

2021
customeyes

Conference

RACV ROYAL PINES RESORT on the GOLD COAST
4 - 6 MARCH 2021

EXHIBITION and
SPONSORSHIP PROSPECTUS



Introduction to ALUCA 2021 Biennial Conference

The Australasian Life Underwriting and Claims Association Inc. (ALUCA) Biennial Conference has been running for over 20 years and has become a key calendar event for people in the Financial Services Industry, not only in Australia and New Zealand but also overseas. It is expected that more than 400 people from all sectors of the industry will attend the 2021 Conference, to be held at the RACV Gold Coast on the 4-6 March 2021.

According to written feedback, the ALUCA 2018 Conference delivered one of the most engaging programs to date. Following consultation with the industry, our members and sponsors, the ALUCA Conference Organising Committee have developed another stimulating and varied program coinciding with a number of networking opportunities.

The trade exhibition will be an integral part of the 2021 Conference, with catering served in this area during each refreshment break. The trade exhibition area will also host the Welcome Reception on Thursday, 4 March to maximise interaction between exhibitors and delegates.

ALUCA aims to showcase the latest developments and trends within our industry and deliver a quality event for members and related entities to enjoy.

The ALUCA 2021 Conference presents sponsors with a unique opportunity to gain exposure to a highly targeted audience with a number of excellent Conference specific sponsorship and exhibition packages available.

The ALUCA 2021 Conference aims to be a green conference with minimal environmental footprint. This presents unique opportunities to align your business with this goal.



KEY REASONS TO SPONSOR AND EXHIBIT

- Maximum exposure at a premier Conference dedicated to underwriting and claims issues relating to life and disability insurance products
- The opportunity to deliver a clear message about your commitments to the industry
- Inform and update this niche sector about your products and services
- Increase exposure to sales and consumption of your products and services
- Build brand awareness
- Draw your target market to you in one place at one time



CONFERENCE SPONSORSHIP OPPORTUNITIES

Our Sponsors are our priority and we seek to ensure that you receive the highest brand exposure in return for your investment. Signing up early will provide you with the maximum exposure for your company, brand and product and avoid missing out on some key advertising benefits.

Please note all prices in this document exclude GST.



Keynote Speaker Sponsor \$6,000 each (1 available)

Keynote address sponsor can take advantage of the following opportunities for exposure:

- Acknowledgement of the sponsorship in the Conference Information newsletter (e.g., “Sponsored by”)
- Sponsor signage next to the stage during delivery of the keynote presentation (supplied by sponsor)
- Sponsor signage at auditorium entrance prior to and after keynote (supplied by sponsor)
- Acknowledgment as the Keynote Address Sponsor with scripted verbal endorsement and a slide of corporate logo or identity shown prior to the commencement of the keynote address
- Company representative has up to 2 minutes on stage to deliver a multimedia presentation about the company to delegates, prior to introducing the keynote speaker to the stage
- Option to supply products to the delegates attending the Keynote Address





Conference App Sponsor - \$5,000

- Sponsor acknowledgement and logo inclusion on all pre-event marketing
- Sponsor acknowledgement during Conference opening
- Branding of organisation logo on sponsor holding slide displayed throughout the Conference
- Inclusion of logo on App home screen/splash page
- Delegate list (name, organisation, state) in accordance with Privacy Legislation
- 2 x push notifications over the whole event
- 2 x complimentary full registrations to the Conference (including access to sessions, day catering, welcome reception)



Lanyard Sponsor - \$3,800

- Company logo displayed on delegate's lanyards, worn by delegates for the Conference duration
- Sponsor acknowledgement and logo inclusion on all pre-event marketing
- Organisation name, logo and link on Conference sponsorship page of Conference app
- Sponsor acknowledgement during Conference opening
- Branding of organisation logo on sponsor holding slide displayed throughout the Conference

ADDITIONAL COSTS TO SPONSOR

Sponsor to source and supply sufficient quantity of lanyards (Organising Committee to approve style)





Coffee Cart Sponsor - \$3,000

- Marketing collateral and up to one banner displayed with coffee cart (banners to be supplied by Sponsor)
- Sponsor acknowledgement and logo inclusion on all pre-event marketing
- Organisation name, logo and link on Conference sponsorship page of Conference app
- Sponsor acknowledgement during Conference opening
- Branding of organisation logo on sponsor holding slide displayed throughout the Conference
- Delegate list (name, organisation, state) in accordance with Privacy Legislation

ADDITIONAL COSTS TO SPONSOR

- Logo artwork to be provided by Sponsor
- Coffee cart hire
- Coffee charged per cup
- Baristas to wear sponsor provided shirts, caps or aprons



Reusable Coffee Cup Sponsor - \$3,000

- Sponsor acknowledgement and logo inclusion on all pre-event marketing
- Organisation name, logo and link on Conference sponsorship page of Conference app
- Sponsor acknowledgement during Conference opening
- Branding of organisation logo on sponsor holding slide displayed throughout the Conference.
- Delegate list (name, organisation, state) in accordance with Privacy Legislation

ADDITIONAL COSTS TO SPONSOR

- Reusable coffee cups with sponsor logo to be provided by the Sponsor





Conference Water Bottle Sponsor - \$3,000

- Sponsor acknowledgement and logo inclusion on all pre-event marketing
- Organisation name, logo and link on Conference sponsorship page of Conference app
- Sponsor acknowledgement during Conference opening
- Branding of organisation logo on sponsor holding slide displayed throughout the Conference.
- Delegate list (name, organisation, state) in accordance with Privacy Legislation

ADDITIONAL COSTS TO SPONSOR

- Reusable water bottles with sponsor logo to be provided by the Sponsor



Gala Dinner Lucky Door Prize Sponsor – \$2,500

- Sponsor acknowledgement and logo inclusion on all pre-event marketing
- Organisation name, logo and link on Conference sponsorship page of Conference app
- Sponsor acknowledgement during Conference opening
- Branding of organisation logo on sponsor holding slide displayed throughout Conference
- One banner to be displayed at the Gala Dinner venue – maximum size 2m high x 1m wide (banner to be supplied by Sponsor)
- Opportunity to deliver a 2-minute address and present the prize to the winner at the Gala Dinner
- Delegate list (name, organisation, state) in accordance with Privacy Legislation

ADDITIONAL COSTS TO SPONSOR

- Lucky door prize (Organising Committee to approve prize)



Registration Gifts Sponsor - \$1,750

- Gifts to be distributed to all delegates on-site with registration pack
- Sponsor acknowledgement and logo inclusion on pre-event marketing
- Organisation name, logo and link on Conference sponsorship page of Conference app
- Sponsor acknowledgement during Conference opening
- Branding of organisation logo on sponsor holding slide displayed throughout Conference

ADDITIONAL COSTS TO SPONSOR





- Sponsor to source and supply sufficient quantity of gift item (Organising Committee to approve gift)






DISCOVERY ZONES Prices start from \$6,500 + GST

At ALUCA 2021 we are offering the chance to work with us to build a develop a Zone where the delegates will be engaged with our partners.

The price is to reserve a zone and we will advise and engage with the partner to aid in bring your zone to life. Please note the price is for the Zone area only and any furniture/ equipment etc. will be at the cost to the sponsors.

-  **RECOVERY ZONE**
Warm downs, recovery and refuelling are so important in our daily lives to help us build and grow. As a sponsor this is your opportunity to develop a space to help our attendees get ready for their next sessions to keep them going all day. Shakes, massage chairs, protein snacks, juices, Cryo recovery chambers, the possibilities are endless. It's an epic way to connect with your target market.
-  **ZEN ZONE**
A chance for you to develop an area of Zen and relaxation and associate your brand with the go to place at the Conference to gain tranquillity and inner peace. Think bean bags, flavoured teas, sleep pods and beyond. Let us create a perfect harmony together.
-  **GAMES ZONE**
We know how competitive sports people are so what better way to set up some competitions with classic games like table tennis, table soccer, air hockey etc. As a sponsor you can invite guests to come and be the best of the best at ALUCA. A fantastic environment for sponsor branding and as the sponsor you can organize competitions, awarding prizes from your portfolio of products.
-  **DIGITAL ZONE**
Technology is developing by the day so get your company associated with the innovation in the industry by offering the delegates a glimpse into the future. You have the opportunity to incorporate VR, games and mobile charge stations to help our delegates see into the future of ALUCA.

SOCIAL FUNCTIONS PRICE ON APPLICATION

-  **WELCOME RECEPTION**
The chance to host the welcome drinks on the 1st night of ALUCA. As the sponsor why not create a signature cocktail or mocktail that incorporates your brand into the drink name, uses your company colours and serve in a branded glass. Sponsors can highlight your company and have branded waiters/Staff offering them around the pool and a mixologist specifically preparing them at the bar. (at Sponsors cost)
-  **MORNING YOGA**
An exclusive opportunity to sponsor the YOGA session at ALUCA 2021. Before an informative day of business sessions, the sponsor can use this interactive networking opportunity to give out samples, supply breakfast and market your brand.
-  **NEAREST TO PIN**
An exclusive opportunity to sponsor the nearest to the pin competition at the morning Golf. Sponsor can supply branding (at own expense) plus a breakfast and trophy to the winners.



CONFERENCE EXHIBITION OPPORTUNITIES

The Welcome Reception, refreshment and lunches will be held in the exhibition area to ensure maximum exposure between delegates and exhibitors.

Shell Scheme Booth - \$4,500

- Sponsor acknowledgement and logo inclusion on all pre-event marketing
- Organisation name, logo and link on Conference sponsorship page of Conference app
- Exhibitor acknowledgement throughout the Conference
- Branding of organisation logo on sponsor holding slide displayed throughout the Conference
- 2 x complimentary full Exhibitor registrations to the Conference (including access to sessions, day catering, welcome reception)
- Delegate list (name, organisation, state) in accordance with Privacy Legislation
- One exhibition booth (3m x 3m) for the duration of the Conference including:

Exhibition booth in velcro-compatible material

Digital print fascia name board sign

2 x 120-watt spotlights

1 x 4-amp power point



If there are other ways in which your organisation would like to be involved,
we will gladly consider other sponsorship suggestions.

Further information can be obtained from the ALUCA 2021 Conference Secretariat.
Please email: conference2021@aluca.com

PREVIOUS ALUCA NATIONAL CONFERENCE FEEDBACK

I can comfortably say that it was a great Conference and I was able to take away a lot of snippets and a heap of learning. Also made a lot of new contacts and reconnected with people I have not seen in a long time. Certainly a highlight from a presentation perspective was Turia Pitt...oh and Dr Daniel Zimmerman and Gihan and Jason Clarke to close with his inspiring back to the future spiel was also amazing! Great work and a fantastic program. Thanks for the opportunity.

We had a wonderful time at the Conference, and as I hope I mentioned to you, we really found this to be one of the best Conferences we have attended for ALUCA in terms of positioning, exposure and also the ability to engage with the attendees..."Very impressed and happy with the Conference – very professionally run, great quality of speakers and content, atmosphere was very professional, great networking opportunities, good recognition for sponsors, high quality and standard of all booths. Well done all.

We had an extremely positive experience and achieved all of our sponsorship objectives and more. Well done all. We are looking forward to the next one!

We really enjoyed the Conference and thought that our sponsorship was money well spent. Content wise I thought it exceeded any previous ALUCA Conference I have been to (I think I have been to most since the mid 90's so well done!!!). A sign of success I think is session attendance over the duration as in past years it has fallen away dramatically on day 2 and particularly day 3 however I felt it remained pretty solid throughout.

APPLICATION FORM

All sponsorship amounts are in Australian dollars and Exclude GST

Contact: _____

Position: _____

Company: _____

Address: _____

Suburb: _____ State: _____ Postcode: _____

Telephone: _____ Mobile: _____

Email: _____

SPONSORSHIP OPPORTUNITIES

Zone Sponsors	\$6,500	<input type="radio"/>
Keynote Sponsor	\$6,000	<input type="radio"/>
Conference Event App Sponsor	\$5,000	<input type="radio"/>
Lanyard Sponsor	\$3,800	<input type="radio"/>
Coffee Cart Sponsor	\$3,000	<input type="radio"/>
Reusable Coffee Cup Sponsor	\$3,000	<input type="radio"/>
Reusable Water Bottle Sponsor	\$3,000	<input type="radio"/>
Gala Dinner Lucky Door Prize Sponsor	\$2,500	<input type="radio"/>
Registration Gifts Sponsor	\$1,750	<input type="radio"/>

EXHIBITION OPPORTUNITIES

Shell Scheme Booth (3m x 3m)	\$4,500	<input type="radio"/>
Quantity	_____	

The ALUCA 2021 Conference Secretariat will confirm your participation with a confirmation email, tax invoice and contract.

Signed: _____ Date: _____

Please complete and forward application to:

ALUCA 2021 Conference Secretariat
 C/- The Association Specialists Pty Ltd
 PO Box 576, Crows Nest NSW, 1585, AUSTRALIA

Tel: +61 2 9431 8600 E: conference2021@aluca.com

TERMS AND CONDITIONS:

Sponsorship will only be allocated on receipt of the signed sponsorship application form. A letter of confirmation will be provided to confirm the booking, together with a Tax Invoice for the total amount of the sponsorship, which must be paid prior to the Conference. In the event of cancellation, a service fee of 25% applies for cancellations prior to the 4 December 2020. No refunds will be made for cancellations after this date.

