



# momentum

BIENNIAL CONFERENCE IN CANBERRA  
11 - 13 October 2023

SPONSORSHIP  
and EXHIBITION



ALUCA



## WELCOME

Thank you to all our sponsors for your continued support, hello to potential new sponsors and a warm welcome to the sponsorship opportunities for the 2023 Australasian Life Underwriting and Claims Association (ALUCA) Momentum Conference.

Over the past 20 years, working together with sponsors has enabled ALUCA to deliver flagship events and conferences while connecting all areas of the life insurance Industry - including insurance, reinsurance, superannuation and industry service providers in Australia, New Zealand and overseas. Based on the success of our most recent conference, it is expected once again that a significant number of delegates across all industry sectors will attend the ALUCA Momentum Conference, which will be held at the QT Canberra from 11 to 13 October 2023.

The theme for the 2023 ALUCA Biennial Conference is 'momentum'. This theme builds upon the achievements of the life insurance industry over the last 3 years, despite extraordinary challenges. From the industry working together to transform the Individual Disability Income Insurance (IDII) offering in the market, through to vast regulatory changes and rebuilding trust with consumers, we have shifted our thinking and processes to overcome recent obstacles. How can we continue this momentum to future-proof the industry?

The ALUCA 2023 Conference presents sponsors with a unique opportunity to gain exposure to a highly targeted audience, with several excellent conference specific sponsorship and exhibition packages available. It also aims to be a green conference with minimal environmental footprint, bringing additional brand alignment benefits for your business.

There is no better opportunity to make contacts and present your products or services to life insurance professionals than at ALUCA's upcoming Biennial Conference. Partner with us in Canberra from 11-13 October 2023 as we delve into maintaining a competitive edge and enhancing profitability for life insurers in a new world of unprecedented change and untapped technology.



## **KEY BENEFITS of** Sponsoring and Exhibiting

### **Premium Brand Placement**

Achieve greater engagement for your business at a premium conference dedicated to all areas of life insurance - such as underwriting, claims, rehabilitation, management, legal and regulatory and more.

### **Value for Money with Maximum Exposure**

Conference partners receive maximum exposure and brand awareness by having their partnership promoted in the lead up to, during and post the conference.

### **Flexible and Collaborative Approach**

Every business is different, and bespoke packages are available. Our flexible, friendly team works collaboratively with our partners to provide a seamless experience.

### **Increase Brand Sentiment**

Becoming a sponsor and exhibitor gives your business an opportunity to deliver a clear message about your commitments to the industry and future innovation.

### **Access Key Decision Makers**

The ALUCA Biennial Conference is a rare opportunity to showcase your products and services and connect with key decision makers in the life insurance industry.

### **Highly Targeted Lead Generation**

Inform and update this niche sector about your business while generating leads from ALUCA's highly targeted event.





## PICK + MIX Options

We seek to ensure our sponsors receive the highest brand exposure possible in return for their investment. There are a variety of sponsorship packages available to suit your budget and objectives. Sign up early to gain maximum return on investment for your company, brand and product.

Hurry, as sponsorship packages are secured on a 'first in, first served' basis and tend to sell-out fast. If you'd like assistance selecting the best solution for your business, or for more information on any of our conference opportunities, contact our team on **(03) 7046 2107** or **conference@aluca.com**.

All prices are in \$AUD and exclude GST. Sponsor terms and conditions apply, contacts us for more information.

### SPONSOR

#### INVESTMENT (ex GST)

Night at the Museum Sponsor	\$ POA
VIP Executive Leaders Round Table Sponsor - DAY 1	\$12,000
VIP Business Lounge Sponsor	\$ POA
Social Night Sponsor	\$ POA
MC Sponsor	SOLD
Opening Keynote Speaker Sponsor	\$6,000
Closing Keynote Speaker Sponsor	\$6,000
Coffee Station Sponsor	SOLD
Juice Station Sponsor	\$ POA*
Registration and Lanyard Sponsor	SOLD
Conference App Sponsor	SOLD
LinkedIn LIVE Sponsor	SOLD
Tech Alley Sponsor	\$ POA
Morning Activity Session Sponsor	\$2,500*

### EXHIBITING - BOOTH

Shell Scheme	\$4,500*
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## **Night at the Museum \$POA**

Maximise your exposure and brand recall in a creative, glamorous and memorable way by being sponsor of the Conference Night at the Museum. You could provide a lucky door prize, create a company themed cocktail, provide a branded activity for the evening and more!

- Being held at the National Museum, Canberra ACT
- Sponsor acknowledgement and logo inclusion on all Conference pre-event marketing and promotion (e.g. "Sponsored by")
- Sponsor banner to be displayed at the entrance (supplied by sponsor, maximum 2m high x 1m wide)
- Company representative has up to 5 minutes at the event to speak about the company to the delegates
- 2 complimentary conference tickets for Thursday and Friday – (excludes VIP roundtable)
- Logo, brand message (100 words max.) and click-through link displayed on ALUCA's Momentum Conference website
- Logo displayed on the 'Thank you to our Sponsors' holding slide at the conference
- Value-add opportunity for your company representative to be interviewed on LinkedIn Live from the conference
- Value-add opportunity for your business to provide additional branding at venue (conditions apply)
- Value-add opportunity for your business to be included in a promotional video (up to 60-sec max.) featuring your sponsor message and posted on ALUCA's social media channels.

### **ADDITIONAL COSTS TO SPONSOR**

Any items chosen to be added to the night including prizes and food and beverage (all items to be approved by the committee)

## **VIP Executive Leaders Round Table Sponsor - DAY 1**

**\$12,000 + GST**

- Exclusive opportunity
- Scripted verbal endorsement and acknowledgement as the VIP Executive Leaders Round Table Sponsor at the opening and closing of the session
- Sponsor acknowledgement and logo inclusion on all conference pre-event marketing and promotional material (e.g. "Sponsored by")
- Logo exclusively displayed on the 'Thank you to our VIP Executive Leaders Round Table Sponsor' holding slide during the session
- Logo displayed on the 'Thank you to our Sponsors' holding slide at the conference
- VIP Lunch Sponsorship – exclusive brand visibility to key decision makers and industry leaders
- 2 complimentary conference tickets including VIP roundtable
- Logo, brand message (100 words max.) and click-through link displayed on ALUCA's Momentum Conference website
- Value-add opportunity for your business to provide additional branding at venue (conditions apply)
- Value-add opportunity for your company representative to be interviewed on LinkedIn Live from the conference
- Value-add opportunity for your business to be included in a promotional video (up to 60-sec max.) featuring your sponsor message and posted on ALUCA's social media channels.

## **VIP Business Lounge Sponsor at the QT Hotel**

**\$POA**

- Exclusive opportunity
- Sponsor acknowledgement and logo inclusion on all conference pre-event marketing and promotional material (e.g. "Sponsored by")
- Opportunity for your business to supply and display 1 x free-standing pull-up banner in the VIP business lounge area
- Logo displayed on the 'Thank you to our Sponsors' holding slide at the conference
- Logo, brand message (100 words max.) and click-through link displayed on ALUCA's Momentum Conference website
- Exclusive naming rights of the VIP business lounge area at the QT Hotel – a private area reserved for the exclusive use of ALUCA conference VIPs to connect to Wifi, catch up on emails etc.
- Value-add opportunity for your business to provide additional branding at venue (conditions apply)
- Value-add opportunity for your company representative to be interviewed on LinkedIn Live from the conference
- Value-add opportunity for your business to be included in a promotional video (up to 60-sec max.) featuring your sponsor message and posted on ALUCA's social media channels.



## **Social Night Sponsor at the QT Speakeasy Bar \$POA**

Connect and engage delegates with your brand by sponsoring a fun and relaxed networking evening at 'Lucky's Speakeasy' Bar at the QT Hotel. Create a themed cocktail or add an entertaining activity to the evening to amplify memorability and your overall sponsorship value.

- Sponsor banner to be displayed at the entrance (supplied by sponsor, dimensions TBC)
- Value-add opportunity for your business to provide additional branding at venue (conditions apply)
- Sponsor acknowledgement and logo inclusion on all Conference pre-event marketing and promotion (e.g. "Sponsored by")
- Logo, brand message (100 words max.) and click-through link displayed on ALUCA's Momentum Conference website
- Logo displayed on the 'Thank you to our Sponsors' holding slide at the conference
- Value-add opportunity for your company representative to be interviewed on LinkedIn Live from the conference.
- Value-add opportunity for your business to be included in a promotional video (up to 60-sec max.) featuring your sponsor message and posted on ALUCA's social media channels.

### **ADDITIONAL COSTS TO SPONSOR**

Any items chosen to be added to the social night including prizes and food and beverage (all items to be approved by the committee)



## MC Sponsor

**SOLD**

- Exclusive opportunity
- Sponsor acknowledgement and logo inclusion on all Conference pre-event marketing and promotion (e.g. "Sponsored by")
- 1 complimentary conference ticket to the 2 days and socials (excludes VIP roundtable)
- Your representative can provide an introduction or thanks to MC at the event on the main stage
- Logo, brand message (100 words max.) and click-through link displayed on ALUCA's Momentum Conference website
- Sponsor signage at auditorium entrance (supplied by sponsor)
- Acknowledgment as the MC Sponsor with scripted verbal endorsement at the commencement and conclusion of each day at the conference
- Logo displayed on the 'Thank you to our Sponsors' holding slide at the conference
- Value-add opportunity for your company representative to be interviewed on LinkedIn Live from the conference
- Company representative has up to 2 minutes on stage to deliver a multimedia presentation about the company to delegates OR a 2-minute video
- Value-add opportunity for your business to be included in a promotional video (up to 60-sec max.) featuring your sponsor message and posted on ALUCA's social media channels.

## Keynote Speaker Sponsor (select Opening OR Closing)

**\$6,000 + GST**

- Scripted verbal endorsement and acknowledgement as the Keynote Speaker Opening/Closing Sponsor at the opening and closing of the session. These keynote speaker presentations are the most sought-after and highest attended sessions of the ALUCA Biennial Conference. There is also an opportunity to have up to 30 seconds of sponsor content read out by the MC at this time (subject to approval)
- Sponsor acknowledgement and logo inclusion on all conference pre-event marketing and promotional material (e.g. "Sponsored by")
- 1 complimentary conference ticket to the 2 days and socials (excludes VIP roundtable)
- Your representative can provide an introduction or thanks to keynote speaker at the event on the main stage
- Logo displayed on the 'Thank you to our Sponsors' holding slide at the conference
- Logo, brand message (100 words max.) and click-through link displayed on ALUCA's Momentum Conference website
- Value-add opportunity for your company representative to be interviewed on LinkedIn Live from the conference.
- Value-add opportunity for your business to be included in a promotional video (up to 60-sec max.) featuring your sponsor message and posted on ALUCA's social media channels.



## Coffee Station Sponsor

**SOLD**

- Exclusive opportunity
- Marketing collateral and a banner displayed with coffee cart (banners to be supplied by Sponsor, maximum size 2m high x 1m wide)
- Sponsor acknowledgement and logo inclusion on all Conference pre-event marketing and promotion (e.g. "Sponsored by")
- Logo, brand message (100 words max.) and click-through link displayed on ALUCA's Momentum Conference website
- Logo displayed on the 'Thank you to our Sponsors' holding slide at the conference.

### \*ADDITIONAL COSTS TO SPONSOR

- Coffee charged on consumption, per cup
- Baristas can wear branded shirts, caps or aprons (optional)

## Juice Station Sponsor

**\$POA\***

- Exclusive opportunity
- Marketing collateral and a banner displayed with juice cart (banners to be supplied by Sponsor, maximum size 2m high x 1m wide)
- Sponsor acknowledgement and logo inclusion on all Conference pre-event marketing and promotion (e.g. "Sponsored by")
- Logo, brand message (100 words max.) and click-through link displayed on ALUCA's Momentum Conference website
- Logo displayed on the 'Thank you to our Sponsors' holding slide at the conference.

### \*ADDITIONAL COSTS TO SPONSOR

- Juice charged on consumption, per cup
- Baristas can wear branded shirts, caps or aprons (optional)

## Registration and Lanyard Sponsor

**SOLD**

- Exclusive opportunity
- Company logo displayed on the registration page and registration invoices
- Company logo displayed on delegate lanyards, worn by delegates for the Conference duration
- Sponsor acknowledgement and logo inclusion on all Conference pre-event marketing and promotion (e.g. "Sponsored by")
- Logo, brand message (100 words max.) and click-through link displayed on ALUCA's Momentum Conference website
- Logo displayed on the 'Thank you to our Sponsors' holding slide at the conference.

### **\*ADDITIONAL COSTS TO SPONSOR**

Sponsor to source and supply sufficient quantity of lanyards  
(Organising Committee to approve style)

## Conference App Sponsor

**SOLD**

- Premium inclusion of your organisation's logo and hyperlink in the ALUCA Momentum Conference app. Delegates rely on this mobile app to access conference information, session times and speaker bios, networking opportunities and more.
- Sponsor acknowledgement and logo inclusion on all Conference pre-event marketing and promotion, and on the dedicated Conference website (e.g. "Sponsored by")
- Logo, brand message (100 words max.) and click-through link displayed on ALUCA's Momentum Conference website
- Logo displayed on the 'Thank you to our Sponsors' holding slide at the conference.

## Linkedin LIVE Sponsor

**SOLD**

- Exclusive opportunity
- Sponsor logo included in floor 'spotlight' interview location, and sponsor logo included on handheld microphone
- Opportunity for your business to supply and display 1 x free-standing pull-up banner to be placed behind interviewees for duration of the livestreams
- Acknowledgment as the LinkedIn Live Sponsor with scripted verbal endorsement at the commencement and conclusion of every LinkedIn Live stream (minimum 1 livestream per day).
- Sponsor acknowledgement and logo inclusion on all Conference pre-event marketing and promotion (e.g. "Sponsored by")
- Logo, brand message (100 words max.) and click-through link displayed on ALUCA's Momentum Conference website
- Logo displayed on the 'Thank you to our Sponsors' holding slide at the conference
- Value-add opportunity for your company representative to be interviewed on LinkedIn Live from the conference
- Value-add opportunity for your business to be included in a promotional video (up to 60-sec max.) featuring your sponsor message and posted on ALUCA's social media channels.

## Morning Activity Session Sponsor

**\$2,500\* + GST**

Before an informative day of business sessions, the sponsor can bring calmness and concentration to the attendees with some Yoga or Pilates. If you have another idea of a morning activity you would like to do, we would be happy to discuss this with you. The sponsor can use these activity times to give out information, supply breakfast and market your brand.

- Acknowledgment as the Morning Activity Session Sponsor with scripted verbal endorsement at the commencement and conclusion of the session
- Sponsor acknowledgement and logo inclusion on all Conference pre-event marketing and promotion (e.g. "Sponsored by")
- Logo, brand message (100 words max.) and click-through link displayed on ALUCA's Momentum Conference website
- Logo displayed on the 'Thank you to our Sponsors' holding slide at the conference.

\*Other costs may be applicable depending on the morning activity.



## **Tech Alley Sponsor \$POA**

Amplify your impact with an exclusive Tech Alley takeover opportunity. Set amongst the ALUCA Momentum 2023 Conference exhibition space, Tech Alley is a designated zone reserved for tech brands such as InsurTech, FinTech, HealthTech, RegTech and more. The Tech Alley sponsor brand will dominate this space, either through extensive branded flooring, hanging promotional material or standing banners (exact format to be confirmed with Conference team and venue).

- Exclusive opportunity
- Sponsor 'takeover' branding of entire tech alley area (conditions apply, contact ALUCA's Conference team for information on format)
- Sponsor acknowledgement and logo inclusion on all Conference pre-event marketing and promotion (e.g. "Sponsored by")
- Logo, brand message (100 words max.) and click-through link displayed on ALUCA's Momentum 2023 Conference website
- Logo displayed on the 'Thank you to our Sponsors' holding slide at the conference.

## Exhibition BOOTHS

The refreshment breaks and lunches will be held in the exhibition area to ensure maximum exposure between delegates and exhibitors.

### Shell Scheme Booth \$4,500

- Exhibitor acknowledgement and logo inclusion on all Conference pre-event marketing and promotion (e.g. "Sponsored by")
- Logo, brand message (100 words max.) and click-through link displayed on ALUCA's Momentum Conference website
- Logo displayed on the 'Thank you to our Sponsors' holding slide at the conference.
- Value-add opportunity for your company representative to be interviewed on LinkedIn Live from the conference.
- Value-add opportunity for your business to be included in a promotional video (up to 60-sec max.) featuring your sponsor message and posted on ALUCA's social media channels.

#### SUPPLIED

One exhibition booth (3m x 3m) for the duration of the Conference including:

- 2 x spotlights
- 1 x 4-amp power connected
- Vinyl-cut lettering fascia





## Hear from Past Delegates, Sponsors and Exhibitors

**"We had an extremely positive experience and achieved all of our sponsorship objectives and more. Well done all. We are looking forward to the next one!"**

**"I think overall, the conference was the best I've been to. Both in terms of content and socialising."**

**"I had a great time. The turnout was great, the atmosphere was buzzing, and the program was excellent."**

**"Personally I enjoyed the conference. Enjoyed the venue too. I liked the relaxed atmosphere. I felt people were engaged and very happy to meeting in person again."**

**"I can comfortably say that it was a great Conference and I was able to take away a lot of snippets and a heap of learning. Also made a lot of new contacts and reconnected with people I have not seen in a long time."**

**"we really found this to be one of the best Conferences we have attended for ALUCA in terms of positioning, exposure and also the ability to engage with the attendees..."**

**"Very impressed and happy with the Conference – very professionally run, great quality of speakers and content, atmosphere was very professional, great networking opportunities, good recognition for sponsors, high quality and standard of all booths. Well done all."**

**"We really enjoyed the Conference and thought that our sponsorship was money well spent. Content wise I thought it exceeded any previous ALUCA Conference I have been to (I think I have been to most since the mid 90's so well done!!!)"**



If there are other ways in which your organisation would like to be involved, we will happily consider other sponsorship suggestions.

Become an ALUCA Conference Partner, experience the unique value and immense brand benefits an ALUCA Conference partnership can bring.

Contact us during business hours on **(03) 7046 2107** or at your convenience at **[conference@aluca.com](mailto:conference@aluca.com)**

We look forward to welcoming you at the QT Hotel in Canberra ACT from 11-13 October 2023!

