

Sponsor Prospectus
The 8th World Critical Illness Insurance Conference™



PARTICIPANT COMMENTS

“I will be back! Thanks for a great time. What a great investment.”

“The quality of speakers was excellent.” “The conference was outstanding.”

“This was my first, and certainly won't be my last. Exceptional speakers and ideas to build a business.”

“CI is so important and significant and I must let my clients and prospects know.”

SPONSORSHIP LEVELS

*All prices listed are CAD * please note that all prices are subject to 12% hst	PLATINUM	GOLD	SILVER	EXHIBITOR
	\$55,000	\$27,000	\$12,000	\$3,600
▶ 8' x 10' booth space in exhibit hall & the 'Passport to Prizes' program	♦ x 2	♦	♦	♦
▶ Company name/logo on exhibit hall signage	♦	♦	♦	♦
▶ 25 word company profile in program book exhibitor listing	♦	♦	♦	♦
▶ Complimentary registrations (includes 3 breakfasts and all coffee breaks)	18	9	4	2
▶ Exhibit Hall only passes (max 5 per booth; each pass includes 3 breakfasts and 5 coffee breaks)	\$250 per pass	\$250 per pass	\$250 per pass	\$250 per pass
▶ Complimentary program book advertising (page size)	2	1	1/4	
▶ Company logo and link on website	♦	♦	♦	
▶ Company name/logo on registration desk signage	♦	♦	♦	
▶ Company logo included in various advertising (if contracted prior to print deadlines)	♦	♦	♦	
▶ Option to pre-purchase reduced price registrations (within 30 days of contract signing; these prices valid only until August 31, 2010 ; valid for broker/agent or head office registrations;)	100 @ \$550 each	50 @ \$650 each	25 @ \$750 each	
▶ Logo displayed on Main Platform screen(s)	♦	♦	♦	
▶ Opportunity to receive credit for Main Platform Speaker provided by CIIC		♦		
▶ Opportunity to provide one Focus Session Speaker (at Sponsors expense)		♦		
▶ Complimentary literature, apparel or merchandise insert into registration kits	♦	♦		
▶ Opportunity to provide one Main Platform or Focus Session Speaker (at Sponsors expense)	♦			
▶ Company VP 15-minute address to audience on Main Platform (may include a video presentation of up to 5 minutes)	♦			
▶ Sponsor recognition from Podium	♦			



KEY FACTS ABOUT The World Critical Illness Insurance Conference™

- THE ONLY GLOBAL CI CONFERENCE IN THE WORLD
- HUNDREDS OF PRODUCERS FROM ALL OVER CANADA
- ACCESS TO THE TOP-SELLING CI PRODUCERS

SUPPORTING SPONSOR OPTIONS

<p>Professional Development Workshop \$ varies Position your company as an expert in the field</p> <ul style="list-style-type: none"> ▶ Company speaker delivers keynote at sponsored meal event ▶ Company name and logo on event signage ▶ Company literature dispersed at event ▶ Sponsor recognition 	<p>Conference Tote \$6,000 Used throughout the conference and beyond</p> <ul style="list-style-type: none"> ▶ Company logo added to tote given to each attendee ▶ Opportunity to insert literature, apparel or merchandise into registration kit ▶ Sponsor recognition
<p>Refreshment Break \$7,000 Available at any/all of 5 opportunities</p> <ul style="list-style-type: none"> ▶ Company name on signage in break area ▶ Recognition in program book agenda ▶ Recognition in pocket agenda and website agenda ▶ Sponsor recognition 	<p>Conference Lanyards \$4,000 Your company logo/wording on every attendee throughout the conference!</p> <ul style="list-style-type: none"> ▶ Lanyard supplied and printed ▶ Sponsor recognition
	<p>Conference Tote Insert \$1,000 Your literature, apparel or merchandise placed directly in totes</p> <ul style="list-style-type: none"> ▶ Sponsor delivers their choice of product(s) to conference site ▶ Sponsor recognition

PROGRAM BOOK ADVERTISING	1/4 page \$250	1/2 page \$350	full page \$500
PROGRAM BOOK UPGRADES (for Sponsors)	1/4 page \$200	3/4 page \$350	full page \$450

• *If your company would like to sponsor this event in a manner that is not available on this prospectus please feel free to contact us with a suggestion. We welcome innovation!*

SPONSORSHIP / EXHIBITOR RULES AND REGULATIONS

1. Sponsor to incur all shipping/receiving costs of all materials to and from venue, including registration kit and booth materials.
2. All intellectual property, logos, trademarks and the World Critical Illness Insurance Conference™ remain the property of Critical Illness Insurance Centre Ltd.
3. Any attendee information can only be used for the sole purpose of promoting the World Critical Illness Insurance Conference™.
4. Logos are to be submitted in .gif, .bmp or .jpeg format for web use & an .eps or .ai format for printed materials **within 2 weeks Post-signing.**
5. Program book ads and Exhibitor 25 word company profile are to be submitted by **Wednesday, November 3rd, 2010.**
6. Complimentary registrations are to be received by **Wednesday, December 1st, 2010.**
7. Sponsorship fees are payable by cheque or credit card in Canadian funds. All fees are non-refundable. Contracts will not be processed until the completed contract and full payment are received. Subject to applicable Provincial taxes.
8. In the interest of mutually beneficial marketing, sponsors agree to provide a web link to The 7th World Critical Illness Insurance Conference™.

Exhibit Hall: All booths are 8' x 10' and include 8' back drape and 3' side drape and identification at entrance signage. Furnishings, internal booth cleaning, phone lines etc. are not included in exhibit fees. An exhibitor service kit will be provided containing information on services and products available from the Show Services contractor.

Move in Date: Jan. 12th 12-3 pm Booths must be fully set up for inspection at 3:00 pm.

Move out Date: Jan. 15th 10:30 am All exhibits must operate until the end of the morning break in order to ensure a professional climate. Exhibitors are not permitted to dismantle or remove their display prior to the last day of the show without the written permission of The Critical Illness Insurance Centre. All booths must be completely removed by 4 pm.

Hours:
(subject to change)

Jan 13 th	6-7:30 am(breakfast) / 10-10:30 am(break) / 12:30-2 pm(lunch) / 3-3:30 pm(break)
Jan 14 th	6-7:30 am(breakfast) / 10-10:30 am(break) / 12:30-2 pm(lunch) / 3-3:30 pm(break)
Jan 15 th	6-7:30 am(breakfast) / 10-10:30 am(break)

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