



2021 CLHIA Wealth and Retirement Annual Conference

Wednesday, November 17 and Thursday, November 18

VIRTUAL EVENT SPONSORSHIP PACKAGE



Canadian Life & Health
Insurance Association
Association canadienne des
compagnies d'assurances
de personnes

About CLHIA

The Canadian Life and Health Insurance Association (CLHIA) is a not-for-profit, membership-based organization that represents virtually all of Canada's life and health insurance companies. Our member companies help Canadians protect themselves and their families against the financial risks of premature death, illness and retirement. We've been representing the life and health insurance industry for over 125 years and our member companies account for 99 per cent of Canada's life and health insurance business.

Canada's life and health insurers:

- provide a wide range of financial security products such as life insurance, annuities (including RRSPs, RRIFs and pensions) and supplementary health insurance to over 29 million Canadians
- pay over \$103 billion a year in benefits or nearly \$2 billion a week
- are major investors in the Canadian economy with assets nearly \$950 billion at the end of 2019
- employ more than 157,000 Canadians
- hold federal government bonds valued at \$26 billion, and provincial and municipal government bonds totalling \$121 billion

The opportunity of the 2021 CLHIA Wealth & Retirement Annual Conference

For over twenty years this conference has provided those managing wealth portfolios for Canadian life and health insurers up-to-date and actionable information about important trends and issues shaping the industry.

The industry remains as dynamic as ever. Providing insights into important discussions affecting distribution, product design and regulation make this conference a "must do" for decision-makers.

Attendees also include middle and senior management from some of the country's largest life and health insurance companies, representatives from service providers to the industry and senior officials from federal and provincial regulatory authorities. Gain brand exposure to CEOs, COOs, CFOs, CIOs and connect with key business and supplier decision-makers. This year the conference will be held virtually, on the afternoons (Eastern time) of **Wednesday, November 17** and **Thursday, November 18, 2021**.

Sponsorship privileges

As a sponsor, you will benefit from brand exposure at the conference. Your logo will be featured in the virtual event space.

We strive to provide value to our sponsors through virtual activities that offer opportunities for lead generation, networking, recognition and learning.

Gold and Silver sponsors benefit from complimentary registrations and promotional opportunities offered through the virtual event space:

- Social media promotion
- Company logos and banner ads embedded in the virtual event platform
- Links to promotional advertising and downloading of PDFs
- Direct contact with account representatives to engage in one on one video chats and book appointments requested by attendees

Program options through the virtual event space

What we offer you	Gold	Silver
Amount	\$2,000*	\$1,400*
Complimentary registrations: Your registrants receive the same conference benefits as all attendees with a choice of workshops (if applicable) and networking opportunities	2	1
Virtual Booth with: <ul style="list-style-type: none"> • Company profile with branding • Links to your representatives' profiles, your website, other contact information and documents • Ability to load video content • In-app messaging to notify you attendees are interested in your company • Post-event analytics (number of virtual booth visits) • Ability to live chat with attendees via scheduled appointments • Social media promotion 	✓	✓
Video advertising looped during the livestream (no longer than a 30-second advertisement)	✓	
Session advertising: Your company logo appears below the description of a session listed on the agenda page	2	1
Premium advertising: Logo permanently displayed in the session description of the main stage	✓	
Sponsored announcements: Your logo appears on the pop-up screen of a push notification during the livestream	2	1
Banner ad: Dedicated ad space on the main menu and on the agenda, sponsors and attendees pages	✓	
Live polls: Interactive survey opportunities during the livestream	✓	
Event website advertising: Logo featured on the sponsor page of the event registration website	✓	✓
* Plus applicable taxes		

Any Questions?

For general inquiries about sponsorship:

Luke O'Connor

Director, Market Conduct Policy
and Regulation

loconnor@clhia.ca

647-200-4466

James Wood

Senior Counsel

jwood@clhia.ca

416-473-0378

Judy Munn

Administrative Assistant

jmunn@clhia.ca

416-359-2029

For inquiries about brand exposure and the virtual event space:

Cindy Smith

Manager, Communications

csmith@clhia.ca

905-442-7423

Social Media

Please note that the CLHIA may take photos, screen captures and record video content for use in social media and other platforms to promote this and future events. We take your privacy and intellectual property concerns very seriously. If you have any concerns about your image or that of your company's logo or assets being used in this way, please contact csmith@clhia.ca.

How to Sponsor

Complete the Sponsorship Agreement and return it to jmunn@clhia.ca by **September 30, 2021**.

Once we receive your agreement and payment, a representative from the CLHIA will respond with further instructions on how to submit your logo and promotional advertising material for the virtual event space.

Sponsorship Agreement

We agree our organization will sponsor the 2021 CLHIA Wealth and Retirement Annual Conference at the following level:

Check One	Level	Fee*
<input type="checkbox"/>	Gold	\$2,000.00
<input type="checkbox"/>	Silver	\$1,400.00

GST/HST Registration No: 106862907

QST Registration No: 1006355141

*** Plus applicable taxes. An invoice will be sent to you for payment purposes.**

Contact Information

Name:

Title:

Company:

Address:

Suite:

City:

Prov.:

Postal Code:

Telephone:

E-mail:

Signature:

Please submit the Agreement and Complimentary Registration Information (if applicable) and return it to jmunn@clhia.ca

Forms must be received by **September 30, 2021**.

Payment

Sponsorship fees can be paid by electronic funds transfer (EFT). The CLHIA is unable to accept payment by credit card.

You will be emailed an invoice for sponsorship payment including applicable taxes. Please do not remit payment before receipt of invoice.

EFT payment details:

Beneficiary: Canadian Life and Health Insurance Association

Bank Code/Institution No: 010 (CIBC)

Transit #: 00902

Account #: 22-02719

If you have any questions about payment, or if EFT payment is not possible, please contact Judy Munn at jmunn@clhia.ca for wire transfer instructions.

Complimentary Registration Information

Gold (2) and Silver (1) levels are entitled to complimentary registrations (as indicated in brackets). Use the appropriate form below to provide details about your registrants in the section relating to your sponsorship level. This form should be completed and submitted along with the Sponsorship Agreement.

Gold		
1	Name:	Title:
	Email:	Phone:
2	Name:	Title:
	Email:	Phone:

Silver		
1	Name:	Title:
	Email:	Phone: