

2018 AFRICA INSURANCE SUMMIT

25th to 26th June, 2018: Kenya School of Monetary Studies (KSMS), Nairobi, Kenya

Digital Disruption in Insurance – Unlocking the Vast African Potential



Organisation Of
Eastern & Southern
Africa Insurers



Insurance
Information
Bureau

With the overall theme of Insuring the Uninsured, the Africa Insurance Summit 2018 will focus on progressing insurance penetration through identifying the disruptive forces shaping the future of the industry and delve into the growth opportunities arising from emerging markets, mergers & acquisitions and a closer alignment with the sustainable development agenda. Some of the key focus areas shall include:

- Past bad experiences that continue to cloud insurance uptake
- Cultural practices that inhibit insurance uptake especially at the micro level
- Lack of Personal financial management awareness that obstruct resources for insurance uptake
- Developing insurance Retail markets
- Technology in Insurance progression
- Identifying and developing leadership in Insurance progression
- Bancassurance & alternative distribution channels
- Regulatory impact on insurance progression
- Emerging markets: energy, micro insurance, agriculture, infrastructure, terrorism and cyber threats- are we ready for the horizon ahead.
- Reinsurance as the game changer.

THE INSURANCE SURVEY 2017

The Survey will form the basis of comparing where we are against where we want to be in the next 5 years- progressing insurance penetration into double digit figures in the next five (5) years.

The Survey findings will be covered by invited media houses and used by policy makers, banks, insurance companies and market players to make business decisions. The Commissioner and Chief Executive of the Insurance Regulatory Authority will himself launch the report at the conference.

A report of the findings will be published by the Insurance Information Bureau (IIB) for distribution to East African Consumers, Market Players and Industry Stakeholders.

THE INSURANCE SUMMIT DOCUMENTARY

The 15 minute documentary will be part of the Insurance Awareness Campaign in partnership with our media partner (KTN/Nation) and the Industry Associations.

Interviews from banks, insurers, regulators and experts in the industry and a showcase of key leading Insurance products in the region will form the genesis of the documentary.

To sensitize the viewers, a campaign on print (Daily Nation & The Standard), Radio and TV will run for FIVE days to the documentary.

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THE SPONSOR OFFER

We would like to invite you aboard on 1st Annual Insurance Summit for Africa as a Sponsor to the Survey, Conference and the Documentary all in one package.

The Summit will attract over 300 delegates within and without the Insurance and Banking sector from more than 200 corporates at the event and more than 1000 exhibition visitors over the three days.

We believe that this is an appropriate forum for you to interact with Corporates, Banks, insurance companies and other stakeholders, form synergies and make inroads that will help your organization reaffirm its position in the market.

PEOPLE YOU WILL MEET

- Corporates, SME's
- Bank CEOs,
- Insurance CEO's
- Top and middle level Insurance executives
- Top and middle level bank executives
- Key industry stakeholders
- Professionals in the Bancassurance & Micro Insurance Field
- Government Representatives
- Consumers
- Media

EVENT PUBLICITY & PROMOTION

- The conference will be publicized and promoted across East Africa by our media partner along with their partners in East Africa.
- A campaign will also be carried online through websites of our stakeholders and via social media
- The Insurance Report launch will be featured and promoted across major newspapers and a supplement carried by our media partner in Kenya.

WHY YOU SHOULD SPONSOR

- You shall enjoy Brand exposure and reinforcement amongst the public and the attendants.
- Your interaction with the Insurance and Banking sector enhances your understanding of their needs.
- It provides a low cost medium of reaching a highly targeted audience.
- If you are offering insurance through bank-insurance partnership, this is your opportunity to affirm your leadership in Insurance progression in Africa.
- If you are looking to reach key decision makers in the financial sector this event is your ultimate vehicle.

SPONSORSHIP PACKAGES

GOLD SPONSOR : The Sponsorship fee is USD 15,000.

Conference

- A key note speech on Launch
- A 15 Minute Presentation in line with the theme.
- Display banners prominently
- 10 delegate passes to the conference
- Corporate distribution Booth for your company
- Your company's name and logo on backdrop banner
- Branded/Marketing Item in the conference delegate bag
- 2 pages for your company profile in the conference booklet to feature on the conference programme
- A direct email announcing the sponsorship to the over 1000
- Industry contacts in East Africa
- One strategic Exhibition Stand

CEO Forum

- A key note Speech at Closing Dinner
- Branding the event and materials
- Ownership of the subsequent CEO forums
- Display banners prominently at the venue entrance and strategic locations inside the venue
- Corporate Tent at the Entrance
- Invitation Cards branding and the tables
- Branding the tokens to be given to the facilitators

Documentary

- 2 minutes Airtime on the 1 minute Documentary to air during KTN/NATION news
- We shall also give you Credits at the beginning and the end of the film
- We would love to tell Kenyans of your generous sponsorship on blogs, social media and our website.
- We would love to have your logo on screen throughout the film time (Only 2 spots available on first come first served basis)
- On the Survey, we would love to have a cove recognition as a sponsor on

SILVER SPONSOR : The Sponsorship fee is USD 12,000.

Conference

- Display 2 banners prominently at the podium and venue
- 4 delegate passes to the conference
- Corporate distribution Booth for your company
- Your company's name and logo on backdrop banner
- 1/2 page for your company profile in the conference booklet Logo to feature on the conference programme
- A direct email announcing the sponsorship to the over 1000 industry contacts in East Africa
- Enhanced listing on our website
- Exhibition Space

Documentary

- 1 minutes Airtime on the Documentary to air during Prime Time KTN
- We shall also give you Credits at the beginning and the end of the film
- We would love to tell Kenyans of your generous sponsorship on blogs, social media and our website.

EXHIBITORS : The Sponsorship fee is USD 3,500 (Including Branding as per your specifications)

Conference

- One.3*3m exhibition booth inside the conference centre with your corporate colours
- 2 delegate passes to the conference.
- Your company's name and logo on backdrop banner
- 1/2 page for your company profile in the conference booklet Logo to feature on the conference programme
- Enhanced listing on our website

Documentary

- We shall give you Credits at the end of the film
- We would love to tell Kenyans of your generous sponsorship on blogs, social media and our website

We want few high impact sponsors to enable us generate more value from the Investment.

DEADLINE

The deadline for all sponsorship confirmations **30th April 2018**. We encourage you to book early to secure prime spots on the conference, golf course and documentary!