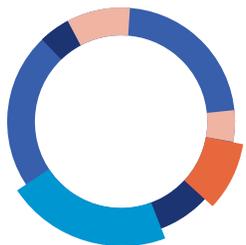


# 2019

## Seminar for the Appointed Actuary Sponsorship Prospectus



SEPTEMBER 18–19, 2019 | MONTRÉAL  
CIA Seminar for the Appointed Actuary

LES 18 ET 19 SEPTEMBRE 2019 | MONTRÉAL  
Colloque pour l'actuaire désigné de l'ICA

Canadian  
Institute of  
Actuaries



Institut  
canadien  
des actuaires

# Actuarial Excellence in Canada

The Canadian Institute of Actuaries (CIA) is the national, bilingual organization and voice of the actuarial profession in Canada. Our 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 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.

## **Exceptional** Continuing Professional Development (CPD)

Promising the best in CPD opportunities, the Seminar for the Appointed Actuary informs, engages, and inspires those committed to the growth of the profession and its practitioners. This year's seminar features strategic and tactical sessions, a specific IFRS 17 track, and will be of tremendous value to life and property and casualty practitioners, as well as leaders of

actuarial units looking for excellent networking and a high-quality meeting experience developed by Canadians, for Canadians.

Are you ready to be recognized as an active supporter of Canada's leading actuarial professionals and increase your corporate visibility within the actuarial community? Support the recognition of the Associate (ACIA)

and Fellow (FCIA) designations, Canada's standard for actuarial excellence, and sign up to be a sponsor today.

Sponsorship at the Seminar for the Appointed Actuary provides your company with an unparalleled opportunity to meet Canadian actuaries and highlight your commitment to actuarial education and research in Canada.

# Engaging Keynote Speaker



## Dr. Ann Cavoukian

Dr. Ann Cavoukian is recognized as one of the world's leading privacy experts. Dr. Cavoukian served an unprecedented three terms as the Information and Privacy Commissioner of Ontario. While there, she created Privacy by Design (PbD), a framework that seeks to proactively embed privacy into the design specifications of information technologies, networked infrastructure, and business practices, thereby achieving the strongest protection possible. In 2010, international privacy regulators unanimously passed a resolution recognizing Privacy by Design as an international standard. Since then, PbD has been translated into 40 languages.

She is presently the Distinguished Expert-in-Residence, leading the Privacy by Design Centre of Excellence at Ryerson University. Dr. Cavoukian is also a Senior Fellow of the Ted Rogers Leadership Centre at Ryerson University, and a Faculty Fellow of the Center for Law, Science & Innovation at Sandra Day O'Connor College of Law at Arizona State University.

Dr. Cavoukian is the author of two books, *The Privacy Payoff: How Successful Businesses Build Customer Trust* with Tyler Hamilton and *Who Knows: Safeguarding Your Privacy in a Networked World* with Don Tapscott. She has received numerous awards recognizing her leadership in privacy, including being named as one of the Top 25 Women of Influence in Canada, named among the Top 10 Women in Data Security and Privacy, named as one of the 'Power 50' by *Canadian Business*, and named as one of the Top 100 Leaders in Identity. She was awarded the Meritorious Service Medal by the Governor General of Canada for her outstanding work on creating Privacy by Design and taking it global (May 2017), named as one of the 50 Most Impactful Smart Cities Leaders (November 2017), named among the Top Women in Tech (December 2017), and was awarded the Toastmasters District 60 Communication and Leadership Award (April 2018).

# Sponsorship Recognition

Sponsor Benefit	Contributor \$2,500+	Benefactor \$5,000+	Patron \$10,000+
Logo recognition on event website, signage, mini program, and presentations	<b>SMALL</b>	<b>MEDIUM</b>	<b>LARGE</b>
Acknowledgement in the opening remarks	•	•	•
Complimentary registration			1
Complimentary job posting in the CIA actuarial jobs bank			1
Unique sponsor badges	2	4	6
Sponsor profile in the seminar mobile app	50-word description	50-word description	100-word description
Recognition via social media and CIA mobile app throughout the event	•	•	•
Link to sponsor website from landing page logo	•	•	•

# 2019 Sponsorship Opportunities

## Contributor-level sponsorship opportunities

### Mini program \$3,500

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

### Breakfasts (2) \$3,000 each

- › Buffet-style hot breakfast for all delegates on Wednesday, September 18 and Thursday, September 19.
- › Sponsor logo on screen during breakfast.

### Smartphone charging station \$3,000

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

## Benefactor-level sponsorship opportunities

### Networking break \$5,000

- › Three breaks feature service stations with refreshments and snacks for all delegates on Wednesday morning and afternoon, September 18, and Thursday morning, September 19.
- › Exclusive logo recognition at the break stations.

### Wi-Fi \$5,000

- › Help delegates stay connected as the official Wi-Fi sponsor.
- › Logo recognition on signage displaying the Wi-Fi login instructions.

### Keynote \$5,000

- › A two-minute speaking opportunity to introduce the keynote speaker.
- › Logo recognition on screen during the speaking opportunity.

**Speaker: Dr. Ann Cavoukian**

### Plated lunch (2) \$6,500 each

- › Buffet-style lunch for all delegates on Wednesday, September 18 and Thursday, September 19.
- › Two-minute speaking opportunity.
- › Exclusive logo recognition on signage at the room entrance and on screen in the lunchroom.

### Delegate networking reception \$6,500

- › Sole sponsorship of the reception on Wednesday, September 18.
- › Exclusive logo recognition at the reception.

## Actuaries Helping Hands program

\$6,500

This giving-back program is an opportunity to invite up to 20 attendees from the list of registered delegates to an exclusive on-site setting to truly impact the lives of others.

Together with your invited guests, you will build four prosthetic hands that will be donated around the world by Odyssey Teams. These prosthetic hands will change the lives of amputees affected by landmines and other hazards in developing countries.

The sponsor is responsible for providing a host who will be given instructions to lead the activity, which will take approximately one hour, and will take place during the Delegate Networking Reception on Wednesday evening.

## Patron-level sponsorship opportunities

### Lanyards

SOLD

- › Exclusive branding on the official lanyard for the 2019 CIA conference and seminars.

### Espresso bar

SOLD

- › Delight delegates with their favourite specialty coffee as the espresso bar sponsor. You will receive great brand visibility through:
  - › Sponsor-branded coffee cups.
  - › Exclusive logo recognition at the espresso bar station.

## Please complete and email this form to:

Kelly Fry, CIA Manager, Marketing, at [kelly.fry@cia-ica.ca](mailto:kelly.fry@cia-ica.ca)

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Twitter Account \_\_\_\_\_

Authorization Signature \_\_\_\_\_ Date \_\_\_\_\_

### Terms

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

**For more information,  
please contact:**

**Kelly Fry**

Manager, Marketing

**Canadian Institute of Actuaries**

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Ottawa, ON K1R 7X7

613-236-8196 ext. 127

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[cia-ica.ca](http://cia-ica.ca)