

YOU | irfa
Institute of
Retirement Funds Africa

HAVE THE POWER

RETIREMENT ECOSYSTEM 2019

SPONSORSHIP &
EXHIBITION PROSPECTUS

28 - 30 July 2019

Where: Inkosi Albert Luthuli International
Convention Centre, Durban

FOREWORD

Our 2019 conference looks at how our behavior impacts on the environment in which we operate, the theme for this year's conference is - The Retirement Ecosystem: You Have The Power.

The retirement funding sector has a significant impact on the societies it serves and working towards positive change should be the goal of each participant.

For us an optimal ecosystem monitors, evaluates and self-corrects; is resilient and dynamic. We know that the retirement funding ecosystem is a complex interconnected network and that all the diverse stakeholders are integral to it and make an impact. Each component has the power to influence this ecosystem positively or negatively. We will be exploring the existing pensions ecosystem and highlight the components as well as the interrelationship between its parts by examining roles within this system in order to understand the impact and power of individual actions. We hope with this conference to surface and highlight trends and practices that equip participants to positively influence the system for the ultimate benefit of improved retirement outcomes.

Our conference attracts delegates from across the industry spectrum: from service providers, retirement funds, organised labour to policymakers and regulators. The IRFA annual conference is quite simply where the decision makers come to share knowledge and trends.

The management board of the Institute of Retirement Funds Africa, the staff team and the vice-president hope you can join us in making this year's conference a catalyst for positive change.



Wayne Hiller van Rensburg
President & Chairperson



THE VENUE

The Durban ICC will again be the venue hosting the conference. The IRFA 2019 exhibition will be taking place this year in **Hall 3 & 4AB**.

The Durban ICC offers world-class facilities and is renowned for its high standards of service excellence. It is located 30-minutes from the King Shaka International Airport and over 3,600 Hotel rooms are within a 10-minute walk of the Centre.



For more information kindly visits <https://icc.co.za/>

OUR MOBILE APP MAKING IT EASIER

When using the onsite mobile app, exhibitors will be able to access the "exhibition lead management portal" which allows contact details to be captured, exhibitors customized questions to be electronically answered while visiting the stands. Aiding with a quick response and follow up with potential contacts which are important to your company.

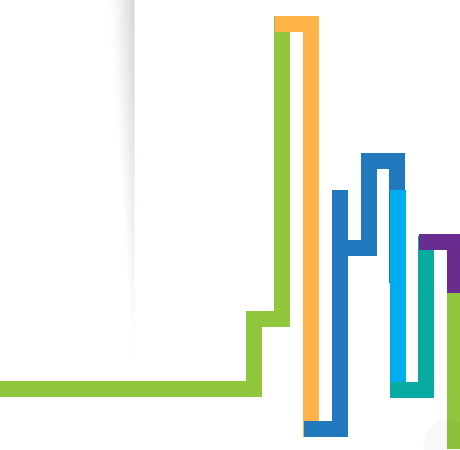


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FULL SPONSORSHIP PACKAGES

Sponsorship Package	Benefits	Rate Incl VAT @15%
<p>Platinum Sponsor</p>	<p>Conference Benefits</p> <ul style="list-style-type: none"> - 10 Complimentary delegate registrations - Participation as thought leader during plenary session - Complimentary participation registration - A 6m x 3m exhibition space in the floor plan - Exhibition Lead-Management App <p>Gala Dinner Sponsor Benefits</p> <ul style="list-style-type: none"> - Logo on all printed gala dinner materials co-branded with the IRFA conference branding - 10 min participation opportunity at the gala dinner - Branded gala dinner gifts per delegate to be supplied by sponsor - Three front tables at the gala dinner for 30pax - Free standing banners to be displayed at the entrance to the gala dinner – to be supplied by sponsor <p>Marketing Engagement Benefits</p> <ul style="list-style-type: none"> - 800-word company profile & logo in electronic conference programme - Exposure on the IRFA website as platinum sponsor - Link directly to your website - Delegate bag insert of sponsor's choice 	<p>R1,000,000.00</p>
<p>Gold Sponsor</p>	<p>Conference Benefits</p> <ul style="list-style-type: none"> - 7 Complimentary delegate registrations - Participation as thought leader during plenary session - Complimentary participation registration - A 6m x 3m exhibition space in the floor plan - Exhibition Lead-Management App <p>Gala Dinner Benefits</p> <ul style="list-style-type: none"> - Two front tables at the Gala Dinner for 20pax <p>Marketing Engagement Benefits</p> <ul style="list-style-type: none"> - 500-word company profile & logo in electronic conference programme - Exposure on the IRFA website as gold sponsor - Link directly to your website. - Delegate bag insert of sponsors choice to be supplied by sponsor 	<p>R 750 000.00</p>
<p>Silver Sponsor</p>	<p>Conference Benefits</p> <ul style="list-style-type: none"> - 5 Complimentary delegate registrations - Participation as thought leader during plenary session - Complimentary participation registration - A 6m x 3m exhibition space in the floor plan - Exhibition Lead-Management App <p>Gala Dinner Benefits</p> <ul style="list-style-type: none"> - One front table at the Gala Dinner for 10pax <p>Marketing Engagement benefits</p> <ul style="list-style-type: none"> - 250-word company profile & logo in electronic conference programme - Exposure on the IRFA website as silver sponsor - Link directly to your website. - Delegate bag insert of sponsors choice to be supplied by sponsor 	<p>R 500 000.00</p>

Sponsorship Package	Benefits	Rate Incl VAT @15%
Bronze Sponsor	<p>Conference Benefits</p> <ul style="list-style-type: none"> - 3 Complimentary delegate registrations - A 4m x 3m exhibition space in the floor plan - Exhibition Lead-Management App - Master class contribution as an industry expert. - Complimentary participation registration <p>Gala Dinner Benefits</p> <ul style="list-style-type: none"> - One front table at the Gala Dinner for 10pax <p>Marketing Engagement benefits</p> <ul style="list-style-type: none"> - 250-word company profile & logo in electronic conference programme - Exposure on the IRFA website as bronze sponsor - Link directly to your website. - Delegate bag insert of sponsors choice to be supplied by sponsor 	R 250 000.00
Masterclasses	<p>Conference Benefits</p> <ul style="list-style-type: none"> - 1 Complimentary delegate registration - Master class contribution as an industry expert. - Complimentary participation registration <p>Marketing Engagement benefits</p> <ul style="list-style-type: none"> - Acknowledgement of contribution to the masterclass in the programme and free-standing banners to be displayed at the entrance to the master class venue. <p>Please Note: This sponsorship opportunity is only available to companies taking part in the exhibition as an exhibitor.</p>	R40 000.00
Delegate Bag and Lanyard Sponsorship	<p>Conference Benefits</p> <ul style="list-style-type: none"> - 2 Complimentary delegate registrations <p>Marketing Engagement benefits</p> <ul style="list-style-type: none"> - Exposure on the IRFA website as delegate registration sponsor - Link directly to your website. - Stationery bag insert of sponsors choice 	R200 000.00
Tea-Coffee Break Sponsorship	<p>Marketing engagement benefits</p> <ul style="list-style-type: none"> - Exposure on the IRFA website as the Tea-Coffee Break sponsor - 50-word company profile & logo in electronic conference programme - Exposure on the IRFA website - Link directly to your website. - Should you wish to supply branded paper napkins or take away coffee cups that are environmentally friendly at your own cost this is acceptable <p>Kindly note:</p> <ul style="list-style-type: none"> - No banners or brochure material will be allowed at the food/coffee stations - This sponsorship opportunity is only available to companies taking part in the exhibition as an exhibitor. 	<p>Morning only sponsorship R20 000.00</p> <p>Afternoon only sponsorship R20 000.00</p> <p>Morning & Afternoon sponsorships R30 000.00</p>



Exhibition Stands	Benefits	Rate Incl VAT @15%
Lunch-Break Sponsorship	<p>Marketing engagement benefits</p> <ul style="list-style-type: none"> - Exposure on the IRFA website as the Lunch-Break sponsor - 50-word company profile & logo in electronic conference programme - Exposure on the IRFA website as Lunch-Break sponsor - Link directly to your website. - Should you wish to supply branded paper napkins or take away coffee cups that are environmentally friendly at your own cost this is acceptable <p>Kindly note:</p> <ul style="list-style-type: none"> - No banners or brochure material will be allowed at the food/coffee stations - This sponsorship opportunity is only available to companies taking part in the exhibition as an exhibitor. 	<p>Monday 29th of July Only R35 000.00</p> <p>Tuesday 30th of July Only R35 000.00</p> <p>Both lunch breaks on the 29th and 30th of July. R50 000.00</p>
Bag Insert Sponsorship	Opportunity to insert an A4/A5 item within the convention bag, upon approval of organisers.	R10 000.00

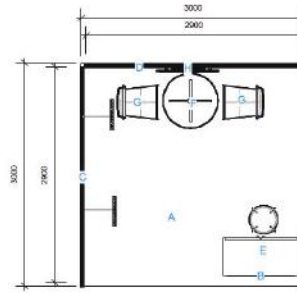
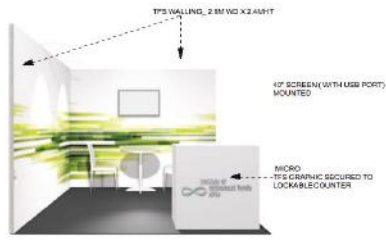
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EXHIBITION PACKAGES

Exhibition Stands	Benefits	Rate Incl VAT @15%
<p>6m x 3m Freehold Exhibition space</p> <p>As per 6m x 3m spaces allocated on the floor plan</p>	<p>Conference Benefits</p> <ul style="list-style-type: none"> - 3 Complimentary delegate registrations - 3 Exhibitor registrations - A 6m x 3m exhibition space in the floor plan - Exhibition Lead-Management App <p>Marketing Engagement Benefits</p> <ul style="list-style-type: none"> - 100-word company profile & logo in Electronic Conference Programme - Exposure on the IRFA exhibition floor plan - Exposure on the IRFA exhibition website with a link directly to your website. - A4/A5 advertisement flyer insert for the delegate bag 	R 175 000.00
<p>4m x 3m Freehold Exhibition space</p> <p>As per 4m x 3m spaces allocated on the floor plan</p>	<p>Conference Benefits</p> <ul style="list-style-type: none"> - 2 Complimentary delegate registrations - 2 Exhibitor registrations - A 4m x 3m exhibition space in the floor plan - Exhibition Lead-Management App <p>Marketing Engagement Benefits</p> <ul style="list-style-type: none"> - 100-word company profile & logo in Electronic Conference Programme - Exposure on the IRFA exhibition floor plan - Exposure on the IRFA exhibition website with a link directly to your website. - A4/A5 advertisement flyer insert for the delegate bag 	R 100 000.00

Exhibition Stands	Benefits	Rate Incl VAT @15%
<p>3m x 3m – Corner Stand Branded package</p> <p>As per 3m x 3m spaces allocated on the floor plan for branded package</p>	<p>Conference Benefits</p> <ul style="list-style-type: none"> - 2 Complimentary delegate registrations - 2 Exhibitor registrations - Exhibition Lead-Management App - A 3m x 3m branded exhibition stand <p>Included in each stand:</p> <ul style="list-style-type: none"> - Lighting: System walling upright – 2 sided backlit - Storage: Branded & Custom-built Lockable Cabinet - Furniture: 2 custom chairs and coffee table - Audio visual: 42” Plasmas Screen with USB input - Flooring: carpeted - Electrical Hire: Standard plug point & 15amp single phase DB board <p>Marketing Engagement Benefits</p> <ul style="list-style-type: none"> - 100-word company profile & logo in Electronic Conference Programme - Exposure on the IRFA exhibition floor plan - Exposure on the IRFA exhibition website with a link directly to your website. - A4/A5 advertisement flyer insert for the delegate bag 	<p>R 85 000,00</p>
<p>Branded Business Pavilion 3m x 2m shell scheme stand with a TFS branded back wall</p>	<p>Conference Benefits</p> <ul style="list-style-type: none"> - 2 Complimentary delegate registration - 2 Exhibitor registration - A 3m x 2m shell scheme stand with full colour branded back wall and fascia name - Exhibition Lead-Management App <p>Included in each stand:</p> <ul style="list-style-type: none"> - Lighting: System walling upright – 2 sided backlit - Storage: Lockable Cabinet - Furniture: 2 custom chairs and cocktail table - Audio visual: 32” Plasmas Screen with USB input on stand. - Flooring: carpeted - Electrical Hire: Standard plug point & 15amp single phase DB board <p>Marketing Engagement Benefits</p> <ul style="list-style-type: none"> - 50-word company profile & logo in Electronic Conference Programme - Exposure on the IRFA exhibition floor plan - Exposure on the IRFA exhibition website with a link directly to your website. - A4/A5 advertisement flyer insert for the delegate bag 	<p>R 32 500,00</p>
<p>Standard Business Pavilion 3m x 2m shell scheme stand with a branded fascia name</p>	<p>Conference Benefits</p> <ul style="list-style-type: none"> - 2 Complimentary delegate registration - 2 Exhibitor registration - Exhibition Lead-Management App - A 3m x 2m shell scheme stand with branded fascia name <p>Included in each stand:</p> <ul style="list-style-type: none"> - Lighting: System walling upright – 2 sided backlit - Storage: Lockable Cabinet - Furniture: 2 custom chairs and a low cocktail table - Audio visual: 32” Plasmas Screen with USB input on stand. - Flooring: carpeted - Electrical Hire: Standard plug point & 15amp single phase DB board <p>Marketing Engagement Benefits</p> <ul style="list-style-type: none"> - 50-word company profile & logo in Electronic Conference Programme - Exposure on the IRFA exhibition floor plan - Exposure on the IRFA exhibition website with a link directly to your website. - A4/A5 advertisement flyer insert for the delegate bag 	<p>R 25 000,00</p>

CORNER STAND PACKAGE
3m x 3m



Plan
Scale 1:40

NOTES:
All measurements Length x Width/Depth x Height.

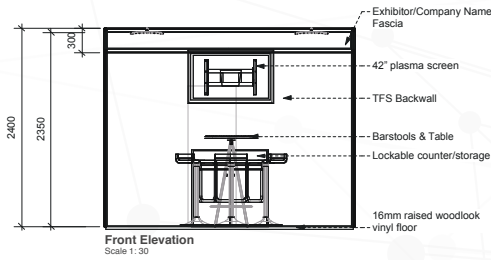
- A: Charcoal filled carpeting
- B: 900mm x 900mm ht (Counter) = 1
- C: LHS 2.9m x 2.4mht = 1
- D: BackWall 2.9m x 2.4mht = 1
- E: Custom Rental Lockable Counter = 1
- F: Round Cafe Table (Stainless Steel) = 1
- G: Cafe Chairs (Star) = 2
- H: 42" Screen with USB Port = 1

ELECTRICAL:
2 x 15AMP Plug point (1 x plug to be allocated for screen)
2 x LED Long Arm Spot Lights

Please supply all TFS graphics with 50mm bleed all round.



BRANDED BUSINESS PAVILLION
3m x 2m



Front Elevation
Scale 1:30

DESCRIPTION
All measurements Length x Width/Depth x Height.

STAND SIZE AND HEIGHT:
3.0 by 4.0 by 2.4m

FLOOR:
16mm raised floor - 6sqm rolled woodlook vinyl

PANELS:
1 off 2980 x 6 x 216mm h forex fascia
2 off 1980 x 6 x 216mm h forex fascia

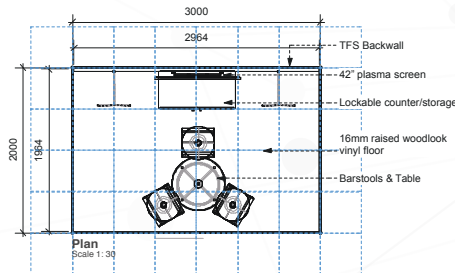
GRAPHICS: 1 off 2950 x 2350mm h TFS fabric

FURNITURE:
1 Ceda counter
1 off Pyramid table
3 off Waterfall barstools

AUDIO VISUAL:
1 off 42" plasma screens

ELECTRICAL:
2 off plug points (one for plasma screen)
2 off LED long arm lights

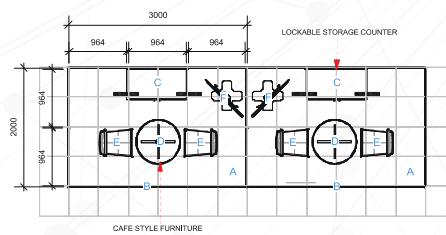
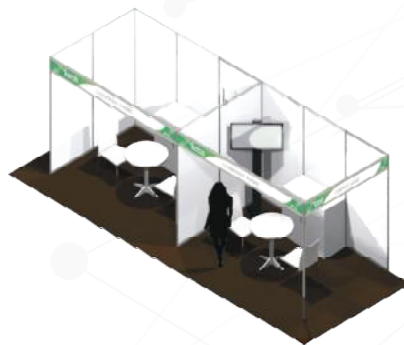
Please supply all TFS graphics with 50mm bleed all round.



Plan
Scale 1:30



STANDARD BUSINESS PAVILION
3m x 2m



Plan
Scale 1:40

NOTES:
All measurements Length x Width/Depth x Height.

- A: VENUE CARPETING
- B: 2980mm x 216mm ht Fascia= 1
- C: Custom Rental Lockable Counter=1
- D: Round Cafe Table (Stainless Steel)=1
- E: Cafe Chairs (Star)= 2
- F: 32" Screen on stand

ELECTRICAL:
2 x 15AMP Plug point (1 x plug to be allocated for Screen)
2 x LED Long Arm Spot Lights



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SPONSORSHIP OPPORTUNITIES

Sponsorship Opportunities	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Master class Sponsor	Delegate Bag and Lanyard Sponsor	IRFA 2019 Lunch sponsor	IRFA 2019 Tea/Coffee Sponsor	Exhibition Package
CONFERENCE ENGAGEMENT BENEFITS									
Complimentary delegate registrations	● 10	● 7	● 5	● 3	● 1	● 2			●
Participation as thought leader during plenary session	●	●	●						
Master class contribution as an industry expert				●	●				
Complimentary participation registration	●	●	●	●	●				
Complimentary exhibitor registration									●
Exhibition space in the floor plan	●	●	●						●
Exhibition Lead-Management App	●	●	●						●
GALA DINNER SPONSOR BENEFITS									
10 min participation opportunity at the gala dinner	●								
Branded gala dinner gifts per delegate to be supplied by sponsor	●								
Logo on all printed gala dinner materials co-branded with the IRFA conference branding	●								
Gala dinner Table	●	●	●	●					
Free standing banners exposure to be supplied by sponsor.	●			●	●				
MARKETING ENGAGEMENT BENEFITS									
Company profile & logo in electronic conference programme	●	●	●	●		●	●	●	
Exposure on the IRFA website	●	●	●	●		●	●	●	●
Listed on the Mobile app and floor plan	●	●	●	●		●	●	●	●
Link directly to your website	●	●	●	●		●	●	●	●
Delegate advertising material	●	●	●	●		●	●	●	●

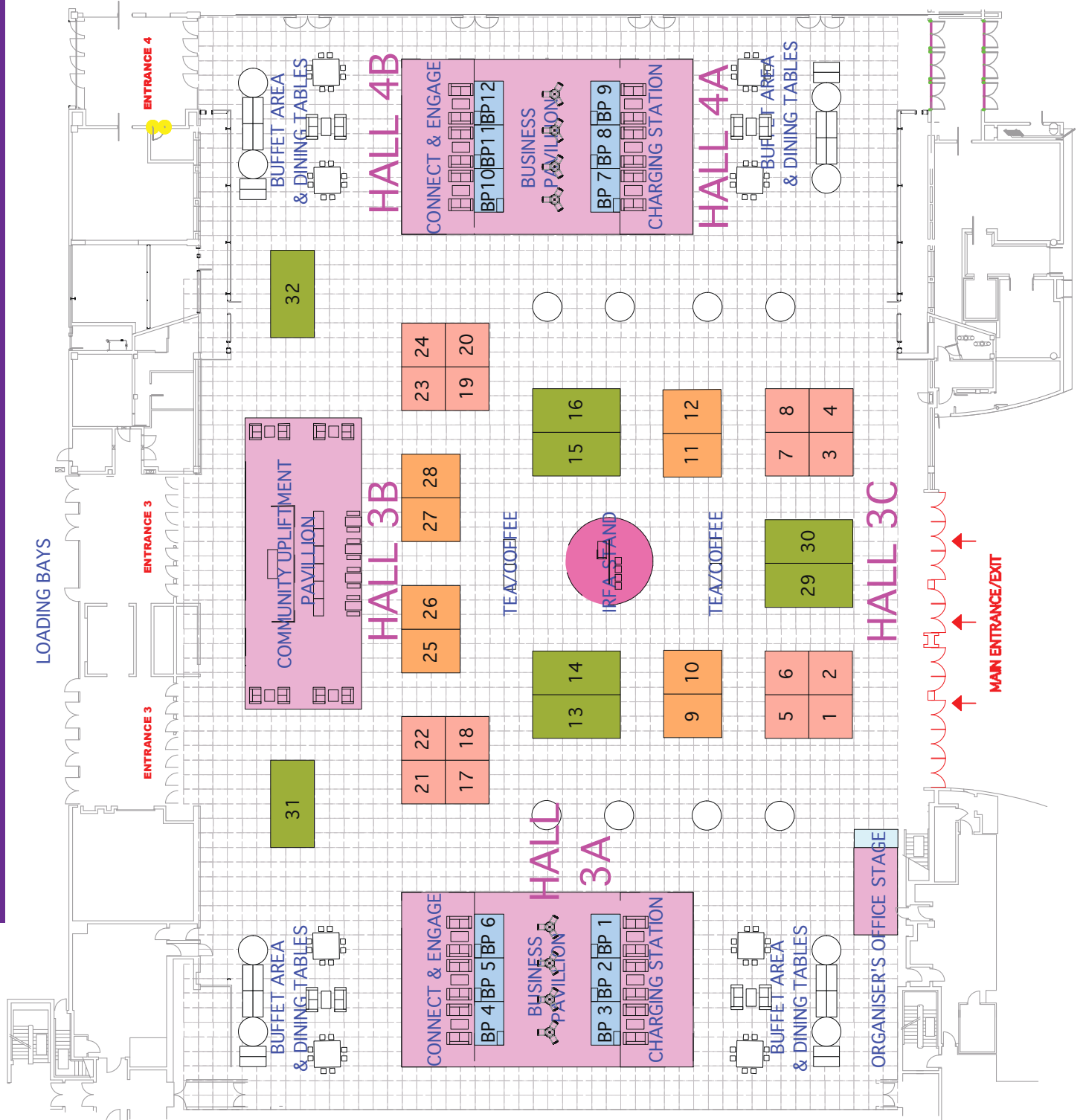
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EXHIBITION STAND SUMMARY

Exhibition Stand Summary	3m x3m Corner Stand Exhibition Package	3m x2m Business pavilion Exhibition Package Branded	3m x2m Business pavilion Exhibition Package Standard	4m x3m Exhibition Space Only	6m x3m Exhibition Space Only
CONFERENCE ENGAGEMENT BENEFITS					
Complimentary Delegate registrations	● 2	● 1	● 1	● 2	● 3
Complimentary exhibitor registrations	● 2	● 1	● 1	● 2	● 3
A 3m x 3m TFS branded corner exhibition stand	●				
A 6m x 3m exhibition space only					●
A 4m x 3m exhibition space only				●	
A 3m x 2m shell scheme stand		●	●		
Items Included in stand package:					
Lighting: - System walling upright – 2 sided backlit	●	●	●		
Storage: - Branded & Custom-built Lockable Cabinet	●	●	●		
Furniture: - 2 custom chairs and cocktail table	●	●			
- 2 custom chairs and a low café table			●		
Audio visual: - 42" Plasmas Screen with USB input wall mounted	●	●			
- 32" Plasmas Screen with USB input on stand.			●		
Flooring: - carpeted	●	●	●		
Electrical Hire: - Standard plug point & 15amp single phase DB board	●	●	●		
Branding: - Full colour branding of 3 sides	●				
- Full colour branding of back wall only		●			
- Full colour branding of Fascia Name			●		

FLOOR PLAN

IRFA 2019 (Hall 3 & 4)
 Floor Layout: Rev F
 Scale 1:400
 GRID 1 BLOCK = 1m x 1m



ONLINE BOOKING PROCEDURE

- 1 Kindly complete the online booking for sponsorship and exhibition.
- 2 Click here: [ONLINE IRFA 2019 booking for sponsorship and exhibition.](#)
- 3 On completion of your online booking an automated confirmation email with all booking details will be sent to you.
- 4 Thereafter a sponsorship and/or exhibition agreement will be emailed to you for review, approval and confirmation signature.
- 5 Kindly sign and initial each page as acceptance of the terms and conditions. As well as entitlements and stand number available.
- 6 Email the signed agreement to louise@confco.co.za
- 7 The relevant invoice will be emailed for payment into the IRFA conference account.
- 8 Kindly send proof of payment to louise@confco.co.za

CONFIRMATION

- Confirmation will be upon approval of the application, written confirmation of sponsorship level, signed agreement of benefits and space assignment.
- Confirmation will only be upon the proof of payment received for the related invoice. All necessary banking details and information for payment will be provided by the Conference Secretariat, The Conference Company.
- Should you require additional exhibition space other than what was allocated, please advise the Conference Secretariat in writing immediately. Any further monies owed are due on presentation of

BOOKING POLICIES AND CANCELLATIONS

- We cannot confirm assignment and confirmation until we have received full payment.
- Should you wish to cancel your sponsorship or exhibition package notification will only be accepted in writing to the IRFA Association and the Conference Secretariat, The Conference Company.
- Should cancellation be received within 60 — 90 days prior to the set-up day of the Conference Friday the 26th of July 2019 - 50% of the payment will be refunded
- Should cancellation be 59 days or less prior to the set-up day of the Conference a Friday the 26th of July 2019 - No refunds will be granted

Exhibition and Sponsorship query contact

To discuss any of the above sponsorship and exhibition packages or should you wish to enquire about stand availability, please contact:

Sponsorship and Exhibition Administrator
The Conference Company
Louise Robinson
Contact 031 303 9852
Email address: louise@confco.co.za