



TORONTO



MONTRÉAL

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Canadian Institute of Actuaries  
**SPONSORSHIP  
PROGRAM 2012**

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June 21–22  
September 20–21  
September 27  
November 5

2012 Annual Meeting  
Seminar for the Appointed Actuary  
Investment Seminar  
Pension Seminar

Toronto, ON  
Toronto, ON  
Toronto, ON  
Montréal, QC

## Overview

### Striving for Actuarial Professional Development Excellence in Canada

More than 1,000 actuaries are expected to gather at four high-profile events planned by the Canadian Institute of Actuaries for 2012. Bringing together experienced professionals based at insurance companies, banks, governments and other key institutions across Canada, the Annual Meeting and specialty seminars offer actuaries invaluable opportunities to develop their careers, remain up to date with their profession and network with peers.

***The CIA would like to invite your organization to participate as a sponsor for our 2012 events, bringing your products and services to the attention of a diverse audience working for some of Canada's most important companies and institutions.***

Based in the attractive cities of Toronto and Montréal, the Annual Meeting in June, the Seminar for the Appointed Actuary and Investment Seminar in September and the Pension Seminar in November are events not to be missed for actuaries determined to further their careers.

Each year, the CIA hosts a range of interesting and informative events which are attended by life insurance, property and casualty insurance, pension, actuarial evidence, risk management and investment professionals. All professional development opportunities feature top-quality Canadian content delivered by members and guest speakers.

To ensure our members have timely access to a wide range of quality professional development opportunities, we also offer monthly webcasts featuring industry experts who share their expertise on a variety of topics of interest to all CIA members.

#### The Canadian Institute of Actuaries

The Canadian Institute of Actuaries (CIA) is the national organization of the actuarial profession. Member driven, the Institute is dedicated to serving the public through the provision, by the profession, of actuarial services and advice of the highest quality. In fact, the Institute holds the duty of the profession to the public above the needs of the profession and its members. The CIA:

- Promotes the advancement of actuarial science through research;
- Sponsors programs for the education and qualification of members and prospective members;
- Ensures actuarial services provided by its members meet extremely high professional standards;
- Is self-regulating and enforces rules of professional conduct; and
- Is an advocate for the profession with governments and the public in the development of public policy.

Sponsorship opportunities are available for all of our meetings, seminars and webcasts. These opportunities will enable your organization to:

- **Benefit from high-profile market exposure;**
- **Gain a competitive edge;**
- **Obtain valuable exposure and prominence with current and potential clients;**
- **Be positioned as an industry leader;**
- **Build relationships with fellow industry leaders;**
- **Increase corporate visibility;**
- **Display your company's commitment to quality education opportunities for actuaries;**
- **Support the promotion of the FCIA designation, Canada's standard of actuarial excellence; and**
- **Build corporate image.**

In its third year, the CIA's 2012 Sponsorship Program continues to offer sponsors flexibility, choice and value. This program allows you to choose the solution that is right for your needs and your budget.

## Marketing and Promotional Solutions

Please take a moment to review the information on sponsorship opportunities that follows, and select a level of support appropriate for your organization.

This is a prime opportunity to enhance your organization's visibility and recognition. Profile your organization as an industry leader through one or more of the following marketing and sponsorship solutions available on a first come, first served basis.

Sponsorship of our events provides your company with an unparalleled opportunity to meet Canadian actuaries and highlight your commitment to actuarial education and research in Canada.

Based on your selection of one or more solutions, increase your sponsorship level to Grand Patron, Patron or Benefactor to gain additional value-added benefits (see page 13 for details).

The following sections explain the opportunities on offer at the Annual Meeting, Seminar for the Appointed Actuary and Pension and Investment Seminars, and the varied benefits to sponsors.

For more information,  
please contact:

**Jacques Leduc, CMA**

**Director, Operations, Finance and  
Administration**

Canadian Institute of Actuaries  
1740-360 Albert Street,  
Ottawa, ON K1R 7X7

**Tel:** 613-236-8196 ext. 103

**Fax:** 613-233-4552

**E-mail:** [jacques.leduc@actuaries.ca](mailto:jacques.leduc@actuaries.ca)

**Website:** [www.actuaries.ca](http://www.actuaries.ca)

# ANNUAL MEETING

Toronto: June 21-22, 2012

## Breakfasts (2)

\$5,000 each

- Buffet-style hot breakfast for all Annual Meeting delegates on Thursday, June 21, and/or Friday, June 22; and
- Access to the entire Meeting delegation.

### Benefits:

Sole sponsorship of the breakfast;  
Exclusive name and/or logo recognition sign at the breakfast; and  
Six-foot, skirted exhibit table in public area to display promotional material.

## Refreshment Breaks (3)

\$5,000

- Service stations with refreshments and delicious snacks located at various sites in the meeting area for all Annual Meeting delegates on Thursday morning and afternoon, June 21, and Friday morning, June 22; and
- Exposure to the entire Meeting delegation.

### Benefits:

Sole sponsorship of the refreshment breaks; and  
Exclusive name and/or logo recognition sign at the breaks.

## Luncheons (2)

\$7,500 each

### Thursday, June 21

- Plated lunch for all Annual Meeting delegates;
- Sponsorship of New Fellows Ceremony; and
- Opportunity to introduce the luncheon speaker.

### Friday, June 22

- Plated lunch for all Annual Meeting delegates;
- Sponsorship of the Volunteer Awards Ceremony; and
- Access to the entire Meeting delegation.

### Benefits:

Sole sponsorship of the luncheon;  
Two-minute speaking opportunity;  
Complimentary full meeting registration;  
Exclusive name and/or logo recognition sign at the luncheon;  
Six-foot, skirted exhibit table in public area to display promotional material; and  
Corporate name or logo recognition on screen at luncheon.

## Reception

\$7,500

- Opening of the delegates' reception on Thursday, June 21.

### Benefits:

Sole sponsorship of this event;  
One complimentary full meeting registration;  
Three-minute speaking opportunity to welcome delegates to the reception;  
Exclusive name and/or logo recognition sign at the reception; and  
Six-foot, skirted exhibit table in public area to display promotional material.

## Internet Kiosks

\$3,500

- June 21 and 22;
- Internet Kiosks will provide remote access to e-mail for the meeting delegates; and
- Ongoing recognition throughout the meeting.

### Benefits:

Sole sponsorship of the kiosks;  
Exclusive name and/or logo recognition sign at Internet Kiosks; and  
Prominent recognition through screensaver (if supplied by sponsors).

## Espresso Bar

\$3,500

- June 21 and 22;
- The bar will operate from 08:00–16:30 on June 21 and from 08:00–11:00 on June 22.
- It will offer espresso, cappuccino, caffè latte, mochaccino, chai latte, and hot chocolate.

### Benefits:

Sole sponsorship of the bar;  
Exclusive name and/or logo recognition sign at the bar; and  
Prominent recognition.

## Name Badge Lanyards

\$3,500

- Sponsor receives exclusive identification on name badge lanyards.

### Benefits:

Lanyard sponsor gets their corporate name or logo in the hands of all attendees.

## Hotel Key Pass

\$3,000

- Sponsor receives exclusive identification on hotel key pass.

### Benefit:

Hotel key pass sponsor gets their corporate name or logo in the hands of all attendees.

**Delegate Folio** **\$4,500**

- Sponsor receives exclusive identification on delegate folio.

**Benefits:**

Delegate folio sponsor gets their corporate name or logo in the hands of all attendees; and Opportunity to present your promotional material as an insert in the delegate folio, limited to one 8.5" x 11" page.

**Hand Sanitizer** **\$3,000**

- Sponsor receives exclusive identification on hand sanitizer.

**Benefits:**

Hand sanitizer sponsor gets their corporate name or logo in the hands of all attendees; Choose from a variety of colours; and Show all meeting attendees that you care about their health and well-being.

**Pen and Pad of Paper** **\$1,000**

- Sponsor supplies the CIA with pen and pad of paper of their choice for inclusion in every delegate folio.

**Benefits:**

Sponsor gets their corporate name or logo in the hands of all attendees.

**Delegate Folio Insert** **\$500**

- Maximize your company's profile and present your promotional material as an insert in the delegate folio, limited to one 8.5" x 11" page (sponsor to provide insert).

# SEMINAR FOR THE APPOINTED ACTUARY

## Toronto: September 20-21, 2012

### Breakfast (2)

\$5,000 each

- Buffet-style hot breakfast for all Seminar delegates on Thursday, September 20, and/or Friday, September 21; and
- Access to the entire Seminar delegation.

#### Benefits:

Sole sponsorship of the breakfast;  
Exclusive name and/or logo recognition sign at the breakfast; and  
Six-foot, skirted exhibit table in public area to display promotional material.

### Refreshment Breaks (3)

\$5,000

- Service stations with refreshments and delicious snacks located at various sites in the meeting area for all Seminar delegates on Thursday morning and afternoon, September 20, and Friday morning, September 21; and
- Exposure to the entire Seminar delegation.

#### Benefits:

Sole sponsorship of the refreshment breaks; and  
Exclusive name and/or logo recognition sign at the breaks.

### Luncheons (2)

\$5,000 each

- Plated lunch for all seminar delegates on Thursday, September 20, and/or Friday, September 21;
- Opportunity to address the entire delegation; and
- Access to the entire Seminar delegation.

#### Benefits:

Sole sponsorship of the luncheon;  
Two-minute speaking opportunity;  
Exclusive name and/or logo recognition sign at the luncheon; and  
Six-foot, skirted exhibit table in public area to display promotional material.

**Reception** **\$5,000**

- Opening of the delegates' reception on Thursday, September 20.

**Benefits:**

Sole sponsorship of this event;  
One complimentary full meeting registration;  
Three-minute speaking opportunity;  
Exclusive name and/or logo recognition sign at the reception; and  
Six-foot, skirted exhibit table in public area to display promotional material.

**Internet Kiosks** **\$3,500**

- September 20 and 21;
- Internet Kiosks will provide remote access to e-mail for the Seminar delegates; and
- Ongoing recognition throughout the Seminar.

**Benefits:**

Sole sponsorship of the kiosks;  
Exclusive name and/or logo recognition sign at Internet Kiosks; and  
Prominent recognition through screensaver (if supplied by sponsors).

**Name Badge Lanyards** **\$3,500**

- Sponsor receives exclusive identification on name badge lanyards.

**Benefits:**

Lanyard sponsor gets their corporate name or logo in the hands of all attendees.

**Hotel Key Pass** **\$3,000**

- Sponsor receives exclusive identification on hotel key pass.

**Benefit:**

Hotel key pass sponsor gets their corporate name or logo in the hands of all attendees.

**Delegate Folio** **\$4,500**

- Sponsor receives exclusive identification on delegate folio.

**Benefits:**

Delegate folio sponsor gets their corporate name or logo in the hands of all attendees; and  
Opportunity to present your promotional material as an insert in the delegate folio, limited to one 8.5" x 11" page.



**Hand Sanitizer** **\$3,000**

- Sponsor receives exclusive identification on hand sanitizer.

**Benefits:**

Hand sanitizer sponsor gets their corporate name or logo in the hands of all attendees;

Choose from a variety of colours; and

Show all meeting attendees that you care about their health and well-being.

**Pen and Pad of Paper** **\$1,000**

- Sponsor supplies the CIA with pen and pad of paper of their choice for inclusion in every delegate folio.

**Benefits:**

Sponsor gets their corporate name or logo in the hands of all attendees.

**Delegate Folio Insert** **\$500**

- Maximize your company's profile and present your promotional material as an insert in the delegate folio, limited to one 8.5" x 11" page (sponsor to provide insert).

# INVESTMENT SEMINAR

Toronto: September 27, 2012

## Breakfast

\$3,500

- Buffet-style hot breakfast for all Seminar delegates on Thursday, September 27; and
- Access to the entire Seminar delegation.

### Benefits:

Sole sponsorship of the breakfast;  
Exclusive name and/or logo recognition sign at the breakfast; and  
Six-foot, skirted exhibit table in public area to display promotional material.

## Refreshment Breaks (2)

\$2,000

- Service stations with refreshments and delicious snacks located at various sites in the meeting area for Seminar delegates on Thursday morning and afternoon, September 27; and
- Exposure to the entire Seminar delegation.

### Benefits:

Sole sponsorship of the refreshment breaks; and  
Exclusive name and/or logo recognition sign at the breaks.

## Luncheon

\$3,500

- Plated lunch for all Seminar delegates on Thursday, September 27;
- Opportunity to address the entire delegation; and
- Access to the entire Seminar delegation.

### Benefits:

Sole sponsorship of the luncheon;  
Two-minute speaking opportunity;  
Exclusive name and/or logo recognition sign at the luncheon; and  
Six-foot, skirted exhibit table in public area to display promotional material.

## Name Badge Lanyards

\$2,000

- Sponsor receives exclusive identification on name badge lanyards.

### Benefits:

Lanyard sponsor gets their corporate name or logo in the hands of all attendees.

# PENSION SEMINAR

Montréal: November 5, 2012

## Breakfast

\$3,500

- Buffet-style hot breakfast for all Seminar delegates on Monday, November 5; and
- Access to the entire Seminar delegation.

### Benefits:

Sole sponsorship of the breakfast;  
Exclusive name and/or logo recognition sign at the breakfast; and  
Six-foot, skirted exhibit table in public area to display promotional material.

## Refreshment Breaks (2)

\$2,000

- Service stations with refreshments and delicious snacks located at various sites in the meeting area for Seminar delegates on Monday morning and afternoon, November 5; and
- Exposure to the entire Seminar delegation.

### Benefits:

Sole sponsorship of the refreshment breaks; and  
Exclusive name and/or logo recognition sign at the breaks.

## Luncheon

\$5,000

- Plated lunch for all Seminar delegates on Monday, November 5;
- Opportunity to address the entire delegation; and
- Access to the entire Seminar delegation.

### Benefits:

Sole sponsorship of the luncheon;  
Two-minute speaking opportunity;  
Exclusive name and/or logo recognition sign at the luncheon; and  
Six-foot, skirted exhibit table in public area to display promotional material.

## Name Badge Lanyards

\$2,000

- Sponsor receives exclusive identification on name badge lanyards.

### Benefits:

Lanyard sponsor gets their corporate name or logo in the hands of all attendees.

## Delegate Folio

\$2,200

- Sponsor receives exclusive identification on delegate folio.

### **Benefits:**

Delegate folio sponsor gets their corporate name or logo in the hands of all attendees; and

Opportunity to present your promotional material as an insert in the delegate folio, limited to one 8.5" x 11" page.

# WEBCASTS

Webcasts

\$500 each

## Several throughout the year

- Sponsor receives exclusive identification (name and/or logo) at the beginning of the webcast;
- These webcasts are also made available for purchase post event providing continued visibility.

## Benefits:

Your corporate name and/or logo will appear at the beginning of the webcast.

## Additional Sponsorship Benefits

Based on the value of your combined opportunities, build your own level of sponsorship to gain the following additional benefits.

<b>Sponsorship Benefits</b>	<b>Grand Patron</b> (\$15,000 +)	<b>Patron</b> (\$10,000 - \$14,999)	<b>Benefactor</b> (\$5,000 - \$9,999)
<ul style="list-style-type: none"> <li>Corporate name or logo recognition of sponsor on signage throughout the Annual Meeting, Appointed Actuary, Pension and Investment Seminars.</li> </ul>	✓	✓	✓
<ul style="list-style-type: none"> <li>Corporate name or logo recognition on screen in every meeting session room prior to the beginning of a session.</li> </ul>	✓	✓	✓
<ul style="list-style-type: none"> <li>Acknowledgment as a sponsor in the Meeting Programs (4) distributed to all delegates on-site.</li> </ul>	✓	✓	✓
<ul style="list-style-type: none"> <li>Acknowledgement and logo recognition by the CIA President during the General Business Session at the Annual Meeting.</li> </ul>	✓	✓	✓
<ul style="list-style-type: none"> <li>Acknowledgement of support throughout the year leading up to, during, and after the four Meetings through the Canadian Institute of Actuaries' website on the Meetings webpage as a side bar on each program page.</li> </ul>	✓	✓	✓
<ul style="list-style-type: none"> <li>Complimentary Meeting delegate registrations (meeting of your choice).</li> </ul>	2	1	
<ul style="list-style-type: none"> <li>Meeting Supporter Recognition ribbons for company staff members registered for the meetings (per meeting).</li> </ul>	2	1	
<ul style="list-style-type: none"> <li>Complimentary advertisement in the Final Program of each meeting and seminars (4 in all). (<i>Digital artwork to be provided by May 31, 2012</i>)</li> </ul>	Full-page	Half-page	

# Advertising Opportunities

## Advertising Opportunities

Advertise in the Annual Meeting, Appointed Actuary and Pension and Investment Seminars Final Program.

To reserve your ad space in these publications, please complete the form on the following page or contact:

Jacques Leduc, CMA  
Director, Operations, Finance and Administration  
E-mail: [jacques.leduc@actuaries.ca](mailto:jacques.leduc@actuaries.ca)  
Tel: (613) 236-8196 ext. 103  
Fax: (613) 233-4552

## Distribution

The Final Program will be available for download on our website prior to the meetings and seminars and will be distributed to all delegates during the events.

## Rates for Final Programs

Ad Unit	Ad Size	Non-Sponsors pay	Sponsors Pay
Outside Back Cover	Full Page	\$1,800	\$1,700
Inside Front Cover	Full Page	\$1,575	\$1,500
Inside Back Cover	Full Page	\$1,575	\$1,500
1 Page	8.5" x 11"	\$875	\$800
½ page	7.5" x 5"	\$575	\$500

## Deadlines for Final Programs

**Annual Meeting:**  
Digital artwork must be provided by May 31, 2012.

**Seminar for the Appointed Actuary:**  
Digital artwork must be provided by September 3, 2012.

**Pension and Investment Seminars:**  
Digital artwork must be provided by October 15, 2012.

## Technical Requirements

Ads must be submitted in both English and French in high-resolution PDF via e-mail.

## SPONSORSHIP SOLUTIONS AND ADVERTISING APPLICATION FORMS

Sponsorship of the 2012 events provides an unparalleled opportunity to highlight your company's commitment to actuarial education and research in Canada.

YES! We commit to the following:

Sponsorship Solutions		Price	Total
<b>Breakfast</b>			
Annual Meeting #1 (06/20/12)	<input type="checkbox"/>	\$5,000	
Annual Meeting #2 (06/21/12)	<input type="checkbox"/>	\$5,000	
Seminar for the Appointed Actuary #1 (09/20/12)	<input type="checkbox"/>	\$5,000	
Seminar for the Appointed Actuary #2 (09/21/12)	<input type="checkbox"/>	\$5,000	
Investment Seminar (09/27/12)	<input type="checkbox"/>	\$3,500	
Pension Seminar (11/05/12)	<input type="checkbox"/>	\$3,500	
All six	<input type="checkbox"/>	\$25,000	
<b>Refreshment Breaks</b>			
Annual Meeting (3)	<input type="checkbox"/>	\$5,000	
Seminar for the Appointed Actuary (3)	<input type="checkbox"/>	\$5,000	
Investment Seminar (09/27/12)	<input type="checkbox"/>	\$2,000	
Pension Seminar (11/05/12)	<input type="checkbox"/>	\$2,000	
All 10	<input type="checkbox"/>	\$12,000	
<b>Luncheons</b>			
Annual Meeting #1 (06/20/12)	<input type="checkbox"/>	\$7,500	
Annual Meeting #2 (06/21/12)	<input type="checkbox"/>	\$7,500	
Seminar for the Appointed Actuary #1 (09/20/12)	<input type="checkbox"/>	\$5,000	
Seminar for the Appointed Actuary #2 (09/21/12)	<input type="checkbox"/>	\$5,000	
Investment Seminar (09/27/12)	<input type="checkbox"/>	\$3,500	
Pension Seminar (11/05/12)	<input type="checkbox"/>	\$5,000	
All six	<input type="checkbox"/>	\$30,000	
<b>Receptions</b>			
Annual Meeting (06/20/12)	<input type="checkbox"/>	\$7,500	
Seminar for the Appointed Actuary (09/20/12)	<input type="checkbox"/>	\$5,000	
<b>Internet Kiosks</b>			
Annual Meeting	<input type="checkbox"/>	\$3,500	
Seminar for the Appointed Actuary	<input type="checkbox"/>	\$3,500	
<b>Espresso Bar</b>			
Annual Meeting	<input type="checkbox"/>	\$3,500	
<b>Name Badge Lanyards</b>			
Annual Meeting	<input type="checkbox"/>	\$3,500	
Seminar for the Appointed Actuary	<input type="checkbox"/>	\$3,500	
Investment Seminar (09/27/12)	<input type="checkbox"/>	\$2,000	
Pension Seminar (11/05/12)	<input type="checkbox"/>	\$2,000	
<b>Hotel Key Pass</b>			
Annual Meeting	<input type="checkbox"/>	\$3,000	
Seminar for the Appointed Actuary	<input type="checkbox"/>	\$3,000	
Both	<input type="checkbox"/>	\$5,500	



<b>Delegate Folio</b> (sponsor to provide one-page insert)			
Annual Meeting	<input type="checkbox"/>	\$4,500	
Seminar for the Appointed Actuary	<input type="checkbox"/>	\$4,500	
Pension Seminar	<input type="checkbox"/>	\$2,200	
All three	<input type="checkbox"/>	\$10,000	
<b>Hand Sanitizers</b>			
Annual Meeting	<input type="checkbox"/>	\$3,000	
Seminar for the Appointed Actuary	<input type="checkbox"/>	\$3,000	
Both	<input type="checkbox"/>	\$5,500	
<b>Pen and Pad of Paper</b> (supplied by sponsor)			
Annual Meeting	<input type="checkbox"/>	\$1,000	
Seminar for the Appointed Actuary	<input type="checkbox"/>	\$1,000	
<b>Delegate Folio Insert</b>			
Annual Meeting	<input type="checkbox"/>	\$500	
Seminar for the Appointed Actuary	<input type="checkbox"/>	\$500	
<b>Webcasts</b>	<input type="checkbox"/>	\$500	
<b>GRAND TOTAL</b>			<b>\$</b>

### Advertising in the Annual Meeting and Seminars Final Program

Yes! Please reserve space in the following program(s):

<b>Advertising Space</b>		<b>Price</b>	<b>Total</b>
<b>Annual Meeting</b>			
Outside Back Cover	<input type="checkbox"/>	\$1,800 or \$1,700	
Inside Front Cover	<input type="checkbox"/>	\$1,575 or \$1,500	
Inside Back Cover	<input type="checkbox"/>	\$1,575 or \$1,500	
One Page	<input type="checkbox"/>	\$875 or \$800	
Half-Page	<input type="checkbox"/>	\$575 or \$500	
<b>Seminar for the Appointed Actuary</b>			
Outside Back Cover	<input type="checkbox"/>	\$1,800 or \$1,700	
Inside Front Cover	<input type="checkbox"/>	\$1,575 or \$1,500	
Inside Back Cover	<input type="checkbox"/>	\$1,575 or \$1,500	
One Page	<input type="checkbox"/>	\$875 or \$800	
Half-Page	<input type="checkbox"/>	\$575 or \$500	
<b>Pension and Investment Seminars</b>			
Outside Back Cover	<input type="checkbox"/>	\$1,800 or \$1,700	
Inside Front Cover	<input type="checkbox"/>	\$1,575 or \$1,500	
Inside Back Cover	<input type="checkbox"/>	\$1,575 or \$1,500	
One Page	<input type="checkbox"/>	\$875 or \$800	
Half-Page	<input type="checkbox"/>	\$575 or \$500	
<b>GRAND TOTAL</b>			<b>\$</b>

PLEASE COMPLETE AND FAX THIS FORM TO:

JACQUES LEDUC, DIRECTOR, OPERATIONS, FINANCE AND ADMINISTRATION AT (613) 233-4552

**Note: Sponsorship and advertising proposals will be negotiated on a "first come, first served" basis.**

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Authorization Signature \_\_\_\_\_ Date \_\_\_\_\_

**Method of Payment:**

Please invoice me	<input type="checkbox"/>
Visa	<input type="checkbox"/>
MasterCard	<input type="checkbox"/>

Card Number:	
Name:	
Expiry date:	
Signature:	

**Terms:**

A sponsorship agreement for your signature as well as an invoice will be issued with the confirmation of your Meeting and/or Seminar support. Full payment is due and payable to "Canadian Institute of Actuaries" upon receipt.

**Mailing Address:**

Please send payment and correspondence to:  
CIA Secretariat  
1740-360 Albert Street  
Ottawa, ON K1R 7X7