

FOCUSED ON THE FUTURE
CIA ANNUAL MEETING
JUNE 21-22, 2017, QUÉBEC CITY, QC



TOURNÉS VERS L'AVENIR
ASSEMBLÉE ANNUELLE DE L'ICA
LES 21 ET 22 JUIN 2017, QUÉBEC, QC

2017

Canadian Institute of Actuaries

ANNUAL MEETING SPONSORSHIP PROSPECTUS

**Canadian
Institute of
Actuaries**



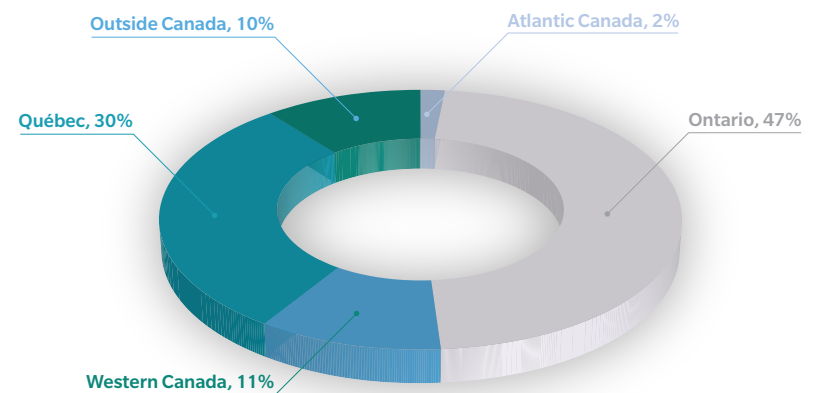
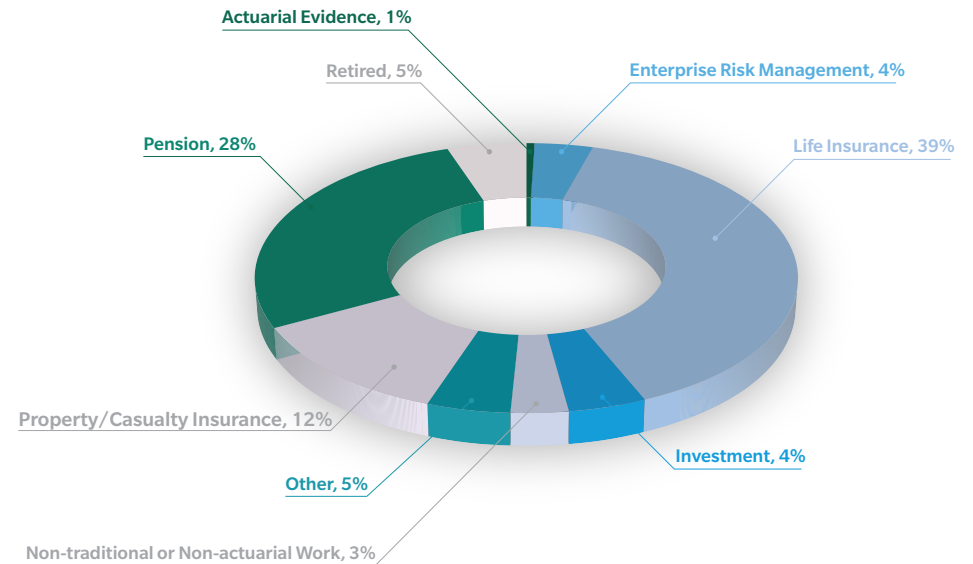
**Institut
canadien
des actuaires**

Document 217051

Actuarial Excellence in Canada

The Canadian Institute of Actuaries (CIA) is the national, bilingual organization and voice of the actuarial profession in Canada. Its 5,000+ members are dedicated to providing actuarial services and advice of the highest quality. The Institute puts the public interest ahead of the needs of the profession and those of its members.

Actuaries are risk management experts. They use mathematics, statistics, and probability to help ensure the financial security of society. Traditional actuarial practice areas include insurance (both life and property/casualty), investments, pensions, and enterprise risk management.



Reach Canadian Actuarial Professionals

Sponsorship of the CIA's 2017 Annual Meeting provides your company with an unparalleled opportunity to meet Canadian actuaries and highlight your commitment to actuarial education and research in Canada. Covering all practice areas, this is the best opportunity to showcase your brand to more than 450 actuarial professionals attending over 40 sessions:

- › Be recognized as an active supporter of Canada's leading actuarial professionals.
- › Increase your corporate visibility within the actuarial community.
- › Foster relationships with fellow industry leaders.
- › Support the recognition of the Associate (ACIA) and Fellow (FCIA) designations, Canada's standard for actuarial excellence.

**For more information,
please contact:**

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Affairs

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– or –

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Sponsor Recognition	Contributor \$2,500+	Benefactor \$5,000+	Patron \$10,000+
Logo recognition on event website, signage, mini program, and presentations	SMALL	MEDIUM	LARGE
Acknowledgement from the CIA President during the General Business Session	•	•	•
Complimentary registration			1
Complimentary job posting in the CIA actuarial jobs bank			1
Sponsor ribbon on name tags	•	•	•
Sponsor thank you during the event, via social media and CIA mobile app	•	•	•
URL to sponsor website from logo			•

2017 CIA Forums, Meetings, and Seminars

JUN.
21-22

CIA Annual Meeting,
Québec City, Québec

SEP.
24-25

Actuarial Evidence
Seminar
Montréal

SEP.
25-26

Seminar for the
Appointed Actuary
Montréal

NOV.
7

Pension Seminar
(half day)
Toronto

NOV.
7

Investment Seminar
(half day)
Toronto

2017 CIA Annual Meeting

Québec City, Québec, June 21–22



The 2017 CIA Annual Meeting is the best opportunity for Canada's actuarial community to stay abreast of hot topics, enrich their actuarial knowledge, make valuable connections, and take advantage of continuing professional development (CPD) opportunities. The CIA Annual Meeting will be held in Québec City from June 21–22, 2017.

Sponsorship Opportunities

Contributor-Level Sponsorship Opportunities

Luggage Tags \$2,500

- › Exclusive branding on the 2017 Annual Meeting luggage tag handed out to delegates.

Hotel Room Key Cards \$4,000

SOLD

- › Exclusive branding on the hotel key cards handed out to all delegates staying at the Hilton Québec or Delta Québec. This is a great way to get your brand in the hands of Annual Meeting delegates.

Smartphone Charging Station \$3,500

- › Delegates can quickly charge their smartphone device while watching the sponsor-branded messages displayed on the screen.

Mini Program \$4,000

SOLD

- › The mini program gives delegates essential conference information in a compact program that fits neatly in their name badge holder; and
- › Back cover ad gives sponsor the exclusive branding opportunity in this program.

Breakfasts (2) \$4,000 each

- › Buffet-style hot breakfast for all delegates on Wednesday, June 21 and Thursday, June 22; and
- › Logo recognition on the CIA website, Annual Meeting signage, on screen, and in the CIA mobile app.

Live Stream – General Business Session \$4,000

- › Exclusive logo at the beginning of the General Business Session live stream broadcast, with the potential to reach the CIA's 5,000+ members.

Benefactor-Level Sponsorship Opportunities

Networking Break \$5,000

- › Three (3) breaks feature service stations with refreshments and delicious snacks for all Annual Meeting delegates on Wednesday morning and afternoon, June 21, and Thursday morning, June 22;
- › Sole sponsorship of the refreshment breaks;
- › Exclusive name and/or logo recognition sign at the breaks; and
- › Exposure to the entire meeting delegation.

Keynote (2) \$5,000 each

- › A three-minute speaking opportunity;
- › Logo recognition on the CIA website, Annual Meeting signage, and presentations; and
- › Sponsor thank you during the Annual Meeting, via social media, and in the CIA mobile app.

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Keynote 1 – June 21 | 16:30–17:45

Speaker: Dr. David Coletto

The Disruptors—What Actuaries Need to Know about Millennials

For the first time, there are now more millennials in Canada than baby boomers or Gen Xers. Just as baby boomers have dominated the economic, political, and social life of Canada for the past 40 years, millennials will dominate the next 40. How will this generational change impact actuaries in Canada?

One of Canada's leading experts on the Canadian millennial generation, Dr.

David Coletto shares his perspective and data-based insights on who this generation is, why they are different, and what it means for the actuarial profession. Mr. Coletto is CEO and a founding partner of Abacus Data, a market research and data science firm based in Ottawa. He has studied the perceptions and behaviours of his generation for over six years and shares his insights through an interactive and engaging presentation. As the newest cohort of actuaries enter the workforce, he offers his perspective on how young professionals can succeed in this new, millennial-dominated world.

Keynote 2 – June 22 | 13:30–14:30

Speaker: The Honourable Joe Oliver

The Honourable Joe Oliver offers a unique view of Canada's financial past and future. He has served in various roles in the government and corporate sectors. He was minister of natural resources, minister responsible for the GTA, and of course, minister of finance, where he presented a balanced budget for the world's eleventh-largest economy. In the corporate sector, Oliver has held senior positions running investment banking operations at Merrill Lynch Royal Securities, Nesbitt Thomson, and BMO Nesbitt, among others.

While in office, Oliver represented Canada at the G7, G20, IMF, and World Bank meetings of finance ministers and governors of central banks. He also co-chaired the G20 committee responsible for generating country plans to increase global growth by \$2 trillion. Previously, he served as president and CEO of the Investment Dealers Association of Canada. He was also chair of the Financial Services Council of Canada, and the founding president and CEO of the Mutual Fund Dealers Association of Canada. Oliver also served as chair of the consultative committee of the International Organization of Securities Commissions, and worked as executive director of the Ontario Securities Commission. In March 2016, he was named a distinguished senior fellow by the Montréal Economic

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Institute, an independent, non-partisan, not-for-profit research and educational organization. In April 2016, he was appointed chair of the Origin Merchant Partners' advisory board.

Creativity Lounge \$6,000

- › The lounge, located in the main registration area, will serve as a networking/relaxation area for CIA Annual Meeting delegates for the duration of the CIA Annual Meeting;
- › Will include creative activities where delegates can relax and try some sponsor-branded brain-teasers and other fun activities; and
- › Exclusive name and/or logo recognition sign at the lounge.

Notebook \$6,000

- › The custom-designed notebook puts your exclusive branding message on the inside front cover and your logo on the outside back cover. Sponsor can insert a message on special Sudoku pages.

ONE
LEFT

Luncheon (2) \$7,500 each

- › Plated lunch for all delegates on Wednesday, June 21 and Thursday, June 22;
- › Two-minute speaking opportunity;
- › Exclusive logo recognition on signage in the room entrance and on screen in the lunch room;
- › Logo recognition on the CIA website, Annual Meeting signage, on screen, and in the CIA mobile app; and
- › Skirted table to display promotional materials.

Wi-Fi \$7,500

- › Help delegates stay connected as the official Wi-Fi sponsor;
- › Logo recognition on signage advertising the Wi-Fi login instructions; and

- › Logo recognition on the CIA website, Annual Meeting signage, on screen, and in the CIA mobile app.

CIA Annual Meeting App \$7,500

This is an exclusive opportunity to get your brand in the hands of meeting attendees. Providing all meeting details at delegates' fingertips, the CIA mobile app will be the go-to source for information at the Annual Meeting. In 2016, more than 75 percent of Annual Meeting attendees used the app to build their personalized schedule, view presentation materials, and learn about the speakers. The app is available for use on iPhone, iPad, Android devices, and the mobile web.

- › Exclusive branding on the app;
- › Three banner ads to display within the app; and
- › Sponsor will receive all Patron-level benefits.

Patron-Level Sponsorship Opportunities

Lanyards \$10,000

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- › Exclusive branding on the official lanyard for the 2017 Annual Meeting and fall seminars; and
- › Sponsor will receive all Patron-level benefits.

Delegates Networking Event Wednesday, June 21 \$10,000

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- › Sole sponsorship of this event;
- › One complimentary full meeting registration; and
- › Exclusive name and/or logo recognition sign at the reception.

Please complete and e-mail this form to:

Matthieu Landry, CIA senior marketing coordinator, at matthieu.landry@cia-ica.ca

Name _____

Title _____

Organization _____

Address _____

City _____ Province _____ Postal Code _____

Telephone _____ Fax _____ E-mail _____

Twitter Account _____

Authorization Signature _____ Date _____

Method of Payment

- Please invoice me
- Visa
- MasterCard
- American Express

Card Number _____

Name _____

Expiry Date _____

Signature _____

Terms

A sponsorship agreement for your signature as well as an invoice will be issued with the confirmation of your support. Full payment is due and payable to “Canadian Institute of Actuaries” upon receipt.

Mailing Address

Please send payment and correspondence to:

Matthieu Landry,
Senior marketing coordinator
Canadian Institute of Actuaries

1740-360 Albert
Ottawa, ON K1R 7X7