

SPONSORSHIP PROSPECTUS



LEARN INTERACT **GROW**

30 March - 4 April
2014

**30th International
Congress of Actuaries**
Marriott Wardman Park
Washington, DC

www.ICA2014.org

On behalf of the Organizing Committee of the 2014 International Congress of Actuaries (ICA), it is my pleasure to invite you to participate in the Congress as a sponsor and exhibitor.

The 30th International Congress of Actuaries will be held 30 March to 4 April 2014 in Washington, D.C. The Congress is a quadrennial function of the International Actuarial Association (IAA) and welcomes actuaries from all disciplines and from around the world.

Founded in 1895, the IAA is the worldwide association representing local professional actuarial associations and their individual actuaries. The IAA is dedicated to research, education, and the development of the actuarial profession and actuarial associations.

The International Congress of Actuaries, held every four years, is an important vehicle for achieving the goals of the IAA. The aim of this international event is to promote communication and debate about all aspects of actuarial practice, research, and education.

In 2014, the Congress is being hosted and organized by the five actuarial associations in the United States: the American Academy of Actuaries, American Society of Pension Professionals and Actuaries, Casualty Actuarial Society, Conference of Consulting Actuaries, and Society of Actuaries.

The theme of the 2014 Congress is Learn, Interact, Grow. All facets of the Congress are being designed to give delegates and their guests a variety of opportunities to do exactly that. Attendees will:

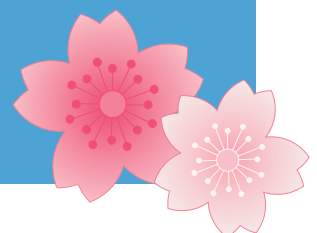
- Learn about the latest ideas in actuarial practice,
- Interact with actuaries and other risk professionals through the educational and social events, and
- Grow from the stimulating educational sessions and from engagement with professionals from countries and cultures around the world.

I hope that you will join us in Washington, D.C. for ICA 2014 by participating as a sponsor and exhibitor, as well as by sending delegates to the meeting. Please take a few minutes to review the accompanying materials, which outline the excellent visibility opportunities for sponsors and exhibitors. If you have any questions regarding sponsorship and exhibiting opportunities, please do not hesitate to contact us.

Sincerely,

Robert F. Conger

Chair, ICA 2014 Organizing Committee



2014 International Congress of Actuaries Overview

A tradition dating back to 1895, when the first Congress was hosted in Brussels, Belgium, the most recent congresses were held in Cape Town, South Africa (2010), Paris, France (2006), and Cancun, Mexico (2002). ICA typically attracts between 1,500-2,000 delegates, plus accompanying persons, from around the world. Delegates include leaders of the actuarial profession from approximately 100 countries.

The dates for ICA 2014 (30 March to 4 April 2014) were chosen to coincide with one of the most beautiful times of the year in Washington, D.C. — springtime and the annual Cherry Blossom Festival. This is when the cherry blossom trees that line the Potomac River are in full bloom. The festival is a celebration of spring and commemorates the 1912 gift of the cherry trees from Japan.

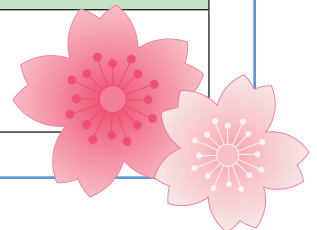
The Congress schedule will span five days and the Scientific Program will offer sessions designed to appeal to all actuaries from every practice area. Parallel sessions will be offered that address topics within life insurance, general insurance, pensions, health insurance, enterprise risk management, and professionalism. Sessions will include invited speakers, organized panels, authors of new papers, and opportunities for discussion.

ICA 2014 promises an enjoyable Social Program for delegates and their accompanying guests. In addition to the Welcome Reception and Gala Dinner, the Congress week will include some open afternoons to allow delegates to enjoy all that the Washington, D.C. region has to offer.

Details on sponsorship and exhibiting opportunities at ICA 2014 can be found on the following pages of this program. For more details on ICA 2014, please visit www.ICA2014.org.

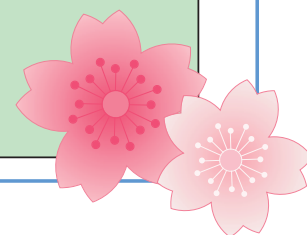
ICA 2014 at a Glance

When:	30 March to 4 April 2014
Where:	Washington Marriott Wardman Park hotel in Washington, D.C.
Presented by:	International Actuarial Association (IAA)
Hosted by:	The five actuarial organizations in the U.S, including the American Academy of Actuaries, American Society of Pension Professionals and Actuaries, Casualty Actuarial Society, Conference of Consulting Actuaries, and Society of Actuaries.
Delegates Expected:	1,500 to 2,000, plus accompanying persons
Delegate Profile:	Senior level actuaries who specialize in all actuarial disciplines, including life insurance, general insurance, pensions, health insurance, and enterprise risk management.



ICA 2014 Schedule

	Morning	Afternoon	Evening
Wednesday March 26		IAA Committee Meetings	
Thursday March 27	IAA Committee Meetings		
Friday March 28	IAA Committee Meetings		IAA Optional Social Event
Saturday March 29	IAA Committee Meetings		IAA Official Dinner
Sunday March 30	IAA Council Meeting	ICA Registration	Welcome Reception
Monday March 31	Opening Plenary Session Parallel Sessions -Life/IAALS -Pension / PBSS	Parallel Sessions -Life/IAALS -Pension/PBSS -Professionalism Education	Optional Event
Tuesday April 1	Parallel Sessions -Life/IAALS -Pension/PBSS -Enterprise Risk Management -Consulting/IACA -Professionalism Education	Organized Tours	Optional Event
Wednesday April 2	Parallel Sessions -Life/IAALS -Enterprise Risk Management -Financial Risk/AFIR -Consulting/IACA Plenary Session	Parallel Sessions -General Insurance/ASTIN -Health/IAAHS -Enterprise Risk Management -Financial Risk/AFIR	Optional Event
Thursday April 3	Parallel Sessions -General Insurance/ASTIN -Health/IAAHS -Enterprise Risk Management -Consulting/IACA -Professionalism Education	Organized Tours	Gala Dinner
Friday April 4	Parallel Sessions -General Insurance/ASTIN -Health/IAAHS -Professionalism Education	Closing Plenary Session ICA 2018 Introduction	



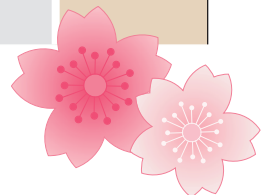
ICA 2014 Sponsorship Opportunities

ICA 2014 offers four sponsorship packages to accommodate a variety of marketing budgets. Each sponsorship level will accept a limited number of sponsors, and sponsors receive benefits commensurate with their investment level, as outlined in the table of benefits below.

Why sponsor at ICA 2014?

- A sponsorship is a unique opportunity available to a limited number of companies who will enhance their stature through visibility and exposure at the Congress.
- Build and reinforce name recognition for your company and your products among 1,500 to 2,000 delegates from all actuarial disciplines and from around the world – as well as with visitors to the ICA 2014 web site before, during, and after the Congress..
- Demonstrate your support for the actuarial community and commitment to education.

Benefits	Platinum \$90,000 USD	Gold \$60,000 USD	Silver \$30,000 USD	Bronze \$15,000 USD
Limit to number of sponsorships accepted at this level	5	10	15	N/A
Complimentary delegate registrations	6	4	2	1
Complimentary exhibit booth	1	1	60% fee discount	30% fee discount
Priority selection of booth space	1st	2nd	3rd	4th
Option to provide one exclusive item from Contributor Package (extra cost, see following pages)	✓	✓	\$2,500	\$5,000
Exposure and recognition in the ICA 2014 promotional video, which will be available online and shown at actuarial organization meetings around the world leading up to the Congress	✓			
Private reception for all Platinum Sponsors with a special guest (TBD) for six of your company's delegates and six accompanying guests	✓			
Recognition as sponsor with logo and link on ICA 2014 web site homepage, providing immediate exposure and recognition by web site visitors	✓			
Recognition in Gala Dinner menu/program	✓			
Priority seating at Congress plenary sessions and Gala Dinner	✓	✓		
Recognition on banners at Welcome Reception, Gala Dinner, plenary session venue, registration area, and exhibit hall	✓			
<ul style="list-style-type: none"> • Exclusive Banner • Shared banner with multiple logos of sponsors 	✓	✓		
One-page flyer in delegate tote bag	✓	✓	✓	
Opportunity to reserve a hospitality suite or meeting space at the headquarters hotel to host private social functions or client meetings (at your expense)	✓	✓	✓	



	Full-page	Half-page	Quarter-page	
Color advertisement in on-site program				
Recognition in Congress registration brochure sponsor listing, including company logo for Platinum and Gold sponsors, and short description for Platinum sponsors. Recognition in on-site program with company name, logo, and short description for all sponsors.	✓	✓	✓	✓
Recognition during opening and closing sessions <ul style="list-style-type: none"> Mentioned verbally and displayed on screen Displayed on screen only 	✓	✓	✓	✓
Recognition as sponsor on ICA 2014 web site sponsor page with company name, logo, short description, and link to your web site, providing immediate exposure and recognition by web site visitors	✓	✓	✓	✓
Pre-meeting attendee mailing labels or e-mail address provided as an excel file for one-time use.*	✓	✓	✓	✓
Post-meeting attendee mailing labels or e-mail address provided as an excel file for one-time use.*	✓	✓	✓	✓
Sponsor ribbons for delegates attending from your company.	✓	✓	✓	✓

* Mailing lists will include all registrants as of the date produced, but excluding registrants who explicitly opt out of sponsor mailings.

Contributor Packages

Sponsors are invited to broaden their exposure by having their company name and logo displayed on one of the items listed below, which will be provided to ICA 2014 delegates. Each item will be sponsored exclusively and on a first-come, first-served basis. Platinum and Gold Sponsors are afforded this opportunity with the licensing fee waived, while Silver and Bronze Sponsors may elect to participate for a fee. The licensing fee will allow you to display your company name and logo, along with the ICA 2014 logo, on the item you select.

Sponsor Level	Licensing Fee
Platinum	Complimentary
Gold	Complimentary
Silver	\$2,500
Bronze	\$5,000

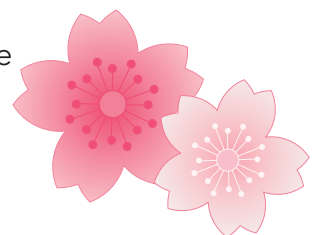
Companies sponsoring the give-away items are responsible for the costs to produce the item. ICA 2014 staff will work with you to select an appropriate item and facilitate the vendor arrangements.

Mobile App

The ICA 2014 Mobile App will provide delegates with easy access to the Congress agenda, session and speaker details, attendee list, venue information, latest Congress news, and more. Advertisements within the app will display your company name and logo.

Cyber Café

Don't miss an opportunity to be the exclusive supporter of the Cyber Café, the place delegates go to stay connected during the Congress. Your company name and logo, along with the ICA 2014 logo, will be displayed on the screensaver on each computer. Signage at the Cyber Café will also acknowledge your sponsorship.



Hotel Guest Room Keys

Get your organization's name and logo in the hands of delegates. Your company logo will be displayed on the hotel room keys for the Marriott Wardman Park.

Maps

A pocket-sized map of Washington, D.C. will be provided to every delegate. Your company name and logo will be displayed on the map.

Notebooks

A notebook with note taking pages and a hotel map will be provided to every delegate. Your company logo will be displayed on the front cover of the notebook. Every time someone opens up their notebook, your company name and logo will be seen. Attendees will take this with them everywhere during the Congress and beyond!

Audio Recordings

Access to downloadable session recordings will be available for purchase following the Congress. As audio recording sponsor, your company name and logo will be displayed on the order form and the web site where downloadable recordings are accessed.

Wall Street Journal

Provide delegates with a copy of the Wall Street Journal, delivered to their hotel door each morning at the Marriott Wardman Park. Your company name and logo will be displayed on a label on the front page of the newspaper

Gourmet Coffee Stand

Your company logo will be prominently displayed on signage beside the gourmet coffee stand, which will be located in the exhibit hall. The stand will surely be a popular stop for delegates, who will walk the exhibit hall and meeting space with a cup of coffee displaying your company logo.

Printed List of Attendees

Provide delegates with a printed List of Attendees, with your company name and logo displayed prominently on the cover.

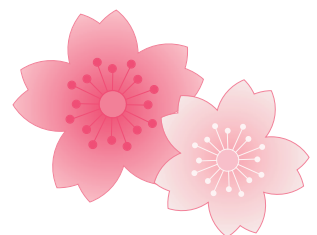
Additional Options

If you have an idea for an item that's not on this list, we would love to hear from you -- contact us at Sponsorships@ICA2014.org. A few other items to consider are:

- Clothing items, such as jackets, shirts, hats, etc.
- Electronics, such as USB drives, flashlights, reading lights, etc.
- Miscellaneous items, such as umbrellas, pens, water bottles, etc.

Questions?

Call Denise Fuesz, at 847.706.3516 or e-mail at Sponsorships@ICA2014.org



ICA 2014 Exhibitor Program for Sponsors

ICA 2014 is an excellent opportunity to meet face-to-face with the decision-makers who use your products and services.

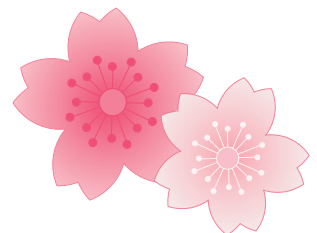
Your prospective customers and clients will be among the 1,500-2,000 delegates who will attend ICA 2014, including leaders of the actuarial profession from approximately 100 countries. Many of the delegates hold high-level management positions in their companies and are a major buying influence.

Therefore, ICA 2014 sponsors should plan to take advantage of the ICA 2014 exhibit hall. Booth space is included as a complimentary benefit for Platinum and Gold level sponsors, and offered at a discounted rate for Silver and Bronze sponsors. Booth space is limited and booth assignments will be made on a first-come, first-served basis, with priority for selections based on the sponsorship level.

Tentative Exhibit Hall Schedule:

Sunday, 30 March	Exhibitor Move-In
Monday, 31 March	Exhibit hall open before sessions begin, during morning and afternoon breaks, and over lunch.
Tuesday, 1 April	
Wednesday, 2 April	
Thursday, 3 April	
Friday, 4 April (morning)	Exhibitor Move-Out
Friday, 4 April (afternoon)	

The exhibit hall will be designed as a traditional, small-town America town square, and will serve as the central gathering place for ICA 2014 delegates throughout the Congress. Lunches and networking breaks will be held in the exhibit hall, to maximize exhibitor exposure and provide for a consistent flow of traffic through the exhibit space. In addition, Internet kiosks and a souvenir stand will be located in the exhibitor area to further attract delegates to the exhibits.



Additional Benefits Provided to Sponsors who Exhibit:

- Booth space in the exhibit hall for the duration of ICA 2014.
- Two exhibitor registrations for booth representatives (registrations for additional booth representatives may be purchased at the regular fees).
- Inclusion in ICA 2014 web site exhibitor listing, with company name, logo, description, and link to your web site.
- Inclusion in the on-site program booklet promoting exhibit area and hours, and listing your company name, logo, and description.
- Opportunity to reserve a hospitality suite or meeting space at the headquarters hotel to host private social functions or client meetings (at your expense).

Exhibit Fee Schedule

\$5,000	Exhibit fee for non-sponsors
\$3,500 (30% discount)	Exhibit fee for Bronze sponsors
\$2,000 (60% discount)	Exhibit fee for Silver sponsors
Complimentary	Exhibit fee for Gold sponsors
Complimentary	Exhibit fee for Platinum sponsors

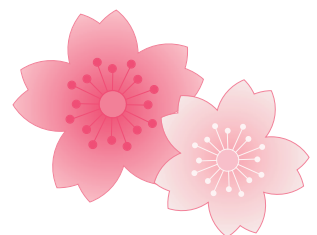
Exhibit Fee Includes:

- A 10'x10' exhibit booth.
- Standard framing materials, backdrop, identification sign, and carpeting.
- Two exhibitor registrations for booth representatives (registrations for additional booth representatives may be purchased at the regular fees).
- Additional benefits described above.

Questions?

Call Denise Fuesz, at 847.706.3516

Or e-mail at Sponsorships@ICA2014.org



Sponsorship and Exhibitor Application

1. General Information

Contact Name _____

Company Name _____

Address _____

City _____

State (province) _____

Zip/postal _____

Country _____

Daytime Telephone _____

Fax _____

E-mail address _____

Web Site address _____

2. Level of Sponsorship (check one)

- Platinum Sponsorship Package - \$90,000
- Gold Sponsorship Package - \$60,000
- Silver Sponsorship Package - \$30,000
- Bronze Sponsorship Package - \$15,000

3. Contributor Item Selected: _____

4. Exhibitor Yes
 No

Please email your completed application to Denise Fuesz at Sponsorships@ICA2014.org or fax to 847.273.8538. Upon receipt of application, firms will be contacted regarding payment and contract details.