



International Insurance Law Association Europe / Association Internationale de Droit des Assurances Europe

10th AIDA Europe Conference Athens, 30-31 May 2024

“The Growing Challenge of Meeting Customer Needs: Quo Vadis, Insurance Market?”

Information to our Sponsors

Most of you are familiar with AIDA Europe, a non-profit organization dedicated to promoting, directly or through its members, the development of insurance relevant topics and insurance related law.

AIDA Europe - <https://aidainsurance.org/regional-groupings/aida-europe>

AIDA Europe comprises some 30 members, national AIDA Chapters as well as certain arbitration organizations. As an organization, AIDA offers a unique platform bringing together insurance legal professionals from academia, industry, the regulatory domain and private practice.

Information on the AIDA Europe Conference in Athens on 30-31 May 2024

The conference **“The Growing Challenge of Meeting Customer Needs: Quo Vadis, Insurance Market?”** in Athens focuses on how the insurance market will fare and change in the face of increased demands and expectations. More than financial protection is required. Also, the promotion of wellbeing, helping customers satisfy a myriad of regulatory, legal, environmental, social and governance requirements. Financial and geopolitical upheaval must at the same time be withstood in a world of increasing climatic change, disruption and technical innovation. Where are insurers succeeding? What are the greatest threats or opportunities? What place is there for, and what is the impact of, "customer choice"?

The conference will afford everyone the chance to engage in two days of informed and stimulating discussion, interactive sessions with specialist panels and working party meetings, populated by legal and insurance practitioners, regulators, academics and commentators from across Europe and beyond.

Who is attending the Athens Conference?

Based on our past conferences, we are hopeful of expecting over 200 legal, claims and underwriting professionals, coming from the insurance industry, the legal profession, regulatory bodies and academia. Because the information obtained at the AIDA Europe conferences is usually widely spread within the delegates’ organizations, the visibility of sponsors is multiplied far beyond the actual number of delegates.

See: https://www.youtube.com/watch?v=pAo042Yo_KE – video of our last Conference in Zurich.

Conference programme & announcement

The Conference is being advertised through special insurance-related media and the national Chapters of AIDA, whose members are in turn disseminating materials which will mention the names of conference sponsors, across a still wider international network of colleagues, clients and contacts. Also, the published conference programme will mention the sponsors prominently.

Publication of dedicated articles and results

AIDA Europe, through its publication *AIDA Europe Law Series on Insurance Law and Regulation* published by Springer, has so far published nine books and throughout the two-year pandemic period organised a webinar series based on the above work. They include themes related to the transparency of the insurance contract law and insurance supervision law, Insurtech and the IDD, insurance and human rights, the governance of the insurance undertakings, ESG, and the management of environmental risks through insurance, while more are in the pipeline, e.g., relating to distribution models as well as the challenge of sustainability for insurance. More information on the books is available at <https://aidainsurance.org/regional-groupings/aida-europe/governance-structure/aida-europe-scientific-committee>.

AIDA Europe sponsors the open access to a number of these books, as seen at <https://www.springer.com/series/16331>.

Young academics and professionals up to 35 years of age are eligible for a prize, which will be assigned to the authors of the top papers. These will also be briefly presented at the Conference and their authors will be invited to it. The relevant *Call for Papers* is spread through specialized academic website platforms as well as the AIDA Inhouse Counsel network.

AIDA Europe also maintains a document repository of all conference documentation, accessible publicly. Sponsors are prominently mentioned in this context and are highly visible for users of the repository.

Sponsorship Levels & How will your sponsorship be recognized?

Sponsorship opportunities are as follows (giving you their respective amounts (in Euro) and the number of sponsors, which we suggest sharing into the particular category):

Category	Amount and no. of sponsoring opportunities (in EUR)	Additional Benefits
Venue Partners	SOLD	Stand/individual poster during the Conference and the Reception Free delegate/s (depending on venue) Mention of name (logo/hyperlinks) of the sponsor in the Conference materials and in the pre-event publicity Mention of name of the sponsor at the beginning and at end of the Conference.

Gold Partners	2x 6,000	Stand/individual poster during the Conference 2 free delegates Mention of name (logo/hyperlinks) of the sponsor in the Conference materials and in the pre-event publicity
Silver Partners	2x 4,000	Stand/individual poster during the Conference 1 free delegate Mention of name (logo/hyperlinks) of the sponsor in Conference materials and pre-event publicity.
Academic Partners	4x 2,000	Special mention at session
Contribution to AIDA Europe's resources for scientific projects and the <i>Call for Papers</i>	ONE PLEDGED	1 free delegate

Academic Support Guidance offered upon how support can be provided.	unlimited TWO TAKEN	Financial support for academics to attend and/or present at Conference. Mention at Conference and in Conference materials.
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Other Sponsoring Opportunities:

Lanyard Sponsor	1 x 3,500	Unique opportunity to have prominent identification of sponsor on every delegate's lanyard throughout the Conference. Mention of name (logo/hyperlinks) of the sponsor in Conference materials and pre-event publicity.
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Reception	3 x 1,500	Special mention of sponsor at reception
Lunch Thursday	2 x 2,500	Special mention before and at lunch
Lunch Friday	2 x 2,500	Special mention before and at lunch
Coffee Breaks	4 x 1,000	Special mention of sponsor before breaks
Conference e-Booklet	10 x 750	Special mention of sponsor in Conference e-Booklet

Please note: AIDA Europe is of course also open to discuss any further suggestions from sponsors in conjunction with their proposed sponsoring commitment.

NB: Individuals wishing to support the AIDA Europe Conference - financially or otherwise - will also be accredited for their donations/forms of support in the Conference materials and during the Conference. The wishes of anyone preferring to remain anonymous will be respected. Again, please enquire about how this support may be volunteered.

The sponsorship is linked to the following criteria:

Placing the logo and /or the name (and/or hyperlink) of the Sponsor on invitations to the conference and on the conference website; Information about the conference will be placed on the websites of AIDA Europe, AIDA World as well as other national sections of AIDA. Information will also be distributed via e-mail.
Placing a logo or name (and/or hyperlink) of the Sponsor in the Conference materials.
Placing marketing materials of the Sponsor at the registration of the Conference or in the Conference materials, if the Sponsor provides for such materials.

Special indication of the name and logo of the Sponsor on the slide mentioning the sponsored item (e.g. coffee breaks) of the Conference.

If the Conference results in any publication – placing the name of the Sponsor on the publication.

Further information for Sponsors:

- Upon confirmation of the sponsoring commitment you will receive an invoice and are invited to pay sponsoring amounts at the latest by **30 April 2024** to AIDA Europe's corresponding bank account.
- The AIDA Europe Conference Organization for the Athens Conference will be in contact with sponsors for the request of sponsors' logos and information.

Your support of the AIDA Europe Conference is highly appreciated and will help AIDA Europe, as a unique organization and platform for all stakeholders involved in the insurance and reinsurance domain, to pursue its altruistic goals in support of a better insurance place.

We would be delighted to receive your indication of sponsoring by your sending us the attached sponsorship response.

AIDA Europe

For and on behalf of the Conference Organizing Committee

Alkistis Christofilou, Tim Hardy

AIDA EUROPE Co-Chairs

Prof. Dr. Efi Tziva

Chair, Hellenic Insurance Law Association