

Promotional Guide



iA Financial Group has evolved... and its image, too!

The Communications Department is proud to present its new *Promotional Guide!*

Specially designed to respond to your needs, this guide gives you a variety of products and tools which proudly display iA Financial Group's new image: solid and contemporary.

Whether you want to buy promotional items from the company, sponsor an event, place an ad in a local newspaper, organize a contest or visit the head office, you'll find all the necessary information right here.

- Promotional Products
- Donations and Sponsorships
- Calendars and Agendas
- Advertising
- Booth
- Mascot (Angus)
- Promotional Tent
- Visuals
- Agency and Representative Websites and Web Ads
- Head Office Visits

Using iA Financial Group's image allows you to give your projects increased visibility and credibility.

For more information, don't hesitate to contact us. We'll be happy to help you accomplish your projects.

Contact us at 418-684-5000 or at 1-800-463-6236, ext. 5922, or email us at communications@ia.ca.

The Communications Department

A PDF version of this guide is also available on your extranet under Advisor Center/Document Center/Communications and Advertisings.



INVESTED IN YOU.

Promotional Products – Online Store

New – Promotional products available online

iA Financial Group is pleased to announce the launch of its online store offering company promotional items.

To start shopping at iA Financial Group's new online store, you must create an account when you first visit the site: inscription.boutiqueiA.com.

After activating your account, you will need to log in to access boutiqueiA.com. Your items will be delivered directly to your office within three business days.

Payment can be made by Visa, MasterCard or cheque.

NOTE: The SRFA system formerly used by Material Resources to receive payment will no longer be available. Inventory will no longer be kept at agencies for any items, whether their code is P or PP.

The online store is managed by Créapub Design.

Questions?

Contact customer service
boutique@creapubdesign.com
1-877-608-4277, ext. 234

Donations and Sponsorships

Donations

To request a donation or for information about our donation criteria, go to [ia.ca/About iA/Donations and sponsorships](https://ia.ca/About%20iA/Donations%20and%20sponsorships).

Sponsorships

Unfortunately, our sponsorship budget is limited and already allocated, so we cannot accept any new sponsorship requests.

Calendars and Agendas



We offer you the possibility of personalizing different models of calendars and agendas. Depending on your needs, you can choose among the five items which appear above.

These items are produced by Impressions Alliance 9000:

Impressions Alliance 9000 Inc.
142 Rue du Pont
Amqui, Quebec G5L 2R3
Tel.: 1-800-950-5256

To order or obtain information about these items, please contact the Impressions Alliance 9000 customer service department at the number provided.

Advertising

iA Financial Group offers a comprehensive and attractive advertising platform.

Whatever your objective, the iA Communications Department can help you put together professional and effective advertising materials.

How do I proceed?

To start your project, please follow the steps below:

1. Complete the *Advertising Request and Approval Form*.
2. Submit your project (form) to your Branch Manager for approval. Your Branch Manager will then forward it to the regional vice-president for approval, and production will be coordinated for you with the Communications Department.

Guidelines

- › Visuals and media used in **all forms of advertising** (display, print or web matter, etc.) **must be approved** by the Communications Department.
- › You **must use** the **pre-approved** advertising texts and images found in this guide.
- › **Only official photographs** may be used in advertising.
- › Advertising in **regional phone directories** must be **approved**.
- › Advertising on **personal vehicles** is **prohibited**; however, advertising on taxis, city buses and coaches is permitted.
- › **Electronic advertising** (radio and television) is **not permitted**.
- › Advertising in the **Yellow Pages** is **not permitted**.

Corporate Ad

Listening to your needs

Listening to your needs



- Life and disability insurance
- Critical illness insurance
- Accident insurance
- Retirement savings (RRSP)
- Education savings (RESP)
- Tax-free savings (TFSA)
- Investments



Sandra Insurer, RLU, F.PI.
Financial Security Advisor
Group Insurance and Group Annuity
Plans Advisor

**Industrial Alliance Insurance
and Financial Services Inc.***

100 Maple Street, Suite 000
Quebec City, QC G1G 1G1

000-000-0000, 000
C: 000-000-0000
1-800-000-0000, 000
F: 000-000-0000
sandra.insurer@agc.ia.ca

ia.ca

INVESTED IN YOU.

iA Financial Group is a business name and trademark of
Industrial Alliance Insurance and Financial Services Inc.

* Financial services firm



You will receive the electronic version of the document by email. If printed copies are required, the advisor must send a cheque made out to iA Financial Group to the Communications Department (SRM-3602) via internal mail.

The Communications Department assumes all Graphic team costs

1.1A

Corporate Ad – Business card format

Listening to your needs

With photo

Listening to your needs

- Life and disability insurance
- Critical illness insurance
- Accident insurance
- Retirement savings (RRSP)
- Education savings (RESP)
- Tax-free savings (TFSA)
- Investments



Sandra Insurer, RLU, F.PI.
Financial Security Advisor

Industrial Alliance Insurance and Financial Services Inc.*
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PXXXX

Without photo

Listening to your needs

- Life and disability insurance
- Critical illness insurance
- Accident insurance
- Retirement savings (RRSP)
- Education savings (RESP)
- Tax-free savings (TFSA)
- Investments

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Retirement Ad

Plan your retirement

Plan your retirement

Your advisor helps you choose your retirement income.

- Retirement income
- Registered Retirement Income Fund (RRIF)
- Life Income Fund (LIF)
- Lifetime annuities
- TFSA

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Family Ad

Preparing for their future

Preparing for their future

Your advisor is there to ensure that your children have a promising future.

- Education savings (RESP)
- Tax-free savings (TFSA)
- Investments
- Insurance

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* Financial services firm





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Young Children Ad

Protect your little ones

Protect your little ones

Your advisor can offer you free 12-month insurance plans to give you peace of mind.

- Peek-a-Boo Plan: Accident insurance for babies under 12 months old*
- Kiddy Plan: Critical illness insurance for children 2 to 5 years old*

* Gift with enrolment

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Mortgage Loans Ad

Protecting your property

Protecting your property

Your advisor gives you the necessary tools to protect your property.

- Mortgage insurance
- Home insurance
- Accident insurance
- Critical illness insurance




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The Communications Department assumes all Graphic team costs

Investments Ad

Protect your investments

Protect your investments

Your advisor helps you set up a savings plan that meets your needs and protects your assets.

- Retirement savings (RRSP)
- Tax-free savings (TFSA)
- Non-registered investments
- Guaranteed interest investments
- RRSP loan





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Recruitment Ad

Join the strength of the group

Join the strength of the group

Job Opening / Financial Security Advisor

iA Financial Group, one of the largest life and health insurance companies in Canada, is looking for financial security advisors who are up to the challenge.

Responsibilities:
Advise clients on insurance and financial services and distribute various products and services offered by iA Financial Group.

Qualifications:

- Dynamic, responsible and independent
- Ability to manage time well

Benefits:

- Professional development program with specialized training, coaching and financial support
- Compensation in line with your ambitions and stimulating work conditions

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* Financial services firm





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Financial Security Advisor
Group Insurance and Group Annuity Plans Advisor

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sandra.insurer@agc.ia.ca
ia.ca

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Printing costs for recruiting advertising will be charged to the agency cost centre.

The Communications Department assumes all Graphic team costs.

Recruitment Leaflet (Exterior)

Join the strength of the group



**Join the strength
of the group**

Become a financial
security advisor



TOUTEVILLE AGENCY

Sandra Insurer, RLU, F.PI.
Financial Security Advisor
Group Insurance and Group Annuity Plans Advisor

**Industrial Alliance Insurance
and Financial Services Inc.***

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and Financial Services Inc.**

* Financial services firm

SRM-777

Printing costs for recruiting advertising will be charged to the agency cost centre.

The Communications Department assumes all Graphic team costs.

Recruitment Leaflet (Interior)

Join the strength of the group

A career as a financial security advisor...

- Offers you all the advantages of being your own boss
- Incurs no risk and requires no initial investment
- Requires no specific experience
- Lets you develop essential business skills
- Offers you income in line with your ambition and rewarding working conditions

What would you say to a career as a financial security advisor?

If you check at least five of the following statements, you would probably be well suited for a career as a financial security advisor...

- I would like to work for myself.
- I would like a career with flexible hours.
- I would like a career that offers the possibility of an excellent income.
- I would like a career that favours my personal growth.
- I enjoy teaching and helping others.
- I know how to organize my time.
- I can work in direct contact with clients.
- I want a different job.
- I would like to acquire skills and gain more confidence.
- It is important for me to work for a company that cares about my success.

Four reasons to join iA Financial Group

COMPANY SIZE

iA Financial Group has one of the largest financial product distribution networks in Canada.

FINANCIAL SUPPORT

iA Financial Group invests in your training by offering you financial support to kick off your career.

PROFESSIONAL GUIDANCE

iA Financial Group offers you a professional development program adapted to your needs.

PRODUCT VARIETY

iA Financial Group offers a wide range of financial products and services:

Life and health Insurance

Individual and group, disability, accident, critical illness and mortgage

Savings

Guaranteed investments, segregated funds, mutual funds, securities, individual and group annuities, tax-free savings accounts (TFSA), registered retirement savings plans (RRSP), registered education savings plans (RESP) and registered retirement income funds (RRIF)

Auto and home insurance*

Car loans

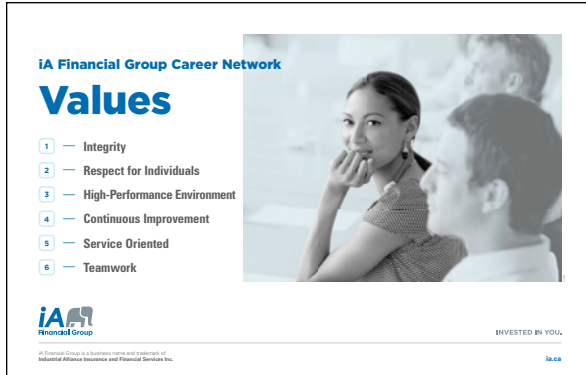
* Products offered by Industrial Alliance Auto and Home Insurance Inc.

Printing costs for recruiting advertising will be charged to the agency cost centre.

The Communications Department assumes all Graphic team costs.

Indoor posters available for agencies

Values posters



Values poster F13-949A (36" x 23")

Values poster F13-949A-1 (26" x 15.74")

Values poster F13-949A-2 (23" x 36")

Values poster F13-949A-3 (15.74" x 26")

Products posters



Values poster F13-700A-1 (36" x 18")

Values poster F13-700A-2 (17" x 11")

Values poster F13-700A-3 (23" x 36")

Values poster F13-700A-4 (36" x 23")

Values poster F13-700A-5 (26" x 15.74")

Values poster F13-700A-6 (15.74" x 26")

To obtain these posters, please complete the appropriate order form. The posters are stored at the Material Resources Department.

These posters are printed on flexible poster board.

SHARED PROMOTION REQUEST FORM

GENERAL INFORMATION

Agency code: _____ Agency name: _____
 Telephone: _____ - _____ - _____ Fax: _____ - _____ - _____
 Requested by: _____ Agent code: _____
 Title: _____

PROJECT DESCRIPTION

Date of the event: _____
 Description of the event: _____

 Event/delivery address: _____
 Type of request: Booth: _____ \$
 Angus: _____ \$
 Tent: _____ \$
 Total: _____ \$

Comments: _____

 If sponsorship event, provide details: _____

Branch Manager's signature: _____

TO BE COMPLETED BY THE REGIONAL VICE-PRESIDENT

Status of the request: Accepted Refused \$4.00/consent **50%**
 Regional vice-president's signature: _____

REIMBURSEMENT

TOTAL AMOUNT: \$ _____
 CONSENTS OBTAINED: \$ _____
 \$ _____ = 50%
 OR
 _____ \$4.00/consent
 Regional vice-president's signature: _____ Date: _____
 Receipt/proof of payment Check requested on: _____

N.B.: The request for reimbursement **must always be accompanied by a copy of the receipt or bill marked "paid"** and a copy of the approved Shared Promotion Request Form. These documents must be forwarded to your Regional vice-president's. You may contact your Regional vice-president's at 418-684-5000 should you require any additional information.

Booth

iA Financial Group offers you five models of the company booth that you can use when participating in particular events or specialty shows.

The base price for booth rental is \$200 (including tax), for a one-week maximum length. That includes the structure and the visual display with the iA Financial Group colours, a draw barrel and two visual display themes. (Instructions for assembling and disassembling the booth are also provided.)

Note: Since booth rental is very popular, we ask you to send your requests as soon as possible. Obviously, booth rental is granted on a first-come, first-served basis. Requests made less than one week before the staging of an event may be refused.

For your request to be treated quickly and efficiently, we ask you to carefully fill out the [Booth Reservation Form](#).

Your request must be sent to Perrier Expositions at: john.perrier57@gmail.com and boutinl@hotmail.com. Someone will then contact you to confirm the rental and settle the final details.

Shared Promotion

IMPORTANT: If you would like **to be refunded a portion of your expenses for your participation in an event** through the shared promotion program, you must attach a copy of the [Shared Promotion Request Form](#) signed by your regional vice-president.

To make your participation in an event a real success, we invite you to consult the following page: **[How to Make Your Event a Success](#)**.

How to Make Your Event a Success

Before the Event

Be sure to have obtained your regional vice-president's approval for expenses related to the event. Once your request is approved, fill out the reservation form for the advertising and display material you need for the event (e.g., booth (for a specialty show), posters, banners, etc.).

An Attractive Booth

If you participate in an event where the booth is required, think of the decor in which it will be installed. Be properly informed by event organizers of the procedure to follow for renting any accessory which could enhance our company's image or ensure your comfort (e.g., rug, electricity, stool, plants, etc.).

Make a checklist of details to be resolved before installing the booth. This list will help you remember to:

- › have any planned display (beyond the basic display) made;
- › reserve a draw barrel and get the tickets produced, if necessary;
- › buy promotional items to give to visitors;
- › reserve Angus (if the event is appropriate);
- › register your contest with the Régie des alcools, des courses et des jeux, if necessary (Quebec).

These suggestions are optional. Apply them if they are appropriate for your event.

To help you in the process, the Communications team is always at your service. Don't hesitate to contact us at 418-684-5000, ext. 5922, or email us at communications@ia.ca.

After the Event

Carefully store all the material that we have loaned or rented you (as if you will be the next person to use it). Clean it, if necessary. Remember that this type of material should only be washed with a wet cloth. Never use cleaning products.

Return all your material to us as quickly as possible by parcel service (e.g., Purolator).

Inform us of anything broken on the material you return to us.

We thank you for your cooperation.

Important

We ask for your cooperation in the assembling and disassembling of the booth to properly protect the material. You can follow the instructions furnished in the shipping trunk. Here are a few details to give to the financial advisor who will put up and take down the booth:

- › observe how the visual elements are rolled to avoid damaging the printed side;
- › the two visual elements must be put back into their protective covers;
- › the countertop cover must be installed to protect the countertop;
- › note the position of the material in the shipping trunk so that you may reinsert it correctly.

Booth



À votre écoute
depuis plus de 125 ans
There for you
for over 125 years

ON S'INVESTIT, POUR VOUS.
INVESTED IN YOU.

ia.ca



ASSURANCE
INSURANCE



ÉPARGNE
SAVINGS



PLACEMENTS
INVESTMENTS

Posters Offered with the Booth (3'x 8')



iA Financial Group


Listening to your needs

Your advisor analyzes your needs and guides you at every steps of your life.

- Life Insurance
- Critical Illness and Disability Insurance
- Personal Accident Insurance
- Retirement Savings (RRSP)
- Education Savings (RESP)
- Tax-Free Savings (TFSA)
- Investments

INVESTED IN YOU iA.ca

Financial Security



iA Auto and Home Insurance


Protect your assets

Your advisor has access to exclusive offers from iA Auto and Home to protect your assets and ensure your peace of mind.

- Auto Insurance
- Home Insurance (homeowner/tenant)
- Leisure vehicle and RV insurance

INVESTED IN YOU iA.ca

Auto + Home



iA Financial Group

Are you up with the challenge?


Would you like to:

- Become a successful entrepreneur?
- Take charge of your career?
- Play an important role in people's lives?
- Be recognized for your success?

Become a Financial Security Advisor and enjoy the advantages of being your own boss with the means and support to reach your goals.

INVESTED IN YOU iA.ca

Recruitment



iA Financial Group


Protect your little ones

Your advisor can offer you free 12-month insurance plans to give you peace of mind.

- Accident insurance for babies up to 12 months old
- Critical illness insurance for children 2 to 5 years old

INVESTED IN YOU iA.ca

Peek-a-Boo + Kiddy Plans



iA Financial Group

Protect your investments

Your advisor will work with you to create a savings plan that meets your expectation and protects your savings.

- Retirement savings (RRSP)
- Tax-Free savings account (TFSA)
- Non-registered investments
- Guaranteed interest investments
- RESP loans

INVESTED IN YOU iA.ca

Investments

Mascot (Angus)



Angus, the iA Financial Group mascot, and his entertainer can add colour and fun to your promotional activities. Angus and his entertainer must be reserved at least two weeks before an event.

The rate for a three-hour performance over a four-and-a-half-hour period is \$290 (plus tax). Shorter two-hour rentals are also available at a cost of \$260 (plus tax). Mileage charges may also be added, depending on the event's location.

At the event, an agency representative must be designated to greet the entertainer, inform him of what he is to do and set aside a closed room large enough for the entertainer to change, to rest and to drink. (Ask the event organizers for several bottles of water.)

Finally, for the entire entertainment period, Angus must be accompanied by an agency representative at all times.

To reserve Angus and his entertainer, you must fill out the *Angus Reservation Form*. If you'd like to take advantage of the shared promotion program, you must also submit a *Shared Promotion Request Form*.

Your request must be sent to Communications at communications@ia.ca. Someone will then contact you to finalize the request and inform you of the applicable fees.

ANGUS RESERVATION FORM

GENERAL INFORMATION

Agency code: _____ Agency name: _____
Telephone: _____ - _____ - _____ Fax: _____ - _____ - _____
Requested by: _____ Agent Code: _____
Title: _____

EVENT INFORMATION

Name of the event: _____ Date of the event: _____
Address of the event: _____

Name and cellphone number of the on-site contact person who will greet and instruct the mascot:

Briefly explain what Angus's role will be: _____

Angus's performance times: from _____ to _____
Target audience: Adults and children Adults only Children only
Promotional items to hand out? Yes No If yes, what item or items: _____
Package: 2 hours (minimum) at \$150, including tax 3 hours at \$200, including tax
Shared promotion? Yes → Attach a copy of the Shared Promotion Request Form. No

BILLING INFORMATION

Bill to: Agency
 Person making request
 Other (specify): _____
Mascot rental: \$ _____
Meal: \$ _____
Mileage: \$ _____
Parking: \$ _____
Lodging: \$ _____
Total (including tax): \$ _____

ADDITIONAL COMMENTS

Send your completed form, accompanied by a photocopy of the Shared Promotion Request Form, if appropriate, to the Communications agent, either by internal mail to SRM3602, or by fax to 418-684-5294. For additional information: 418-684-5000, ext. 4968.

Do you want to organize a contest?

Do you want to organize a contest? To do things right, it is important to register your contest with the Régie des alcools, des courses et des jeux (the “Régie”).

It's easy and takes so little time. Simply complete the form required by the Régie and attach the contest rules contained herein, which you will have already completed.

Contest – Prize valued between \$100 and \$1,000

You are required to register all contests where the value of the prize exceeds \$100 with the Régie. To register a contest, complete the Publicity Contest Notice, available on the Régie's website at www.racj.gouv.qc.ca, under *Concours publicitaires* (publicity contests), in the *Formulaires et publications* (forms and publications) section. The form must be completed and sent five days before the event.

Contest – Prize valued at over \$1,000

For a contest where the total value of all prizes exceeds \$1,000, it is necessary to advise the Régie by sending the appropriate form, duly completed, 30 days before the start of the contest.

Additionally, the contest rules must be provided no later than 10 days before the contest is held or announced to the public. Where the value of the prizes exceeds \$2,000, you must provide any contest advertising materials (e.g., brochure, poster, etc.) to the Régie.

If the value of the prizes exceeds \$2,000, a report must be sent to the Régie within 60 days following the final draw.

Cost and terms of payment

Contest registration fees correspond to 10% of the total value of the prizes offered. Where the total value of the prizes is \$1,000, it will cost \$100 to register the contest.

We invite you to visit the Régie's website (www.racj.gouv.qc.ca) before deciding to hold a contest. This will ensure that you are aware of any changes to the rules, if applicable.

IMPORTANT

Under no circumstances should the prize(s) offered resemble a premium rebate.

**“Every firm, independent representative, independent partnership or representative that grants a premium rebate that does not appear in the insurance contract issued by or on behalf of the insurer is guilty of an offence.”
(Sec. 469.3, Act respecting the Distribution of Financial Products and Services)**

Note On this basis, any contest for which the advisor or the advisor's firm offers to pay an amount of money into the financial product held by a client will be denied.

Contest rules

Contest name : _____

1. Contest description

The _____ (Contest Title) contest (hereinafter the "Contest") is held by _____ (name and full title of representative, including agency name).

The Contest begins _____ (start date and time) and ends _____ (end date and time) (hereinafter the "Contest Period").

2. How to enter

Subject to eligibility, a person can enter the Contest by presenting himself or herself at the booth of Industrial Alliance Insurance and Financial Services Inc. (hereinafter the "Company" or "iA Financial Group"), located at _____ (address), at any time during the Contest Period and during the operating hours of the premises, and completing all mandatory fields on the entry form and placing it in the entry box/barrel.

3. Eligibility

This Contest is open to residents of the province of Quebec aged 18 or older at the time of the prize draw.

Employees of iA Financial Group or any of its subsidiaries, as well as financial security advisors, representatives and mandataries under contract with iA Financial Group or one of its subsidiaries, are not eligible to enter the Contest.

Immediate family members (brothers, sisters, children, father, mother), the married, civil union or common-law spouse, or any other person residing with a non-eligible person, as detailed above, cannot enter the Contest.

4. Prize

The maximum value of the prize is \$_____. (There may be one or more prizes; enter the details.) The prize shall be awarded by random draw. Refer to the iA Financial Group booth for more details.

5. Draw

The Contest winner shall be drawn at _____ a.m./p.m., on _____ (date), under the surveillance of a member of a professional order employed or mandated by the Company from all eligible entries placed in the barrel no later than _____ a.m./p.m. on _____ (date).

6. Claiming the prize

To be declared the Contest winner, the entrant chosen by random draw must correctly answer a mathematical skill-testing question over the phone without assistance within a time limit at a time agreed upon by the parties.

Where an entrant fails to meet the eligibility criteria for the Contest, incorrectly answers the mathematical skill-testing question or cannot be reached by telephone within two weeks following the Contest draw, he or she shall become ineligible and another winner shall be drawn from among the remaining entries.

Prizes shall then be sent to the Contest winner within six to eight weeks following the draw, using a means yet to be determined.

7. Decisions and disputes

All decisions of Contest administrators are final and binding. However, any dispute regarding the conduct or organization of a promotional contest can be submitted to the Régie for a ruling. Any dispute regarding the awarding of a Prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

iA Financial Group reserves the right to change the Contest terms and conditions or to cancel the Contest without prior notice and without liability, subject to approval by the Régie.

8. Acceptance and substitution

The prize must be accepted as is and may not be transferred, assigned, substituted or exchanged for an amount of money. However, where, for reasons beyond the Contest organizer's control and unrelated to the Contest winner, the Contest organizer is unable to award the prize, the Contest organizer reserves the right to substitute a prize of equal value and nature, or a cash equivalent.

9. Limitation of liability

Entrants release iA Financial Group, its employees, agents, representatives and subsidiaries from any and all liability for damages resulting from their participation in the Contest.

10. Contest winner authorization

The Contest winner authorizes the Contest organizer to use his or her name, photo, place of residence, voice and/or likeness for publicity purposes, without any form of compensation other than the prize, and agrees to allow the Contest organizer to publish this information on iA Financial Group's website (ia.ca)

11. Entry materials and communications

iA Financial Group remains the exclusive owner of all Contest entry materials and communications. The Contest organizer shall not communicate with **Contest entrants**. Only the Contest winner shall be contacted by phone and informed of the terms and conditions related to receipt of the prize.

12. Applicable legislation

The Contest is subject to all **applicable** federal, provincial and municipal legislation as well as to these Contest rules, available from iA Financial Group at the address below.

13. Severability

Where a paragraph of these Contest rules is declared or judged illegal, unenforceable or invalid by a competent authority, the paragraph in question shall be considered void, but all other unaffected paragraphs shall be applicable to the extent permitted by law.

14. Personal information

For the purposes of this Contest, iA Financial Group shall gather and securely store your personal information. iA Financial Group shall also use this personal information to identify entrants and to identify the Contest winner. By checking the boxes on the entry form indicating that you wish to receive information about products and services, you agree to allow iA Financial Group and its subsidiaries to exchange and use your personal information for the purpose of sending you promotional materials and to contact you regarding their products and services.

15. In the event of any discrepancy between the French and English versions of these rules, the French version shall prevail.

16. These Contest rules are available at _____
(complete physical or website address where the rules are available).

Based on the nature of your contest, you will have to adapt the content of the contest rules per the terms specific to your contest.

Registrant's statement

Registrant name:

Registrant code:

- I declare that, to the best of my knowledge, the information contained in this form is accurate, up-to-date and complete.
- I declare that, to my knowledge, the contest rules meet the requirements outlined in this form.
- I declare that, to my knowledge, the contest poster meets the requirements outlined in this form.

Signed at _____, this _____ day of _____ (month), _____ (year).

Registrant signature

Where iA Financial Group uses the services of a professional firm to deliver the prize, it is only authorized to use the personal information collected for the purposes of delivering the prize.

Where entrants have questions regarding the protection, use or transmission of their personal information, they are invited to contact the contest organizer at the following address:

iA Financial Group

Client Experience, Brand Management
and Digital Strategy Department

1080 Grande Allée West
PO Box 1907, Station Terminus
Quebec City, Quebec G1K 7M3

CONTEST POSTER ORDER FORM

GENERAL INFORMATION

Requester's name: _____ Advisor code: _____

Agency code: _____ Agency's full name: _____

Phone no.: _____ - _____

CONTEST POSTER PRINT REQUEST

Poster format: 11 inches x 17 inches

Quantity: _____ Delivery date: _____

Deliver to: _____

City: _____ Province: _____ Postal code: _____

CONTEST INFORMATION

Enter the prizes in order of importance (ascending by value):

- | | | |
|----|-------|--------------|
| 1- | _____ | Value: _____ |
| 2- | _____ | Value: _____ |
| 3- | _____ | Value: _____ |
| 4- | _____ | Value: _____ |

Draw date: _____

Contest rules are available at: _____

*** You must display your business card at the bottom of your contest poster, ideally in a display stand, for the duration of your event to ensure your contact information is visible.**

Provide the completed form and rules to your branch manager for signature

Approval of the branch manager

Approval of the regional vice-president

Date: _____

Date: _____

IMPORTANT:

1. The Client Experience, Brand Management and Digital Strategy Department must approve all projects, otherwise they may be compromised.
2. The contest poster must be clear and consistent with the contest rules. It must not leave any room for confusion, specifically as to the fact that:
 - An individual has won a given prize
 - Participation in the contest is not subject to a condition when certain conditions indeed apply
 - An individual can enter a contest to receive or be able to win a prize when all entrants receive a prize
3. Advisors may not, in any way, make incomplete, false, or misleading declarations or representations (section 16, Code of ethics of the *Chambre de la sécurité financière*).

The request must be duly completed (including form and rules). An incomplete form will be returned to sender. Where the branch manager approves the request, he/she must forward the form to the regional vice-president, who will follow up on the graphic production of the posters.

Your request will be completed within ten business days.

Promotional Tent



iA Financial Group has one promotional tent available for your use to help you increase your visibility when you participate in sponsored events:

› **5 ft. x 5 ft. tent**

The base cost for tent rental is \$43.49 (plus tax). The maximum rental period is one week.

Note: Obviously, tent rental is available on a first-come, first-served basis through the **iA Boutique**.

The Communications Department also offers you the following visual display material: banners, posters, etc. You can order these items through the **iA Boutique**.

For all visual requests or tent reservations, please contact the agency's administrative personnel. Please allow three business days for delivery.

List of Visuals



C001-03-A
Cloth banner with eyelets
Size: 10 ft X 3 ft, blue background



C001-03A-I
Cloth banner with eyelets
Size: 10 ft X 3 ft, white background



C007-02-A
Cloth banner with eyelets
Size: 7 ft X 2 ft, blue background



C007-02A-I
Cloth banner with eyelets
Size: 7 ft X 2 ft, white background



C005-02-A
Cloth flag
Size: 6 ft X 3 ft
Mounted on pole

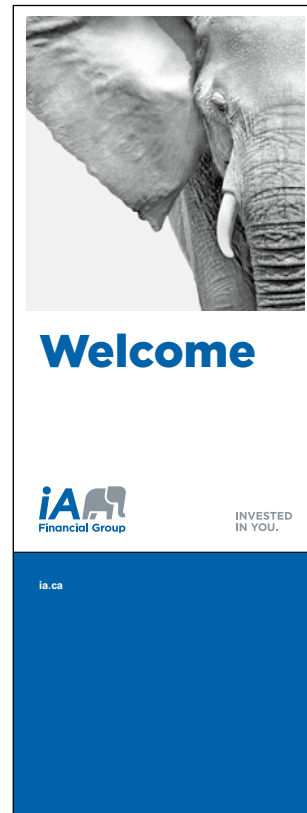


C004-21-A
iA golf hole sponsorship panel
Size: 24 in x 18 in

List of Visuals (continued)



C004-05-A
Sponsorship poster (vinyl)
"iA Financial Group is proud..."
 Size: 24 in X 60 in with support
 Indoor/outdoor use



C004-20-A
"Welcome" poster (vinyl)
 Size: 24 in X 60 in with support
 Indoor/outdoor use

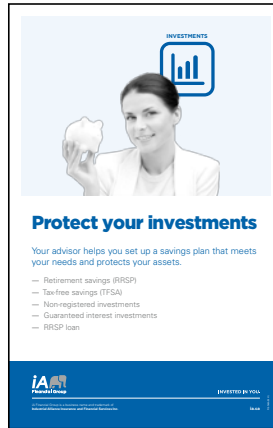


F13-700A-1
iA product poster
 Size: 36 in X 18 in

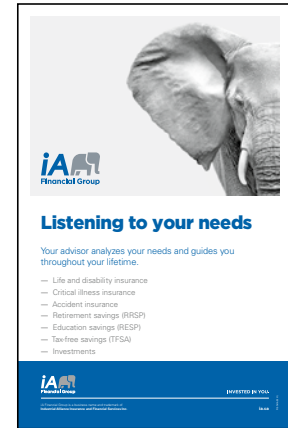
List of Visuals (continued)



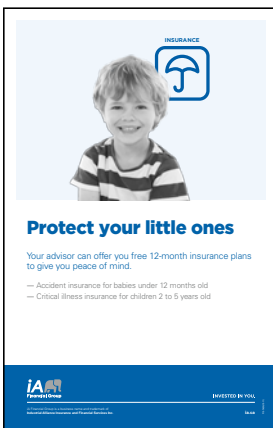
F13-737A
"Family" poster
 Size: 11 in X 17 in



F13-740A
"TFSA" poster
 Size: 11 in X 17 in



F13-741A
"Financial security" poster
 Size: 11 in X 17 in



F13-742A
"Peek-A-Boo and Kiddy Plan" poster
 Size: 11 in X 17 in



F13-700A-2
iA product poster
 Size: 17 in X 11 in



C003-06
Draw barrel
 Size: 10 in x 10 in

Personalized Advisor and Agency Websites, Web Ads and Social Media

With the development of new technologies, the internet has become a major source of information and an essential tool for communicating with clients. In this optic, some advisors and agencies take the initiative and use different social networks. In its commitment to project a corporate image that is consistent with the image projected in all other media, the Communications Department has developed guidelines to provide a better framework for agencies and advisors in their use of social media.

PERSONALIZED ADVISOR AND AGENCY WEBSITES

The Communications Department has developed personalized web pages for financial security advisors.

These web pages are free, bilingual and refer to the corporate site, **ia.ca**.

To get your personalized web page, go to **ia.ca/webshowcase**.

The Communications Department is also in the process of designing web pages for the agencies. Agencies will be contacted once these web pages are ready.

SOCIAL MEDIA

Before doing anything on social media, please read the **Guide to using social media**, available on the extranet. Afterward, please complete the *Social Networks Request Form* and return it to your branch manager.

FACEBOOK

A guide for creating professional Facebook pages and a guide for creating Facebook posts have also been developed. They are available at *Advisor Centre/Document Centre/Communication and Advertisings*.

LINKEDIN

A guide for creating a LinkedIn account has also been developed, and is available at *Advisor Centre/Document Centre/Communication and Advertisings*.

GENERAL INFORMATION

* Requested by: _____ * Agent code: _____
* Agency: _____ * Agency code: _____
* Telephone : _____ - _____ - _____ Fax: _____ - _____ - _____
* Email: _____

PROJECT INFORMATION

* Social media sites used: _____
* User name to be displayed: _____
(Your name, your title, e.g., Jane Smith, financial security advisor)

If you are using a presentation text, please include it with this form.

You must use your professional photo.

If you would like to include a brief description of the company, please contact the Communications Department.

APPROVAL

Branch Manager's approval

Date

The form must be duly completed. Incomplete requests will be returned to the sender.
A minimum of ten (10) business days is required to process approval requests.

Head Office Visits



iA Financial Group is pleased to offer guided visits of its headquarters to its employees, representatives and managers, its business partners and certain clients. These visits last about 45 minutes. Visits can be conducted in French or English for a maximum of 50 people (two groups of 25 people).

To schedule a visit, get in touch with a tour contact by phone at 418-684-5000, ext. 5316, or by email at: yanick.morin@ia.ca. When making your request, please provide the following information:

- › Date and time of visit
- › Reason for visit
- › Number of visitors, and, if possible, their names and titles
- › Visit language: French, English or bilingual
- › If the visitors are interested in particular sectors or in meeting particular employees of the head office
- › Where visitors are arriving from for their visit: If they are arriving from an internal department, specify the name of their contact in that department, if they are arriving from outside the head office, they will be greeted at the reception desk.
- › Where visitors will go after their visit: If staying within the building, specify contact name.

This information will allow us to offer you a visit perfectly adapted to your needs.

We look forward to your visit!