tick the sponsorship category(ies) requested:

Sponsorship Category	Amount	Sponsorship Category	Amount
Platinum Sponsor	HK\$380,000	Exhibitor	HK\$50,000
Gold Sponsor*	HK\$150,000	Charging Station	HK\$30,000
Silver Sponsor	HK\$100,000	Other(s):	
Bronze Sponsor	HK\$50,000		
		Grand Total:	

*Gold Sponsor: Please circle one:
 Mon Lunch/Tue Lunch/Wed Lunch/Half-day Tour

(HK\$ 1 = US\$ 0.129)

Methods of Payment

<input type="checkbox"/> Bank Transfer (Payable in HK\$ or US\$) Account Name : Connexus Travel Ltd Account Number : 111-016275-002 Bank Name : The Hong Kong & Shanghai Banking Corp Ltd Bank Address : 1 Queen's Road Central, Hong Kong Swift Code : HSBCHKHKKH	<input type="checkbox"/> Hong Kong Local Bank Cheque or Bank Draft Payable to "Connexus Travel Ltd"
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Signature &

Company Chop: _____ Date: _____

Notes:

1. This application form should be accompanied by payment of a deposit equal to 50% of the total sponsorship amount. Application received without this deposit will not be confirmed. Balance payment should be paid **on or before 29 June 2018**.
2. Sponsorship categories are confirmed on a first-come-first-served basis.
3. The acceptance of sponsorship applications will be subject to the final decision of the 2018 AAC Organising Committee.

For enquiries, please contact:

2018 AAC Conference Secretariat – c/o Connexus Travel Ltd.

Tel: (852) 3151 8900

Fax: (852) 3154 6288

Website: www.aachk2018.org

Email sponsor@aachk2018.org

Address: Unit 501 5/F Tower B, Manulife Financial Centre, 223 Wai Yip Street, Kwun Tong, Kowloon, Hong Kong