

SPONSORSHIP BROCHURE



**FERMA**  
RISK MANAGEMENT  
FORUM 2013

# LIVING AND WORKING IN A RISKIER WORLD

INSPIRE - EDUCATE - INFLUENCE

MAASTRICHT, NETHERLANDS

29 September -  
2 October 2013

MECC Maastricht



**FERMA**  
Federation of European  
Risk Management Associations

[www.ferma-forum.eu](http://www.ferma-forum.eu)



Dear Colleagues,

It's a pleasure to invite you to contribute and participate to the FERMA RISK MANAGEMENT FORUM 2013 which will be held in Maastricht from 29<sup>th</sup> to 2<sup>nd</sup> October 2013. Over the years the event has become a valuable chance to do business, meet with friends and colleagues, to network and, importantly, to extend our learning and professional education. The event is designed to attract risk management and insurance professionals not only from all over Europe but also from the rest of the world.

Aside from the work that FERMA's Team and Scientific Committee puts in to making the event a business success for our members and participants the real recognition goes to our exhibitors, sponsors and partners.

We offer you a high quality exhibition that has space for 65 stands close to the meeting rooms where delegates attend lectures and workshops. This provides the perfect environment for a 'trade fair' for today's risk management practitioners and consumers. In addition, we offer you new sponsorship opportunities to profile your company and enhance your visibility.

During my carrier, I have attended numerous conferences and trade fairs and this one is unique by its human size, its large community of nationalities and large networking and learning opportunities.

Whatever business measures and goals you set yourselves, we are here to support you and help you to achieve them. The business of risk management is yours. Let's be inspired and meet in Maastricht!

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Jorge Luzzi', written in a cursive style.

Jorge Luzzi  
*President*



# TABLE OF CONTENTS

<b>1. Conference Overview .....</b>	<b>4</b>
<b>2. Delegate Demographics.....</b>	<b>5</b>
2.1. An increasing number of participants .....	5
2.2. Excellent participation by Risk Managers .....	5
2.3. Participants' profile Forum 2011 .....	6
<b>3. Conference Programme .....</b>	<b>7</b>
<b>4. Sponsorship Programme .....</b>	<b>8</b>
4.1. Why become a sponsor? .....	8
4.2. Sponsorship Opportunities .....	8
4.2.1. The Exhibition Hall .....	8
4.2.2. Hospitality Suites.....	10
4.2.3. Sponsorship Items .....	11
4.3. Sponsors' Charter .....	11
<b>5. Partnership Programme .....</b>	<b>12</b>
<b>6. Group Registrations.....</b>	<b>13</b>
<b>7. General Information .....</b>	<b>13</b>
7.1. Contact .....	13
7.2. Venue .....	13
7.3. Opening Hours of the Exhibition Area.....	14
<b>8. Appendix .....</b>	<b>17</b>
8.1. Sponsorship items .....	17
8.2. General Terms of Sale.....	18

# 1. CONFERENCE OVERVIEW

As part of FERMA's strategic goal to promote risk and insurance awareness across Europe, Maastricht has been selected as the venue for the next Risk Management Forum. Maastricht is a symbol since it is considered the birth city of the new European Union, where the Euro currency was established. It is located in the Netherlands, at the centre of the Benelux, at the border of Belgium, Luxembourg and Germany. Easily accessible by road, train and plane from 3 nearby airports, it offers the advantages of a small city with a state of the art convention centre and many hotels and venues within walking distance. We therefore expect a high participation by Risk Managers, Insurers and Brokers from all over Europe.

The FERMA Risk Management Forum is THE major European event which attracts more than 1500 participants, over 400 of which are Risk Managers. This makes it the largest meeting of Risk Managers in Europe and gives them a unique opportunity to network with their peers and meet with their service providers in a one stop shopping place.

## Key reasons to attend:

- Innovative programme featuring state of the art interactive sessions prepared by Risk Managers for Risk Managers
- Outstanding and motivating speakers and experts in all sessions
- The largest European exhibition of providers of risk management and insurance services
- An ideal environment to meet and share experiences
- A unique European Marketplace to do business

## What are the features for 2013?

- A larger exhibition area with a total surface of 2500 sqm
- The possibility of large stands for onsite client meetings and enhanced visibility
- Numerous events (opening reception, lunches and coffee breaks) in the exhibition area to facilitate contacts
- Latest IT tools in social networking
- Full access to all conference activities for all delegates
- Up to date delegates' list directly available on line from 15 July 2013 for partners
- Hospitality suites available for rent in the Congress Centre near the educational sessions

## Why Maastricht?

- An iconic European city
- Easy access from most European cities by road, train and plane
- Modern and comprehensive conference facilities
- Nearby quality accommodation at reasonable prices
- A human size and attractive city dedicated to welcome participants to the Forum
- A great Dutch Welcome!

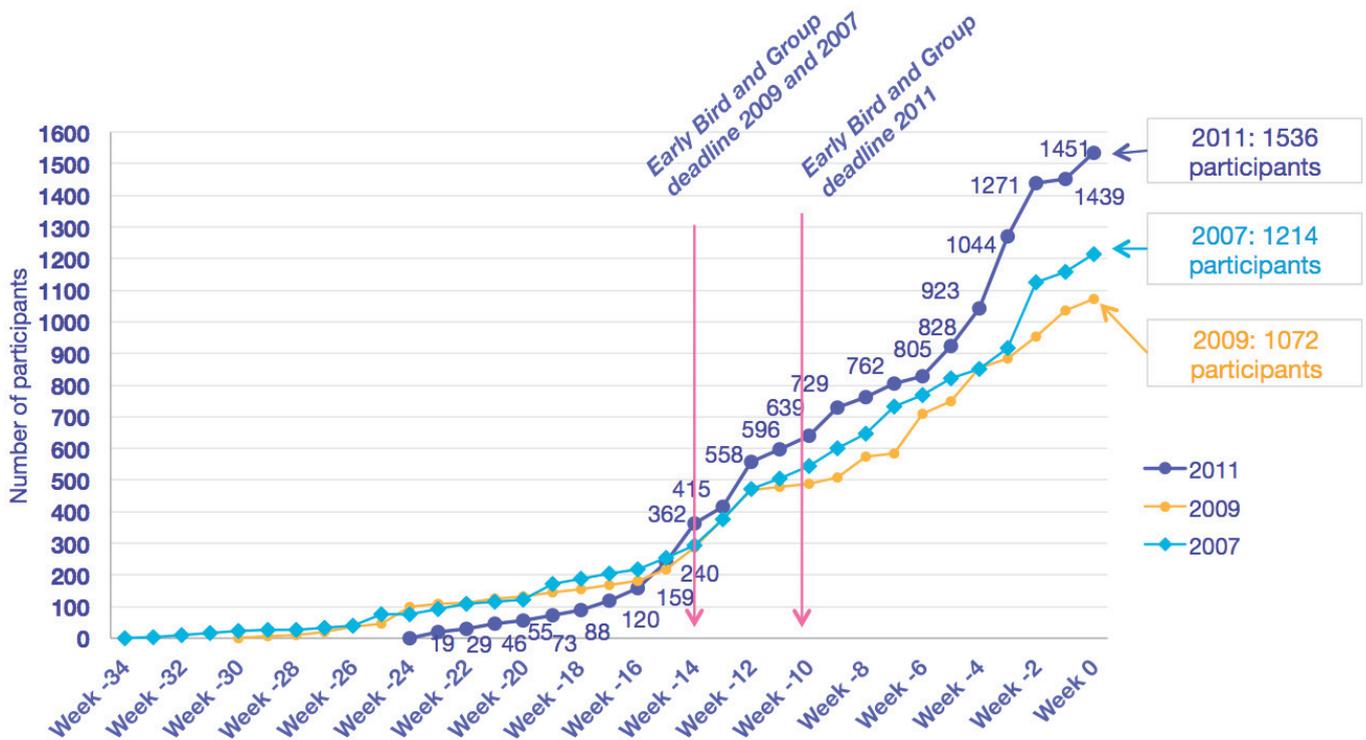
FERMA is very keen to have a high quality exhibition, which includes products and services across the widest possible spectrum of business Risk Management. Our exhibition hall has space for over 65 stands close to the meeting rooms where delegates attend lectures and workshops.



## 2. DELEGATE DEMOGRAPHICS

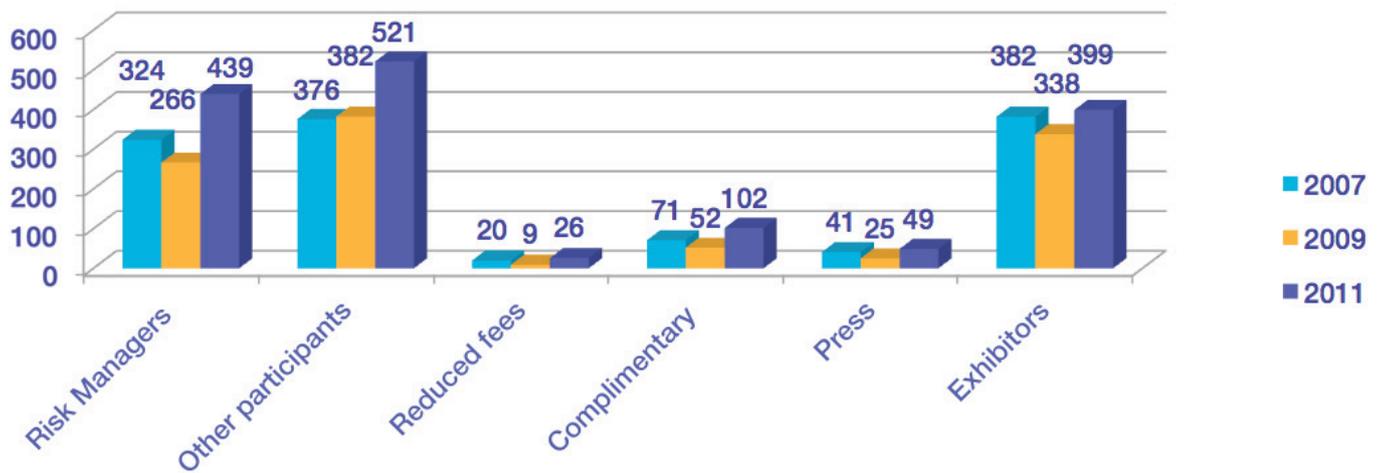
The following information was collected after our last Forum in Stockholm in October 2011.

### 2.1. An Increasing number of participants



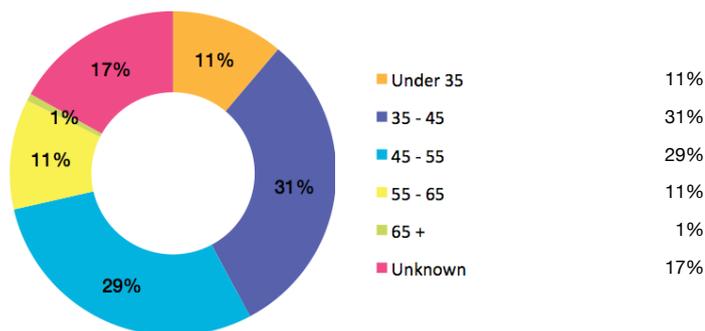
The number of participants has steadily increased over the years and the trend is expected to continue.

### 2.2. Excellent participation by Risk Managers

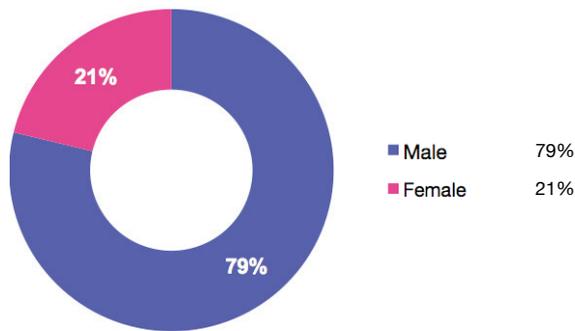


## 2.3. Participants' profile Forum 2011

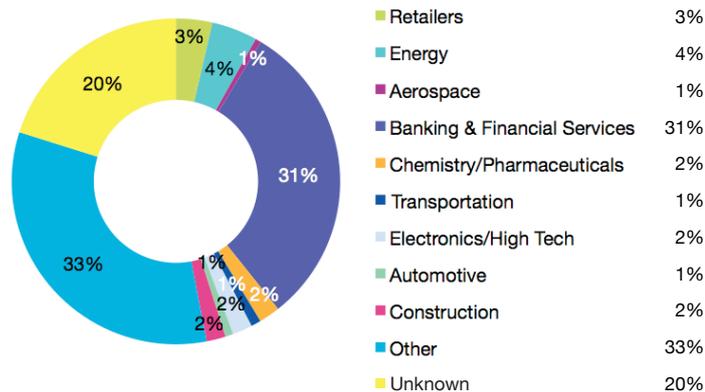
### AGE



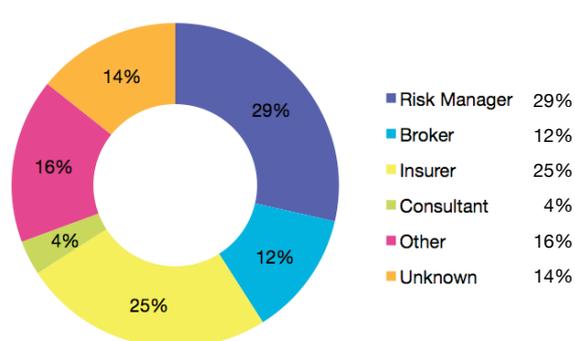
### GENDER



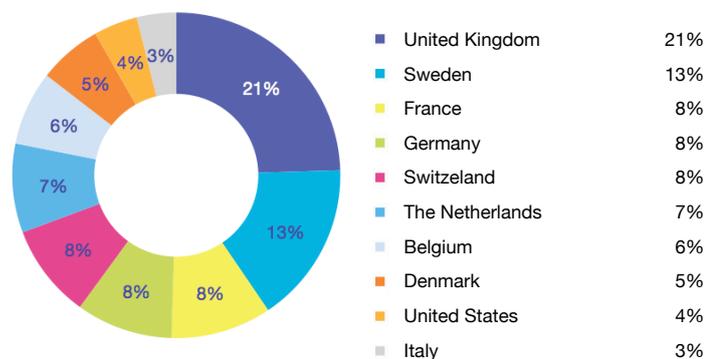
### INDUSTRY SECTOR



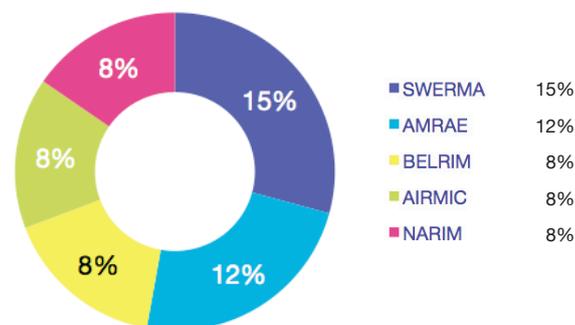
### FUNCTION



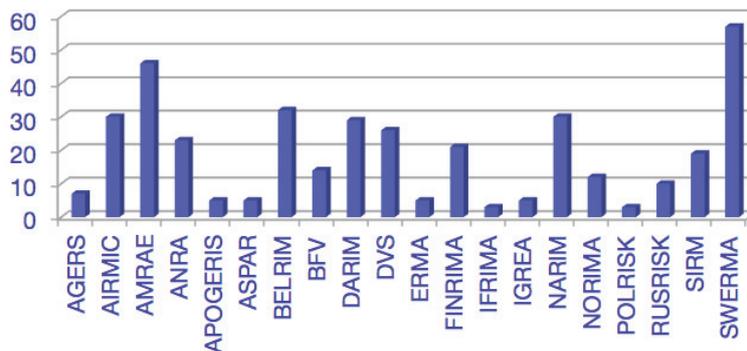
### TOP 10 COUNTRIES



### 5 MOST REPRESENTED ASSOCIATIONS



### ASSOCIATION MEMBERSHIP



### 3. CONFERENCE PROGRAMME

This conference programme is a draft layout of the sessions and activities and is subject to change.

Sunday 29 September		Monday 30 September		Tuesday 1 October		Wednesday 2 October	
		08.30 - 08.45	Shaping Up for the Day	08.00 - 09.00	Young Professionals Breakfast	10.00-11:00	<b>BROKERS PANEL</b>
		09.00-09.30	Opening	08.30 - 08.45	Shaping Up for the Day	11.00-11.30	Networking break
		09.30-10.30	<b>KEYNOTE</b>	09.00 - 10.15	<b>3 WORKSHOPS (75 min)</b>	11.30-12:15	<b>KEYNOTE</b>
		10.30-11.15	Networking break	10.15-11.00	Networking break	12.15-12.30	Closing
12.00-14.00	IFRIMA Lunch Meeting	11.15 - 12.15	<b>RISK MANAGERS PANEL</b>	11.00-12.00	<b>3 WORKSHOPS (60 min)</b>	12.30-14.00	Farewell Lunch & Networking
12.00 - 18.00	Conference Registration	12.15-14.00	Lunch and Networking		Press Conference		
		14.00-15.00	<b>3 WORKSHOPS (60 min)</b>	12.00-14.00	Lunch and Networking		
14.00-16.00	Presidents' Summit	15.00-15.45	Networking break		<b>LADIES' LUNCH - KEYNOTE</b>		
		15.45-17.00	<b>3 WORKSHOPS (75 min)</b>	14.00-15.15	<b>3 WORKSHOPS (75 min)</b>		
		17.00-18.00	FERMApero	15.15-16.00	Networking break		
18.00 - 20.00	Welcome Reception			16.00-17.00	<b>INSURERS' PANEL</b>		
				17.00-18.00	FERMApero		
				22.00 - 02.00	FERMA Night		

## 4. SPONSORSHIP PROGRAMME

### 4.1. Why become a sponsor?

If you are aiming to build business with Europe's most influential buyers of risk management and insurance products and services, then the FERMA Risk Management Forum 2013 will offer you new business opportunities.

In just three days you can:

- Meet targeted consumers - both existing clients and prospects
- Learn new market trends and insurance professionals' needs
- Introduce new products or services and promote existing ones
- Establish your position as a key industry supplier
- Enhance your sales performance
- Support the promotion of Risk Management in Europe

### 4.2. Sponsorship Opportunities

FERMA sponsorship and promotional opportunities are designed to give you face time with attendees. FERMA can tailor its sponsorships to match any budgets and marketing strategy with the following options:

- A stand in the exhibition hall
- A hospitality suite
- One or more sponsorship items

FERMA encourages all sponsors to make an early commitment to avoid disappointment. Opportunities are limited and subject to availability. Reservations will be handled on a "first come, first served" basis. The level of commitment and the reception date of the reservation forms will be the two criteria that determine the allocation priority.

- Platinum sponsors of Forum 2011 can submit reservation forms from 27 November 2012 by email from 9AM if they remain Platinum sponsors
- All other reservation forms should be submitted by e-mail between 9AM on 4 December to 5PM 21 December 2012
- Sponsorship items and stand allocation will be confirmed by MCI from 14 January 2013
- All other requests after 21 December 2012 will be handled based upon availability

#### 4.2.1. The Exhibition Hall

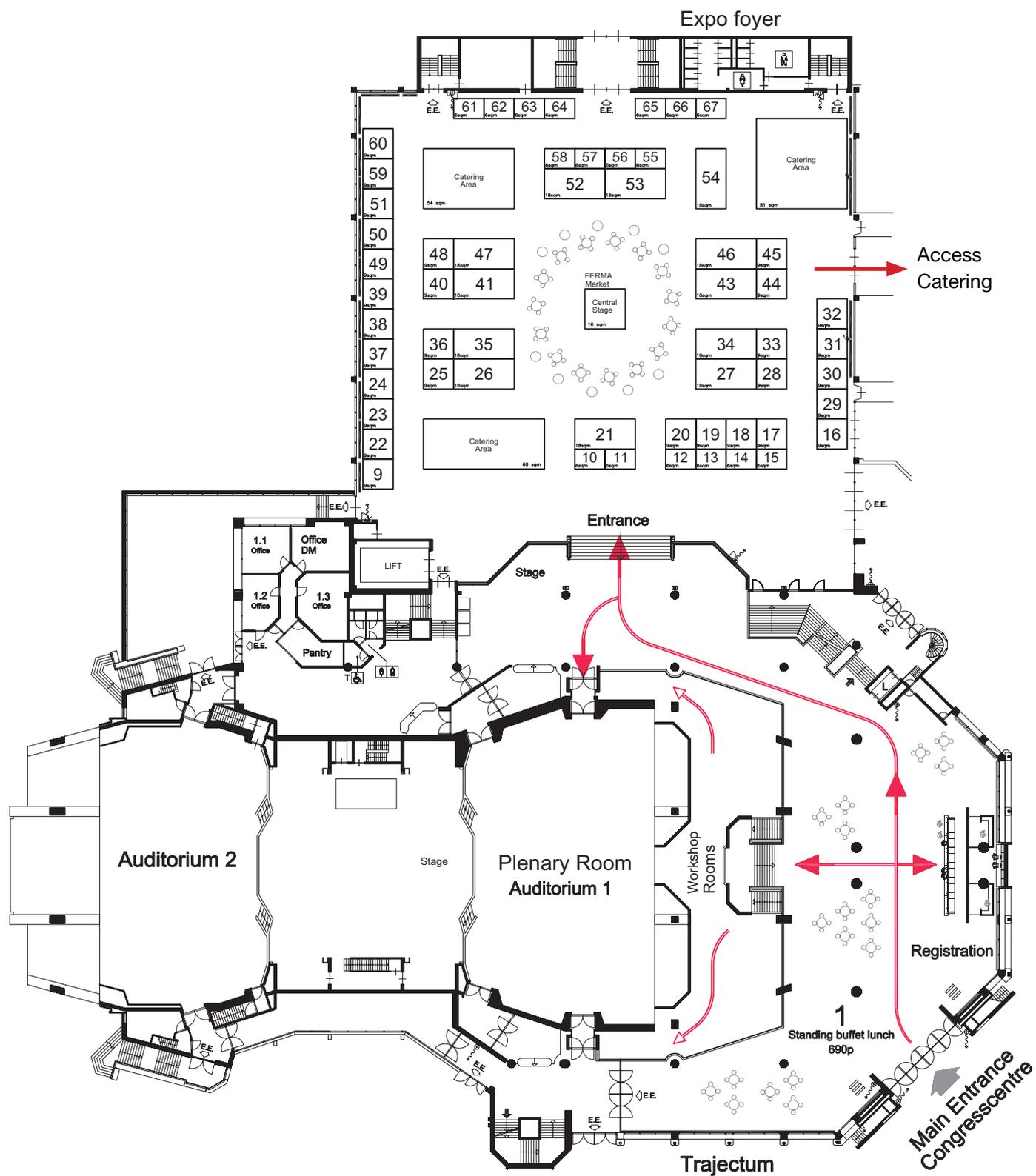
The layout of the exhibition area will allow for stands from a minimum of 6 sqm to a maximum of 30 sqm. The centre area will be reserved for events as well as seating and catering stations to allow for a constant flow of attendees. The Sunday night welcome reception, coffee breaks, luncheons and FERM'Aperos will also be held in the Exhibition Hall.

The rental price will be €1.250 (VAT excluded) per square metre. This includes the basic stand structure, side and back panels, shell scheme, fascia with your company or organisation name and fixed carpeting. Additional material and services will incur separate charges. Booth height is limited to 3 meters.

Benefits to exhibitors include:

- For each 3 sqm of exhibit area rented, one complimentary badge with full access to sessions, lunches and the social programme.
- For each 3 sqm of exhibit area rented, the possibility to purchase one additional badge at a reduced price of €1.200 (a saving of €790). This is not applicable to packages.
- List of participants including e-mail addresses from 2 September 2013
- Each exhibitor will be acknowledged with his company logo in the final programme and website

# Floorplan of the exhibition and the foyer



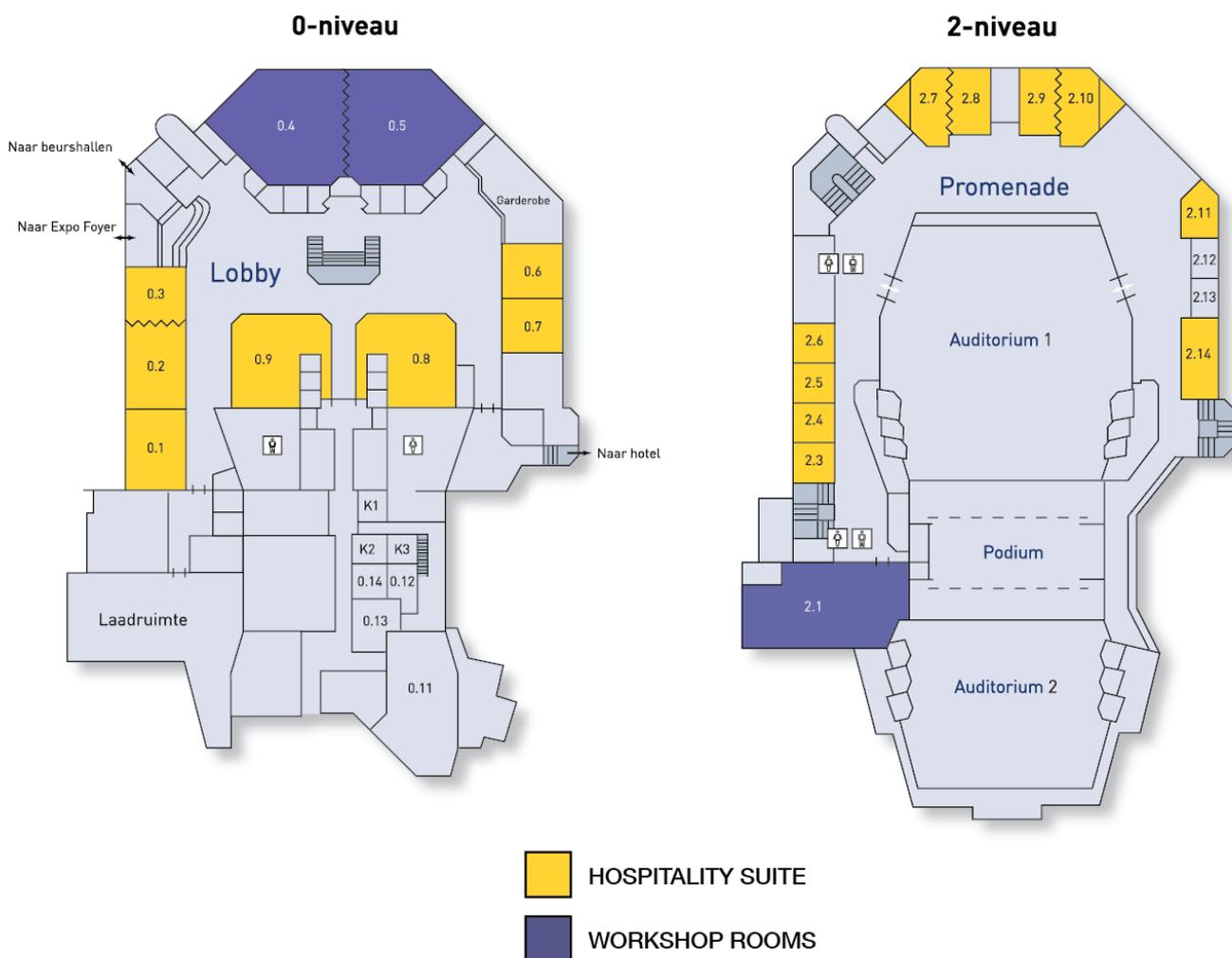
## 4.2.2. Hospitality Suites

FERMA offers 17 rooms for use as hospitality suites for private meetings.

Area (sqm)	Price €	Number
25	4000	5
45	7500	8
75	9000	2
100	12000	2

The location of the hospitality suites are indicated in the floorplans below.

This price includes space rental, carpeting and electricity and excludes equipment or other services. The location of each room will be indicated in the final programme. Allocation of the hospitality suites will be assigned by FERMA upon availability.



### 4.2.3. Sponsorship items

A list of possible sponsorship items is attached as an appendix. If you select one or several items you will:

- Receive the list of participants (including e-mail addresses) from 2 September 2013
- Receive one complimentary badge with full access to sessions, lunches and the social programme per €7.000 spent (this is not applicable to packages which already include complimentary badges)
- Be acknowledged with your logo in the final programme and website

### 4.3. Sponsors' charter

1. Please note that all promotional activities outside the designated areas and in the conference's perimeter are strictly forbidden. This includes distribution and/or use of promotional items such as advertisements, banners, cars, bicycles, etc.

We remind all partners that commercial activities and/or transactions of a commercial or business nature are prohibited in the conference area.

We thank you in advance for your good judgment and collaboration.

2. During the event, no participant may organise or promote meetings, gatherings or any other events, related to the topics covered by the Forum, that have not been approved by the organising committee in advance.



## 5. PARTNERSHIP PROGRAMME

Based on the total investment, a sponsor becomes a FERMA Platinum, Gold or Silver Partner. Partners benefit from the following packages.

 <b>PLATINUM</b> (limited to 12)	 <b>GOLD</b>	 <b>SILVER</b>
€ 60 000 to be spent between booth (18 sqm minimum mandatory), hospitality suite and sponsorship items	€ 30 000 to be spent between booth (12 sqm minimum mandatory), hospitality suite and sponsorship items	€ 20 000 to be spent between booth (9 sqm minimum mandatory), hospitality suite and sponsorship items
Full inner bound page advert in preliminary programme		
Full inner bound page advert in final programme	Full inner bound page advert in final programme	
Eligibility for Treasure Hunt	Eligibility for Treasure Hunt	
FERMA Forum 2013 Partner label on stand	FERMA Forum 2013 Partner label on stand	FERMA Forum 2013 Partner label on stand
Access to delegate list on 15 July 2013	Access to delegate list on 15 July 2013	Access to delegate list on 15 July 2013
Acknowledgement as partner in the exhibition hall, on the website, in the programmes and on the screens between sessions	Acknowledgement as partner in the exhibition hall, on the website, in the programmes and on the screens between sessions	Acknowledgement as partner in the exhibition hall, on the website, in the programmes and on the screens between sessions
12 complimentary badges with full access to sessions, catering and the social programme	6 complimentary badges with full access to sessions, catering and the social programme	4 complimentary badges with full access to sessions, catering and the social programme
10% discount on net group registration prices	10% discount on net group registration prices	10% discount on net group registration prices

## 6. GROUP REGISTRATIONS

Registration packages are available at preferential rates for sponsors (prices exclude VAT)

Group Registrations Packages	Price
Package of 10	17.100 €
Package of 20	32.300 €
Package of 30	45.600 €
Package of 40	57.000 €
Package of 50	66.500 €

These rates are subject to the following conditions:

- Deadline to purchase packages: 1 July 2013
- Packages are anonymous. Names of participants should be confirmed before 12 September 2013
- No reimbursement for unused registrations.

You will receive the group registration form upon payment of your exhibition and sponsorship bookings.

## 7. GENERAL INFORMATION

### 7.1. Contact

#### FERMA Forum 2013 Secretariat:

MCI Benelux SA  
Avenue Tervueren 300  
1150 Brussels  
Belgium  
Tel: +32 2 743 15 40  
FERMA2013@mci-group.com  
Celine NIEUWENHUYS  
Julen BASTARRRIKA ALEMAN

#### FERMA

Avenue Louis Gribauumont 1  
1150 Brussels  
Belgium  
Tel: + 32 2 761 94 32  
Fax: + 32 2 771 87 20  
www.ferma.eu  
forum2013@ferma.eu

### 7.2. Venue

#### MECC Maastricht

Forum 100  
6229 GV Maastricht NL  
www.mecc.nl

### 7.3. Opening Hours of the Exhibition Area

The dates and times are preliminary and are subject to change.

Booth set-up and material delivery	Saturday, 28 September 2013 Sunday, 29 September 2013	08h00 – 20h00 08h00 – 12h00
Exhibition opening hours	Sunday, 29 September 2013 Monday, 30 September 2013 Tuesday, 1 October 2013 Wednesday, 2 October 2013	18h00 – 21h00 08h30 – 18h00 08h30 – 18h00 08h30 – 14h00
Booth dismantling	Wednesday, 2 <sup>nd</sup> October 2013	After the official close 14h30 – 18h00



## 8. APPENDIX

### 8.1. Sponsorship items

Code		Items	Description of on-site branding opportunities	2013 Selling price in EUR
A1	Central Seating area	The centre area around the stage is a nice location to hold informal meetings and discuss with colleagues. Branded with you logo, the seating area is well located to give your brand high exposure. One sponsor only.	€ 25.000,00	
A2	FERMA Night	Get visibility during the entertainment of the delegates at the FERMA Night on Tuesday evening. One sponsor only.	€ 25.000,00	
A3 <b>NEW!</b>	Ice Cream or Waffles Trolley	Brand the trolley of waffles or ice cream that will be offering sweets to delegates in the Exhibition Hall. One sponsor only.	€ 7.500,00	
A4	Ladies' Lunch Tuesday	Get visibility of your name and logo in the Lunch area of the Ladies' lunch and the programme. One sponsor only.	€ 10.000,00	
A5	Monday Coffee Breaks (AM & PM)	Coffee breaks fuel conferences. Your logo and name will be visible in the coffee break area and in the programme. One sponsor only.	€ 10.000,00	
A6	Monday FERMApero	Refresh the delegates at the end of the sessions from 5 to 6 pm. The ever popular FERMApero held in the exhibition area will provide you with a great way to reinforce your presence. Your logo and name will be visible in the area and in the programme. One sponsor only.	€ 15.000,00	
A7	Monday Lunch	Get visibility of your name and logo in the Lunch area and the programme. One sponsor only.	€ 15.000,00	
A8	Tuesday Coffee Breaks (AM & PM)	Coffee breaks fuel conferences. Your logo and name will be visible in the coffee break area and in the programme. One sponsor only.	€ 10.000,00	
A9	Tuesday FERMApero	Refresh the delegates at the end of the sessions from 5th to 6th pm. The ever popular FERMApero held in the exhibition area will provide you with a great way to reinforce your presence. Your logo and name will be visible in the area and in the programme. One sponsor only.	€ 15.000,00	
A10	Tuesday Lunch	Get visibility of your name and logo in the Lunch area and the programme. One sponsor only.	€ 10.000,00	
A11	Wednesday Coffee Break (AM)	Your logo and name will be visible in the coffee break area and in the programme. One sponsor only.	€ 5.000,00	
A12	Wednesday Lunch	Get visibility of your name and logo in the Lunch area and the programme. One sponsor only.	€ 10.000,00	
A13	Young Risk Professionals Breakfast	On Tuesday morning, support this early networking breakfast and get recognition for your brand with the young risk professionals who will shape the future of our industry. An iPad to be won. One sponsor only.	€ 7.500,00	
B1 <b>NEW!</b>	Email promotion sponsorship	Your company's linked banner ad will appear in one event blast to FERMA FORUM 2013 delegates prospects reaching 5000 industry professionals. Placement is limited to one per email blast. Registrations opens email, Online programme available email, Early bird Cut-off email. Only three available!	€ 5.000,00	
B2 <b>NEW!</b>	FERMA 2013 Daily Recap Email	Reach FERMA 2013 delegates on-site and over 5000 industry professionals online and drive traffic to your booth and website. Emails include daily FERMA 2013 highlights and key conference information for the following day as well as recaps for those not attending. Sponsors receive a 100 character headline, sponsor name, booth number and link at the top of the email; and a logo, link and description up to 75 words at the bottom of the email. One sponsor only per on-site email blast. Only two available!	€ 7.500,00	

CATERING

COMMUNICATION

COMMUNICATION

B3	Final Programme 2nd cover	A full colour page A4 advertisement : 2nd Cover (front inside). One sponsor only.	€ 10.000,00
B4	Final Programme 3rd cover	A full colour page A4 advertisement : 3rd Cover (back inside). One sponsor only.	€ 10.000,00
B5	Final Programme 4th cover	A full colour page A4 advertisement : 4th Cover (back outside). One sponsor only.	€ 15.000,00
B6 <b>NEW!</b>	Floor Signage	Put your logo on high impact graphics on the show floor! The thousand of attendees will be guided to the Ferma Forum through the foot path. Custom your graphic and remind delegates where YOUR booth is located! One sponsor only.	€ 15.000,00
B7 <b>NEW!</b>	Forum T-shirts	One exclusive Sponsor will have the opportunity to distribute quality t-shirts with FERMA and their company logo for all registered attendees. This promotional item is used during the whole week, providing maximum marketing impact. Production, shipment, and other related costs are included. One sponsor only.	€ 25.000,00
B8	Hostess T-shirts	An extremely high visibility option! About 30 hostesses will wear the T-shirt branded with FERMA and your logo during the event. Production, shipment and other related costs are included. One sponsor only.	€ 15.000,00
B9 <b>NEW!</b>	Hotel Welcome Letter	Be the first company to welcome each FERMA FORUM 2013 delegate! Every delegate will receive a «Welcome Newsletter», sponsored by you, upon check in at each of our official hotels. It will contain helpful information about the programme, registration, special events schedule, exhibition hall hours and more along with a personalised welcome message from your company. One sponsor only.	€ 15.000,00
B10 <b>NEW!</b>	Plant Sponsor	Sponsor the plant pots at the entrance of the congress centre and welcome the participants in a green way (4 mega pots)	€ 7.500,00
B11	Pocket Programme	Your logo and name will be visible on the back outside cover. The complete FERMA FORUM 2013 experience in Maastricht "unfolds" before you as this folder expands to show each day's activities in detail including the layout of the convention center. One sponsor only.	€ 10.000,00
B12 <b>NEW!</b>	Pre-registration email sponsorship	Reach over 1000 pre registered delegates before they go to the Forum! Your company's 50-word description and logo with link will be included in the registration confirmation emails going to every pre-registered delegate 2 weeks before the Forum starts.	€ 5.000,00
B13	Preliminary Programme 2 <sup>nd</sup> cover	A full colour page A4 advertisement : 2 <sup>nd</sup> Cover (front inside). One sponsor only.	€ 5.000,00
B14	Preliminary Programme 3 <sup>rd</sup> cover	A full colour page A4 advertisement : 3 <sup>rd</sup> Cover (back inside). One sponsor only.	€ 5.000,00
B15	Preliminary Programme 4 <sup>th</sup> cover	A full colour page A4 advertisement : 4 <sup>th</sup> Cover (back outside). One sponsor only.	€ 10.000,00
B16 <b>NEW!</b>	Shuttle buses to/from Maastricht	Get your message on buses and on video screen in front of the attendees as they ride to/from Brussels Airport and Liège Guillemins station Sunday and Wednesday. These buses will bring the delegates to the FERMA FORUM 2013 and give them the first flavour of the event and city! This is offered as an exclusive sponsorship. One sponsor only.	€ 25.000,00

COMMUNICATION				
B17	Speakers' biographies 2nd cover	A full colour page A4 advertisement : 2nd Cover (front inside). One sponsor only.	€ 5.000,00	
B18	Speakers' biographies 3rd cover	A full colour page A4 advertisement : 3rd Cover (back inside). One sponsor only.	€ 5.000,00	
B19	Speakers' biographies 4th cover	A full colour page A4 advertisement : 4th Cover (back outside). One sponsor only.	€ 10.000,00	
B20	Auditorium Chair Sponsor	Sponsor the chairs in the auditorium to get noticed during the plenary sessions. One sponsor only.	€ 15.000,00	
B21	Stairs Sponsors	Get highest visibility and guide the participants up the stairs by branding the stairs in the convention center with your company logo. One sponsor only.	€ 7.500,00	
C1	Calendar 2014	Get your name visible on the FERMA calendar 2014 and stand right on the risk managers desk during the year. One sponsor only.	€ 10.000,00	
C2	Conference Bags	Your logo on all delegates bags! This is a unique opportunity for brand visibility. Production, shipment and other delegate costs are included. One sponsor only.	€ 25.000,00	
C3	Conference Bag Inserts	Gain exposure to over 1500 risk professionals. Use this opportunity to deliver your company's message to every delegate. The insert should be similar to a flyer. Six sponsors only.	€ 5.000,00	
C4	Lanyards	This is an extremely high visible option. Your logo will be branded on the lanyard distributed with the badges at the Forum. Production, shipment and other related costs are included. One sponsor only.	€ 20.000,00	
C5	Luggage Tags	Allow your message to tag along with every FERMA 2013 delegate! Placed in the Delegate bag, this premium luggage tag branded with your corporate logo will receive repeated use on business or leisure travel. Your logo will be seen at the Forum and beyond! One sponsor only.	€ 7.500,00	
C6	Notebooks	This is an easy and effective way to get your message in the hands of every registered delegate. Popular hard-covered notebooks will be distributed to all attendees in their delegate bag. Place the logo on the cover of this notebook and get exposure at and beyond the show as attendees return to their offices and desks to review important notes, memory-joggers and names of contacts. One sponsor only.	€ 10.000,00	
C7	Pens	Here is a long-lasting sponsorship opportunity that's definitely worthy of some ink. Place your logo on quality click-to-write pens that will be distributed in each delegate bag. When delegates reach for a pen, your company logo will be on it... at the Forum and beyond! One sponsor only.	€ 15.000,00	
C8	Umbrellas	Provide shelter on a rainy day. Get your brand and message on the umbrella's distributed to delegates. One sponsor only.	€ 15.000,00	
D1	Cyber Zone & Recharge stations	Delegates love to stay connected. Be in the center of the action as delegates check their emails at computer stations. Don't pass up this opportunity to showcase your company while providing attendees with this much-needed service. Computers and recharge stations will be available on this area. Each computer is ready for your screensaver and logo. Access page will be branded with the Sponsors name. One sponsor only.	€ 20.000,00	
D2	Digital Signage	On double digital screens, your message will be rolled over and appear next to the details of the day's programme for the entire duration of the Forum. Five sponsors only.	€ 5.000,00	
CONFERENCE				
DIGITAL				

<b>NEW!</b> D3	iPad Cover	A nice iPad cover branded with FERMA and sponsors logo will be included in each delegate bag. One sponsor only.	€ 20.000,00
D4 <b>NEW!</b>	Smart Phone Application	Your name on all delegates mobile phone : this application will be downloaded by all participants. The design will be adapted to the sponsor requirement. Application will include as a minimum : personalized conference programme, access to venue floor plan and time alerts and news tweets. One sponsor only.	€ 20.000,00
D5 <b>NEW!</b>	Venue / Window branding	Brand the windows at the entrance of the Congress Centre to make an immediate first good impression with a 20m <sup>2</sup> sticker.	€ 10.000,00
D6	Website Banner	Make your company brand visible as delegates make plans for the Forum. A linked banner with your logo on the homepage, on the programme page and on the registration page of the FERMA Forum website. One sponsor only.	€ 20.000,00
D7	Wi-Fi	Get your name and logo visible on the homepage of the WIFI connexion which will be available for free in the entire conference area. One sponsor only.	€ 10.000,00
<b>NEW!</b> E1	Alcohol breath analyser	Alcohol breath analyser will be distributed to delegates at the FERMA Night party. One sponsor only.	€ 7.500,00
E2 <b>NEW!</b>	Bike Sponsor	Sponsor and brand around 20 design bikes in your corporate colors for participants to use during the conference. After the conference, the branded bikes are yours to keep. One sponsor only.	€ 20.000,00
E3	Gym Session	Entertain delegates with easy exercise Monday and Tuesday morning to be fit and ready before the start of the sessions. A coach wearing your brand will animate the session. The first ones to join will receive an extra award. One sponsor only.	€ 5.000,00
E4 <b>NEW!</b>	Hand sanitizer stations	Experts agree that many of the most common germs that cause illness are transmitted by hand-to-hand or hand-to-surface contact. Help protect delegate's health at the Forum by placing your branded hand sanitizer at strategic locations throughout the venue. One sponsor only.	€ 10.000,00
E5 <b>NEW!</b>	Massage Station	Reach out and touch attendees with this feel-good sponsorship that builds brand value and creates positive associations with your company. You'll generate booth traffic and create outstanding visibility by sponsoring the FERMA message Station, located in a high-traffic area of the exhibition hall. You can choose to have delegates stop by your booth to pick up a coupon for a free massage, or you can make the lounge open to everyone. One sponsor only.	€ 10.000,00
E6 <b>NEW!</b>	Vitamin Station	Reach out to attendees with this feel-good sponsorship that builds brand value and will energize delegates. One sponsor only.	€ 10.000,00
E7	Water bottles (bottles + water fountains)	Refresh the delegates with water bottles branded with your logo and distributed in rest areas during the event. One sponsor only.	€ 15.000,00
F1	Students	Sponsor the students of the Competition in Risk Management programme to attend the FERMA FORUM 2013. One sponsor only.	€ 15.000,00
F2	Lounge Bar	Welcome the delegates in a nice atmosphere during the all event.	€ 20.000

DIGITAL

HEALTH & SAFETY

OTHERS

## 8.2. General terms of Sale

### Chapter 1: General Terms

#### Section 1.1

An « applicant » is defined as one who is interested in participating to the event, and who applied in order to participate.

A « participant » is defined as any applicant admitted by the event planner to participate to the event.

The « event planner » is the association who initiated the Event as well as the company MCI, in charge of the marketing of the event on behalf of and/or for account of the association and/or the organizing committee of the Event.

#### Section 1.2

The members willing to exhibit or organise a session agree unreservedly and undertake to comply with these general terms, the regulation of the hosting location which applies to them and which they acknowledge, as well as more generally, the regulation including security regulation, applicable to events organised in France. They agree to all new provisions imposed by circumstances or in the interest of the event which the event planner reserves the right to notify, even verbally.

#### Section 1.3

The event planner sets the location, the duration, the opening hours and closing hours of the event, the price of stands/locations, that of admissions, as well as the closing date for registration. He is the only one who determines the types of individuals or companies admitted to exhibit and/or visit the event as well as the list of products or services presented.

### Chapter 2: Application and Admission

#### Section 2.1

Excluding any other, the application request is realized by way of the official form established by the event planner duly signed if applicable, completed with additional required documents. Neither a request for being sent a registration form, nor its mailing, nor the cashing of a registration cheque shall be considered as an application.

#### Section 2.2

The event planner processes application and rules on admissions. Admission becomes only effective after written confirmation to the participant.

#### Section 2.3

In case of rejection, the event planner is not required to give grounds for his decision which shall be notified to the applicant. On no account, the rejected applicant shall claim any compensation whatsoever concerning this matter and in particular by claiming that his admission was solicited by the event planner. He shall not either use the correspondence exchanged between him and the event planner or the cashing of the amount of the membership or even the publication of his name on any list as proof of his admission. Rejection of admission shall not give rise to the payment of any compensation other than the reimbursement of the amounts paid to the event planner.

#### Section 2.4

In any case, admission of application files shall be subject to the availabilities offered by the Event.

#### Section 2.5

Any admission binds definitively and irrevocably the participant who then becomes liable of the entire amount of the sums described in chapter 3.

#### Section 2.6

Admission application subscriptions as well as admissions imply conformity of the applicant to the provisions of these regulations and the special regulations inserted in the participant's guidebook as well as the security and police measures which would be prescribed by the authorities as well as the Administration. Any breach of these regulations or of the special regulations may entail immediate, temporary or final exclusion of the member, without any compensation or reimbursement of the amounts paid and without prejudice to legal actions which may be brought against him.

#### Section 2.7

Any subscription by the applicant of an admission application is deemed to be a waiver of all other general/specific terms of purchase or any additional or dispensatory document offered by the latter.

#### Section 2.8

The admission certificate issued by the event planner to members is nominative and shall not be transferred. Members are strictly forbidden, except with written authorization of the event planner, to transfer, sublet or share for free or for a fee all or part of their location. They are also strictly forbidden to rent within the hosting site a surface other than the one offered by the event planner.

### Chapter 3: Fees

#### Section 3.1

A Payment of 100% of the total amount is due by the participant from the date of the admission upon reception of the invoice.

By non-payment of an invoice upon its due date, the immediate payment of any outstanding invoices shall be due.

MCI Benelux SA reserves the right, after prior written notice, to suspend the provision of services, in case of non-payment of the invoice, without prejudice to any other right of action. A lump sum amounting to 15% of the unpaid invoices shall be added to any amount unpaid within 30 days as from the due date, without prior written notice, and with a minimum of € 125.

Moreover, legal interests rate published by the SPF Finance will be applied without prior notice to all sums remaining unpaid 30 days as from the due date.

For any reservation request sent less than 45 days before the Event, the entire amount is due on reservation subject to admission.

#### Section 3.2

In case of non-payment of the downpayment and/or the payment of the rest of amount at the specified dates of payment, the event planner reserves the right to terminate at any moment, without prior notice nor formal notice, the participant's membership, the due amounts remaining irrevocably earned by the event planner, the latter being thus able to dispose as he sees fit of the location or the room in question which he shall market towards a third person.

### Chapter 4: Conditions of Termination

#### Section 4.1

In case of termination, on whatever ground, by a participant more than 45 days before the first day of the event, the event planner keeps as compensation the 50% of the down payment received (or due if the down payment has not been paid at this date). If termination occurs on the 45th day or less than 45 days before the first day of the event, the entire sums due shall be kept as termination compensation.

#### Section 4.2

Any request for reduction of the space already booked shall be expressly approved by the event planner and shall then be considered as a partial cancellation which entails charges born by

the participant in the following manner : 25 % on the price of the space initially reserved in case of a partial cancellation more than 45 days before the first day of the event and 35 % on the price of the space initially booked in case of a partial cancellation less than 45 days before the first day of the event.

#### **Section 4.3**

It is up to the participant to subscribe to any insurance he shall consider necessary in order to cover any possible unavailability which could prevent him from participating to the Event.

### **Chapter 5: Attribution of Locations**

#### **Section 5.1**

The event planner determines the map of the event and proceeds to the distribution of the locations and admission does not confer any right of use of a fixed location for the participant.

#### **Section 5.2**

The map of the exhibition and the schedules of sessions are determined by the event planner who distributes the locations in the order of reservations, taking into account as far as possible the wishes expressed by the participants.

#### **Section 5.3**

The event planner reserves the right to modify, any time he shall considered useful in the interest of the event, the disposition of surfaces, the map of the exhibition as well as the schedule of sessions. No reserve shall be allowed from the members. If the modification concerns the granted surface area, there shall only be a discount in proportion with the price of the stand.

#### **Section 5.4**

The event planner shall not be held liable for mild differences which could be noted between the numbers indicated and the real dimensions of the location, nor for modifications which could occur in the environment of the stands (modification of neighbouring stands, reconfiguration of the aisles..) as registrations are being recorded.

### **Chapter 6: Installation and compliance of the stands**

#### **Section 6.1**

The participant undertakes to comply with all the regulations, standards and technical and security specifications applicable to the Event.

#### **Section 6.2**

The installations of the stands shall not exceed 2,50m high. Concerning particular adjustments outside of the standards of weight or height, a special authorization request shall be sent to MCI no later than 60 days before the date of the convention.

#### **Section 6.3**

If the event planner wishes to know the fitting out and decoration planned by the participant who is exhibiting, a detailed map may be requested upon the latter by the event planner.

The participants shall comply with the instructions of the hosting location and of the event planner, for the regulation of entries and exits of goods and in particular, concerning vehicles of all kinds within the walls of the institution.

#### **Section 6.4**

The participants, or their principals, must have finished setting up their stand at the date and time set by the event planner, after which time and date, no packaging, material, transportation vehicle, exterior contractors, shall be, under any reason whatsoever and

regardless of whatever damage it can cause to the participant, access, be kept, or remain on the site of the event.

#### **Section 6.5**

The setup of the stands shall not, under any circumstance, damage or modify permanent installations of the exhibition site and it shall not impair the convenience or the security of other participants and of the visitors.

#### **Section 6.6**

The particular decoration of stands/locations is done by the participants and under their responsibility. It must, in any case, fit with the general decorations of the event, the visibility of neighbouring stands and the possible stipulations of the particular regulation and/or of the "guidebook" or "the participant's handbook" on that subject.

#### **Section 6.7**

In the closed exhibition spaces, all used materials, curtains and carpeting included, shall comply with the security regulations against fire hazard, the event planner reserving, at all times, the right to have removed or destroyed any material or any installation which would not comply with these regulations.

#### **Section 6.8**

The event planner further reserves the right to have removed or modified those installations which would damage the general aspect and/or the image of the event, hinder the neighbouring participants or the visitors, or who would not comply with the particular maps or plans previously submitted.

#### **Section 6.9**

The participant shall be present at his stand during the visit of the security services and shall comply, throughout the entire event, with the security measures imposed by Public Authorities or decided by the event planner.

### **Chapter 7: Occupation and use of the stands**

#### **Section 7.1**

It is expressly forbidden to transfer, to sublet, to exchange, for free or for a fee, all or part of the location attributed by the event planner. The attributed locations shall be occupied by the participant at the opening time and day of the event. Failing that, they shall be deemed available and shall be liable to receive a new assignment without the failing participant being able to claim any compensation or any reimbursement whatsoever.

The stands shall, during opening hours, be constantly occupied by a representative of the participant.

#### **Section 7.2**

Except if given prior written authorisation by the event planner, the participant shall not present on his location other materials, products or services than those which are listed in the admission request and corresponding to the list of the products or services established by the event planner. Except as otherwise expressly stipulated, the presentation and offer of second-hand materials are absolutely forbidden.

#### **Section 7.3**

The participant shall not, under any form whatsoever, present products and services nor make advertisement for non-participating companies and contractors, unless prior written authorisation given by the event planner.

#### **Section 7.4**

The appearance of the stands shall remain impeccable all throughout the event, the cleaning of each stand, at the participant's expense,

shall be done each day and finished for the opening of the event to the public.

### Section 7.5

No sponsor or exhibitor shall, during the time of the Event, organise or promote meetings, gatherings or other events on the themes of the Convention.

No sponsor or exhibitor shall organise a month before and/or after pre- or post-convention classes, workshops or symposiums.

No sponsor or exhibitor shall organise parties on the days of the Event.

## Chapter 8: Access to the event

### Section 8.1

No one can be admitted within the walls of the event without presenting a title issued or admitted by the event planner. Some "participant passes", or badges, giving the right of access to the event are, under the conditions determined by the event planner, issued to participants. Invitation cards for individuals or companies which they wish to invite are, under conditions determined by the event planner, issued to participants.

### Section 8.2

The event planner reserves the right to forbid admission or to have expelled any individual, visitor or participant, whose presence or behaviour would be detrimental to the security, the peacefulness or the image of the event.

## Chapter 9: Contact and communication with the public

### Section 9.1

The event planner has the exclusive right to write, publish and distribute, for payment or not, the catalogue of the event. He may transfer all or part of this right as well as the advertisement included in this catalogue. The information necessary to write this catalogue shall be provided by the participants under their responsibility and under penalty of non insertion, within the time set by the event planner.

### Section 9.2

The participant expressly waives all remedies, both against the event planner and the producers or distributors, as to the distribution, for event's necessities, in Belgium and abroad, by television, video document or any other mediums (books, booklets), of his image, that of his stand, of his sign, his brand, his staff, his products or his services and indemnifies the event planner of all remedies of his employees, subcontractors and co-contractors, undertaking in advance to impose upon them this obligation

### Section 9.3

The event planner reserves the exclusive right to post within the walls of the site hosting the event. The participant shall therefore only use, inside his stand only, the posters and signs of his own company, excluding any others and within the limits of the instructions related to general decoration.

### Section 9.4

The minutes, catalogues, prints, gratuities or objects of any kind, may only be distributed by the participants at their booked stand/location. No prospectus related to products which are not exhibited may be distributed without written authorisation of the event planner.

### Section 9.5

The distribution or sale of newspapers, periodicals, prospectus, lottery tickets, signs, participation coupons, even if it is related to a

charity or charity event, the surveys, are forbidden, in the location of the event and its immediate surroundings, unless exemption given by the event planner.

### Section 9.6

Any advertisement with light or sound, and all animations, shows, or demonstrations liable to give rise to crowd gatherings in the aisles, must receive prior agreement from the event planner who can cancel the authorization which may have been previously given, in case it hinders the traffic or the running of the event.

### Section 9.7

Advertisement spoken aloud and recruitment, in whatever form and manner, are strictly forbidden. The participants shall not in any circumstances block the aisles or encroach on them, except upon written and prior exceptional authorization by the event planner.

### Section 9.8

The participants shall scrupulously make sure to inform the public loyally of the qualities, prices, sales conditions and guarantees of their products or services, fully, objectively and in compliance with the regulations. They shall not make any advertisement or any action whatsoever liable to misrepresent or constitute unfair competition.

### Section 9.9

The participants undertake to only present products, services or materials, in compliance with French or European regulations, unless, if applicable, their non-compliance is clearly indicated, by means of a sign. They are entirely liable for them towards third parties, the event planner shall bear no liability whatsoever for them.

### Section 9.10

It is up to each participant to fulfil, every time it is necessary to do so, the formalities which are required for his participation to the event, in particular, concerning work regulations, concerning customs for materials or products from abroad, concerning hygiene for food products and animal species. The event planner shall not, at any time, be liable for difficulties arising therefrom.

## Chapter 10: Intellectual Property and various rights

### Section 10.1

The participant must take care by himself of the intellectual protection of materials, products and services which he exhibits (patents, brands, models...), pursuant to the legal and statutory dispositions in force. These measures shall be taken before the presentation of the materials, products or services, as the event planner shall not accept any liability on this subject, in particular in case of a litigation with an other participant or visitor.

### Section 10.2

The participants shall deal directly with the BUMA/STEMRA and STENA if they use music inside the event, even for simple demonstrations of sound materials, the event planner accepting no liability for this matter.

### Section 10.3

Photography or filming may be allowed, upon written authorization of the event planner, within the walls of the event. A print of all the photographs or film shall be given to the event planner within fifteen days following the closing of the event. This authorization shall be withdrawn at all times.

### Section 10.4

Photography or filming by visitors may be forbidden by the event planner.

## Section 10.5

The photography of certain objects in stands may be forbidden upon the participants' expedition and request.

## Chapter 11: Insurances

### Section 11.1

The participant undertakes to subscribe to a third-party liability insurance policy covering any damages caused to third parties on account of his own liability (including that of his employees, contributors and casual employees of any kind), the said insurance policy shall include a section on «tenant's risks».

The participant also undertakes to subscribe to insurance policies necessary to cover all damages (losses, thefts, damages...) incurred by the material which he has custody of (presented objects and more generally all movable elements or other which he has custody of), with waiver of any remedy on behalf of the participant and his insurers towards the event planner and his insurers. The event planner is deemed not to be liable, in particular concerning loss, theft and damages whatsoever of the aforementioned material.

### Section 11.2

The participant shall show proof of subscription to such policies, upon confirmation of his subscription, by presenting certificates within 15 days following such subscription.

## Chapter 12: Dismantling stands at the end of the exhibition

### Section 12.1

The participant, or his duly accredited representatives, shall be present at his stand from the beginning of the dismantling until total emptying of the stand.

### Section 12.2

The emptying of stands, goods, items and particular decorations, as well as residual waste of materials having been used for the decoration of the stands shall be done by the participants within the time and hours given by the event planner. After this time, the event planner may have the objects carried into a furniture depository of his choice at the participant's own expenses and own risks without being held liable to partial or total deteriorations or losses.

### Section 12.3

The participants will let the locations, settings, materials at their disposal in the same condition in which they will have found them. All deteriorations caused by their installations or goods, either to the material, or the building, or to the occupied floor, shall be assessed by the technical services of the event planner and born by the liable participants.

## Chapter 13: Various Provisions

### Section 13.1

In case of force majeure or any other exterior event in particular of a political, social, sanitary, economical kind, exceeding the control of the event planner and forcing the latter to cancel the event, and lacking the possibility of deferment of such event, the event planner shall definitively keep the down payments already paid and he shall not be held liable for this cancellation.

### Section 13.2

The event planner shall not be held liable for too low a number of registered conventionneers or for any lack of interest for the entire event.

### Section 13.3

Any breach of the provisions of this regulation, of any possible particular additional regulation, or of the specifications of the "guidebook" or of the « participant's handbook » prescribed by the event planner, can, without prejudice to all other legal actions, give rise, with the help of the police if need be, to the immediate closing down of the stand of the offending participant and to his exclusion. It is particularly the case for default of insurance, non-compliance of the layout, non-compliance of the security rules, non-occupation of the stand, presentation of products which do not comply with those listed in the admission request, etc...

Under such circumstances, the amount paid as to the participant's registration is kept by the event planner, without any prejudice to the payment of the rest of the price, of any due sum remaining or of any other damages.

### Section 13.4

Any information request or report of any financial kind on the attribution of the sums shall be directly sent by the participant to the professional association initiating the event.

### Section 13.5

The event planner shall have the right to rule on all cases not provided by these regulations. All decisions taken will be final and immediately binding.

### Section 13.6

The applicable law for this contract is Belgian Law; in case of litigation, only the Trade Court of Brussels shall have jurisdiction.

### Section 13.7

Possible construction difficulties of this General Regulation in another language shall be solved by reference to the meaning of the French Version of the General Terms [Conditions générales].

### Section 13.8

The participant shall be solely liable for any tax/contribution which he would be liable for concerning his participation to the event.



*"FERMA's FORUM is a unique occasion to meet your peers and the entire risk management and insurance market!"*

Gaetan Lefèvre, Risk Manager, Cmi Group, Belgium



*"Everyone in the industry has to be here. FERMA Forum is invariably thought-provoking and commercially relevant. FERMA is an exemplary and purposeful exhibition for risk and insurance managers and suppliers."*

Sabrina Hartusch, Global Head of Insurance, Triumph International Spiesshofer & Braun KG, Switzerland

*"The format of the programme is set up to learn and discuss issues and definitely the place to meet experts and develop one's own professionalism."*

Michel Dennery, Risk manager, GDF SUEZ, France



*"I've seen the venue and travelled there from the UK - it's a great place and travel can work well. The FERMA Forum offers a unique event in Europe for education and networking. I returned from the Stockholm Forum inspired with new knowledge, ideas and risk management and insurance contacts. Building on the success of Stockholm the Forum in the beautiful and historic city of Maastricht promises to be a fabulous occasion. If you have the budget for one event in 2013 then save it for this - I commend you to be there!"*

Julia Graham, Chief Risk Officer, DLA Piper, UK

*"If you want to be up-to date in Risk and Insurance Management and meet your peers, insurance partners, you attend FERMA Forum. FERMA Forum 2011 was excellent organized and the program met all my expectations. I'll encourage my Slovenian peers to attend next FERMA Forum."*

Maja Šušteršič, Head of Insurance Service Department, Petrol d.d., Ljubljana, Slovenia



*"The FERMA FORUM has always drawn the new frontier of the Risk and Insurance Manager's profession: in Maastricht we will try to go even further, by exchanging ideas, feelings, even fears, with our feet in the present and our eyes on the future."*

Paolo Rubini, Risk Manager, Telecom Italia, Italy

*"I am looking forward to FERMA Forum 2013 in Maastricht. A unique event in a unique old city where you can meet the market in a unique atmosphere. Come and share your knowledge, gain new insights and extend your network in Maastricht."*

Peter den Dekker, Insurance & risk manager VimpelCom Ltd, The Netherlands





# FERMA

RISK MANAGEMENT  
FORUM 2013



**FERMA**  
Federation of European  
Risk Management Associations

---

[www.ferma-forum.eu](http://www.ferma-forum.eu)

---

FERMA – The Federation of European risk management associations brings together the national Risk management Associations of 20 countries representing Belgium (BELRIM), Czech Republic (ASPARCZ), Denmark (DARIM), Finland (FINNRIMA), France (AMRAE), Germany (BfV DVS), Italy (ANRA), Malta (MARM) The Netherlands (NARIM), Norway (NORIMA), Poland (Polrisk), Luxembourg (PRIM), Portugal (Apogesis), Russia (RusRisk), Slovenia (SI.RISK), Spain (AGERS, IGREA), Sweden (SWERMA), Switzerland (SIRM), the United Kingdom (AIRMIC) and Turkey (ERMA). FERMA's collective membership of over 4800 individual risk and insurance managers represents the major industrial and commercial companies in their respective countries. FERMA's objectives are to support the development of Risk Management insurance and Risk Financing in Europe and to be a significant stakeholder at European level in the decision making process on risk management, insurance and risk financing issues.