2022 Claims and Anti-Fraud Annual Conference
Wednesday, October 12 to Friday, October 14, 2022
Caesars Windsor
Windsor, Ontario

EVENT SPONSORSHIP PACKAGE
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 insurers. Our member insurers 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% 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 nearly $100 billion a year in benefits or nearly $1.9 billion a week
- are major investors in the Canadian economy with assets over $1 trillion at the end of 2020
- employ more than 158,000 Canadians
- hold federal government bonds valued at $28 billion, and provincial and municipal government bonds totalling $133 billion

The opportunity of the 2022 CLHIA Claims and Anti-Fraud Annual Conference

This annual conference brings together senior managers, directors and vice presidents in the areas of claims operations and anti-fraud.

In 2022 the conference will be held in Windsor, Ontario at Caesars Windsor from Wednesday, October 12 to Friday, October 14.

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. We also invite law enforcement officials who specialize in fraud investigations. Gain brand exposure to and connect with key business and supplier decision-makers.

Our two receptions and special event activity provide valuable networking opportunities.

Sponsorship privileges

As a sponsor, you will benefit from brand exposure at the conference. Your logo will be featured in conference materials, on-site signage and through our popular digital program provided through our event app.

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

Diamond, Platinum, Gold and Silver sponsors benefit from complimentary registrations, signage in high-traffic areas and enhanced promotional opportunities offered through our event app such as:

- Social media promotion
- Company logos and banner ads embedded in the app
- Links to your promotional advertising and PDFs
- Direct contact to your account representatives
## Sponsorship Options and Fees

<table>
<thead>
<tr>
<th>What we offer you**</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Complimentary registrations:</strong> Your attendees receive the same conference benefits as all attendees with a choice of workshops (if applicable), networking opportunities and meals.</td>
<td>$13,000</td>
<td>$10,000</td>
<td>$7,500</td>
<td>$5,000</td>
<td>$3,000</td>
</tr>
<tr>
<td><strong>Exclusive branded logo lanyard:</strong> Your company logo printed on the official conference name badge lanyard that each attendee wears during the conference.</td>
<td>✔️</td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Hotel key cards:</strong> Your company logo is printed on the RFID hotel key card which every attendee who checks into the hotel for the event receives.</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
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</tr>
<tr>
<td><strong>Broadcast email to the attendees:</strong> Promote your presence with a broadcast email sent to attendees three weeks prior to the conference (50 words or less).</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
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<tr>
<td><strong>One speaking opportunity or exhibit hall booth and/or à la carte option:</strong> Your priority booth choice location and an exclusive à la carte option or two à la Carte options (à la Carte options are listed on pg. 5). *</td>
<td>An Exhibit Booth* or Speaking Session* and 1 à la carte option or 2 à la carte options</td>
<td>An Exhibit Booth* or Speaking Session* or 1 à la carte option</td>
<td>1 à la carte option</td>
<td>1 non-exclusive à la carte option</td>
<td></td>
</tr>
<tr>
<td><strong>Access to delegate list:</strong> Made available approximately two weeks in advance of the event.</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td><strong>Brand visibility:</strong> Your company’s name and logo will appear on a full color, 8-foot tall banner and other supplementary event material.</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td><strong>Company recognition:</strong> Your company will receive recognition from the podium and in our “Thank you to our Sponsors” slide in our meeting slideshow.</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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*Number of speaking sessions and exhibit booths are limited and are available on a first come basis. Speaking sessions need to be appropriate to the audience.

** Plus applicable taxes.
Digital Program Options

<table>
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<tr>
<th>What we offer**</th>
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<tr>
<td><strong>Digital program options</strong> (see below)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Premium advertising:</strong> Your logo permanently displayed on the main menu.</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>Home screen banner ad:</strong> Shown at the bottom of the home screen.</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Banner ad:</strong> Shown on the Agenda, Attendees and Sponsors screens.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Social media promotion:</strong> Your social media links (Facebook, Twitter and LinkedIn) listed in the Sponsor section of the app.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Promotional advertising:</strong> Links to PDFs of ads and promotional material for attendees to download.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Direct contact information:</strong> Your company’s name, logo, description and website are listed in the Sponsor section of the app.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
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</table>

** Plus applicable taxes.

In addition, all sponsors will be acknowledged in the Sponsors section of our event registration system website.
**Sponsorship à la carte Options**

**Enhance your sponsorship exposure by adding the following options.**
*ALL OPTIONS ARE EXCLUSIVE TO THE SPONSOR LEVEL. OPPORTUNITIES ARE OFFERED ON A FIRST-COME BASIS.*
*DENOTES EXCLUSIVE ITEM

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<tr>
<th>Sunrise Sessions (4 maximum each morning): This is your opportunity to position your organization as a leader by providing a presentation to conference attendees. Sessions will take place in a break-out room. Attendees will sign-up for the session of interest to them. Upon arrival, breakfast will be available and you will be the host for the session. Your organization will have <strong>20 minutes</strong> to present to the attendees with additional time for networking. This is available to all sponsorship levels and comes with an additional cost to your base sponsor fee.</th>
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<tr>
<th>Wednesday Morning ‘New to the Conference’ Pre-Conference Networking Opportunity: Open to sponsors, exhibitors and registrants, this 1-hour networking opportunity over coffee and muffins allows those who are attending the conference for the first time to meet new people and to understand the conference options better.</th>
</tr>
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<tr>
<th>Opening Keynote Presentation: On the opening day of the conference all attendees will gather to listen to a keynote presentation. This sponsorship opportunity allows you to address the attendees for three minutes and introduce the keynote speaker. <strong>Taken</strong></th>
</tr>
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<tr>
<th>Wednesday Evening Welcome Reception*: This evening provides an opportunity for attendees to catch up about the past year while visiting all of the exhibit booths. This sponsorship opportunity will allow you to stand out from the other exhibitors as the key sponsor of the evening. Your logo will appear on the signage at the event. <strong>Taken</strong></th>
</tr>
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<tr>
<th>Thursday Morning Refreshment Break*: This sponsorship opportunity will allow you to be a sponsor of the Thursday refreshment break inside the exhibit hall. Your logo will appear on the signage at the break.</th>
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<tr>
<th>Thursday Lunch*: This sponsorship opportunity will provide for exclusive branding of lunch served in the exhibit hall. Your logo will appear on the signage at the event. <strong>Taken</strong></th>
</tr>
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<tr>
<th>Thursday Lunchtime Keynote Presentation and Dessert*: Once the lunch in the exhibit hall closes, attendees will move to the plenary room for dessert and the keynote presentation. This sponsorship opportunity allows you to address the attendees for three minutes and introduce the keynote speaker. Your logo will appear on the signage at the event. <strong>Taken</strong></th>
</tr>
</thead>
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<tr>
<th>Thursday Afternoon Fun Run/Walk ‘Enjoy the Windsor Riverfront Trail’: Join this event as a sponsor representative and connect with conference attendees while participating in a fun and healthy activity.</th>
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<tr>
<th>Thursday Evening Exhibit Hall Closing Reception*: This evening provides an opportunity for attendees to finish visiting all of the exhibit booths. This sponsorship opportunity will allow you to stand out from the other exhibitors as the evening’s sponsor. Your logo will appear on the signage at the event. <strong>Taken</strong></th>
</tr>
</thead>
</table>

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<tr>
<th>Thursday Evening Special Event*: This sponsorship opportunity will provide for exclusive branding at our special event. This is well attended as attendees take the opportunity to network and establish contacts in a relaxed setting. <strong>Taken</strong></th>
</tr>
</thead>
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<tr>
<th>Closing Keynote Presentation*: On the closing day of the conference, attendees gather to listen to a keynote presentation. This sponsorship opportunity will allow you to address the attendees for three minutes and introduce the keynote speaker. <strong>Taken</strong></th>
</tr>
</thead>
</table>
Any Questions?
For general inquiries about sponsorship:

**Joan Weir**
Director, Health and Disability Policy
jweir@clhia.ca
416-359-2003

**Mary Ellen Baker**
Conference Assistant
mbaker@clhia.ca
416-359-2018

For inquiries about on-site brand exposure opportunities through our event app:

**Cindy Smith**
Manager, Communications
csmith@clhia.ca
416-359-2045

**Social Media**
Staff of CLHIA will be taking photos and 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 mbaker@clhia.ca by **May 31, 2022**.

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 our meeting materials and digital program.
Diamond
Exclusive Sponsorship

Diamond Sponsorship Program
$13,000.00 + Applicable Taxes

This package includes:

**Exclusive Features**
- There will be only one Diamond sponsor.
- Conference Event App: Your ad displayed on the home page.
- The lanyards branded with the Diamond sponsor's logo.
- Your logo on hotel key cards.
- CLHIA will send a broadcast email on behalf of the Diamond Sponsor to attendees three weeks in advance of the conference (50 words or less) introducing the Diamond Sponsor.
- One Speaking Opportunity or Exhibit Booth with priority choice of your booth location in the Exhibit Hall and an Exclusive à la Carte Option or two à la Carte Options*.

**Pre-Conference Advertising**
- Diamond sponsor's company name and logo will appear prominently on the Claims and Anti-Fraud Annual Conference (CAFAC) event registration system.
- A direct link to the sponsor's website will be accessible from the CAFAC event registration system by clicking on the sponsor’s logo.
- CLHIA will send a broadcast email on behalf of the Diamond Sponsor to attendees three weeks in advance of the conference (50 words or less).
- Access to delegate list one month prior to conference.

**Conference Attendance**
- Up to three complimentary registrations to the conference, including the opening reception Wednesday evening, conference meals, special event on Thursday evening, all conference plenary presentations and applicable workshop sessions.
- The conference lanyards branded with the Diamond sponsor's logo
- One Speaking Opportunity or Exhibit Booth with priority choice of your booth location in the Exhibit Hall and an Exclusive à la Carte Option or two à la Carte Options*.
- Hotel Key cards branded with Diamond and Platinum logos.

**On-Site / Event app**
- Your logo displayed on the home page every time the app is opened.
- One colour advertisement linked in the digital program
- Company name and logo featured prominently on the conference event app with recognition as a Diamond level sponsor, with links to your social media sites.
- Diamond level sponsorship recognition in conference event signage featured each day during the conference.
- Sponsorship highlighted on name badges of your representatives.

**Advertising Requirements**
- Company logo required in EPS and JPG format for our event registration system by May 31, 2022.
- One PDF advertisement supplied by your company is to be received in house by August 12, 2022

*Number of speaking sessions and exhibit booths are limited and are available on a first come basis. Speaking sessions need to be appropriate to the audience.
Platinum

Platinum Sponsorship Program
$10,000.00 + Applicable Taxes

This package includes:

Exclusive Features
- A choice of a Speaking Opportunity or Exhibit Booth or one à la Carte Option*.
- Your logo on hotel key cards.
- CLHIA will send a broadcast email on behalf of the Platinum Sponsors to attendees two weeks in advance of the conference (50 words or less).

Pre-Conference Advertising
- Platinum sponsor's company name and logo will appear prominently on the Claims and Anti-Fraud Annual Conference (CAFAC) event registration system.
- CLHIA will send a broadcast email on behalf of the Diamond Sponsors to attendees two weeks in advance of the conference (50 words or less).
- A direct link to the sponsor’s website will be accessible from the CAFAC event registration system by clicking on the sponsor’s logo.
- Access to conference attendee list one month prior to the conference.

Conference Attendance
- Up to three complimentary registrations to the conference, including the opening reception Wednesday evening, conference meals, special event on Thursday evening, all conference plenary presentations and applicable workshop sessions.
- One Speaking Opportunity or Exhibit Booth Exhibit Booth with priority choice of your booth location in the Exhibit Hall or one à la Carte Option*.
- Hotel Key cards branded with Diamond and Platinum logos.

On-Site / Event app
- One colour advertisement linked in the digital program.
- Platinum level sponsorship recognition in conference event signage featured each day during the conference.
- Company name and logo featured prominently on the conference event app with recognition as a Platinum level sponsor along, with links to your social media sites.
- Sponsorship highlighted on name badges of your representatives.

Advertising Requirements
- Company logo required in EPS and JPG format for our event registration system by May 31, 2022.
- One PDF advertisement supplied by your company is to be received in house by August 12, 2022.

*Number of speaking sessions and exhibit booths are limited and are available on a first come basis. Speaking sessions need to be appropriate to the audience.
Gold

Gold Sponsorship Program
$7,500.00 + Applicable Taxes

This package includes:

Pre-Conference Advertising
• Sponsor's company name and logo will appear on the Claims and Anti-Fraud Annual Conference (CAFAC) event registration system.
• A direct link to the sponsor's website will be accessible from the CAFAC event registration system by clicking on the sponsor's logo.
• Access to conference attendees list one month prior to the conference.

Conference Attendance
• Up to two complimentary registrations to the conference, including the opening reception Wednesday evening, conference meals, special event on Thursday evening, all conference plenary presentations and applicable workshop sessions.
• Choice of one à la Carte Options.

On-Site / Event app
• Company name and logo featured prominently on the conference event app with recognition as a Gold level sponsor, with links to your social media sites.
• Gold level sponsorship recognition in conference event signage featured each day during the conference.
• Sponsorship highlighted on name badges of your representatives.
• One colour advertisement linked in the digital program.

Advertising Requirements
• Company logo required in EPS and JPG format for our event registration system by May 31, 2022,
• One PDF advertisement supplied by your company is to be received in house by August 12, 2022.
Silver
Silver Sponsorship Program
$5,000.00 + Applicable Taxes

This package includes:

Pre-Conference Advertising
• Sponsor’s company name and logo will appear on the Claims and Anti-Fraud Annual Conference (CAFAC) event registration system.
• A direct link to the sponsor’s website will be accessible from the CAFAC event registration system by clicking on the sponsor’s logo.

Conference Attendance
• One complimentary registration to the conference, including the opening reception Wednesday evening, conference meals, special event on Thursday evening, all conference plenary presentations and applicable workshop sessions.
• Special acknowledgement of appreciation as a Silver sponsor throughout the conference.

On-site/Event app
• Company name and logo featured prominently on the conference event app with recognition as a Silver level sponsor.
• Silver level sponsorship recognition in conference event signage featured each day during the conference.
• Sponsorship highlighted on name badges of your representatives.
• One colour advertisement linked in the digital program.

Advertising Requirements
• Company logo required in EPS and JPG format for our event registration system by May 31, 2022.
• One PDF advertisement supplied by your company received in house by August 12, 2022.
Bronze
Bronze Sponsorship Program
$3,000.00 + Applicable Taxes

This Package Includes:

Pre-Conference Advertising
- Sponsor's company name and logo will appear on the Claims and Anti-Fraud Annual Conference (CAFAC) event registration system.
- A direct link to the sponsor's website will be accessible from the CAFAC event registration system by clicking on the sponsor's logo.

On-site/Event app
- Company name and logo featured on the conference event app with recognition as Bronze level sponsor, with links to your social media sites.
- Bronze level sponsorship recognition in conference event signage featured each day during the conference.
- One colour advertisement linked in the digital program.

Advertising Requirements
- Company logo required in EPS and JPG format for our event registration system by May 31, 2022.
- One PDF advertisement supplied by your company received in house by August 12, 2022.