

AFRICA
INSURETECH
FORUM



Redefining Insurance
VIRTUAL EVENT • AUGUST 15TH, 2024

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AFRICA INSURETECH FORUM

The insurance sector is experiencing transformative change. The CIO Africa InsureTech Forum is at the forefront, bringing together the brightest minds in insurance and technology to pave the way for the future of the industry in Africa. This event is a critical convergence for professionals, leaders, and innovators in the insurance sector, offering an unparalleled opportunity to be at the leading edge of digital transformation trends and innovations.

Why Sponsor

- **Targeted Exposure:** Connect with a focused audience of decision-makers and influencers in the insurance and technology sectors.
- **Strategic Networking:** Forge valuable partnerships and engage in in-depth discussions with potential clients and collaborators.
- **Showcase Your Innovations:** Highlight your company's contributions to the future of insuretech, from risk management solutions to customer-centric platforms.
- **Lead the Conversation:** Demonstrate thought leadership by participating in discussions on key challenges and opportunities facing the insurance industry.



Topics & Themes

The forum will cover a broad spectrum of pertinent topics, including but not limited to:

- **Priorities for Insurance Leaders:** Navigating the current and future challenges in the insurance landscape.
- **Leveraging Technology for Risk Reduction:** How new technologies are transforming risk assessment and management.
- **Developing Personalised Services for Customers:** Utilizing data and analytics to tailor insurance products and services.
- **Insurance Fraud and Security:** Strategies to combat fraud and enhance cybersecurity in the digital era.
- **Rethinking Health and Life Insurance:** Innovations shaping health and life insurance products for the next generation.
- **The Rise of Embedded Insurance:** Exploring the integration of insurance into everyday consumer transactions and products.

Digital insurance is the computerization of traditional insurance services. Digital insurance means digitizing all the insurance operations and replacing the insurance's physical presence with an online presence, abolishing a consumer's need to visit a branch.



Connect • Engage • Transform

dx⁵ is a trusted and dependable voice, that creates quality content to generate knowledge, trust and deep relationships with our community.

We know that the way buyers evaluate technology purchases has changed dramatically and this is why our content is so valuable for those looking to make a purchase. We use our assets to bring your brand, products, and services closer to your potential buyers. We understand the environment and context, and this, matters.

Target Audience

The forum is tailored for a diverse audience, including:

- Chief Executive Officers (CEOs)
- Chief Information Officers (CIOs)
- Chief Financial Officers (CFOs)
- Chief Operations Officers (COOs)
- Chief Risk Officers (CROs)
- Chief Compliance Officers (CCOs)
- Chief Underwriting Officers (CUOs)

Sponsorship Opportunities

We offer a variety of sponsorship options that provide visibility, engagement, and interaction with our attendees. Whether you're interested in presenting a keynote, hosting a workshop, or showcasing your solutions, we can customize a package that suits your brand's objectives and budget.



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-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 dx²)	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

PARTNERSHIP OVERVIEW	3 available	5 available	10 available	15 available
	360°	180°	90°	45°
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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PRODUCTS



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