

16TH EAST ASIAN ACTUARIAL CONFERENCE

Venture *into* Uncertainty Capture Opportunities!

10 - 13 OCTOBER 2011

SHANGRI-LA HOTEL, KUALA LUMPUR, MALAYSIA



Actuarial Society Of Malaysia
Persatuan Aktuari Malaysia



SPONSORSHIP PROSPECTUS

16th East Asian Actuarial Conference

Venture into Uncertainty, Capture Opportunities



Invitation from the Chairman

It gives me great pleasure to invite you to participate in the 16th EAAC which will be held in Kuala Lumpur in October 2011. The theme of the Conference is **Venture into Uncertainty, Capture Opportunities**.

The 16th EAAC will be held in Kuala Lumpur, Malaysia from Monday 10 October to Thursday 13 October 2011. As the organiser of the 16th EAAC, we are committed to providing a high-quality conference with wide participation from the actuarial profession from the East Asian region.

EAAC is a biennial event and the largest actuarial event for the profession in the region. The past EAACs attracted on average more than 500 delegates from EAAC member countries which include Australia, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Taiwan and Thailand. The Conference will also be promoted to non-EAAC countries such as China, Vietnam, Pakistan, Sri Lanka, USA, UK and New Zealand.

As a conference sponsor, your organisation will have the benefit of access to the actuarial profession in the region, to promote your brand and to reinforce your commitment to the profession and the industry.

We have provided a wide range of sponsorship packages for you to choose from. Should you have different requirements, we would be pleased to discuss with you and are flexible to come up with a different package to meet your specific needs.

Teh Loo Hai
Chairman, Organising Committee
16th EAAC

About EAAC

As the premier event for the actuarial profession, attracting over 500 actuaries and industry professionals from the region and around the globe, the EAAC provides a dynamic forum for leadership and debate among the members of the actuarial profession and those who work closely with the profession.

The 16th EAAC features an exceptional program of plenary speakers from member countries of EAAC. In addition to five plenary sessions, there will be up to 18 information-packed concurrent sessions covering a diverse range of topics.

Business sessions cover three days and include a range of networking activities, half-day city tours, three conference lunches; the Welcome reception on Monday night at Kuala Lumpur Convention Centre and the Farewell Dinner on Thursday evening at the Grand Ballroom, Shangri-La Hotel.

Benefits to Sponsors

Sponsorship of the 16th EAAC will provide a wide range of ongoing benefits including:

Maximum exposure at a premier industry event.

- Access to high-profile international speakers and a mix of topical plenary sessions.
- Opportunity to reinforce and strengthen your corporate position within the actuarial profession.
- The opportunity to deliver a clear message that you have a genuine commitment to the actuarial profession.
- Opportunity to network with key industry figures.
- Strengthen key business relationships.
- Renew existing and establish new business relationships.
- Direct access to your target markets decision-makers.
- High visibility on the Conference website and marketing materials.
- Opportunity for eye-to-eye marketing.
- Building prospect databases.

Additional Benefits for Major Sponsors

Diamond/Platinum Sponsor – RM120,000 ++

- Acknowledgement as Diamond/Platinum Sponsor in all materials and signage.
- Diamond/Platinum Sponsor Plaque presented onsite to acknowledge level of support and investment.
- Presentation photo published in newsletter and the EAAC website.
- 3 complimentary Full Conference registrations.
- One exhibition booth provided.
- The highest sponsor in this category will be recognised as Diamond Sponsor, the rest as Platinum Sponsor.

Gold Sponsor – RM70,000 – RM119,999

- Acknowledgement as Gold Sponsor in all materials and signage.
- Certificate of appreciation presented onsite to acknowledge Gold Level Sponsorship.
- Presentation photo published in newsletter and the EAAC website.
- One exhibition booth provided.
- 2 complimentary Full Conference registrations.

Silver Sponsor – RM30,000 – RM69,999

- Acknowledgement as Silver Sponsor in all materials and signage.
- Certificate of appreciation presented onsite to acknowledge Silver Level Sponsorship.
- Presentation photo published in newsletter and the EAAC website.
- 1 complimentary Full Conference registration.

All sponsors in the above 4 categories receive as standard:

- Recognition (with logo) on all printed Conference materials.
- Logo on the official sponsorship acknowledgement banner or backdrop onsite.
- Recognition (with logo) on the Sponsors' page of the Conference website, including a hyperlink to your home page.
- Verbal acknowledgement during the opening and closing addresses.
- Logo on sponsorship slide displayed during session breaks.

Sponsor Choice – Pick your Package

Sponsor Choice allows you to tailor and select your preferred sponsorship packages, to choose which level of sponsorship you would like to be represented at and how you would like your organisation to be aligned with this event.

Sponsors are invited to choose preferred options from the menu to the total value of their budgeted investment. The Sponsor with the highest investment will become the exclusive "**Diamond Sponsor**", a second tier for Sponsors are also available.

Application forms received latest by **Thursday 31 March 2011** will be fairly assessed by the Committee and sponsorship opportunities will be allocated in merit order. For example, if the potential Diamond Sponsor and other sponsors choose the same item, then the Diamond Sponsor will receive their first choice.

Step 1 Select Level of Sponsorship

If you do not want to be a major sponsor (i.e. Diamond, Platinum, Gold, Silver), go to step 2.

All major sponsors (Diamond, Platinum, Gold, Silver) must choose at least one item from the core menu. You may also choose 2 items or more in core menu and/or rider menu.

Sponsorship Level

Diamond/Platinum	RM120,000+ (Highest investment will be recognised as Diamond Sponsor)
Gold Sponsor	RM70,000 – RM119,999
Silver Sponsor	RM30,000 – RM69,999
Sponsor	under RM29,999

Step 2 Choose from the Menu

- Choose your preferred options from the menu to the value you wish to invest.
- Indicate each item on the Sponsorship Form and the amount you are prepared to pay
- Offers for items not covered in the menu will be considered.

Step 3 Sponsorship Application Form

Complete and lodge the Sponsorship Application Form on page 16 latest by **Thursday 31 March 2011**.

Invoice will be spent upon successful application.

Sponsor Menu

Menu	Package Items:	
CORE Menu	A	Exclusive Farewell Dinner RM120,000 – one available
	B	Exclusive Welcome Reception RM90,000 – one available
	C	Exclusive Opening Ceremony Package RM60,000 – one available
	D	Luncheon Package RM60,000 – three available
	E	Tea Break RM30,000 – five available
	F	City Tour RM30,000 – two available
RIDER Menu	G	Exclusive Conference Bags RM15,000 – one available
	H	Exclusive Mini Programme RM10,000 – one available
	I	Door Gifts RM7,500 – five available
	J	Exclusive Conference Pens RM7,500 – one available
	K	Promotion Insert/Competition RM7,500 – three available
	L	Marketing Literature RM5,000 – five available
	M	Exhibition Booth RM7,500 – three available

CORE MENU							RIDER MENU						
A	B	C	D	E	F	G	H	I	J	K	L	M	

**The Farewell Gala Dinner Package
RM120,000 Exclusive**

Impress delegates, VIPs, speakers and guests with your superb hospitality at the premier social event at the 16th EAAC. The Farewell Dinner will be held on Thursday 13 October at the Grand Ballroom, Shangri-La Hotel, and will be the showcase networking event at the conference.

As the Farewell Dinner Sponsor, your organisation will receive considerable exposure and recognition through the following benefits:

- **Naming Rights to the 16th EAAC Farewell Dinner.**
- Recognition as the Farewell Dinner Sponsor (with logo) on all printed materials*
- Recognition as the Farewell Dinner Sponsor (with logo) on the Sponsors' page of the Conference website, including a hyperlink to your website.
- Logo on the official sponsorship banner or backdrop onsite during business sessions.
- Corporate logo on sponsorship slide displayed during session breaks.
- The Sponsor may provide a freestanding banner which will be positioned at the entrance of the Grand Ballroom during the Farewell Dinner.
- Opportunity for one company representative to present a five (5) minute speech at the Farewell Dinner.
- Company logo will be printed on all dinner programs/menus.
- Sponsor may provide the Farewell Dinner Sponsor guests with a company branded gift (sponsor to supply gifts). Note: Gift subject to approval by the Committee.
- Verbal acknowledgement as a Sponsor during the Opening and Closing addresses.
- Verbal reminder of the (sponsor name) Farewell Dinner at the session immediately preceding the dinner.

*Note: *Exposure in the Conference publications are determined by confirmation of sponsorship prior to print deadlines.*

CORE MENU						RIDER MENU						
A	B	C	D	E	F	G	H	I	J	K	L	M

**The Welcome Reception Package
RM90,000 Exclusive**

The EAAC Welcome Reception will be held at Kuala Lumpur Convention Centre (KLCC) with view of the Twin Towers, on Monday 10 October 2011. It is an excellent opportunity to make strong, initial impact and lasting impression on all delegates. The Welcome Reception provides cocktail and refreshment and is an essential networking opportunity for all attendees on the opening night of the conference.

As the Welcome Reception Sponsor, your organisation will receive considerable exposure and recognition through the following benefits:

- **Naming Rights to the Welcome Reception.**
- Recognition as the Welcome Reception Sponsor (with logo) on all printed materials*
- Recognition as the Welcome Reception Sponsor (with logo) on the Sponsors' page of the Conference website, including a hyperlink to your website.
- Logo on the official sponsorship banner or backdrop onsite during business sessions.
- Corporate logo on sponsorship slide displayed during session breaks.
- The Sponsor may provide a freestanding banner which will be positioned at the entrance of the Ballroom during the Welcome Reception.
- Opportunity for one company representative to present a five (5) minute speech at the Welcome Reception.
- Company logo will be printed on all programs.
- Sponsor may provide the Welcome Reception Sponsor guests with a company branded gift (sponsor to supply gifts). Note: Gift subject to approval by the Committee.
- Verbal acknowledgement as a Sponsor during the Opening and Closing addresses.

*Note: *Exposure in the Conference publications are determined by confirmation of sponsorship prior to print deadlines.*

CORE MENU						RIDER MENU						
A	B	C	D	E	F	G	H	I	J	K	L	M

**The Opening Ceremony Package
RM60,000 Exclusive**

The EAAC Opening Ceremony will be held in Shangri-La Hotel on Tuesday 11 October 2011. It will be officiated by a VIP and attended by the local industry leaders in addition to the delegates. It is an excellent opportunity to make strong, initial impact and lasting impression to all delegates and the VIPs.

At the Opening Ceremony, your organisation will receive considerable exposure and recognition through the following benefits:

- Recognition as the Opening Ceremony Sponsor (with logo) on all printed materials*
- Recognition as the Opening Ceremony Sponsor (with logo) on the Sponsors' page of the Conference website, including a hyperlink to your website.
- Logo on the official sponsorship banner or backdrop onsite during business sessions.
- Corporate logo on sponsorship slide displayed during session breaks.
- The Sponsor may provide a freestanding banner which will be positioned at the entrance of the Ballroom during the Opening Ceremony.
- Invitation for one company representative to accompany the VIPs in the VIP room prior to the opening ceremony.
- Company logo will be printed on all programs.
- Sponsor may provide the Opening Ceremony Sponsor guests with a company branded gift (sponsor to supply gifts). Note: Gift subject to approval by the Committee.
- Verbal acknowledgement as a Sponsor during the Opening and Closing addresses.

*Note: *Exposure in the Conference publications are determined by confirmation of sponsorship prior to print deadlines.*

CORE MENU						RIDER MENU						
A	B	C	D	E	F	G	H	I	J	K	L	M

The Luncheon Package
RM60,000 – three available

Demonstrate your company's hospitality by sponsoring luncheon. Luncheon will be held during the conference on 11, 12 and 13 October in Shangri-La Hotel.

As the luncheon sponsor, your organisation will receive considerable exposure and recognition through the following benefits:

- Recognition as the Luncheon Sponsor (with logo) on all printed materials*
- Recognition as the Luncheon Sponsor (with logo) on the Sponsors' page of the Conference website, including a hyperlink to your website.
- Logo on the official sponsorship banner or backdrop onsite during business sessions.
- Corporate logo on sponsorship slide displayed during session breaks.
- The Sponsor may provide a freestanding banner which will be positioned at the entrance of the lunch venue.
- Opportunity for one company representative to present a three (3) minute speech at the Luncheon.
- Company logo will be printed on all luncheon programs/menus.
- Verbal acknowledgement as the Luncheon Sponsor at the session immediately preceding the luncheon.
- Verbal acknowledgement as a Sponsor during the Opening and Closing addresses.

*Note: *Exposure in the Conference publications are determined by confirmation of sponsorship prior to print deadlines.*

CORE MENU						RIDER MENU						
A	B	C	D	E	F	G	H	I	J	K	L	M

The Tea Break Package
RM30,000 – five available

Demonstrate your company's hospitality by sponsoring tea break. The tea break will be held during the conference.

As the tea break sponsor, your organisation will receive considerable exposure and recognition through the following benefits:

- Recognition as the Tea Break Sponsor (with logo) on all printed materials*
- Recognition as the Tea Break Sponsor (with logo) on the Sponsors' page of the Conference website, including a hyperlink to your website.
- Logo on the official sponsorship banner or backdrop onsite during business sessions.
- Corporate logo on sponsorship slide displayed during session breaks.
- The Sponsor may provide a freestanding banner which will be positioned at the tea break area.
- Company logo will be printed on all programs.
- Verbal acknowledgement as the Tea Break Sponsor at the session immediately preceding the tea break.
- Verbal acknowledgement as a Sponsor during the Opening and Closing addresses.

*Note: *Exposure in the Conference publications are determined by confirmation of sponsorship prior to print deadlines.*

CORE MENU						RIDER MENU						
A	B	C	D	E	F	G	H	I	J	K	L	M

The City Tour Package
RM30,000 – two available

Demonstrate your company's hospitality by sponsoring City Tour. Two city tours are available, tentatively one for KL city area and another one to Genting Highlands. The City Tour will be in the afternoon of Wednesday 12 October.

As the City Tour sponsor, your organisation will receive considerable exposure and recognition through the following benefits:

- Recognition as the City Tour Sponsor (with logo) on all printed materials*
- Recognition as the City Tour Sponsor (with logo) on the Sponsors' page of the Conference website, including a hyperlink to your website.
- Logo on the official sponsorship banner or backdrop onsite during business sessions.
- Corporate logo on sponsorship slide displayed during session breaks.
- Opportunity for one company representative to present a two (2) minute speech on the coach during the City Tour.
- Sponsor may provide the City Tour Sponsor guests with a company branded gift (sponsor to supply gifts). Note: Gift subject to approval by the Committee.
- Verbal acknowledgement as a Sponsor during the Opening and Closing addresses.

*Note: *Exposure in the Conference publications are determined by confirmation of sponsorship prior to print deadlines.*

CORE MENU						RIDER MENU						
A	B	C	D	E	F	G	H	I	J	K	L	M

The Conference Bags Sponsor Package
RM15,000 – exclusive

An exclusive opportunity to have your logo on conference bag to be provided to the delegates.

Benefits include:

- Logo on all conference bags (sponsor to provide conference bags).
- Corporate logo on Conference printed materials*
- Logo on the Conference's website with link to your website.
- Corporate logo on sponsorship slide displayed during session breaks.

CORE MENU						RIDER MENU						
A	B	C	D	E	F	G	H	I	J	K	L	M

The Mini Programme Package
RM10,000 – exclusive

The Conference Mini Programme offers constant exposure that continues to relay your message repeatedly throughout the Conference. Utilised by delegates for all sessions, the Mini Programme forms a valuable resource which often is retained for future reference long after the event.

- Full page full colour advertisement* on the back cover of the Mini Programme.
- Recognition as the Mini Programme Sponsor (with logo) on all printed materials**
- Recognition as the Mini Programme Sponsor (with logo) on the Sponsors' page of the Conference website, including a hyperlink to your organisation's home page.
- Corporate logo on sponsorship slide displayed during session breaks.

*Note: * Production cost of advertisements to be met by sponsor.*

***Exposure in the Conference publications are determined by confirmation of sponsorship prior to print deadlines.*

CORE MENU						RIDER MENU						
A	B	C	D	E	F	G	H	I	J	K	L	M

The Door Gift Package
RM7,500 – five available

Your company would receive the opportunity to provide a welcome gift to be distributed on your behalf during onsite registration. You may also personalise your gifts with a company logo or message. Gift ideas might include; USB memory stick; small box of chocolates; a book or compendium. Please note gifts are to be approved by Organising Committee beforehand.

- Recognition as the Delegate Gift Sponsor (with logo) on all printed materials*
- Recognition as the Delegate Gift Sponsor (with logo) on the Sponsors' page of the Conference website, including a link to your website.
- Corporate logo on sponsorship slide displayed during session breaks.
- Delegate gift will be handed directly to each delegate on behalf of the Sponsor during the registration process.
- Sponsor may display their logo on each Delegate Gift.

CORE MENU						RIDER MENU						
A	B	C	D	E	F	G	H	I	J	K	L	M

The Conference Pens Package
RM7,500 – one available

This is an opportunity to provide each delegate with your branded writing pen in the Conference Bags, and gain continued exposure for your organisation that extends beyond the duration of the Conference. As Conference Pens Sponsor, no other company will be permitted to include pens in the conference bags.

- Recognition as the Conference Pens Sponsor (with logo) on all printed materials*
- Recognition as the Conference Pens Sponsor (with logo) on the Sponsors' page of the Conference website, including a link to your website.
- Corporate logo on sponsorship slide displayed during session breaks.
- Writing Pens, provided by the Sponsor, will be included in all Delegate conference bags.

*Note: *Exposure in the Conference publications are determined by confirmation of sponsorship prior to print deadlines.*

CORE MENU						RIDER MENU						
A	B	C	D	E	F	G	H	I	J	K	L	M

**The Promotional Insert/Competition
RM7,500 – Three available**

If your company would like to conduct a competition or promotion during Conference, this is your opportunity. Your organisation can relax knowing all is managed for you with the following items.

- Promotional flyer or entry form to be inserted in all Delegate conference bags (Sponsor to supply material).
- Entry box/bowl to be prominently located at the registration area during the Conference.
- Winners will be photographed in the foyer immediately following the session.
- Photos of winners and a company representative to be published in Malaysian Actuary and the conference website as part of the Conference coverage.
- Prizes are to be provided by sponsor.

CORE MENU						RIDER MENU						
A	B	C	D	E	F	G	H	I	J	K	L	M

**The Marketing Literature
RM5,000 – Five available**

An insert into the Delegate conference bags is a cost-effective way to communicate your corporate message and products/services to the Conference delegates. Your organisation may provide promotional material which will be included in all Delegate conference bags. Materials to be approved by the Committee.

- Company brochure or product sample to be inserted in all Delegate conference bags. A maximum of four X A4 pages is accepted (Sponsor to supply material).

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CORE MENU						RIDER MENU						
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The Exhibition Booth
RM7,500 – Three available

If your company would like to book exhibition booth during Conference, this is your opportunity. Your organisation can relax knowing all is managed for you with the following items.

- Standard shell scheme booth including wall partition with laminated panel with F & T system aluminium structure size. 3m(W) x 3m(D) x 2.5m(H)
- 1 set company's name in adhesive vinyl lettering on fascia board.
- 1 unit information desk: 1m(L) x 500mm(W) x 750mm(H) + 2 units foldable chair + 1 unit dustbin.
- 1 unit 13 amp single phase power point + 2 units of 4' fluroscnt light.

Call Us Today



We want to help you achieve your business objectives and service your customer groups. If you would like to suggest other ways in which your company would like to be involved with the 16th EAAC, please do not hesitate to contact the Actuarial Society of Malaysia. The packages listed in this document can be tailored to your specific marketing needs as well as new ideas incorporated into the available options.

The Conference is a unique and prestigious marketing opportunity and we are confident your involvement as a Sponsor at this Conference will provide your company with exceptional business rewards.

For further details on the opportunities available please contact:-

Mr Raymond Lai
Chief Marketing Officer - 16th EAAC
Tel: 012 – 373 2712
Email: lyk@uniasialife.com.my
Website: www.actuariesasia.org

Actuarial Society of Malaysia

SPONSORSHIP BOOKING APPLICATION FORM

TO:

Mr Raymond Lai
Actuarial Society of Malaysia
c/oUni.Asia Life Assurance Bhd
3A floor, Bangunan Uni.Asia
16 Jalan Tun Tan Siew Sin
50050 KUALA LUMPUR
Malaysia

Tel: +603 2687 2166
+6012 373 2712
Email: lyk@uniasialife.com.my
Web: www.actuariesasia.org

Sponsorship Package(s) Requested:

	Package Items:	Please tick	
CORE Menu	Exclusive Farewell Gala Dinner	<input type="checkbox"/> A	RM120,000
	Exclusive Welcome Reception	<input type="checkbox"/> B	RM90,000
	Exclusive Opening Ceremony Package	<input type="checkbox"/> C	RM60,000
	Luncheon Package – three available	<input type="checkbox"/> D	RM60,000
	Tea Breaks – five available	<input type="checkbox"/> E	RM30,000
	City Tour – two available	<input type="checkbox"/> F	RM30,000

	Package Items:	Please tick	
RIDER Menu	Exclusive Conference Bags	<input type="checkbox"/> G	RM15,000
	Exclusive Mini Programme	<input type="checkbox"/> H	RM10,000
	Door Gifts – five available	<input type="checkbox"/> I	RM7,500
	Exclusive Conference Pens	<input type="checkbox"/> J	RM7,500
	Competition – three available	<input type="checkbox"/> K	RM7,500
	Marketing Literature – five available	<input type="checkbox"/> L	RM5,000
	Exhibition Booth – Three available	<input type="checkbox"/> M	RM7,500

CORE Menu	RM	Total Amount : _____
RIDER Menu	RM	

The details of the Sponsor:

Organisation Name: _____

Address: _____

Contact Person: _____

Tel: _____ Mobile: _____

Email: _____ Website: _____

The payment methods:

The payment should be made to **ACTUARIAL SOCIETY OF MALAYSIA**.

☐ **by cheque or by TT to the following:**

Name of Account : Actuarial Society of Malaysia
Bank : Malayan Banking Berhad
Branch : KL Main
Account No : 514011146845
Swift Code : MBBEMYKL

☐ **by credit card as per authorization below:**

Cardholder Name:	_____																
Credit Card Type:	<input type="checkbox"/>	Visa	<input type="checkbox"/>	MasterCard	<input type="checkbox"/>	ASM Direct Access											
MasterCard																	
Card Number:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
Start Date (mm/yy) :	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Expiry Date (mm/yy):				<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>					
Cardholder Signature:	_____												Date:	_____			
<small>The Actuarial Society of Malaysia accepts no responsibility for any loss or interception of this information during transmission by any medium.</small>																	

Note: All bank charges in respect of the TT must be borne by the remitter.