



PARTNERSHIP PROSPECTUS

Partnership prospectus
for the FSC Life Insurance Summit
5 May 2020
The Hilton, Sydney

Sharon Sherry
Director of Member Services

ABOUT THE FINANCIAL SERVICES COUNCIL

The Financial Services Council (FSC) is a leading peak body which sets mandatory Standards and develops policy for more than 100 member companies in one of Australia's largest industry sectors, financial services.

Our Full Members represent Australia's retail and wholesale funds management businesses, superannuation funds, life insurers, financial advisory networks and licensed trustee companies.

Our Supporting Members represent the professional services firms such as ICT, consulting, accounting, legal, recruitment, actuarial and research houses.

The financial services industry is responsible for investing \$3 trillion on behalf of more than 15.6 million Australians. The pool of funds under management is larger than Australia's GDP and the capitalisation of the Australian Securities Exchange and is the fourth largest pool of managed funds in the world.

As one of the largest representative organisations in the financial services sector, the FSC is an effective advocate on a range of industry, business, regulatory and economic issues.

Our members include the following Australian and international insurance companies:

- | | |
|--|--|
| ▪ AIA Australia Limited | ▪ MetLife Australia Limited |
| ▪ Allianz Retire+ | ▪ MLC Life Insurance |
| ▪ AMP Limited | ▪ Munich RE |
| ▪ BT Financial Group | ▪ NobleOak Life Limited |
| ▪ Challenger Limited | ▪ QInsure Limited |
| ▪ ClearView Wealth Limited | ▪ RGA Reinsurance Company of Australia Limited |
| ▪ General Reinsurance Life Australia Ltd | ▪ SCOR Global Life Australia |
| ▪ Hallmark Life Insurance Company | ▪ St Andrew's Life Insurance Pty Ltd |
| ▪ Hannover Life Re of Australasia Ltd | ▪ Swiss Re Life and Health Australia Limited |
| ▪ HCF Life Limited | ▪ TAL Limited (including Asteron) |
| ▪ Integrity Life Australia Limited | ▪ Zurich Financial Services Australia Limited |

ABOUT THE LIFE INSURANCE SUMMIT

The life insurers and re insurers that the FSC represent account for 99.75 per cent of the life insurance market in Australia - the FSC is the voice of the Life Insurance Industry!

The Life Insurance Summit is a must attend event for all Life Insurance professionals and associates. In 2019, the Summit attracted over 300 delegates from across the life insurance sector.

Delegates chose to attend our Summit due to the high-quality program and to take advantage of the exceptional networking opportunities throughout the event – we aim to deliver on this again in 2020.

The highly successful annual life insurance awards dinner is now in its sixth year and will be hosted the evening before the Summit. Awards will be presented to industry representatives and organisations across a range of achievement areas, recognising their excellence.

Event Details: FSC Life Insurance Summit

Date: 5 May 2020

Venue: The Hilton Sydney

Below is a list of organisations represented at the 2019 Summit.

| | | |
|---|--|---|
| <ul style="list-style-type: none"> ▪ Aegon Insights Australia ▪ AFCA ▪ AIA Australia ▪ Allens & Linklaters ▪ Allianz Life ▪ Allianz Retire+ ▪ ALUCA ▪ AMP ▪ ANZ ▪ AON ▪ APRA ▪ Ashurst ▪ ASIC ▪ Asteron Life (now part of TAL) ▪ Avant Mutual Group ▪ AXE Group ▪ Berrill & Watson ▪ BlueChip Communication ▪ BTFG ▪ Claim Lab ▪ ClaimVantage ▪ Clearview ▪ Code Compliance & Monitoring ▪ CommInsure | <ul style="list-style-type: none"> ▪ Deloitte ▪ EMLife ▪ EY ▪ Fineos Corporation ▪ First State Super ▪ Gen Re ▪ Greenstone Financial Services ▪ Hannover Life Re ▪ HCF Life ▪ Herbert Smith Freehills ▪ Integrity Life ▪ KPMG ▪ Lapetus Solutions Inc ▪ Learning Quest ▪ Lice Code Compliance Committee ▪ Metlife Australia ▪ Minter Ellison ▪ MLC Life Insurance ▪ MLC/NAB ▪ Money Management ▪ Moray & Agnew Lawyers ▪ Munich Reinsurance ▪ NobleOak Life Limited ▪ Oliver Wyman | <ul style="list-style-type: none"> ▪ Pacific Life Re ▪ Public Interest Advisory Group ▪ PwC ▪ Qinsure ▪ REST ▪ Retender ▪ RGA Reinsurance ▪ Rice Warner ▪ S&P Global Market Intelligence ▪ SCOR Global Life ▪ SKL Actuarial ▪ Slater & Gordon ▪ Suncorp ▪ Superchoice Services ▪ Superfriend ▪ Swiss Re Life & Health ▪ TAL ▪ Turks Legal ▪ Westpac ▪ Zurich Financial Services |
|---|--|---|

WHY PARTNER

The FSC views Summit partners as an integral component to the success of our events. These key business partners play a pivotal role in making each event possible for all who participate whether as a delegate, speaker or partner.

Our goal is to ensure that our business partners gain maximum value from their investment and the FSC works towards building mutually beneficial outcomes for partners.

- Reach key decision makers – The Life Insurance Summit sees a high number of CEOs and Executives attend and speak;
- Be part of and lead the conversation – Join panellists and offer your expertise to the program;
- Build brand awareness in the industry – This is the only Summit of its kind in Australia where the entire life insurance industry is represented; and
- Build relationships – enhance current relationships and forge new ones.

The FSC will also have dedicated Life Insurance Summit pages on the FSC's website and members will receive regular email updates linking them directly to the website providing further brand exposure.

Additional profiling will be provided through our media partners and the specifically developed Summit app.

MAJOR PARTNER

As the major partner of the FSC Life Insurance Summit, your organisation will be sending a firm message of support to the Life Insurance sector at the industry's premier annual event.

The major partner receives headline recognition before, during and after the Summit. From pre-Summit marketing material through to in-session audio-visual presentations, the major partner's recognition is consistent every step of the way.

A notable benefit, and exclusive to the major partner, is the Plenary Hall branding package, ensuring high brand profile. The major partner will also have first choice of exhibition display space, ensuring premium exposure to delegates.

The FSC will work closely with your organisation to ensure that any additional branding opportunities are leveraged with a view to deliver maximum value and ROI.

Partner Benefits

Attendance

- Five (5) complimentary Summit registrations
- Five (5) complimentary tickets to the Annual Awards Dinner
- Two (2) VIP seats at one of the FSC head tables at the Annual Awards Dinner (included in above registrations)
- The opportunity to host a table at the Annual Awards Dinner with guests selected from the delegate list

Branding

- Your company branding in the main plenary room which plays host to all plenary sessions and one of the two concurrent streams (3 sessions). Branding opportunities include
 - A dual branded banner wall as part of the official stage set (provided by FSC)
 - Dual branded lectern signage (provided by FSC)
 - The opportunity to execute a seat drop
 - Your company logo on all holding slides together with the FSC logo
 - Your company logo on the partners' montage signage at the event

Profiling

- Acknowledgement as the major partner during opening remarks (prior to the first plenary session) and closing remarks (following the final plenary session)
- Opportunity for your organisations CEO to address the Summit (5 minutes max)
- A link from the Summit page on FSC's website to your company's website including a brief description of your company profile
- Your organisation will feature on the official Summit mobile app, which will include logo, brief description and a link to your corporate homepage

Access

- An electronic copy of the delegate list provided six weeks prior to the Summit, with weekly updates until seven days prior to the Summit. A final delegate list will be provided at the Summit. (Compliant with the Privacy Act).

Report

- The FSC will provide a final report which will outline key findings as established by way of survey to delegates. This will assist to value your company's investment.

Major Partner Investment - \$40,000 (ex GST)

ANNUAL AWARDS DINNER PARTNER

Take part in the excitement of the Life Insurance Summit by connecting with industry peers at the Annual Awards Dinner being held at the Ivy ballroom (TBC) on the evening of the Summit (in previous years it was held the evening prior).

This dinner, in conjunction with the Summit, provides an opportunity to build valuable business connections within the life insurance industry. It provides an opportunity to raise the awareness of your organisation among industry leaders, keynote speakers and representatives from the media. Delegates will have the opportunity to network on the evening of the Summit at this exciting black-tie event.

Partner Benefits

Attendance

- Two (2) complimentary Summit registrations
- Five (5) complimentary invitations to the Annual Awards Dinner
- Two (2) VIP seats at one of the FSC head tables at the Annual Awards Dinner
- The opportunity to host a table at the Annual Awards Dinner with guests selected from the delegate list

Profiling

- Acknowledgement as Annual Awards Dinner partner by the FSC CEO at the commencement of the dinner
- The opportunity for a senior company representative to make brief remarks and address the delegates at the beginning of the dinner

Branding

- Your company branding at the Annual Awards Dinner which includes
 - A dual branded banner wall on stage at the dinner (provided by FSC)
 - Your Company logo on the venue lectern (provided by FSC)
 - The opportunity to distribute a gift to attending delegates
- Your company logo on the partners' montage signage at the Summit
- Your organisation will feature on the official Summit mobile app, which will include logo, brief description and a link to your corporate homepage
- Your company will feature on the official partner's page of the FSC Summit webpage, which will include logo, brief description and a link to your corporate homepage

Access

- An electronic copy of the delegate list provided four weeks prior to the Summit. A final delegate list will be provided at the Summit. (Compliant with the Privacy Act)

Report

- The FSC will provide a final report which will outline key findings as established by way of survey to delegates. This will assist to value your company's investment

Annual Awards Dinner Partner Investment - \$30,000 (ex GST)

OFFICIAL SUMMIT APP PARTNER

Choosing to partner with the FSC via the Life Insurance Summit app will provide extended exposure for your company. This unique opportunity forms part of the FSC's integrated online strategy that aims to provide our stakeholders with a dynamic and interactive environment to communicate with us and each other.

The live polling feature will give speakers the opportunity to ask questions of delegates mid-session, whilst delegates are encouraged to use the app to ask questions to the various panellists throughout the Summit. Delegates will also be encouraged to rate and review sessions via the Summit app, further strengthening their engagement with the app.

Partner Benefits

Attendance

- Two (2) complimentary Summit registrations
- Two (2) complimentary invitations to the Annual Awards Dinner
- The opportunity to host a table at the Annual Awards Dinner with guests selected from the delegate list

Branding

- Exclusive opportunity to have ongoing and consistent branding throughout the app
- Your organisation will feature on any pre event communication that is specific to the mobile app
- Your organisation will feature in the partners section of the official Summit mobile app, which will include logo, brief description and a link to your corporate homepage
- Your company will feature on the official partner's page of the FSC Summit webpage, which will include logo, brief description and a link to your corporate homepage
- Your company logo on the partners' montage signage at the event

Access

- An electronic copy of the delegate list provided four weeks prior to the Summit, with weekly updates until seven days prior to the Summit. A final delegate list will be provided at the Summit. (Compliant with the Privacy Act)

Report

- The FSC will provide a final report which will outline key findings as established by way of survey to delegates. This will assist to value your company's investment

Summit App Partner Investment - \$15,000 (ex GST)

CONCURRENT ROOM PARTNER

The Summit program will have two streams running concurrently in the afternoon. As the Concurrent room partner you will have exclusive branding rights over a Summit room that will host two sessions.

Partner Benefits

Attendance

- Two (2) complimentary Summit registrations
- Two (2) complimentary invitations to the Annual Awards Dinner
- The opportunity to host a table at the Annual Awards Dinner with guests selected from the delegate list

Branding

- Your company branding in the concurrent room which plays host to one of the two concurrent streams. Branding opportunities include:
 - A dual branded banner wall as part of the official stage set (provided by FSC)
 - Dual branded lectern signage (provided by FSC)
 - The opportunity to execute a seat drop
 - Your company logo on all holding slides together with the FSC logo
 - Your company logo on the partners' montage signage at the event

Profiling

- Acknowledgement as concurrent room partner at the beginning of the concurrent sessions
- Your organisation will feature on the official Summit mobile app, which will include logo, brief description and a link to your corporate homepage
- Your company will feature on the official partner's page of the FSC Summit webpage, which will include logo, brief description and a link to your corporate homepage

Access

- An electronic copy of the delegate list provided four weeks prior to the Summit, with weekly updates until seven days prior to the Summit. A final delegate list will be provided at the Summit. (Compliant with the Privacy Act)

Report

- The FSC will provide a final report which will outline key findings as established by way of survey to delegates. This will assist to value your company's investment

Concurrent Room Partner Investment - \$15,000 (ex GST)

LANYARD PARTNER

This is a smart, cost effective opportunity for a major brand exposure, as each and every delegate of the Life Insurance Summit is given a lanyard. The lanyard partner will have their company logo or equivalent printed on the lanyard worn by all event attendees for the duration of the event

Partner Benefits

Attendance

- Two (2) complimentary Summit registrations
- Two (2) complimentary invitations to the Annual Awards Dinner

Branding

- Your company logo on specially designed Summit lanyards together with the FSC logo
- Your company logo on the partners' montage signage at the event

Profiling

- Your logo will be worn by every Summit delegate and FSC staff member, providing excellent brand exposure and photography opportunities
- Your organisation will feature on the official Summit mobile app, which will include logo, brief description and a link to your corporate homepage
- Your company will feature on the official partner's page of the FSC Summit webpage, which will include logo, brief description and a link to your corporate homepage

Access

- An electronic copy of the delegate list provided two weeks prior to the Summit, with weekly updates until seven days prior to the Summit. A final delegate list will be provided at the Summit. (Compliant with the Privacy Act)

Report

- The FSC will provide a final report which will outline key findings as established by way of survey to delegates. This will assist to value your company's investment

Lanyard Partner Investment - \$15,000 (ex GST)

EXHIBITOR

The 2020 exhibition spaces will be located in the break out area where the morning tea, lunch and afternoon tea will be held. A trestle table with two seats will be provided with space for your organisation to display up to 2 (two) corporate banners.

Partner Benefits

Attendance

- Attendance for two (2) exhibitors per organisation. Additional exhibitors will incur additional registration fees of \$500 per person

Branding

- Your company's logo on the partners' montage signage at the event
- Your organisation will feature on the official Summit mobile app, which will include logo, brief description and a link to your corporate homepage
- Your company will feature on the official partner's page of the FSC Summit webpage, which will include logo, brief description and a link to your corporate homepage

Access

- An electronic copy of the delegate list provided two weeks prior to the Summit, with weekly updates until seven days prior to the Summit. A final delegate list will be provided at the Summit. (Compliant with the Privacy Act)

Report

- The FSC will provide a final report which will outline key findings as established by way of survey to delegates. This will assist to value your company's investment and the future of the partnership

Exhibition Partner Investment - \$5,000 (ex GST)

LIFE INSURANCE INDUSTRY AWARDS PARTNER

2020 marks the eighth year of the highly popular Life Insurance Industry Awards Gala Dinner. These awards recognise the hard work and dedication of individuals/organisations for their contribution to the life insurance industry. Awards partners will achieve fantastic brand exposure at this high profile industry event.

Partner Benefits

Attendance

- Two (2) complimentary dinner seats
- The opportunity for the CEO or company representative to present the award to the winning recipient

Branding

- Your company's logo on the holding slide when your award is being announced
- Your company's logo on the partners' montage signage at the event
- Your organisation will feature on the official Summit mobile app, which will include logo, brief description and a link to your corporate homepage
- Your company will feature on the official partner's page of the FSC Summit webpage, which will include logo, brief description and a link to your corporate homepage

Report

- The FSC will provide a final report which will outline key findings as established by way of survey to delegates. This will assist to value your company's investment and the future of the partnership

Options available:

In 2020 we will again be awarding the following awards. All partnerships are currently under consideration by 2019 partners who have right of first refusal.

If you are interested in being an award sponsor should one become available, please let us know.:

- Innovation in Retail Life Insurance [available now]
- Innovation in Group Life Insurance [SOLD]
- Industry Leader [SOLD]
- Young Achiever [SOLD]
- Best life insurance awareness campaign [available now]

Award Partner Investment - \$5,000 (ex GST)

TERMS AND CONDITIONS

Existing partners are given the first right of refusal. All partnership opportunities are offered on “a first-in, first-served” basis.

Payment

All partner fees are due and payable on the issue of a tax invoice from FSC.

Delegate Information

The Summit delegate list will only be provided to partners prior to the event concluding. In accordance with privacy legislation, delegates will be asked to consent to the release of their personal information to the Summit partners. In the event that permission is not obtained, the delegate list provided will be amended accordingly.

Cancellation

Partnership arrangements cancelled before 31 December 2019 will be refunded for 50% of the value of the partnership. Cancellations made after 31 December 2019 will not receive any refund.

Partnership fees will be refunded in full in the event of cancellation of the Life Insurance Summit.

CONTACT US

For any further information or if you would like to secure your participation, please don't hesitate to contact us on the information below.

Sharon Sherry
Director of Member Services
p. 02 8235 2528
e. ssherry@fsc.org.au