



LIFE INSURANCE  
CONFERENCE  
**2017**

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# SPONSORSHIP PROSPECTUS

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FSC Life Insurance Conference 29 & 30 March 2017

FINANCIAL SERVICES COUNCIL

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## Welcome

It is with great pleasure that I enclose the partnership opportunities for the Financial Services Council's Life Insurance Conference 2017 to be held at the new International Convention Centre (ICC) Sydney on Thursday 30<sup>th</sup> March. The Annual Life Insurance Industry Awards dinner will take place in the IVY Ballroom on Wednesday 29<sup>th</sup> March.

The Life Insurance Conference enables delegates the opportunity to gain insight into industry related issues and to network with peers.

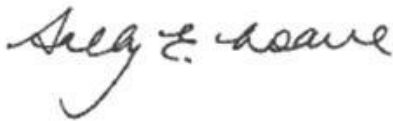
The conference covers a range of diverse topics at the heart of the future of our industry including consumer engagement, technology and product innovation.

To support the conference the FSC has developed a range of partnership opportunities which are available to your organisation and outlined in this document. By partnering with this conference you help contribute to the success of the event and gain access to industry leaders in attendance. Your company profile will also be raised through media exposure and conference promotion.

Should you require any further information on these opportunities or to secure your package, please contact Robert Campbell on (02) 9299 3022 or [rcampbell@fsc.org.au](mailto:rcampbell@fsc.org.au)

Thank you for your interest in the FSC Life Insurance Conference and we look forward to your involvement.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Sally Loane', written in a cursive style.

**Sally Loane**  
Chief Executive Officer

## About The Financial Services Council

The Financial Services Council (FSC) has over 115 members representing Australia's retail and wholesale funds management businesses, superannuation funds, life insurers, financial advisory networks, licensed trustee companies and public trustees. The industry is responsible for investing more than \$2.6 trillion on behalf of 11.5 million Australians. The pool of funds under management is larger than Australia's GDP and the capitalisation of the Australian Securities Exchange and is the third largest pool of managed funds in the world. The Financial Services Council promotes best practice for the financial services industry by setting mandatory Standards for its members and providing Guidance Notes to assist in operational efficiency.

The life insurers and re insurers the FSC represents account for 99.75 per cent of the life insurance market in Australia.

Our members include the following Australian and international insurance companies:

AIA Australia Limited	Allianz Australia Life Insurance Limited
AMP Life Limited	ANZ Wealth
Asteron Life Limited (part of Suncorp)	BT Life Limited
Challenger Life Company Limited	ClearView Life Assurance Limited
CommInsure	General Reinsurance Life Australasia Limited
Hallmark Life Insurance Company Limited	Hannover Life Re of Australasia Ltd
Macquarie Life Limited	MetLife Insurance Limited
MLC & NAB Wealth	Munich Reinsurance Co of Australasia Limited
RGA Reinsurance Company of Australia Limited	SCOR Global Life Australia Pty Limited
St Andrew's Life Insurance Pty Ltd	Suncorp Life Limited
Swiss Re Life and Health Australia Limited	TAL Life Limited
Zurich Australia Limited	

## About the Life Insurance Conference

The FSC is the voice of the Life Insurance Industry. The Life Insurance Conference is the must attend event for Life Insurance professionals and associates. In 2016, the Life Insurance Conference attracted over 350 delegates from the life insurance sector. Below is a list of companies represented.

Delegates chose to attend our conference due to the high quality program and to take advantage of the exceptional networking opportunities throughout the event.

The highly successful Annual Life Insurance Awards Dinner is now in its fifth year and will be hosted at the IVY Ballroom on 29 March 2017. Awards will be presented to industry representatives and organisations across a range of achievement areas, recognising their excellence.

### Why Sponsor

- Reach key decision makers – This conference sees a high number of CEOs and Executives attend and speak.
- Be part of and lead the conversation – High quality speaking opportunities to showcase your organisations talent.
- Build brand awareness in the industry – This is the only conference of its kind in Australia where the entire life insurance industry is represented.
- Build relationships – Enhance current relationships and forge new ones.

### Venue

#### International Convention Centre (ICC) Sydney



## Companies represented in the 2016 Life Insurance Conference

Adviser Voice	King & Wood Mallesons
AIA Australia Limited	KPMG
Allens	Latitude Financial Services Pty Ltd
Allianz Australia Life Insurance Limited	Macquarie Bank Limited
AMP Life Limited	Melville Jessup Weaver
AMP Limited	Mercer (Australia) Pty Ltd
Angela Ormsby Ltd	Metlife Insurance Limited
ANZ Wealth	Minter Ellison
APRA	MLC & NAB Wealth
Asteron Life Limited	MLC Insurance
ASIC	Money Management
Auto & General Services	Munich Re
AXE Group	NMG Consulting
BlueChip Communication Group	NobleOak Life Limited
Bravura Solutions Limited	OnePath Insurance Limited
BT Financial Group	Pacific Life Re
CBA Wealth	Plan for Life
Challenger Life Company Holdings Pty Ltd	Precision Marketing Asia Pacific
Challenger Limited	PWC
Colonial First State	Profusion Group
CommInsure	QInsure
Commonwealth Bank of Australia	QSuper
Count Financial	RGA Reinsurance Company of Australia Limited
Cover Note	Rice Warner
Deloitte Touche Tohmatsu	RiskInfo
Ernst & Young	SCOR Global Life Australia Pty Ltd
Financial Ombudsman Service	Shine Lawyers
Financial Planning Association of Australia Limited	SKL Executive Pty Ltd
Financial Review	Sovereign Insurance (NZ)
Financial Standard	Sterling Publishing
Gen Re	Sunsuper Pty Ltd
General Reinsurance Life Australia Ltd	SuperFriend - Industry Funds Forum Mental Health Foundation
Group Corporate Affairs	Swiss Re Life
Hall & Wilcox Lawyers	TAL Life Limited
Hannover Life Re of Australasia Ltd	TAL Limited
HCF Life Insurance Company Pty Ltd	Turks Legal
Henry Davis York	UHG
Herbert Smith Freehills	Unified Healthcare Group
Individuals	Wealth Management Advice
Infocus Wealth Management	William Roberts Lawyers
IOOF Holdings Ltd	Zurich Australia Limited

# Partnership Opportunities

## Major Partner

As the major partner of the FSC Life Insurance Conference your organisation will receive headline recognition before, during and after the conference. The FSC will enhance your company's alignment to this industry leading event through mediums including, but not limited to, the official website, social media, monthly newsletters and EDMs.

## Partner Benefits

### *Attendance*

- Three (3) complimentary conference registrations (includes Annual Awards Dinner);
- The opportunity to host a table at the Annual Awards Dinner with guests selected from the delegate list; and
- Two (2) VIP seats at one of the FSC head tables at the Annual Awards Dinner.

### *Branding*

- Your company branding in the main plenary room which plays host to all plenary and concurrent room A sessions as follows:
  - The opportunity to place your company's banner on the main stage;
  - Your company logo on the lectern signage together with the FSC logo;
  - The opportunity to provide a gift or brochure for delegates in the room;
  - Your company logo on all introductory PowerPoint slides together with the FSC logo; and
- Your company logo on the partners' montage signage at the event.

### *Profiling*

- Acknowledgement as the major partner during opening remarks (prior to the first plenary session) and closing remarks (following the final plenary session); and
- A link from the conference page on FSC's website to your company's website including a brief description of your company profile.

### *Media*

- Prominent and regular media exposure prior, during and post the conference utilising FSC mediums and our media partner(s).

### *Access*

- An electronic copy of the delegate list provided six weeks prior to the conference, with weekly updates until seven days prior to the conference. A final delegate list will be provided at the conference. (Compliant with the Privacy Act).

### *Report*

- The FSC will provide a final report which will outline key findings as established by way of survey to delegates. This will assist to value your company's investment.

**Investment to be the Major Partner - \$45,000 (ex GST)**

## Awards Dinner Partner

Take part in the excitement of the Life Insurance Conference by connecting with industry peers at the Annual Awards Dinner being held at the Ivy on 29<sup>th</sup> March 2017. This dinner in conjunction with the conference provides an opportunity to build valuable business connections. It provides an opportunity to raise the awareness of your organisation among industry leaders, politicians, keynote speakers and representatives from the media. Delegates will have the opportunity to network on the evening prior to the conference in a relaxed and informal environment.

### Partner Benefits

#### *Attendance*

- Two (2) complimentary conference registrations (includes Annual Awards Dinner);
- Five (5) complimentary invitations to the Annual Awards Dinner;
- Two (2) VIP seats at one of the FSC head tables at the Annual Awards Dinner; and
- The opportunity to host a table at the Annual Awards Dinner with guests selected from the delegate list.

#### *Branding*

- Your company branding at the Annual Awards Dinner which includes:
  - The opportunity to place your company's banners on the stage and in the foyer area;
  - The opportunity to provide a gift or brochure for delegates;
- Your company logo on the partners' montage signage at the conference; and
- Your company logo on the lectern utilized on the stage throughout the dinner.

#### *Profiling*

- Acknowledgement as Annual Awards Dinner partner by the FSC CEO at the commencement of the Awards;
- The opportunity for a company representative to make brief remarks and address the delegates; and
- A link from the conference page on FSC's website to your company's website including a brief description of your company profile.

#### *Media*

- Prominent and regular media exposure prior, during and post the conference utilising FSC mediums and our media partner(s).

#### *Access*

- An electronic copy of the delegate list provided four weeks prior to the conference. A final delegate list will be provided at the conference. (Compliant with the Privacy Act).

#### *Report*

- The FSC will provide a final report which will outline key findings as established by way of survey to delegates. This will assist to value your company's investment.

**Investment to be the Annual Awards Dinner Partner - \$25,000 (ex GST)**



## App Partner

The app sponsorship will provide extended exposure for your company. This unique opportunity aims to provide our stakeholders with a dynamic and interactive environment to communicate with us and each other. The live polling feature will give speakers the opportunity to ask delegates questions in any of the sessions.

### Partner Benefits

#### *Attendance*

- Two (2) complimentary conference registrations (includes Annual Conference Dinner).

#### *Branding*

- Your company logo exclusively on the home page and live polling section of the app; and
- Your company logo on the partners' montage signage at the event.

#### *Profiling*

- A link from the conference page on FSC's website to your company's website including a brief description of your company profile; and
- A description of your company in the partners' directory section of the summit app.

#### *Media*

- Prominent and regular media exposure prior, during and post the conference utilising FSC mediums and our media partner(s).

#### *Access*

- An electronic copy of the delegate list provided four weeks prior to the conference, with weekly updates until seven days prior to the conference. A final delegate list will be provided at the conference. (Compliant with the Privacy Act)

#### *Report*

- The FSC will provide a final report which will outline key findings as established by way of survey to delegates. This will assist to value your company's investment.

**Investment to be the Pocket Program Partner - \$15,000 (ex GST)**

## Concurrent Room Partner

The conference program will have two streams running concurrently in the afternoon. As the Concurrent Program partner you will host three sessions, providing your organisation exclusive profile and brand exposure.

### Partner Benefits

#### *Attendance*

- Two (2) complimentary conference registrations (includes Annual Awards Dinner).

#### *Branding*

- Your company branding in the Concurrent Room as follows:
  - The opportunity to place your company's banner on the stage;
  - Your company logo on the lectern signage together with the FSC logo;
  - The opportunity to provide a gift or brochure for delegates in the room;
  - Your company logo on all introductory PowerPoint slides together with the FSC logo; and
- Your company logo on the partners' montage signage at the event.

#### *Profiling*

- Acknowledgement as concurrent room partner at the beginning of the concurrent sessions; and
- A link from the conference page on FSC's website to your company's website including a brief description of your company profile.

#### *Media*

- Prominent and regular media exposure prior, during and post the conference utilising FSC mediums and our media partner(s).

#### *Access*

- An electronic copy of the delegate list provided four weeks prior to the conference, with weekly updates until seven days prior to the conference. A final delegate list will be provided at the conference. (Compliant with the Privacy Act).

#### *Report*

- The FSC will provide a final report which will outline key findings as established by way of survey to delegates. This will assist to value your company's investment.

**Investment to be the Concurrent Room Partner - \$15,000 (ex GST)**

## Lanyard and Name Badge Partner

Each delegate will receive a lanyard to wear for the duration of the conference. The lanyard partner will have their company logo printed on the lanyard. In collaboration with this, your company will also receive additional branding exposure as it will be printed on the name badges which accompany each and every lanyard.

### Partner Benefits

#### *Attendance*

- Two (2) complimentary conference registrations (includes Annual Conference Dinner).

#### *Branding*

- Your company logo on specially designed conference lanyards together with the FSC logo; and
- Your company logo on the partners' montage signage at the event;

#### *Profiling*

- A link from the conference page on FSC's website to your company's website including a brief description of your company profile.

#### *Media*

- Prominent and regular media exposure prior, during and post the conference utilising FSC mediums and our media partner(s).

#### *Access*

- An electronic copy of the delegate list provided two weeks prior to the conference, with weekly updates until seven days prior to the conference. A final delegate list will be provided at the conference. (Compliant with the Privacy Act).

#### *Report*

- The FSC will provide a final report which will outline key findings as established by way of survey to delegates. This will assist to value your company's investment.

**Investment to be the Lanyard and Name Badge Partner - \$15,000 (ex GST)**

## Exhibition Sponsor

The 2017 exhibition spaces will be located in the break area where the morning tea, lunch and afternoon tea will be located. A trestle table with two seats will be provided.

### Benefits

#### *Attendance*

- One (1) complimentary conference registrations (includes Annual Conference Dinner).

#### *Branding*

- Your company's logo on the partners' montage signage at the event; and
- Your company's logo on the program of the Awards Dinner.

#### *Profiling*

- A link from the conference page on FSC's website to your company's website including a brief description of your company profile; and

#### *Media*

- Prominent and regular media exposure prior, during and post the conference utilising FSC mediums and our media partner(s).

#### *Access*

- An electronic copy of the delegate list provided two weeks prior to the conference, with weekly updates until seven days prior to the conference. A final delegate list will be provided at the conference. (Compliant with the Privacy Act)

#### *Report*

- The FSC will provide a final report which will outline key findings as established by way of survey to delegates. This will assist to value your company's investment and the future of the partnership.

**Investment to be an Exhibition Partner - \$5,000 (ex GST)**

## Award Partner

As one of the Award's Partners of the FSC Life Insurance Conference the following benefits will be provided for such a partnership:

### Partner Benefits

#### *Attendance*

- Two (2) complimentary dinner seats; and
- The opportunity for the CEO or company representative to present the award to the winning recipient.

#### *Branding*

- Your company's logo on the partners' montage signage at the event; and
- Your company's logo on the program of the Awards Dinner.

#### *Profiling*

- A link from the conference page on FSC's website to your company's website including a brief description of your company profile; and

#### *Media*

- Prominent and regular media exposure prior, during and post the conference utilising FSC mediums and our media partner(s).

#### *Access*

- An electronic copy of the delegate list provided two weeks prior to the conference, with weekly updates until seven days prior to the conference. A final delegate list will be provided at the conference. (Compliant with the Privacy Act)

#### *Report*

- The FSC will provide a final report which will outline key findings as established by way of survey to delegates. This will assist to value your company's investment and the future of the partnership.

**Investment to be an Award Partner - \$5,000 (ex GST)**

## Partnership Terms and Conditions

- Existing partners are offered first right of refusal.
- All partnership opportunities are offered on “a first in first served” basis.
- To ensure inclusion in the event launch and marketing material, confirmation will be required in writing by 23 September 2016.
- A letter of agreement and invoice will be issued by FSC. All partnership fees are due and payable within seven days on acceptance of the letter of agreement.
- In accordance with privacy legislation, delegates will be asked to consent to the release of their personal information to the conference partners. In the event that permission is not obtained the delegate list provided to the conference sponsors will be amended accordingly.
- Partnership cancellations made after 18 December 2015 will not receive a refund.
- Partnership fee will be refunded in full in the event of cancellation of the conference.