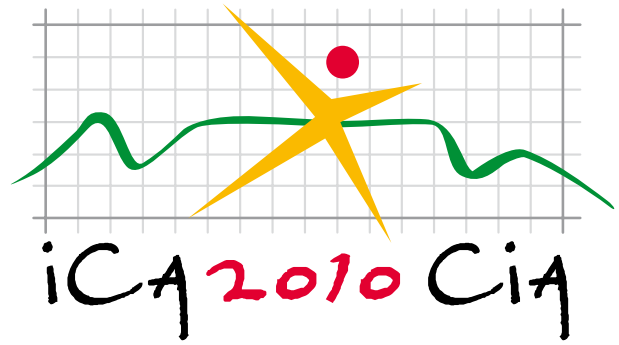


INVITATION TO THE INDUSTRY SPONSORSHIP PROPOSAL

Cape Town Afrique du Sud





International Actuarial Association



## INVITATION

On behalf of the International Actuarial Association (IAA), it is my pleasure to introduce ICA 2010 - the International Congress of Actuaries, which will be held in Cape Town, South Africa, March 7-12 2010.

It is an honour for the Actuarial Society of South Africa to host this congress for the first time. Founded in 1895, the International Actuarial Association (IAA) is the worldwide association representing local professional actuarial associations and their individual actuaries. The IAA exists to encourage the development of a global profession, acknowledged as technically competent and professionally reliable, which will ensure that the public interest is served.

The IAA is a unique international organisation dedicated to research, education and development of the profession and of actuarial associations. In order to encourage actuarial research and the development in particular areas of practice, the IAA has created specialised Sections whose membership is open to various categories of members. Currently, the IAA has seven sections: AFIR (Financial Risks), ASTIN (Non-Life Insurance), AWF (Actuaries without Frontiers), IAAHS (Health), IAALS (Life Insurance), IACA (Consulting) and PBSS (Pensions, Benefits and Social Security).

The International Congress of Actuaries, held every 4 years, continues to be an important medium for achieving the goals the IAA has set for itself. The aim of this international event is to promote communication and debate about all aspects of actuarial practice, research and education. ICA 2010 will consist of plenary and workshop sessions, covering a variety of topics that will interest both those who are at the beginning of their careers and those who have already earned a reputation in the actuarial field.

I hope that you will join us in participating in this congress as a sponsor. In addition, we are open to your recommendations for sponsored items as well as any other suggestions you may have to make this an even more successful congress.

If you have any questions or if we can be of any further assistance regarding sponsorship opportunities please do not hesitate to contact the Congress Secretariat.

We very much hope you will join us in Cape Town in 2010; it's a wonderful city and it will be an illustrious gathering of actuaries.

Sincerely yours,

Desmond Smith  
Chairman, Local Organising Committee  
International Congress of Actuaries 2010

### International Actuarial Association

#### President

Katsumi Hikasa

#### President-Elect

Paul Thornton

#### Immediate Past President

David G Hartman

#### Secretary General

Yves Guérard

#### AFIR Chairman

Jean Berthon

#### ASTIN Chairman

Harry J Panjer

#### AWF Chairman

Edward J Levay

#### IAAHS Chairman

Emile J Stipp

#### IAALS Chairman

Kurt Wolfsdorf

#### IACA Chairman

Hideyuki Yoshida

#### PBSS Chairman

Christopher Daykin

### Actuarial Society of South Africa 2008 – 2009 Council

Garth Griffin (President)

Peter Doyle (President-Elect)

Andrew Gladwin (Honorary Secretary)

Arnold Mulder (Honorary Treasurer)

Rowan Burger

Wayne Dam

Colin Dutkiewicz

Arthur Els

Jikku Joseph (recently qualified member)

Neil Savage

Emile Stipp

Giles Waugh

Philip Zacharia (student representative)

Peter Withey is the Honorary Auditor.

### Local Organising Committee

Desmond Smith (Chairman)

Joubert Ferreira (Vice-Chairman)

Peter Doyle (President-Elect, Actuarial Society of South Africa)

Wim Els (Secretary, IAA Liaison)

Emil Boeke (Logistics)

Mike Codron (Finance)

Peter de Beyer (Sponsorship)

Nikki Franklin (Logistics)

Karin Muller (Africa Liaison)

Fagmeedah Petersen (Publicity)

Marquerithe Schreuder  
(Social Programme)

Peter Temple (Marketing)

Peter Withey (Scientific Programme)

Yves Guérard (Secretary General,  
International Actuarial Association)

Ibrahim Muhanna (Chairperson,  
International Actuarial Association  
Member Services Committee)

## ICA 2010 CONGRESS OVERVIEW

The International Actuarial Association (IAA), now in its third century of promoting the development and harmonisation of the international actuarial community, convenes a full international congress every four years.

With the first having taken place in 1895, the most recent congresses were held in Paris, France (2006) and Cancun, Mexico (2002) and attracted between 1400 and 1600 delegates and accompanying persons from all over the world.

The gatherings of kindred actuarial professionals are dedicated to research, education and the development of the profession and of actuarial associations internationally.

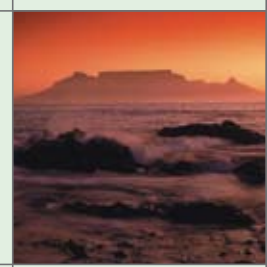
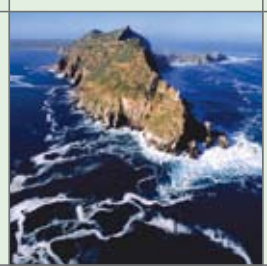
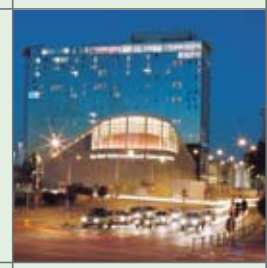
The Actuarial Society of South Africa will host ICA 2010 in Cape Town. One of the world's most beautiful cities, Cape Town's state-of-the-art convention facilities are ranked among the best in the world; its climate (especially in March) is Mediterranean; its scenery is breathtaking; and most importantly, its people are friendly and cosmopolitan – yet retain the warmth of Africa.

The congress format will follow a traditional plan with five days of plenary and sector-specific workshop sessions, with a strong emphasis on professional development and networking. Much of the debate will take place at workshop sessions hosted by panels of international specialists in their fields. There will be ample opportunity for audience participation and time for networking – both vital for the success of the congress.

A concurrent exhibition for service providers and sponsors will be held in the lunch/refreshment break area (to maximise exhibitor exposure). Social events include a Welcome Reception, various VIP receptions, golf events and the Gala Dinner, and a wide range of pre-and post-congress tourism packages will be available for delegates that wish to extend their visit to South Africa. An accompanying persons programme is also planned and delegates are encouraged to bring their families.

A Scientific Programme Committee has been appointed and they are currently developing the programme and identifying speakers. It is anticipated that the themes will follow the seven sections (ASTIN, AFIR, IACA, IAAHS, PBSS, AWF and IAALS), in addition to focussing on issues of global interest and importance.

On behalf of all African members of the IAA, South Africa is proud to host the 2010 International Congress of Actuaries.



## GENERAL INFORMATION

<b>WHEN:</b>	7-12 March 2010
<b>WHERE:</b>	Cape Town International Convention Centre
<b>HOSTS:</b>	International – International Actuarial Association Local – Actuarial Society of South Africa
<b>DELEGATES EXPECTED:</b>	2000 (1500 delegates and 500 accompanying persons)
<b>DELEGATE PROFILE:</b>	Experienced and recently qualified actuaries and actuarial students who specialise in all actuarial disciplines, including investments, asset management, social security, employee benefits, general insurance, healthcare and risk management.
<b>DELEGATE BREAKDOWN:</b>	International: 75% South African: 25%

## PROGRAMME OVERVIEW

Designed to appeal to all actuaries, a scientific programme is being developed with sessions specific to all major specialisations alongside general interest, professionalism and other broad actuarial topics that cover technical and practical aspects of our work. To ensure that a wide range of interests is appealed to and that high-quality papers are solicited, the programme will be developed with the assistance of an international advisory committee. This committee will draw representatives from the main IAA sections and the academic community and will as far as possible represent the major territories where actuaries are operating.

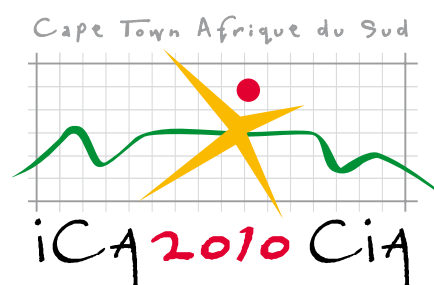


## SCHEDULE AT A GLANCE

	SUNDAY 7 MARCH	MONDAY 8 MARCH	TUESDAY 9 MARCH	WEDNESDAY 10 MARCH	THURSDAY 11 MARCH	FRIDAY 12 MARCH
MORNING		<b>CONGRESS OPENING</b>  <b>PLENARY SESSION</b>	<b>PARALLEL SESSIONS</b> <ul style="list-style-type: none"> <li>• IAAHS</li> <li>• ASTIN</li> <li>• IACA</li> <li>• ERM</li> <li>• Professionalism/ Education</li> </ul>	<b>PLENARY SESSION</b>  <b>PARALLEL SESSIONS</b> <ul style="list-style-type: none"> <li>• IAAHS</li> <li>• ASTIN</li> <li>• IACA</li> <li>• PBSS</li> <li>• AFIR</li> <li>• IAALS</li> </ul>	<b>PARALLEL SESSIONS</b> <ul style="list-style-type: none"> <li>• PBSS</li> <li>• AFIR</li> <li>• IAALS</li> <li>• ERM</li> <li>• Professionalism/ Education</li> </ul>	<b>PARALLEL SESSIONS</b> <ul style="list-style-type: none"> <li>• PBSS</li> <li>• AFIR</li> <li>• IAALS</li> <li>• ERM</li> <li>• Professionalism/ Education</li> </ul>
AFTERNOON	<b>REGISTRATION</b>	<b>PARALLEL SESSIONS</b> <ul style="list-style-type: none"> <li>• IAAHS</li> <li>• ASTIN</li> <li>• IACA</li> <li>• ERM</li> <li>• Professionalism/ Education</li> </ul>	<b>AFTERNOON EXCURSION</b>	<b>PARALLEL SESSIONS</b> <ul style="list-style-type: none"> <li>• IAAHS</li> <li>• ASTIN</li> <li>• IACA</li> <li>• PBSS</li> <li>• IAALS</li> </ul>	<b>AFTERNOON EXCURSION AND GOLF</b>	<b>PLENARY SESSION</b>  <b>ICA 2014 INTRODUCTION</b>  <b>CONGRESS CLOSING</b>
EVENING	<b>WELCOME RECEPTION</b>		<b>GALA DINNER</b>			

### KEY

<b>IAAHS</b>	health insurance
<b>ASTIN</b>	short term insurance
<b>IACA</b>	consulting actuaries
<b>PBSS</b>	pensions, benefits and social security
<b>IAALS</b>	life insurance
<b>AFIR</b>	investments and financial risk
<b>ERM</b>	Enterprise Risk Management
<b>Professionalism/Education</b>	



ICA 2010: United in our Diversity

# SPONSORSHIP PACKAGES

## PLATINUM

### US\$75 000

- 10 delegate registrations
- Priority seating at congress and Gala Dinner
- Branding in the plenary venue
- Branding at Welcome Reception and Gala Dinner
- Branding in registration, exhibition and lunch/refreshment areas
- Recognition in Gala Dinner menu/order of events
- Organised Platinum Sponsor event for 80 guests on a free evening
- Full-page, full-colour advertisement in congress handbook
- Exhibition stand
- Insert in delegate bag
- Recognition as sponsor and logo on website (with link), congress documentation and marketing material
- Recognition on sponsor banner in registration area

## GOLD

### US\$50 000

- 5 delegate registrations
- Priority seating at congress and Gala Dinner
- Branding in accompanying persons lounge
- Recognition on sponsors acknowledgement banner at Welcome Reception and Gala Dinner
- Branding in registration, exhibition and lunch/refreshment areas
- Half-page, full-colour advertisement in congress handbook
- Exhibition stand
- Insert in delegate bag
- Recognition as sponsor and logo on website (with link), congress documentation and marketing material
- Recognition on sponsor banner in registration area

## SILVER

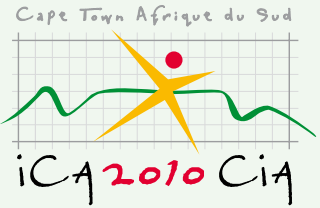
### US\$20 000

- 2 delegate registrations
- Quarter-page, full-colour advertisement in congress handbook
- Exhibition stand
- Insert in delegate bag
- Recognition as sponsor and logo on website, congress documentation and marketing material
- Recognition on sponsor banner in registration area

## BRONZE

### US\$10 000

- Recognition as sponsor and logo on website, congress documentation and marketing material
- Recognition on sponsor banner in registration area
- Insert in delegate bag



## ICA 2010 SPONSORSHIP RESERVATION FORM

Company/Organisation Name:

Postal Address:

Postcode/ZIP Code:

Telephone:  Fax:

Email:  Mobile:

Contact Name (pre-congress):

Contact Name (at congress):

ITEM	PRICE (excl VAT)	COST
Platinum Sponsorship Package	\$75 000	
Gold Sponsorship Package	\$50 000	
Silver Sponsorship Package	\$20 000	
Bronze Sponsorship Package	\$10 000	

NOTE: Terms of payment to be arranged between parties, but all payment must be received before the congress starts.

### PAYMENT DETAILS

**OPTION 1: CHEQUE** (payable to ICA 2010)

**OPTION 2: BANK TRANSFER** (payable to ICA 2010)

**Bank:** First National Bank, Rondebosch Branch  
Fountain Centre, Main Road, Rondebosch 7700, Cape Town, South Africa

**Account Name:** ICA 2010

**Account Number:** 6211 5271 158

**Branch Code:** Rondebosch 201 509

**SWIFT:** FIRNZAJJ

### SIGNATURE

By signing below, I acknowledge that I am duly authorised to sign and thereby to bind the company named above.

Name:  Date:

Signature:

**PLEASE COMPLETE THIS FORM AND RETURN IT TO THE ICA 2010 CONGRESS SECRETARIAT**

**AFRICAN AGENDA, CAPE TOWN, SOUTH AFRICA**

Tel: +27 21 683 2934 | Fax: +27 21 683 0816 | Email: info@ica2010.com