



LIMRA EUROPEAN ANNUAL MEETING 2014 PARIS, FRANCE

SPONSORSHIP OPPORTUNITIES

OPPORTUNITY

LIMRA Europe, Middle East and Africa offers your company the opportunity to reach a receptive and influential audience of key decision-makers from financial service organizations across Europe and Africa. As a sponsor of the **38th European Annual Meeting**, you will reach more than 100 senior executives and leaders. LIMRA is proud to say that our past meetings both in Europe and the US attracted speakers such as world statesmen; Former President of Poland, Lech Walesa and Former President of the United States, Bill Clinton, Former Prime Minister of Belgium Guy Verhofstadt, European Commissioners as well as many industry leaders.

ABOUT THE CONFERENCE ORGANIZER

LIMRA International was founded in 1916 and is the premier marketing and research organization in the financial services industry. It offers quality research, consultation, training, publications, selection service for producers and field managers, and meetings to support and enhance the marketing function of its member companies. LIMRA has over 800 members, half of which are outside North America.

EUROPEAN ANNUAL MEETING FOCUS

The conference focuses on current topics affecting insurance and financial services companies conducting business and competing in Europe.

This year, with the theme “**Winning Strategies for Tomorrow**” the conference will focus on distribution in Bancassurance, Social Media, Big Data, Marketing and Management.

WHO ATTENDS THE EUROPEAN ANNUAL MEETING?

Senior executives from Europe, Middle East and Africa insurance and financial services companies gain insight and enjoy excellent networking events at the European Annual Meeting. In recent years the conference has hosted an average of 100 chief executive officers, managing directors, presidents and department heads of distribution, marketing, sales, underwriting, human resources, and administration from most of the following countries/regions:

- | | |
|-------------------------|------------------|
| ❖ Africa & South Africa | ❖ Middle East |
| ❖ Belgium | ❖ Poland |
| ❖ Cyprus | ❖ Portugal |
| ❖ Czech Republic | ❖ Romania |
| ❖ Egypt | ❖ Russia |
| ❖ Estonia | ❖ Spain |
| ❖ France | ❖ Slovakia |
| ❖ Greece | ❖ Slovenia |
| ❖ Hungary | ❖ Sweden |
| ❖ Ireland | ❖ Turkey |
| ❖ Israel | ❖ United Kingdom |
| ❖ Luxembourg | ❖ United States |
| ❖ Netherlands | ❖ Ukraine |
| ❖ Norway | ❖ Asia |

Company	Country
Hibernian Life	Ireland
Irish Life Assurance plc	Ireland
The Phoenix Insurance Ltd,	Israel
Clal Insurance Company	Israel
ABP Verzekeringsgroep	Netherlands
Achmea Centraal Beheer	Netherlands
Eureko Academy Life & Pensions	Netherlands
Aegon N.V.	Netherlands
De Amersfoortse Verzekeringen	Netherlands
Fortis	Netherlands
ING Group	Netherlands
ING Nationale Nederlanden	Netherlands
ING Group	Netherlands
Interpolis BTL	Netherlands
REAAL Verzekeringen	Netherlands
Zwitzerleven	Netherlands
AXA Life Insurance	Poland
Commercial Union Polska Sp zoo	Poland
PZU ZYCIE SA	Poland
Companhia de Seguros Fidelidade-Mundial SA	Portugal
AXA Life	Romania
ING Nederlanden Asigurari de Viata	Romania
BCR	Romania
Omniasig	Romania
Ingosstrakh LMT	Russia
Swiss Re Insurance Company	Russia
BBVA	Spain
Catalana Occidente (Spain)	Spain
ICEA	Spain
RGA Reinsurance Company Oficina de	Spain
ING	Spain
Santander	Spain
Stratoscience Technology	South Africa
SANLAM	South Africa
University of Pretoria	South Africa
SEB Trygg Liv	Sweden
AVIVA Hayat ve Emeklilik AS	Turkey
Deniz Hayat Sigorta	Turkey
Garanti Emeklilik Ve Hayat A.S.	Turkey
AIG Life	UK
AVIVA	UK
Abbey National	UK
Association Of British Insurers	UK
Morley Fund Management Ltd	UK
Standard Life Assurance Company	UK
Wesleyan Financial Services	UK
EDS	UK
Action Consulting	UK



Company	Country
Martin Currie	UK
Norwich Union Life Ltd.	UK
Cisco Systems	UK
EDS	UK
Hamilton-Baillie Associates Limited	UK
HSBC Life	UK
Martin Currie	UK
Millennium Group	UK
Standard Life Assurance Company	UK
Wesleyan Assurance Society	UK
OJSC PZU	Ukraine
Allianz Life	Ukraine
TAS Life Insurance Company	Ukraine
Reinsurance Group of America, Inc.	USA
Western & Southern Financial Group	USA
Intel Corporation	USA

BENEFITS OF SPONSORSHIP (YOUR LEVEL OF SPONSORSHIP COULD INCLUDE)

- ❖ Recognition for making this premiere event possible.
- ❖ The opportunity to network with key decision-makers.
- ❖ Recognition as a sponsor in various marketing materials.
- ❖ Exhibition space in a prominent location, through which all conference attendees pass and where networking over refreshments also takes place. Power and data/telephone connections are also available.
- ❖ The opportunity to address general session attendees.
- ❖ The inclusion of your corporate logo and recognition as sponsors in communications to conference attendees.
- ❖ The opportunity to have your company marketing material distributed to conference attendees.
- ❖ The inclusion of your corporate logo on LIMRA's conference web pages.
- ❖ The ability to follow-up with the attendees (all sponsors, excluding supporters and advertisers, receive an edited attendee list).

SPONSORSHIP OPPORTUNITIES

The following packages have been tailored to appeal to a wide variety of marketing objectives. However if there are other ways in which your organization would like to be involved, we will be glad to discuss about them with you.

PLATINUM SPONSOR

USD 30 000 EACH

Platinum sponsors are the primary and most predominant supporters of the LIMRA's European Annual Meeting and will secure the following promotional opportunities:

- ❖ Two executives invited as dinner guests and given prominent seat in seating plan.
- ❖ LIMRA executive actively promoting sponsor at all events.
- ❖ Exclusive company workshop.
- ❖ Exclusive company workshop advertised in program.
- ❖ Opportunity for company representative to present as speakers/presenters from podium.
- ❖ Exhibitor space situated in prime location that provides the opportunity for attendees to browse, test and discuss your products/services during scheduled networking breaks (includes one (1) table with fabric skirt).
- ❖ Consistent exposure throughout the conference by your company name displayed in the main meeting room.
- ❖ Acknowledgment as a Platinum sponsor in conference registration brochure and program guide
- ❖ Inclusion of one company brochure in welcome packet which is given to all attendees at registration
- ❖ Company name listed on LIMRA's conference webpage and linked to sponsor's home page.
- ❖ Three (3) complimentary conference registrations to allow designated company representatives to participate in both the conference program and networking social events. Additional staff may register at the member rate.



- ❖ LIMRA staff actively network and generate introductions to selected decision makers.
- ❖ Welcome cocktail party invitation to all Platinum sponsors' staff.
- ❖ Platinum sponsors meeting with LIMRA CEO and LIMRA Staff.



GOLD SPONSOR

USD 18,000 EACH

Gold sponsors are primary supporters of the LIMRA's European Annual Meeting and will secure the following promotional opportunities:

- ❖ Two executives invited as dinner guests to gala dinner.
- ❖ LIMRA executive actively promoting sponsor at all events.
- ❖ Exclusive workshop.
- ❖ Opportunity for company representative to address delegates during workshop.
- ❖ Exhibitor space situated in prime location that provides the opportunity for attendees to browse, test and discuss your products/services during scheduled networking breaks (includes one (1) table with fabric skirt).
- ❖ Consistent exposure throughout the conference by your company name displayed in the main meeting room.
- ❖ Acknowledgment as a gold sponsor in conference registration brochure and program guide.
- ❖ Inclusion of one company brochure in welcome packet which is given to all attendees at registration.
- ❖ Company name listed on LIMRA's conference webpage and linked to company's website.
- ❖ Two (2) complimentary conference registrations to allow designated company representatives to participate in both the conference program and networking social events. Additional staff may register at the member rate.



SILVER SPONSOR

USD 10,000 EACH

Silver sponsors are supporters of the LIMRA's European Annual Meeting and will secure the following promotional opportunities:

- ❖ LIMRA executive actively promoting sponsor at all events.
- ❖ Consistent exposure throughout the conference by your company name displayed in the main meeting room.
- ❖ Acknowledgment as a silver sponsor in conference registration brochure and program guide.
- ❖ Inclusion of one company brochure in welcome packet which is given to all attendees at registration.
- ❖ Company name listed on LIMRA's conference webpage and linked to sponsor's home page.
- ❖ One (1) complimentary conference registrations to allow designated company representatives to participate in both the conference program and networking social events. Additional staff may register at member rate.



LIMRA requires prepayment of all fees.

This application for sponsorship and/or exhibiting at LIMRA's 2014 European Annual Meeting will become a contract upon acceptance by LIMRA International. A confirmation will be emailed.

Sponsors and exhibitors will not schedule any additional activities that conflict with scheduled conference events. Any events that are planned around those scheduled are limited to the host hotel. There are not exceptions to this LIMRA regulation.

Sponsors and exhibitors are asked not to imply a LIMRA endorsement of products or services. Use of the LIMRA logo or other LIMRA symbol is expressly forbidden.

Cancellation Policy - In the event that a scheduled meeting or event is cancelled by LIMRA for any reason, LIMRA shall refund any conference registration fees that have been paid by the registrant. Under no circumstances, however, shall LIMRA be liable to the registrant for any other expenses including, but not limited to, airfare and hotel expenses incurred by the registrant.

Sponsorship Cancellation - Cancellations received **in writing** on or after July 11, 2014, are subject to an administrative charge equal to 50 percent of the cost of each sponsored event. In addition, failure to notify LIMRA of a cancellation **in writing** before August 6, 2014, will result in forfeiture of the complete sponsorship fee(s).

Additional Attendees - Additional attendees are also subject to administrative charges identical to the conditions of cancellation of the members.

Attendee List Policy: Upon request, LIMRA will supply exhibitors and sponsors with an attendee list. This list is provided for the express purpose of marketing to attendees of *this* LIMRA International conference only. Use of this information more than two weeks after the conference concludes is strictly prohibited.

I have read and agree to the above stated policies.

Signature

Date

Questions: Carla Baldivia at +34 93 343 52 59 or email cbaldivia@limra.com

Please e-mail this form to: cbaldivia@limra.com Carla Baldivia, Operations Manager, LIMRA EMEA, Calle Casp, 37- 08010 Barcelona, SPAIN.

For express purposes, send to: LIMRA EMEA, Calle Casp, 37- 08010 Barcelona- SPAIN

Vendor Information Sheet: To be included on the Vendor Information Sheet, please submit a 300-dpi .tif of your logo, along with your company message (not to exceed 50 words), to Carla Baldivia by July 9, 2014.

Registration List: To be included on the Advance Registration List, LIMRA must receive this form before July 25, 2014.



Conference Sponsor/Exhibitor *Additional Attendee* Registration Form

Company _____ Web site _____

Last name _____ First name _____ MI _____

Name for badge _____

Title _____

Address _____

City _____ State/Province _____ Country _____ Postal code _____

Phone () _____ Ext _____ Fax () _____ Email _____

Registration Fees: Additional attendee USD _____ VAT tax. USD _____ Total fees enclosed USD _____ <i>(prepayment is required)</i> _____ Authorised Signature Date _____ Print Name	Method of Payment: ___ Check enclosed (payable to LIMRA Europe Ltd. in £ pounds drawn on a bank in the UK.) Credit Card: American Express _____ MasterCard _____ Visa _____ Card # _____ Expiration date _____ Signature _____
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- Charge for each attendee. In addition, failure to notify LIMRA of a cancellation **in writing** before July 13, 2009, will result in forfeiture of the complete registration fee. LIMRA reserves the right to decline admission to this conference to companies that compete with LIMRA or LIMRA's vendors. Registration fee includes £25.00 for materials.

Questions: Contact Carla Baldivia by email: cbaldivia@limra.com or by phone +34 93 435 262