

EAST AFRICA | WEST AFRICA | SOUTH AFRICA | MIDDLE EAST



AFRICA
INSURETECH
FORUM

OCTOBER 5TH, 2023

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October 5th, 2023

The InsureTech Summit Africa is the must-attend event for senior technology and business leaders in the insurance industry. With the insurtech market projected to reach \$1.5 billion by 2022, and Africa's insurance industry valued at over \$60 billion, this summit is an opportunity to explore the latest trends and innovations in the use of technology in the insurance industry. Attendees will learn from industry experts, network with peers, and discover new opportunities to drive growth and efficiency in their businesses.

This summit will feature keynote speeches, panel discussions, and networking opportunities with industry leaders from across the continent. Attendees will learn about the latest technologies and strategies for driving digital transformation in the insurance industry, as well as the impact of insurtech on the distribution of insurance products. They will also discover the opportunities and challenges of using artificial intelligence and machine learning in underwriting and claims management, and the role of blockchain in the insurance industry.

The summit is designed for senior technology leaders, business leaders in the insurance industry, insurance executives, risk managers, insurance brokers, insurtech startups, investors in the insurtech space, reinsurers, regulators, and other stakeholders in the insurance industry. With a wealth of knowledge and experience under one roof, this is a unique opportunity to learn from the best and stay ahead of the curve in the rapidly evolving insurtech market.

Topics:

- The role of digital transformation in the insurance industry
- The use of artificial intelligence and machine learning in underwriting and claims management
- The impact of insurtech on the distribution of insurance products
- The use of blockchain in the insurance industry
- The role of data and analytics in underwriting and pricing
- The future of insurtech and its potential impact on the insurance industry
- The use of drones and other emerging technologies in the insurance industry

Attendees:

- Senior Technology Leaders
- Business Leaders in the Insurance Industry
- Insurance Executives
- Risk Managers
- Insurance Brokers
- Insurtech Startups
- Investors in the insurtech space
- Reinsurers
- Regulators
- Consultants
- Other stakeholders in the insurance industry.

Duration: Full Day
Invited Guests: 100-120 pax
Format: Hybrid

Attendee Demographics



2022 BY NUMBERS

304



Mentions

438



Interactions

1070K



Reach

184



Shares

423



Likes

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Why Sponsor The Year Ahead?

Sponsorships at the dx⁵ Africa Insuretech Forum are specifically designed to provide value and interaction for both attendees and sponsors through brand visibility and networking opportunities.

- Gain brand exposure and access to C-level executives, the decision makers who drive demand for enterprise applications, products and services
- Multiple opportunities to network with senior level technology buyers and providers in a structured yet informal environment
- A limited number of sponsorship opportunities with value-added benefits are available on a first-come, first-serve basis.
- The event is promoted throughout all our channels – Print, Mobile and Web giving your brand maximum exposure
- With a small-targeted audience, lead generation becomes personalized and effective.

Do you plan to launch a new product in 2023?
Use The Year Ahead event to get your product or service in-front of technology buyers with an annual average individual budget of US\$ 2.5m

PARTNERSHIP OVERVIEW	3 available	5 available	10 available	15 available
	360°	180°	90°	45°
PRE-EVENT	\$15,000.00	\$12,000.00	\$8,000.00	\$5,000.00
Invitation Email Branding	√	√	x	x
Confirmation Email Branding	√	√	x	x
Reminder Email Branding	√	x	x	x
Social media mentions	3	2	1	1
Press release on cioafrica.co	√	√	Available at added cost	Available at added cost
Logo on Marketing Collateral	√	√	√	√
Logo on Event Website	√	√	√	√
Profile on Event Website	200 words	150 words	100 words	100 words
DURING EVENT				
In-Person Experience				
Delegate Attendance				
Sponsor delegate tickets	5	4	3	2
Sponsor Customer Passes (invites to be pre-approved by dx ⁵)	6	4	3	2
Brand Engagement				
Forum opening recognition	√	x	x	x
Video Advert	60 Sec	40 Sec	30Sec	15 Sec
Logo on sponsor board	√	√	√	√
Social Media Mentions	6	4	2	2

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**PARTNERSHIP
DEGREE**

360°
\$15,000

180°
\$12,000

90°
\$8,000

45°
\$5,000

PARTNERSHIP OVERVIEW	3 available	5 available	10 available	15 available
	360°	180°	90°	45°
Pre-built & Branded Expo Booth	√	√	Available at added cost	Available at added cost
Venue branding rollup banners (to be provided directly by the sponsor)	4	2	1	1
Educational Engagement				
Speaking Slot (not keynote)	1	Available at added cost	Available at added cost	Available at added cost
Panellist or Moderator Slot	1	1	Available at added cost	Available at added cost
Virtual Experience				
Chat engagement on virtual platform, with speakers and attendees	√	√	√	√
Product videos and brochures	6	4	2	2
Waiting Room Branding	√	√	√	√
Squeeze backs	4x	2x	1x	Group
Logo on sponsor board	√	√	√	√
Virtual Networking Lounge	√	√	x	x
ROI				
Attendee List	Registered	Attended	Attended	Attended
POST EVENT				
Editorial in CIO Africa Magazine - print	√	x	x	x
Editorial on dx ⁵ digital	√	√	x	x
Social Media Mentions	1	1	1	1
Print Advert	Double Spread	1 Page	½ Page	¼ Page
Online banner advert	Half-Page	Leader board	Medium Rectangle	None
Main Plenary Session-on-Demand	√	x	x	x
Proof of Execution Report	√	√	√	√

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a **digital transformation** community

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