

18TH IARS ANNUAL CONFERENCE 2024

INSURANCE SOLUTIONS FOR SUSTAINABLE BLUE ECONOMY

13th – 15th March, 2024

Pridelnn Paradise Beach Resort,
Mombasa

SPONSORSHIP & EXHIBITOR PROSPECTUS



**INSTITUTE OF LOSS ADJUSTERS
& RISK SURVEYORS**



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INTRODUCTION

The Eighteenth IARS Annual Conference will be held March 13 - 15, 2024, at Voyager Beach Resort, Mombasa, Kenya. The Conference will feature distinguished keynote speakers, plenary sessions among the resource persons and delegates to ensure a world class experience.

The theme of the Conference is Insurance Solutions for Sustainable Blue Economy". This Convention will be an opportunity to promote learning and collaboration among industry professionals to find solutions to the major global challenges.

Various opportunities for sponsorship and exhibition exist. The host committee is soliciting Insurance Authorities, Reinsurances, Brokers, Insurance Companies, private corporations and other interested parties to sponsor the conference in a variety of capacities. Please consult the sponsorship opportunities within and let us know how you can contribute to this very important Conference on Sponsorship opportunities and exhibitor packages.



ABOUT THE CONFERENCE

In the quest for a more sustainable future, the insurance industry is stepping up to play a vital role in supporting the development of the blue economy to enhance economic growth, improved livelihoods, and jobs while preserving the health of ocean ecosystem.

AND WE ARE READY

Our participants, speakers, panelists, sponsors and partners have always made our events genuinely exceptional. This year it will be even more meaningful as we brace ourselves to deliver a truly amazing experience in this event.

WHY SPONSOR

- ♦ Brand visibility to eminent personalities and thought leaders from across the country
- ♦ Connect with potential customers. An excellent opportunity to promote your services and products and to find the right talent to join your organization.
- ♦ Gain industry insight and evaluate market trends to generate new business opportunities.
- ♦ Excellent opportunity to interact with senior managers and key decision makers from these industries.
- ♦ Capture immediate feedback on new technologies, services, or products.

WE CAN PARTNER WITH YOU

We know the industry better than the palm of our hands. We can provide custom-made packages and work with your marketing team to do something special. We want our sponsors to be successful! Our most loyal sponsors come back year after year and we are very thankful for their support.

Below is a schedule of sponsorship benefit packages.

However, if your organization would like a customized package, we will be happy to discuss this with you and tailor the benefits to your needs.



PLATINUM LEVEL

Representation with in the conference programme as a panelist	✓
Logo placement on event marketing materials	✓
Company promotional video played during breaks	2 Min
A color advert in the Conference Booklet	One page
Representation within the conference programme as a moderator	
Mention at the beginning of every Conference day	✓
Dominant co-branding: Internal and external	✓
Company promotional material to be put in the conference bags	✓
Exhibition booth (3days)	✓
Standard size(3mX3m) with table, 2chairs, and fascia branding	
Company roll-up banners within the conference venue/room	3
Company tear drop/flag banners outside the conference room	6
Delegates to attend the conference at no extra cost other than their transport	4
Permission to distribute pre-agreed promotional materials during the conference	✓
Placement of Logo on the welcome banner	Top
Company name included in the opening speech	✓
Certificate of Recognition presented by the Chief Guest	✓
PLATINUM SPONSOR KSHS. 1,300,000/=	

GOLD LEVEL

Representation with in the conference programme as a panelist	✓
Logo placement on event marketing materials	✓
Company promotional video played during breaks	1.5 Min
A color advert in the Conference Booklet	Half page
Representation within the conference programme as a moderator	
Mention at the beginning of every Conference day	✓
Dominant co-branding: Internal and external	✓
Company promotional material to be put in the conference bags	✓
Exhibition booth (3days)	✓
Standard size(3mX3m) with table, 2chairs, and fascia branding	
Company roll-up banners within the conference venue/room	2
Company tear drop/flag banners outside the conference room	4
Delegates to attend the conference at no extra cost other than their transport	3
Permission to distribute pre-agreed promotional materials during the conference	✓
Placement of Logo on the welcome banner	Top mid-section
Company name included in the opening speech	✓
Certificate of Recognition presented by the Chief Guest	✓
GOLD SPONSOR KSHS. 1,000,000/=	





SILVER LEVEL

Representation with in the conference programme as a panelist	
Logo placement on event marketing materials	✓
Company promotional video played during breaks	1 Min
A color advert in the Conference Booklet	quarter page
Representation within the conference programme as a moderator	✓
Mention at the beginning of every Conference day	✓
Dominant co-branding: Internal and external	
Company promotional material to be put in the conference bags	✓
Exhibition booth (3days)	Ksh. 40,000
Standard size(3mX3m) with table, 2chairs, and fascia branding	
Company roll-up banners within the conference venue/room	2
Company tear drop/flag banners outside the conference room	3
Delegates to attend the conference at no extra cost other than their transport	2
Permission to distribute pre-agreed promotional materials during the conference	✓
Placement of Logo on the welcome banner	Top lower section
Company name included in the opening speech	✓
Certificate of Recognition presented by the Chief Guest	✓
SILVER SPONSOR KSHS. 700,000/=	

BRONZE LEVEL

Representation with in the conference programme as a panelist	
Logo placement on event marketing materials	✓
Company promotional video played during breaks	30 sec
A color advert in the Conference Booklet	quarter page
Representation within the conference programme as a moderator	✓
Mention at the beginning of every Conference day	✓
Dominant co-branding: Internal and external	
Company promotional material to be put in the conference bags	✓
Exhibition booth (3days)	Ksh. 40,000
Standard size(3mX3m) with table, 2chairs, and fascia branding	
Company roll-up banners within the conference venue/room	1
Company tear drop/flag banners outside the conference room	2
Delegates to attend the conference at no extra cost other than their transport	1
Permission to distribute pre-agreed promotional materials during the conference	✓
Placement of Logo on the welcome banner	Bottom
Company name included in the opening speech	✓
Certificate of Recognition presented by the Chief Guest	✓
BRONZE SPONSOR KSHS. 400,000/=	



SPONSORSHIP PACKAGES

COMPARISON TABLE

CATEGORY/BENEFITS	Platinum KSH1,300,000	Gold KSH 1,000,000	Silver KSH 700,000	Bronze KSH 400,000
Representation with in the conference programme as a panelist	✓	✓		
Logo placement on event marketing materials	✓	✓	✓	✓
Company promotional video played during breaks	2 Min	1.5 Min	1 Min	30 sec
A color advert in the Conference Booklet	One page	Half page	quater page	quater page
Representation within the conference programme as a moderator			✓	✓
Mention at the beginning of every Conference day	✓	✓	✓	✓
Dominant co-branding: Internal and external	✓	✓		
Company promotional material to be put in the conference bags	✓	✓	✓	✓
Exhibition booth (3days)	✓	✓	Ksh. 40,000	Ksh. 40,000
Standard size(3mX3m) with table, 2chairs, and fascia branding				
Company roll-up banners within the conference venue/room	3	2	2	1
Company tear drop/flag banners outside the conference room	6	4	3	2
Delegates to attend the conference at no extra cost other than their transport	4	3	2	1
Permission to distribute pre-agreed promotional materials during the conference	✓	✓	✓	✓
Placement of Logo on the welcome banner	Top	Top mid-section	Top lower section	Bottom
Company name included in the opening speech	✓	✓	✓	✓
Certificate of Recognition presented by the Chief Guest	✓	✓	✓	✓

OTHER PACKAGES 03

GALA DINNER SPONSOR

The Gala Dinner is the key social engagement of the Conference guaranteeing the opportunity to host delegates for a memorable evening of networking. This exclusive opportunity gives you the opportunity to be at the epicenter of the Conference's social calendar.

Sponsorship package includes:

- ◆ Three (3) complimentary tickets to the Gala Dinner
- ◆ One reserved table at the Gala Dinner in a prime position
- ◆ Naming rights to the African evening i.e. "sponsor name" African Gala Evening
- ◆ Opportunity for a representative from your organisation to make a 3 to 5-minute presentation at the event
- ◆ Company logo featured prominently on conference marketing platforms
- ◆ Full page advert in the conference booklet (Front Cover)
- ◆ All platinum sponsor benefits.
- ◆ Signage provided by you displayed at the Gala Dinner location.

Ksh. 2,000,000 Only 1 opportunity available

LUNCH BREAK SPONSOR

Opportunity to showcase your brand during one of the conference breaks.

Sponsorship package includes:

- ◆ One reserved table during lunch break in a prime position
- ◆ Naming rights as a Lunch Break sponsor
- ◆ Lunch break passes (to be provided to the delegates)
- ◆ Company logo featured prominently on conference marketing platforms
- ◆ Opportunity for a representative from your organisation to make a 3 to 5-minute presentation at the event
- ◆ Ability to display a banner or similar temporary display
- ◆ All gold sponsor benefits
- ◆ Full page advert in the conference booklet (Back Cover)

Ksh. 1,700,000 Per Break - 3 available

WELCOME RECEPTION SPONSOR (COCKTAIL FUNCTION)

This is the most well attended social and networking event and guarantees maximum publicity for the hosts of the welcome drinks reception.

Benefits include:

- ◆ Two (2) complimentary tickets to the welcome reception.
- ◆ Naming rights to the welcome reception i.e "sponsor name" cocktail function
- ◆ Opportunity for a representative from your organisation to make a 3 to 5-minute presentation at the event.
- ◆ Company logo featured prominently on conference marketing platforms.
- ◆ Full page advert in the conference booklet (Inside)
- ◆ All silver sponsor benefits
- ◆ Company acknowledgment as a sponsor at the registration area.

Ksh. 1,500,000 Only 1 opportunity available

SITE TOUR SPONSOR

Sponsorship of the site tour provides a unique and high-value opportunity for your company to engage with prospective customers and demonstrate your leadership position in the industry. Your sponsorship will deliver these events at an affordable cost for delegates.

Sponsorship package includes:

- ◆ Naming rights to the Site Tour i.e "Sponsor Name" Site Tour
- ◆ Site Tour passes (to be provided to the list of delegates)
- ◆ Company logo featured on conference marketing
- ◆ Opportunity for two additional company representatives to attend the conference.
- ◆ Quarter page advert in the conference booklet.
- ◆ A delegate contact list of those who attend the site tour and have agreed to have their details distributed, post event only.

Ksh. 500,000 2 opportunities available

HEALTH AND SAFETY SPONSOR

The opportunity to sponsor health and safety of the delegates is one of the most visible branding opportunities.

Sponsorship package includes:

- ◆ Company name mention in the speech.
- ◆ 2 banners at the conference venue
- ◆ 1 exhibition booth
- ◆ Quarter page advert in the conference booklet
- ◆ Logo in the promotional material

Ksh. 300,000 Only 1 opportunity available



OTHER PACKAGES COMPARISON TABLE

TITLE	VALUE	BENEFIT
Gala Dinner *Only 1 opportunity available Host approximately 350 delegates.	Ksh.2,000,000	Three (3) complimentary tickets to the Gala Dinner. One reserved table at the Gala Dinner in a prime position. Naming rights to the African evening i.e. "sponsor name" African Gala Evening. Opportunity for a representative from your organisation to make a 3 to 5-minute presentation at the event. Company logo featured prominently on conference marketing platforms. Full page advert in the conference booklet (Front Cover). All platinum sponsor benefits. Signage provided by you displayed at the Gala Dinner location.
Lunch Break Sponsor * Per Break - 3 available Host approximately 350 delegates.	Ksh. 1,700,000	One reserved table during lunch break in a prime position. Naming rights as a Lunch Break sponsor. Lunch break passes (to be provided to the delegates). Company logo featured prominently on conference marketing platforms. Opportunity for a representative from your organisation to make a 3 to 5-minute presentation at the event. Ability to display a banner or similar temporary display. All gold sponsor benefits. Full page advert in the conference booklet (Back Cover).
Welcome Cocktail * Only 1 opportunity available Host approximately 300 delegates.	Ksh.1,500,000	Two (2) complimentary tickets to the welcome reception. Naming rights to the welcome reception i.e "sponsor name" cocktail function. Opportunity for a representative from your organisation to make a 3 to 5-minute presentation at the event. Company logo featured prominently on conference marketing platforms. Full page advert in the conference booklet (Inside). All silver sponsor benefits. Company acknowledgment as a sponsor at the registration area.
Site Tour Sponsor * 2 opportunities available	Ksh.500,000	Naming rights to the Site Tour i.e "Sponsor Name" Site Tour. Site Tour passes (to provided list of delegates). Company logo featured on conference marketing. Opportunity for two additional company representatives to attend the conference. Quarter page advert in the conference booklet. A delegate contact list of those who attend the site tour and have agreed to have their details distributed, post event only..
Health & Safety Sponsor * Only 1 opportunity available Sponsor facilitate simple mentation of Covid-19 safety protocols, a stand-by fully-equipped ambulance and clinic for conference delegates for 3 days	Ksh.300,000	Company name mention in the speech. 2 banners at the conference venue 1 exhibition booth. Quater page advert in the conference booklet . Logo in the promotional material.

EXHIBITOR PACKAGES

04

WHY EXHIBIT?

Our exhibition offers you exposure to the many delegates at the Conference and the opportunity to showcase your products and services to a global pool of customers. The exhibition area has been designed to provide the best possible promotional opportunities to participating companies. The exhibition will provide delegates and exhibitors with excellent opportunities to network, establish new business partners, connect with clients face-to-face, get direct feedback from your target audience, generate lucrative leads and close sales as well as create brand awareness.

BENEFITS

- ◆ Exhibition set up at the conference venue
- ◆ Exhibitor logo on the conference website and awareness materials
- ◆ Listing in Conference program
- ◆ Banner and branding material at the exhibition space
- ◆ Opportunity to provide promotional material to delegates
- ◆ Mentions by the MC during the event
- ◆ Promotion on the IARS social media sites
- ◆ Dedicated time within the conference program for delegates to visit the exhibition area
- ◆ Refreshment breaks will be available in the prominent locations throughout the Exhibition Hall.

BOOTH DETAILS:

- ◆ Basic booth 3m x 3m
- ◆ Basic light and power system
- ◆ 1 standard table and 2 chairs
- ◆ 1 waste basket
- ◆ Fascia branding



INCLUDING:

Two complimentary exhibitor passes per booth. Exhibitor passes entitles:

- ♦ Full access to the exhibition area but not the general programme
- ♦ Access to the Opening Ceremony and Welcome Reception.
- ♦ Morning and afternoon refreshment
- ♦ Lunch

EXHIBITION SCHEDULE

The Exhibition will be held from 13th – 15th March 2024

Cost: Kshs, 20,000/- Per Day

Exhibition Opening Hours

Exhibition open	Wednesday	13.03.2024	10:00am- 5:45pm
Exhibition open	Thursday	14.03.2024	9:00am- 5:45pm
Exhibition open	Friday	15.03.2024	9:00am – 2:00pm

- ♦ Exhibitors will have access to their assigned booth space from 8:00am- 5:45pm on Wednesday and Thursday, Friday will be from 8:00am – 2:00pm. Exhibitor badges will be required to gain entry into the hall during these times.
- ♦ All booths must be kept open and properly staffed during open exhibit hours. Premature packing and /or dismantling will not be permitted.



BOOKING FORM

PLEASE COMPLETE AND SUBMIT THIS APPLICATION FORM TO info@iars.co.ke

CONTACT DETAILS

Contact name:

Company name:

Email:

SPONSORSHIP PACKAGES

- ☐ Platinum
- ☐ Gold
- ☐ Silver
- ☐ Bronze
- ☐ Gala Dinner Sponsor
- ☐ Site Tour Sponsor
- ☐ Lunch Break Sponsor
- ☐ Welcome Reception Sponsor
- ☐ Health and Safety Sponsor

TERMS AND CONDITIONS

1. All sponsorship is with the Client
2. Receipt of a booking form confirms your intention to sponsor/exhibit.
3. Confirmation is subject to approval by the conference committee.
4. Payment must be made within 30 days of invoice, with all payments finalised at least 14 days prior to the event.
5. All cancellations must be made in writing to info@iars.co.ke
6. The Sponsor/Exhibitor shall not damage any of the provided items at the venue. Any resulting damages must be paid to the supplier or venue by the exhibitor directly.
7. The conference committee and Event & Conference Co. or any of its staff/volunteers shall not be held responsible for any loss, damage or theft of the exhibitor stand or products.
8. Payments made to Event & Conference Co. are held on behalf of the client, by contractual agreement.

PAYMENT: An invoice will be forwarded to the listed contact upon receipt of a signed booking form.

Thank you



CONTACTS



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