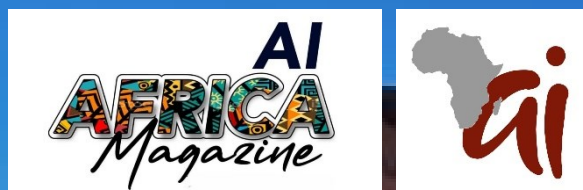


Incorporating the **Africa Insurance Awards**
in partnership with



The International Health Insurance Forum West Africa 2024 event Speaker, sponsor and partner brochure

11 – 13 November
The Wheatbaker Hotel
Ikoyi
Lagos, Nigeria



The role of technology in delivering healthcare for all

How technology is the key to accessible, affordable and quality healthcare

Welcome to an approach for West Africa

About the International Health Insurance Forum

The Forum is a brand of The Consilient Consultancy Limited founded by Robin Ali, an insurance and health system financing specialist with over 33 years' experience in insurance and the last 13 years as an adviser and consultant to insurance companies and governments. His work today includes being the Head of Program Content for the IHIF series of events. The Forum consists of six events across the world including:

- Middle East (2018, 2019, 2022, 2023, 2024)
- East Africa (2019, 2021, 2022, 2023)
- West Africa (2021, 2023)
- Southern Africa (2022)
- SE Asia, Latin America (2023)

Our event philosophy

There have been few events in Africa dedicated to health insurance as a health system financing tool. We are changing that.

Our events are “**how to do**” not “what to do” affairs and they are “**quality**” not “quantity” events.

Our format

We believe that smaller, more intimate events offer greater, more valuable networking and knowledge transfer opportunities. Our events aim to do the following:

- Provide content relevant to the region
- Bring engaging speakers from within and outside the region
- Offer first class venue facilities
- Educate and inform
- Be affordable in relation to the region
- Deliver actionable outcomes
- Above all, be an enjoyable experience.

The themes

Many African countries struggle to finance healthcare with many relying on government funding which is inefficient in both financing and delivery of healthcare with little or no private insurance.

Technology is the key to providing **accessible, affordable** and **quality healthcare** making financing go further in a more efficient manner. This event will highlight the **role of technology in delivering healthcare for all**.

Why Nigeria?

The passage of the National Health Insurance Act in Nigeria in 2022 brought new opportunities for all in the health insurance ecosystem but also challenges. Although one of the most populous countries in Africa, the previous NHI scheme failed to reach more than a small proportion of the population.

Neighbouring countries in West Africa are also at different stages of development of their health systems and much can be learnt from an exchange of ideas and solutions to extend the reach of Universal Health Coverage.

The audience

We expect the forum to be attended by insurers and reinsurers, intermediaries, regulators, IT firms and telcos, pharmacos, investors and healthcare providers.

I hope our approach will inspire you!

Robin Ali
Head of Program Content
International Health Insurance Forum

Program structure

Prior evening reception

We begin our events with a convivial, informal gathering of speakers, sponsors and delegates in a relaxing setting at the Wheatbaker Hotel. This complimentary event with food and drinks allows everyone to catch up with old friends or make new contacts before the main two Forum days and the Africa Insurance Awards ceremony.

Opening addresses

The first day begins with opening addresses from regulators and industry leaders. The second day includes a **debate on the use of artificial intelligence** in health insurance.

Sponsor addresses and sponsor led panel sessions

There will be a **sponsor address opportunity** early on the mornings of both Day One and Day Two with premium slots reserved for our most significant sponsors. As an alternative to an address, sponsors can instead choose to host a **sponsor led panel session** on a topic of their choice which is related to the main event themes.

Technical sessions

There will be 12 technical sessions covering how, with limited financial resources for funding healthcare, **technology is the key** to **accessible**, **affordable** and **quality healthcare** for all. Topics will include:

- **Technology as an enabler for accessibility to healthcare schemes**
- **The role of technology in making healthcare more affordable**
- **How technology can improve delivery of quality healthcare**
- **Achieving operational efficiencies for both payers and providers of healthcare**

Panel sessions

We try to avoid panel sessions that simply allow panelists to air their opinions. Instead, we expect our panel sessions to **produce actionable outcomes** which our audience can take away or which can be taken forward to regulators and industry leaders. There will be four such panel sessions covering each of the 4 key areas listed above.

Africa Insurance Awards



About the awards

The **AI Africa Insurance Awards** will be a prestigious annual event recognizing and celebrating excellence within the African insurance sector, encompassing both health insurance and general insurance. The awards aim to acknowledge outstanding achievements by insurers, brokers, and individuals who have demonstrably improved access to insurance and positively impacted the lives of policyholders.

Mission

To foster innovation and excellence within the African insurance sector by recognizing companies and individuals who are expanding access to insurance and delivering positive social impact.

Award Categories

Overall Awards

- Insurer of the Year (General Insurance)
- Insurer of the Year (Health Insurance)
- Insurance Broker of the Year
- AI for Insurance Award: Recognizing innovative use of AI in insurance operations or product development.
- Research in Insurance-Academic Institutions
- Social Impact Award-Society-based
- Sustainable Insurance Practices

Performance & Innovation Awards

- Customer Centricity Award: Recognizing exceptional customer service and claims management.
- Product Innovation Award: Highlighting a new or revamped insurance product with significant social impact.
- Financial Inclusion Award: Celebrating an initiative that has expanded access to insurance for underserved communities.
- Risk Management Award: Recognizing excellence in risk assessment and mitigation practices.

Individual Recognition Awards

- Insurance Leader of the Year: Acknowledging an individual who has made a significant contribution to the industry.
- Young Insurance Professional Award: Recognizing rising talent within the insurance sector.

Speaking opportunities

Only the best

- Our aim is to make this a truly international event with high calibre speakers who can bring global experience to an audience of high level international and regional delegates. Of course, in these times of pandemic related travel restrictions we are somewhat constrained in the “international” aspect.
- We already have a large bank of quality speakers who have spoken at our previous five events. However, we also want to reach out to other health insurance and healthcare market contacts to invite applications or suggestions for speakers.
- We welcome offers to speak on any of the sessions in our draft programs. Please feel free to contact us directly by email to events@ihif.global to either propose yourself as a speaker or to suggest a colleague from your organisation.

Funding arrangements

- In order to keep event ticket costs down we are unable to fund speakers in terms of time, travel or accommodation. On the other hand (and contrary to what is becoming a common but, in our view, an unwelcome practice) we do not ask speakers to pay for the privilege of speaking at our events. Your attendance at the entire event will be complimentary and we hope that the reward for taking the time to speak at our event will be found in the benefits and networking to be had by appearing in front of and showcasing your company to what will be a quality and diverse audience drawn from all sectors within the health financing ecosystem.

Terms of engagement

- We expect speakers to deliver informative presentations relevant to the topic. We do not wish speakers to use the opportunity to promote their own company's services other than by way of a single, final slide. If your company would like to speak on a particular session AND promote its services we suggest that you consider participation as a sponsor.

Terms of acceptance

- For each speaker application we will work directly with the applicant to agree the general theme and content of the session. However, we will then largely give selected speakers the freedom to produce their own presentation.

Specifications and content

- We will liaise with selected speakers well in advance regarding format and content of presentations.

Sponsorship opportunities - main IHIF event

15% discount for agreements signed and paid for before 1 September

Our approach to sponsorship is to keep packages simple but offering choice, to be affordable and financially transparent with clear benefits for sponsoring companies. We also try to accept sponsorship requests from no more than one or two companies in any particular area of business in order to preserve a degree of exclusivity. However, we recognize that many delegates welcome access to different companies' products and services so we always try to strike a balance between exclusivity and the opportunity for delegates to be informed of the products and services available. If a potential sponsor is keen to suggest a tailored package we are happy to discuss content and cost.

We welcome applications for sponsorship from the following:

- Insurance and reinsurance companies
- Claims administrators
- Insurance technology providers
- InsurTech companies
- Investors in healthcare
- Healthcare providers
- Pharmaceutical companies
- International Assistance and EAP companies
- Bancassurance
- Insurance media companies
- Insurance intermediaries

		Lead sponsor	Forum sponsor	Evening reception sponsor	Lunch sponsor (per day basis)	Forum supporter	Exhibitor	Event affiliate
Logo on event brochure and screen wallpaper		3x standard size	2x standard size	Standard size	Standard size	Standard size	Standard size	0.75x standard size
Logo on electronic marketing materials		Yes	Yes	Yes	Yes	Yes	Yes	Yes
Complimentary delegate passes		Eight	Five	Three	Three	Three	Two	One
Sponsor speaking session		Morning of Day One	1 st session Day Two	During run of program	During run of program	During run of program		
Space for pop-up stand/banners		Pop-up stand and 2 roll up banners	Pop-up stand and 1 roll up banner	4 roll-ups at evening reception	4 roll-up banners in lunch area	2 roll-up banners at exhibition table	One roll-up banner at exhibition table	One roll-up banner in main hall
Exhibition hall table		Three standard size	Two standard size	One standard size	One standard size	One standard size	One standard size	
Display of marketing materials		On exhibition hall table	On exhibition hall table	At evening reception and exhibition table	On lunch tables and exhibition table	On exhibition hall table	On exhibition hall table	
Gift bags and brochures		On delegate tables or chair backs	On delegate tables or chair backs					
Price (EUR)	West Africa	6,450	5,040	2,580	2,580	2,580	1,920	960
Price (USD)	West Africa	7,260	5,670	2,900	2,900	2,900	2,160	1,080
Price (NGN)	West Africa	12,600,000	9,840,000	5,050,000	5,050,000	5,050,000	3,750,000	1,875,000

Welcome reception: This is a cocktail style reception open to all sponsors, speakers and delegates on the evening prior to the two main Forum days. Set in a relaxed pool/garden location at the event venue, past events have seen between 20 and 30 attend this complimentary event which is a great opportunity for people to network and connect before the two very busy main Forum days.

We will provide a **written sponsorship agreement** to each successful sponsor. Note that all rates are exclusive of any taxes that we may be obliged to apply. NGN and USD rates are indicative only based on mid-market exchange rates on 9 July 2024. **Agreements will be denominated in EUR at above prices and subject to exchange rates at date of agreement.**

Sponsorship opportunities – Awards ceremony

Sponsor the Awards ceremony **AND** receive 20% of your sponsorship amount as a credit towards the main IHIF event sponsor rates

The Africa Insurance Awards ceremony will see over 100 awards given to innovators and leaders in the African insurance industry across all business lines, not just health insurance. The Africa Insurance Awards will be managed and curated by our event partner AI Africa Magazine.

We welcome applications for sponsorship from the following:

- Insurance and reinsurance companies
- Claims administrators
- Insurance technology providers
- InsurTech companies
- Investors in healthcare
- Healthcare providers
- Pharmaceutical companies
- International Assistance and EAP companies
- Bancassurance
- Insurance media companies
- Insurance intermediaries

		Major sponsor	Platinum sponsor	Gold sponsor	Silver sponsor	Bronze sponsor	Honoree
Recognition in event program and signage		Yes	Yes	Yes	Yes	Yes	
Logo on awards event website and social media posts		Yes	Yes	Yes	Yes	Yes	
Complimentary awards dinner tickets		Two	Two	Two	Two	Two	One
Advert Placement in AI Africa Magazine		Free	Free	Free	Free	Free	Free
Speaking /presentation opportunity during dinner		5min	3 mins	3 mins	3 mins		3 mins
Logo on physical award event materials		Yes	Yes	Yes	Yes		
Prominent table placement, premium branding		Yes	Yes	Yes			
Post-event media coverage acknowledgement		Yes	Yes	Yes			
Exclusive pre-dinner networking reception		Yes	Yes				
Logo on all event collateral (pre-event mailings, invitations)		Yes	Yes				
Company name and logo displayed at table							Yes
Special recognition during awards							Yes
Price (NGN)	West Africa	5,000,000	3,500,000	3,000,000	2,000,000	1,500,000	150,000
Price (USD)	West Africa	3,153	2,271	1,947	1,274	955	96

Exclusive pre-dinner awards networking reception: This is an informal cocktail style reception open to **major** and **platinum** sponsors to be held prior to the Africa Insurance Awards ceremony which begins at 6pm on 12 November. Set in a relaxed outdoor location (weather permitting) at the event venue. this will provide an opportunity for exclusive networking.

Honoree status is afforded to individuals who are recognized for their impact in health or general insurance

Sponsorship agreements will be made between the sponsor and **Strategic Business Techspace Nigeria Limited**. **Agreements will be denominated in NGN at above prices.**

Strategic Partner opportunities

Who might be a Strategic Partner?

A Strategic Partner could be any of the following:

- A national, regional or global donor organisation
- A “not for profit” organisation, registered charity, NGO or IGO
- A government department or agency
- A national travel or convention bureau
- A national or regional trade or industry federation or organisation
- An overseas trade federation
- A professional educational organisation or institute
- A commercial organisation including transportation operators

What might a Strategic Partner expect to contribute?

A Strategic Partner will assist **International Health Insurance Forum** in promoting the event in various ways to include any of the following:

- Promote the event via its own website, social media, print and digital magazines and newsletters
- Bring the event to the attention of its own employees, partners, donors, supporters and related government agencies or departments
- Assist the event producer with introductions to government ministries, regulators, departments and agencies
- Assist the event producer with access and introductions to other national bodies such as trade and federation organisations, travel and convention bureaux, national airlines
- Assist the event producer in sourcing and providing introductions to potential speakers from both the public and private sectors

What are the financial arrangements?

As a Strategic Partner, you would not be expected to provide any financial support for our event. However, should you wish to participate in the event as a speaker or exhibitor we would expect some form of financial support in return. For the available options you should refer to the sponsorship rate table in this document.

Benefits of being a Strategic Partner

Reinforcing your organisation's reputation as a supporter and contributor towards healthcare for all

By partnering with **International Health Insurance Forum** you will be partnering with an organisation that is dedicated to supporting the agenda of Universal Health Care. This will reflect well on your own organisation's mission in the goal of helping to promote or provide healthcare that is **accessible**, **affordable** and **sustainable** for all.

Visibility in our event marketing and promotion

We can consider promoting your role as a Strategic Partner to our event in the following ways:

- Including your organisation's logo in our online event marketing collateral
- Highlighting your organisation's status as a Strategic Partner on our **International Health Insurance Forum** website with a direct link to your own website
- Including a short writeup of your organisation on our website (maximum 150 words)

Visibility at our event

As a minimum we will provide you with:

- Display of your organisation's logo on our event title screens and on the cover of our printed event brochure
- A writeup of your organisation in the printed event brochure
- Up to FIVE complimentary passes to the entire event including attendance at the Prior Evening Reception (the actual number will be based upon the extent of your partnership support)
- Exhibition space with a standard size table with space for two pull-up banners
- Up to 40% discount on our sponsorship rates for the event (the actual discount will be based upon the extent of your partnership support)

Co-branding of the event

We are open to a discussion on co-branding the event but this would be subject to **International Health Insurance Forum** remaining the primary brand and an agreement on a financial contribution from you as the co-brand partner.

Media Partner opportunities

Who might be a Media Partner?

A Media Partner could be any of the following:

- A national, regional or global mainstream media organisation
- A “not for profit” media organisation involved in the health care or health financing business
- A health insurance, healthcare, pharmaceutical or healthcare travel media company

What might a Media Partner expect to contribute?

A Media Partner will assist **International Health Insurance Forum** in promoting the event in various ways to include any of the following:

- Promote the event via its own website, social media, print and digital magazines and newsletters
- Bring the event to the attention of its own employees, partners, donors, supporters and related government agencies or departments
- Provide space in its online and print editions for a prior event writeup of the event
- Provide space in its online and print editions of a post event writeup with images supplied by the event producer

What might a Media Partner expect to receive?

International Health Insurance Forum will:

- Make an announcement of the partnership through its own website and online business media
- Include the media partner’s logo on all online marketing collateral and event materials (printed and virtual)
- Provide the media partner with access to the event, to speakers and delegates (with necessary permissions) for photography, videos and interviews
- Provide the media partner with up to 3 complimentary delegate passes
- Include a writeup of the media partner’s business in the printed event brochure

What are the financial arrangements?

As a Media Partner, you would not be expected to provide any financial support for our event. However, should you wish to participate in the event as an exhibitor we would expect some form of financial support in return.

Our West Africa Venue (11 - 13 November 2024)

The Wheatbaker Hotel, Ikoyi, Lagos, Nigeria

Ideally located within the business district of Ikoyi, Lagos, The Wheatbaker Hotel is just 35 km from Murtala Muhammed International Airport.

This boutique hotel with pool and wellness facilities is an ideal venue for this high level and professional yet intimate gathering of individuals and companies committed to improving access to affordable healthcare in Western Africa.

Prior evening reception

This will be open to all speakers, sponsors and delegates and will be held either in The Grill Room or the pool area.

Conference facilities

Our event utilizes the Wheatbaker Conference Centre's Rufkatu Hall which can accommodate our target audience of up to 80 delegates, sponsors and speakers. The Conference Bar immediately outside the main conference room will serve as the refreshments area. Lunch will be served in the hotel dining room.

Awards ceremony

The awards ceremony will also be held in the Rufkatu Hall with a private pre-dinner reception held either in The Grill Room or the pool area



The Wheatbaker Hotel by night



Rufkatu Hall main conference room



Refreshments area Conference Bar



The Grill Room lunch venue



Prior evening reception venue

Our previous West Africa events

Labadi Beach Hotel, Accra, Ghana, November 2021



Our previous West Africa events

The Wheatbaker Hotel, Ikoyi, Lagos, Nigeria, November 2023

