

# genesis

**20th ALUCA Conference**  
22 - 24 OCTOBER 2025

Novotel Sunshine Coast Resort

**SPONSORSHIP**  
and **EXHIBITION**  
**PROSPECTUS**



**ALUCA**



## WELCOME

Thank you to all our sponsors for your continued support and hello to new sponsors. We are excited to showcase the sponsorship and exhibition opportunities for ALUCA's 20th biennial conference, being held at the Novotel Sunshine Coast Resort 22-24 October 2025.

Over the past 40 years, partnering with sponsors has enabled ALUCA to deliver flagship events, connecting all areas of the life insurance Industry - including insurance, reinsurance, superannuation, regulators and service providers across Australia, New Zealand and overseas. Based on the success of our most recent conference, we expect this popular event to host 300+ delegates from across the industry.

The theme of the 2025 conference is 'Genesis'. It is more than a theme; it's a call to embrace new beginnings, spark discovery, and shape the future. Building on yesterday, shaping today and designing tomorrow: This dynamic conference brings together industry leaders, innovators and thought partners to celebrate the origins of the industry, examine the current landscape, and chart a bold vision for the future. With a focus on actionable insights and collaboration, Genesis aims to equip participants with tools and strategies to drive transformation and innovation.

This 20th anniversary conference presents sponsors with a unique opportunity to gain exposure to a highly targeted audience, with a range of sponsorship and exhibition packages available. ALUCA aims to host a sustainable conference, taking into consideration our environmental impact and asking sponsors and exhibitors to align with our philosophy.

There is no better opportunity to make contacts and present your products or services to life insurance professionals than at this year's ALUCA conference. Join us as we delve into maintaining a competitive edge and enhancing profitability for life insurers in a new world of unprecedented change and untapped technology.



## KEY BENEFITS

### **Premium Brand Placement**

Achieve greater engagement for your business at a premium conference dedicated to key areas of life insurance - such as underwriting, claims, rehabilitation, product, leadership, legal and regulatory and more.

### **Value for Money with Maximum Exposure**

Conference partners receive extensive exposure and brand awareness by having their partnership promoted in the lead up to, during and post the conference.

### **Flexible and Collaborative Approach**

Every business is different, and bespoke packages are available. Our flexible, friendly team works collaboratively with our partners to provide a seamless experience in the lead-up to and during the event

### **Increase Brand Sentiment**

Becoming a sponsor and exhibitor gives your business an opportunity to deliver a clear message about your commitments to the industry, both now and into the future.

### **Exposure to Key Decision Makers**

The conference is a rare opportunity to showcase your products and services to key decision makers plus connect with professionals that work on the frontline of our industry.

### **Highly Targeted Lead Generation**

Inform and update this niche sector about your business while generating leads from ALUCA's highly targeted event.

# 2023 conference

**301**  
Attendees

**95.8%**  
Attendees  
from Australia

**12**  
Attendees from  
Fiji, HK, UK, NZ  
and Singapore

Representing  
**82**  
organisations

## PROGRAM:

- 9 keynote presentations
- 21 concurrent sessions
- 42 presenters and panellists
- 3 evening social events

## SPONSORS: 23

## FEEDBACK

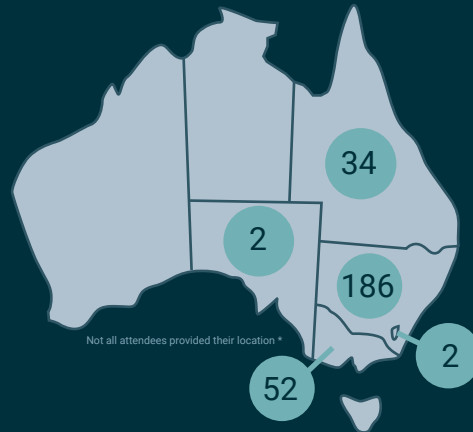
- App session surveys: 528 unique responses
- 90.34% of respondents rated the conference presenters 4 or above out of 5

## POST-EVENT SURVEY - 87 responses

- How would you rate the overall conference 4.5/5.
- How would you rate the overall topics featured in the program 4.6/5
- How would you rate the speakers 4.6/5
- How would you rate the networking and delegate engagement experience 4.4/5

## SOCIAL MEDIA impressions for October

- Increased to 19,246 impressions on LinkedIn versus 4,234 in September largely due to the Momentum conference



*"As a gold sponsor we felt that our brand name was well promoted giving us exposure to the industry and our clients"*

# genesis program

## 2025

### **Wednesday 22 October**

Industry Leader's Forum (invitation only)

Welcome Reception

### **Thursday 23 October**

Conference Day 1

Barefoot Banquet

### **Friday 24 October**

Conference Day 2

The Anniversary Dinner

For further information relating to the program as it evolves,  
please visit the website: [GENESIS conference](#)





# genesis sponsorship PACKAGES

We seek to ensure our sponsors receive the highest brand exposure possible in return for their investment. There are a variety of sponsorship packages available to suit your budget and objectives. Sign up early to access opportunities that can maximise the return on investment for your company, brand and product.

Hurry, as sponsorship packages are secured on a 'first in, first served' basis and tend to sell-out fast. If you'd like assistance selecting the best solution for your business, or for more information on our conference opportunities, contact our team on **(02) 9431 8600** or **conference@aluca.com**.

All prices are in \$AUD and exclude GST. Sponsor terms and conditions apply, contacts us for more information.

## CONTENT SPONSORS

	INVESTMENT (ex GST)
Industry Leaders Forum Sponsor (Wed 22 Oct)	\$12,000
MC Sponsor	\$7,500
Keynote Speaker Sponsor x 2 available	\$6,500 each
Social Media Sponsor	\$5,000

## SOCIAL EVENT SPONSORS

Welcome Reception and Registration Sponsor (Wed 22 October)	\$10,000
Barefoot Banquet Sponsor (Thurs 23 October)	\$10,000
Anniversary Dinner Sponsor (Fri 24 October)	\$15,000
Photo Booth Sponsor (Anniversary Dinner, Fri 24 October)	\$ 3,500

## EXHIBITION and NETWORKING SPONSORS

WeWork Lounge Sponsor	\$10,000
Exhibition Booth (Shell Scheme)	\$4,500
Coffee Cart Sponsor x 2 available	\$4,500 each
Juice Station Sponsor	\$4,500
Lanyard Sponsor	\$4,000
Conference App Sponsor	\$5,000
Sustainability Partner	\$5,000

## Industry Leaders Forum

Wednesday 22 October

**\$12,000** + GST

- Acknowledgement as the Industry Leaders Forum sponsor at the opening and closing of the session.
- 2 complimentary tickets to the Industry Leaders Forum.
- Company branding during the Industry Leader's Forum lunch.
- Company banner displayed in the room hosting the Industry Leader's Forum (provided by sponsor).
- Opportunity to provide branded stationary on delegate tables (provided by sponsor).
- Company logo and acknowledgement in all material in the lead-up to the conference including pre-event marketing and promotion.
- Company logo and acknowledgement during the conference, including 'holding slides' prior to sessions commencing.
- Company listing on the conference website and app, including a 200-word profile (supplied by sponsor).
- Opportunity for your business to be included in a promotional video (up to 60 seconds) featuring your sponsor message, published on ALUCA's LinkedIn page in the lead-up to the conference.

## MC Sponsor

**\$7,500** + GST

- Name promoted at conference as 'MC Sponsor'.
- Acknowledgement as the MC Sponsor in opening address by MC.
- Company representative to thank MC on the main stage on the last day of conference (Friday 24 October 2025).
- Company logo and acknowledgement in all material in the lead-up to the conference including pre-event marketing and promotion.
- Company logo and acknowledgement during the conference, including 'holding slides' prior to sessions commencing.
- Company listing on the conference website and app, including a 200-word profile (supplied by sponsor).

## Keynote Speaker Sponsor

**\$6,000** + GST

Keynote speaker presentations are the drawcard of the conference and are delivered to the full conference audience in the plenary room. There is the opportunity to sponsor either an opening or closing keynote speaker plenary session.

- Acknowledged as the sponsor of the Keynote Speaker before and after the speaker's address.
- Opportunity for company representative to provide an introduction or thanks to keynote speaker at the event on the main stage.
- One company freestanding banner displayed during the keynote session (supplied by sponsor).
- Company logo and acknowledgement in all material in the lead-up to the conference including pre-event marketing and promotion.
- Company logo and acknowledgement during the conference, including 'holding slides' prior to sessions commencing.
- Company listing on the conference website and app, including a 200-word profile (supplied by sponsor).



## Social Media Sponsor

**\$6,000** + GST

Expand your brand reach and increase your social media content through this opportunity to be the sponsor of all ALUCA social media channels for the duration of the conference. Additionally, as the social media sponsor there will be opportunities in the lead-up to the conference to be involved in promotional activity.

- Acknowledged as the Social Media sponsor.
- All social media posts during the conference will be published to both ALUCA and your company social media accounts.
- Creation of a cobranded hashtag #ALUCA2025 #poweredbyxx
- Sponsor logo to be visible in social media posts including an opportunity for your business to supply and display 1 x free-standing pull-up banner as the backdrop for onsite interviews.
- Acknowledgment as the social media sponsor on each post.
- Company logo and acknowledgement in all material in the lead-up to the conference including pre-event marketing and promotion.
- Company logo and acknowledgement during the conference, including 'holding slides' prior to sessions commencing.
- Company listing on the conference website and app, including a 200-word profile (supplied by sponsor).
- Value-add opportunity for your company representative to be interviewed for social media during the conference.
- Value-add opportunity for your business to be included in a promotional video (up to 60-sec max.) featuring your sponsor message and posted on ALUCA's social media channels.
- Opportunity to create and sponsor an exclusive social media giveaway or competition to drive engagement with social media for conference attendees. Potential to extend to broader ALUCA membership (not in attendance at the conference)

## Welcome Reception and Registration Sponsor

Wednesday 22 October

**\$10,000** + GST

Most delegates will arrive at the Novotel Sunshine Coast Resort during the afternoon of Wednesday 22 October 2025 and the Welcome Reception is the first event to build excitement for the conference days ahead. Delegates will be encouraged to register during the Welcome Reception, ahead of conference day 1.

- Acknowledged as the sponsor of the Welcome Reception during the opening address.
- Selection of a company-themed welcome cocktail (both alcoholic and non-alcoholic) that will be served to delegates as they arrive.
- Display of company banner at the Welcome Reception entry and registration desk (provided by sponsor).
- Provision of a lucky door prize that is presented by a company representative (provided by sponsor).
- Two complimentary tickets to the Welcome Reception.
- Company branding during the event.
- Company logo and acknowledgement in all material in the lead-up to the conference including pre-event marketing and promotion.
- Company logo and acknowledgement during the conference, including 'holding slides' prior to sessions commencing.
- Company listing on the conference website and app, including a 200-word profile (supplied by sponsor).

## **Barefoot Banquet Sponsor**

Thursday 23 October

**\$10,000** + GST

Connect and engage delegates with your brand by sponsoring a fun and relaxed networking evening at the end of the first conference day.

- Acknowledgement as the sponsor for the Barefoot Banquet social event at the commencement of the evening.
- Barefoot Banquet entertainment sponsorship shout out and song dedication.
- Provision of a lucky door prize that is presented by a company representative (provided by sponsor).
- Sponsor banner to be displayed at the entrance to the event (supplied by sponsor).
- Two complimentary tickets to the Barefoot Banquet.
- Company branding during the event.
- Company logo and acknowledgement in all material in the lead-up to the conference including pre-event marketing and promotion.
- Company logo and acknowledgement during the conference, including 'holding slides' prior to sessions commencing.
- Company listing on the conference website and app, including a 200-word profile (supplied by sponsor).

## Anniversary Dinner Sponsor

Friday 24 October

**\$15,000** + GST

This is an exclusive opportunity to have your brand front and centre of ALUCA's 20th Anniversary Dinner: Two Decades of Innovation and Impact. This will be a special black tie, seated dinner with special guests and a trip down memory lane. It will be held on-site at the Novotel Sunshine Coast Resort.

- Acknowledgement as the sponsor for the Anniversary Dinner at the commencement and completion of the evening.
- A company representative has up to 5 minutes at the event to address the delegates.
- Reserved a branded premium placed table where you can invite conference guests to be seated (branding to be provided by sponsor).
- Sponsor banners to be displayed at the entrance to the event and at the lectern (supplied by sponsor).
- Four complimentary tickets to the Anniversary Dinner.
- Company branding on menus placed at each table.
- Provision of a lucky door prize that is presented by a company representative (provided by sponsor).
- Company logo and acknowledgement in all material in the lead-up to the conference including pre-event marketing and promotion.
- Company logo and acknowledgement during the conference, including 'holding slides' prior to sessions commencing.
- Company listing on the conference website and app, including a 200-word profile (supplied by sponsor)

## Photo Booth Sponsor - Anniversary Dinner

Friday 24 October

**\$3,500** + GST

Help delegates attending the Anniversary Dinner to capture moments with old friends and new. .

- Acknowledgment at the Anniversary Dinner as the Photo Booth Sponsor.
- Company branding on all photos produced by the booth.
- Opportunity for a company representative to be present throughout the evening to help guests at the booth.
- Company logo and acknowledgement in all material in the lead-up to the conference including pre-event marketing and promotion.
- Company logo and acknowledgement during the conference, including 'holding slides' prior to sessions commencing.
- Company listing on the conference website and app, including a 200-word profile (supplied by sponsor).

## WeWork Business Lounge Sponsor

**\$10,000** + GST

Adjacent to the exhibition hall, a quiet lounge space will be provided for delegates to charge electronics, take calls, dip into meetings or catch-up on emails.

- Naming rights to the WeWork Business Lounge.
- Company branding throughout the lounge (provided by sponsor).
- Opportunity to supply branded notebooks and pens (supplied by sponsor).
- Opportunity to brand charging stations (sponsor cost).
- Premium placement of exhibition booth to lounge (exhibition booth funded by sponsor).
- Two 'exhibitor' tickets to the exhibition area of the conference on Thursday and Friday (including morning tea, lunch and afternoon tea).
- Company logo and acknowledgement in all material in the lead-up to the conference including pre-event marketing and promotion.
- Company logo and acknowledgement during the conference, including 'holding slides' prior to sessions commencing.
- Company listing on the conference website and app, including a 200-word profile (supplied by sponsor).

## Exhibition Booths

### Shell Scheme Booth

**\$4,500** + GST

The refreshment breaks and lunches will be held in the exhibition area to ensure maximum exposure between delegates and exhibitors.

- Two 'exhibitor' tickets to the conference on Thursday and Friday (including morning tea, lunch and afternoon tea).

Supplied:

- 1 x exhibition booth (3m x 3m) for the duration of the conference
- 2 x spotlights
- 1 x 4-amp power connected
- Vinyl-cut lettering fascia.



## Coffee Cart Sponsor

**\$4,500\*** + GST

- Marketing collateral and a banner displayed with coffee cart (banners to be supplied by sponsor, maximum size 2m high x 1m wide).
- Company logo and acknowledgement in all material in the lead-up to the conference including pre-event marketing and promotion.
- Company logo and acknowledgement during the conference, including 'holding slides' prior to sessions commencing.
- Company listing on the conference website and app, including a 200-word profile (supplied by sponsor).

### **\*ADDITIONAL COSTS TO SPONSOR**

- Coffee charged on consumption, per cup. (sustainable cups to be provided by sponsor).
- Baristas can wear branded shirts, caps or aprons (optional, provided by sponsor).

## Juice Station Sponsor

**\$4,500\*** + GST

- Marketing collateral and a banner displayed with juice cart (banners to be supplied by Sponsor, maximum size 2m high x 1m wide)
- Company logo and acknowledgement in all material in the lead-up to the conference including pre-event marketing and promotion.
- Company logo and acknowledgement during the conference, including 'holding slides' prior to sessions commencing.
- Company listing on the conference website and app, including a 200-word profile (supplied by sponsor).

### **\*ADDITIONAL COSTS TO SPONSOR**

- Juice charged on consumption, per cup (sustainable cups to be provided by sponsor).
- Juice servers can wear branded shirts, caps or aprons (optional, provided by sponsor).

## Lanyard Sponsor

**\$4,000\*** + GST

Exclusive opportunity

- Company logo displayed on the registration page and registration invoices.
- Company logo displayed on delegate lanyards, worn by delegates for the conference duration.
- Company logo and acknowledgement in all material in the lead-up to the conference including pre-event marketing and promotion.
- Company logo and acknowledgement during the conference, including 'holding slides' prior to sessions commencing.
- Company listing on the conference website and app, including a 200-word profile (supplied by sponsor).

### **\*ADDITIONAL COSTS TO SPONSOR**

Sponsor to source and supply lanyards (organising committee to approve).

Preference for a sustainable option (e.g. Sustainable & Eco-Friendly Name Badges | Biodegradable Lanyards for Events)

## Conference App Sponsor

**\$5,000** + GST

The conference app will be downloaded and used by delegates to access the program, speaker bios, social event details, and actively participate during sessions.

- Company logo on the cover of the conference app.
- Acknowledgement as the sponsor of the conference app.
- Company logo and acknowledgement in all material in the lead-up to the conference including pre-event marketing and promotion.
- Company logo and acknowledgement during the conference, including 'holding slides' prior to sessions commencing.
- Company listing on the conference website and app, including a 200-word profile (supplied by sponsor).

## Sustainability Partner Sponsor

**\$5,000** + GST

Reducing carbon emissions offers significant benefits for the conference, its attendees and for our collective future.

- Name promoted at conference as 'Sustainability Partner'.
- Acknowledgement as the Sustainability Partner in opening address.
- Company banner to be displayed in the plenary room (provided by sponsor).
- Judging and award of the 'Most Sustainable Exhibitor Award.'
- Company logo and acknowledgement in all material in the lead-up to the conference including pre-event marketing and promotion.
- Company logo and acknowledgement during the conference, including 'holding slides' prior to sessions commencing.
- Company listing on the conference website and app, including a 200-word profile (supplied by sponsor).
- Opportunity for your business to be included in a promotional video (up to 60 seconds) featuring your sponsor message, published on ALUCA's LinkedIn page in the lead-up to the conference.

### **Pre-approval of sponsor- supplied collateral**

Please note that sponsors supplying materials such as lanyards, lucky door prizes and promotional materials must receive pre-approval from the conference committee prior to proceeding with purchases.

### **A note on sustainability**

ALUCA is committed to delivering a conference that minimises our environmental impact wherever possible. Sponsors and exhibitors at the conference can minimise their impact by adopting sustainable practices in several key areas:

- Use sustainable materials where possible.
- Opt for rented furniture instead of purchasing disposable items.
- Use energy-efficient lighting for electronic displays.
- Avoid using paper, but if printing is necessary, use recycled paper and eco-friendly inks.
- Avoid plastic or single-use promotional items.
- Avoid shipping large amounts of goods. Use local suppliers where practicable.
- Consider offsetting travel emissions.
- A 'Most Sustainable Exhibitor Award' will be presented on the final day of the conference.

# genesis

If there are other ways in which your organisation would like to be involved, we will happily consider other sponsorship suggestions.

Become an ALUCA Conference Partner, experience the unique value and immense brand benefits an ALUCA Conference partnership can bring.

Contact us during business hours on **(02) 9431 8600** or at your convenience at **[conference@aluca.com](mailto:conference@aluca.com)**

We look forward to welcoming you at Novotel Sunshine Coast Resort 22 - 24 October 2025.



**REGISTER NOW!**

ALUCA