



INNOVATION FOR **BRIDGING THE GAP**

Wednesday | 19TH August | 2020

SPONSORSHIP PROPOSAL



ABOUT THE CONFERENCE

The Health Insurance Industry in India is the fastest growing segment and is projected to grow at a CAGR of 21% till 2025. The growth will be fuelled by both demand and supply, where demand will be driven by a growing middle class, young insurable population and an increasing awareness of the need for protection. Further, the increase in products, insurers and intermediaries operating in this space will drive the supply.

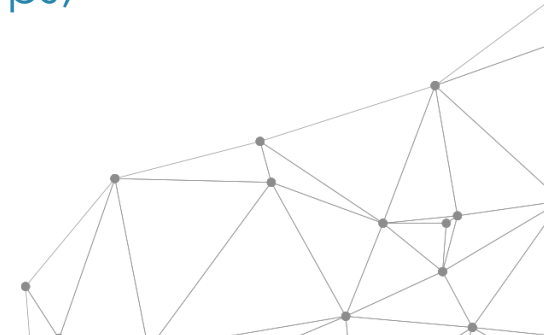
There are, however, gaps in the areas of digitisation, financing, technology and fraud control that hold the industry back. These gaps can be addressed through innovative ideas, which can remove roadblocks pertaining to penetration and can help the industry to grow rapidly.

Keeping these imperatives in mind, the FICCI Virtual Health Insurance Conference on the theme **“INNOVATION FOR BRIDGING THE GAP”** will focus on bridging the identified industry gaps through innovation. The outcome of this effort will be an increase in **TRUST, AFFORDABILITY & ACCESSIBILITY**. The conference will also showcase a curated set of start-ups that are working to address these gaps with solutions that could potentially be game changers.

VIRTUAL EXPERIENCE



- Transporting the user into the life like simulation of an actual brick and mortar space.
- To have all the elements which are physically there at any conference.
- User can access the Virtual expo center through all handheld devices, desktops, laptops etc



SALIENT FEATURES OF THE CONFERENCE



Leaders from Government,
Regulatory & Industry as
Speakers



Keynote
Addresses



Complete Virtual Experience



Interactive Panel
Discussion Sessions



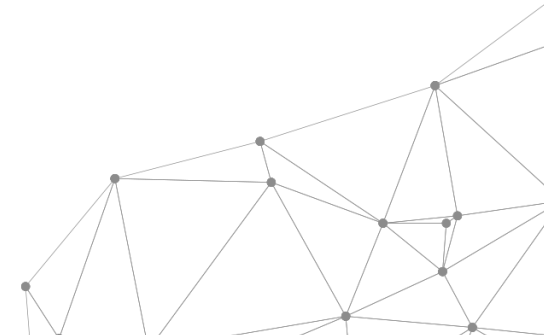
Media Coverage



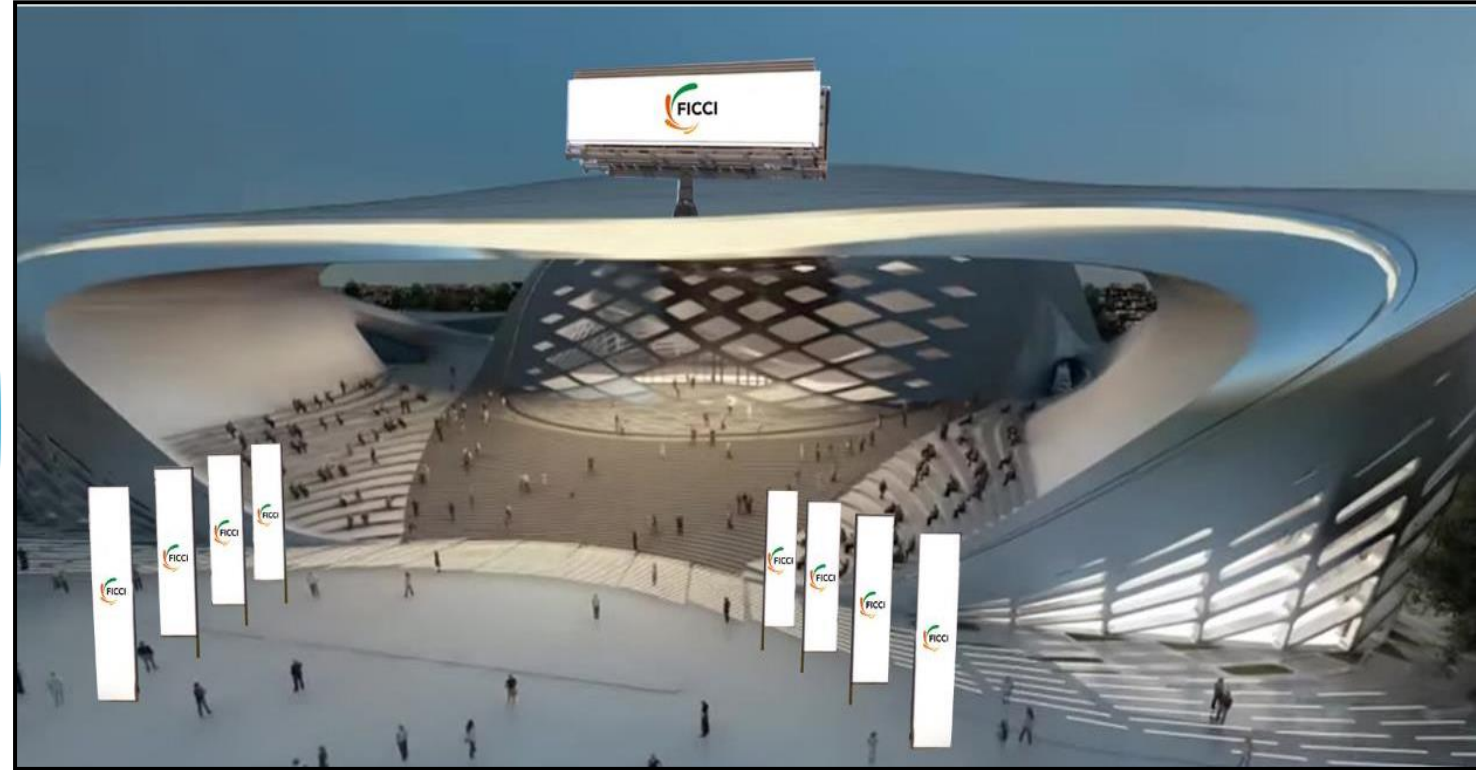
Release of
Knowledge Papers



Excellent Branding &
Networking Platform

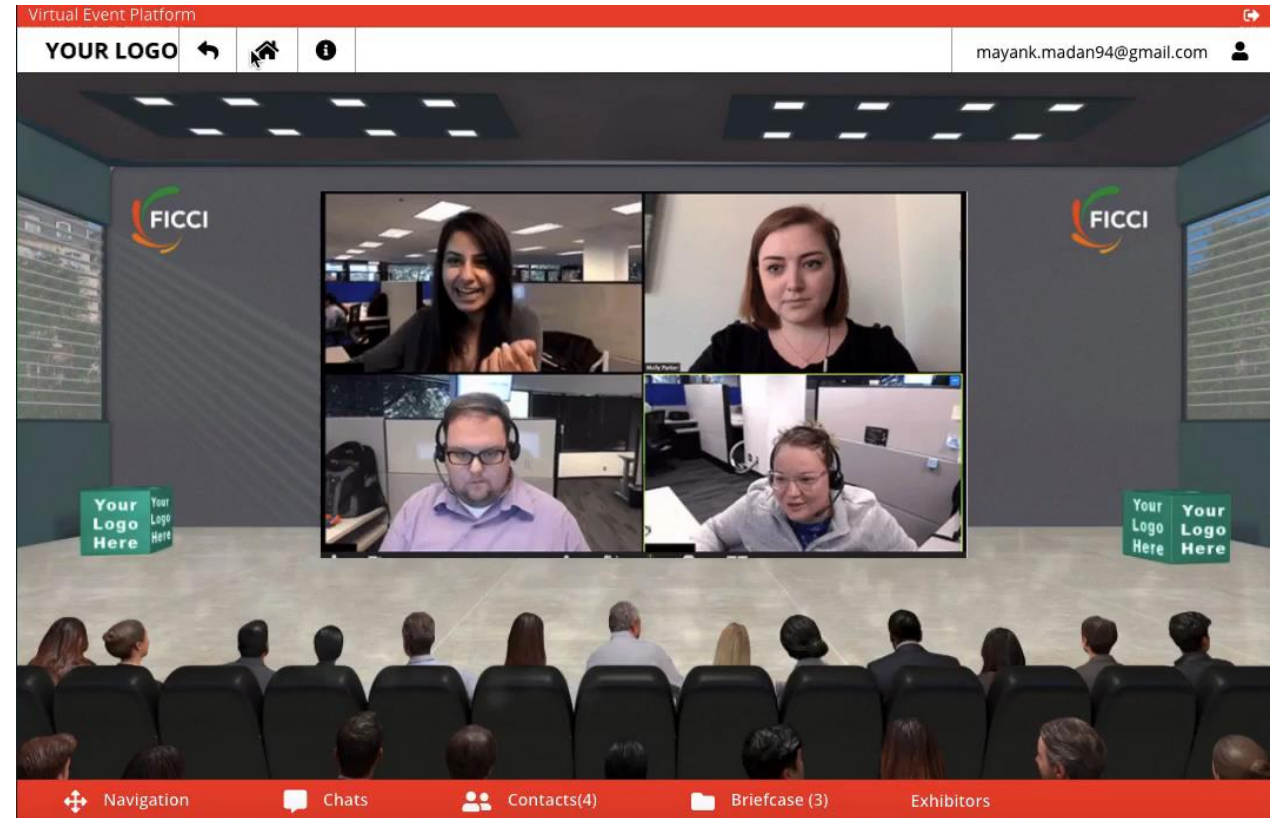


FICCI Virtual Conference Centre





Conference Hall



WHY PARTNER...?



Strengthen your presence and credibility in the industry by aligning with India's premier health insurance conference.



Excellent opportunity for reaching-out to top decision makers & for business development.



Build your visibility & brand in front of the who's who of health insurance & healthcare sector – excess to your key target audience.



Stand-out & gain exposure & recognition as an organization committed to development of the health insurance sector of the country.



Opportunity to gain edge over your competitors.

S. No.	Category	Amount*	Slots Available
1	Premier Sponsor	₹ 10 Lacs	Exclusive
2	Principal Sponsor	₹ 8 Lacs	2
3	Gold Sponsor	₹ 6 Lacs	3
4	Silver Sponsor	₹ 4 Lacs	Open
5	Session Sponsor	₹ 4 Lacs	one per session
6	Information Desk Sponsor	₹ 4 Lacs	Exclusive

*The amount is exclusive of 18% GST.
(In case of sponsorship services, entire GST is payable by the service receiver)



- Display of company logo as “Premier Sponsor” at the topmost single position on the wings of the Sponsors Panel in the main hall and ‘Thank You Sponsors Boards’ at the main lobby of virtual platform.
- Display of company logo as “Premier Sponsor” at the topmost single position in all the pre-conference promotional E-Mailers and E-Brochure, sent to FICCI’s vast database of health insurance and healthcare sectors.
- Display of company logo at the topmost single position as “Premier Sponsor” in conference website, e-souvenir and advertisements.
- 2 virtual exhibition booths at the exhibition/pre-conference area
- Full Page color advertisement and 600 words corporate write-up in ‘Conference e- Souvenir’ downloadable to all participants.
- Logo/AV content to played in loop 10 seconds each along with other Principal Sponsors in main Lobby area/ beginning of sessions
- Running of sponsor’s promotional corporate video (video size not to exceed 3 minutes) during all the session breaks
- 12 complimentary delegate passes for attending the conference.
- Special acknowledgment in Welcome/Thank You speeches at the conference.



- Display of company logo as “Principal Sponsor” at the second most single position on the wings of the Sponsors Panel in the main hall and ‘Thank You Sponsors Boards’ at the main lobby of virtual platform.
- Display of company logo as “Principal Sponsor” at the second row from the top in all the pre-conference promotional E-Mailers and E-Brochure, sent to FICCI’s database of health insurance and healthcare sectors, on a regular basis to promote the conference.
- 2 virtual exhibition booths at the exhibition/pre-conference area
- Full Page color advertisement and 600 words corporate write-up in ‘Conference e- Souvenir’ downloadable to all participants.
- Running of sponsor’s promotional corporate video (video size not to exceed 2 minutes) during all the session breaks.
- Logo/AV content to played in loop 10 seconds each along with other Principal Sponsors in main Lobby area/ beginning of sessions
- 10 complimentary delegate passes for attending the conference.



- Display of company logo as “Gold Sponsor” on the wings of the main conference backdrop and two ‘Thank You Sponsors Standees’ at the virtual main conference lobby.
- Display of company logo as “Gold Sponsor” in all the pre-conference promotional E-Mailers and E-Brochure, sent to FICCI’s vast database of health insurance and healthcare sectors on a regular basis to promote the Conference.
- 1 virtual exhibition booths at the exhibition/pre-conference area
- Full Page color advertisement and 600 words corporate write-up in ‘Conference e- Souvenir’ downloadable to all participants.
- Running of sponsor’s promotional corporate video (video size not to exceed 2 minutes) during all the session breaks.
- Logo/AV content to played in loop 10 seconds each along with other Principal Sponsors in main Lobby area/ beginning of sessions
- 8 complimentary delegate passes for attending the conference.



- Display of company logo as “Silver Sponsor” on the wings of the main conference backdrop and two ‘Thank You Sponsors Standees’ at the virtual main conference lobby.
- Display of company logo as “Silver Sponsor” in all the pre-conference promotional E-Mailers and E-Brochure, sent to FICCI’s vast database of health insurance and healthcare sectors, on a regular basis to promote the conference.
- 1 virtual exhibition booths at the exhibition/pre-conference area
- Full Page color advertisement and 600 words corporate write-up in ‘Conference e- Souvenir’ downloadable to all participants.
- Logo/AV content to played in loop 10 seconds each along with other Principal Sponsors in main Lobby area/ beginning of sessions
- 6 complimentary delegate passes for attending the conference.



- Exclusive branding as “**Session Sponsor**” during the session and the logo of Sponsor shall come on the main screen during the session, visible to the audience
- Display of company logo as “**Session Sponsor**” on the wings of the main conference backdrop.
- Display of company logo as “**Session Sponsor**” in all the pre-conference promotional E-Mailers and E-Brochure, sent to FICCI's vast database of health insurance and healthcare sectors, on a regular basis to promote the conference.
- 1 virtual exhibition booths at the exhibition/pre-conference area
- Full Page color advertisement and 600 words corporate write-up in ‘Conference e- Souvenir’ downloadable to all participants.
- Logo/AV content to played in loop 10 seconds each along with other Principal Sponsors in main Lobby area/ beginning of sessions
- 6 complimentary delegate passes for attending the conference.



- The logo of Sponsor shall come on the Information Desk in the main Lobby where in all the documents can be accessed like Show directory, conference agenda, speakers profile etc and technical support chats can be initiated.
- 1 dedicated virtual exhibition booths will be dedicated to the Sponsor in this category
- Display of company logo as “Information Desk Sponsor” in all the pre-conference promotional E-Mailers and E-Brochure, sent to FICCI's vast database of health insurance and healthcare sectors, on a regular basis to promote the conference.
- Full Page color advertisement and 600 words corporate write-up in ‘Conference e- Souvenir’ downloadable to all participants.
- Logo/AV content to played in loop 10 seconds each along with other Principal Sponsors in main Lobby area/ beginning of sessions
- 4 complimentary delegate passes for attending the conference.



Exhibition Booth Specifications



TV 1 >> Video

- 1 video upto 100 MB size. (Can be changed in the backend whenever required)
- 16:9 Ratio
- MP4 format



PDF/Product brochures/Flyers (in form of pdf)

- up to 10 documents
- 10 MB each file



Social Media Connect with Single Click



Two posters in ratio of 4(w)and 4.75(h) in pdf format not more than 15 mb

SOME OF OUR PAST SPONSORS & PARTNERS



ADITYA BIRLA



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General Insurance Council

Industry Association of General Insurance Companies



MEDICAL COMPANIES



GLIMPSES OF THE PAST CONFERENCES





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