



June 13-15
New Orleans, LA



The Society of Actuaries' Health Meeting offers exclusive opportunities to promote your organization and build unparalleled visibility among 800 thought-leaders from the health profession. This is the meeting that decision-makers attend and you cannot afford to miss. We invite organizations who support the actuarial profession to communicate their leadership through sponsorship of the SOA 2012 Health Meeting.

Maximize your visibility at **SOA 2012 Health Meeting** by sponsoring one or more of the opportunities listed below.

General Session Keynote Speaker **\$10,000**

This is a major opportunity for exposure to health professionals. We expect most of our approximately 800 attendees to be at the general session and your company would be visible to them all. Take advantage of this opportunity.

Benefits Include:

- Registration for three (3) company representatives to attend the meeting.
- Opportunity to provide a one-page flyer in the attendee tote bag (if applicable) or at the registration desk.
- Company name and logo listed on the SOA 2012 Health Meeting website and in the on-site program.
- Company name and logo displayed on signage at the general session.
- Company name listed in an issue of *Professional Development Opportunities* e-newsletter.
- Pre- and post-meeting attendee mailing labels. Provided as an Excel file for a one time mailing.

Networking Reception **\$10,000**

Attendees participate in this reception to network with some of the most influential people connected to business, who are involved in some of the most challenging economic and social issues of our time. This is a great opportunity to promote your organization to the actuarial profession and garner leads.

Benefits include:

- Registration for three (3) company representatives to attend the meeting.
- Opportunity to provide a one-page flyer in the attendee tote bag (if applicable) or at the registration desk.
- Company name and logo listed on the SOA 2012 Health Meeting website and in the on-site program.
- Company name and logo displayed on signage at the reception.
- Opportunity to have a 6 ft. skirted table for a table top booth display during the reception along with the opportunity to provide branded promotional items with prior SOA approval.
- Company name listed in an issue of *Professional Development Opportunities* e-newsletter.
- Pre- and post-meeting attendee mailing labels. Provided as an Excel file for a one time mailing.

Luncheons **\$10,000**

Two Opportunities Available

This is another *great* exclusive: Get visibility to almost all of our approximately 800 attendees at one of our most highly attended events.

Benefits include:

- Registration for three (3) company representatives to attend the meeting.
- Opportunity to provide a one-page flyer in the attendee tote bag (if applicable) or at the registration desk.
- Company name and logo listed on the SOA 2012 Health Meeting website and in the on-site program.
- Company name and logo displayed on signage at the luncheon.
- Company name listed in an issue of *Professional Development Opportunities* e-newsletter.
- Pre- and post-meeting attendee mailing labels. Provided as an Excel file for a one time mailing.

Notebook **\$7,000**

This is an excellent opportunity to get your organization's name and logo every attendee hand. This year's meeting will feature a notebook with the program summary, note taking pages and a hotel map. Every time one of our approximately 800 attendees opens up his notebook, *your* company name and logo will be seen.

Benefits Include:

- Company logo displayed on every page of the notebook.
- Your company ad will appear on the front inside cover of the notebook.
- Registration for two (2) company representatives to attend the meeting.
- Company name and logo listed on the SOA 2012 Health Meeting website and in the on-site program.
- Pre- and post-meeting attendee mailing labels. Provided as an Excel file for a one time mailing.

Badge Holders**\$7,000**

Take advantage of sponsoring meeting name badge holders. Every time someone looks at an attendee's name, your company name and logo will be seen.

Benefits Include:

- Company logo prominently displayed on attendee badge holders.
- Registration for two (2) company representatives to attend the meeting.
- Company name and logo listed on the SOA 2012 Health Meeting website and in the on-site program.
- Pre- and post-meeting attendee mailing labels. Provided as an Excel file for a one time mailing.

Tote Bags**\$7,000**

This is an outstanding opportunity to get your organization's name and logo in the hands of every conference attendee. Each registered attendee will receive their conference materials in a tote bag that they will carry throughout the entire meeting.

Benefits include:

- Registration for two (2) company representatives to attend the meeting.
- Company name and logo listed on the SOA 2012 Health Meeting website and in the on-site program.
- Company logo displayed on the tote bag with the SOA meeting logo.
- Pre- and post-meeting attendee mailing labels. Provided as an Excel file for a one time mailing.

Hotel Keycards**\$5,000**

This is an outstanding opportunity to get your organization's name and logo in the hands of every conference attendee staying at the hotel. Your company name and logo will be displayed on guest room keys at the headquarters hotel.

Benefits include:

- Registration for two (2) company representatives to attend the meeting.
- Company name and logo listed on the SOA 2012 Health Meeting website and in the on-site program.
- Company logo displayed on the hotel room key.
- Company name and logo displayed on signage at Cyber Cafe.
- Pre- and post-meeting attendee mailing labels. Provided as an Excel file for a one time mailing.

Cyber Café**\$5,000**

Make the connection: While attendees are connecting with each other, your company has the opportunity to connect with them. Become the exclusive supporter of the Cyber Café, *the* place attendees go to stay connected during the meeting.

Benefits include:

- Registration for one (1) company representatives to attend the meeting.
- Company name and logo listed on the SOA 2012 Health Meeting website and in the on-site program.
- Company name and logo displayed on signage at Cyber Cafe.
- Pre- and post-meeting attendee mailing labels. Provided as an Excel file for a one time mailing.

Continental Breakfast**\$5,000****Three (3) Opportunities Available**

Our breakfasts are always popular and we expect a large number of our attendees to take part in these. Will your company name be there when they stop by? Take advantage of this opportunity.

Benefits Include:

- Registration for one (1) company representative to attend the meeting.
- Company name and logo listed on the SOA 2012 Health Meeting website and in the on-site program.
- Company name and logo displayed on signage at the breakfast.
- Opportunity to provide branded promotional items at sponsor's expense for the breakfast with prior SOA approval.
- Pre- meeting attendee mailing labels. Provided as an Excel file for a one time mailing.

Table Top Display**\$4,000*****Limited number available.**

As our 800 attendees make their way to and from sessions, be sure that your company is visible – sign up today for this sponsorship opportunity and be a part of the action.

Benefits Include:

- Registration for one (1) company representatives to attend the seminar.
- Company name and logo listed on the SOA 2012 Health Meeting website and in the on-site program.
- 6 ft. skirted table with wastebasket. Set up before registration opens; tear down at conclusion of meeting.
- Pre- meeting attendee mailing labels. Provided as an Excel file for a one time mailing.

Registration Handout/Tote Bag Insert**\$3,000****Four opportunities available****Benefits Include:**

- Registration for one (1) company representatives to attend the seminar.
- Company name and logo listed on the SOA 2012 Health Meeting website and in the on-site program.
- Pamphlet, flyer or marketing piece included in every attendee's registration packet or included in every attendee's tote bag if one is provided
- Pre- meeting attendee mailing labels. Provided as an Excel file for a one time mailing.

Refreshment Break**\$3,000****Four opportunities available**

As our 800 attendees make their way to and from sessions, be sure that your company is visible – sign up today for this sponsorship opportunity and be a part of the action.

Benefits Include:

- Registration for one (1) company representatives to attend the seminar.
- Company name and logo listed on the SOA 2012 Health Meeting website and in the on-site program.
- Company name and logo displayed on signage at the refreshment break.
- Pre- meeting attendee mailing labels. Provided as an Excel file for a one time mailing.

Mobile App Banner Ad**\$2,500****Five opportunities available**

The App provides meeting attendees with up-to-date information at their fingertips on meeting attendees, speakers, sessions, room locations, presentations, note-taking and tweeting! The SOA Health 2012 App is available for iPhone, iPad, Android and BlackBerry.

Benefits include:

- Registration for one (1) company representatives to attend the meeting.
- Company name and logo listed on the SOA 2012 Health Meeting website and in the on-site program.
- Company name, logo, description of services and website link listed in the meeting app.
- Pre- and post-meeting attendee mailing labels. Provided as an Excel file for a one time mailing.

If you have any questions regarding any of these opportunities or would like to enquire about a custom sponsorship opportunity, please contact Denise Fuesz at 847.706.3516 or by e-mail at DFuesz@soa.org. Further information on the SOA 2012 Health Meeting can be found at <http://HealthMeeting.soa.org>.



June 13-15
New Orleans, LA



<input type="radio"/>	General Session Speaker —June 13, 2012	\$10,000
<input type="radio"/>	Networking Reception —June 13, 2012	\$10,000
<input type="radio"/>	General Luncheon Speaker (circle one) June 13, 2012 June 14, 2012	\$10,000
<input type="radio"/>	*Notebook	\$7,000
<input type="radio"/>	*Badge Holders	\$7,000
<input type="radio"/>	*Tote Bags	\$7,000
<input type="radio"/>	Hotel Keycards	\$5,000
<input type="radio"/>	Cyber Café	\$5,000
<input type="radio"/>	Continental Breakfast (circle one) June 13, 2012 June 14, 2012 June 15, 2012	\$5,000
<input type="radio"/>	Table Top Display	\$4,000
<input type="radio"/>	Registration Handout/Tote Bag Insert	\$3,000
<input type="radio"/>	Refreshment Breaks (check date and circle time) June 13, 2012 ___ AM Break ___ PM Break June 14, 2012 ___ AM Break ___ PM Break June 15, 2012 ___ AM Break	\$3,000
<input type="radio"/>	Mobile App Banner Ad	\$2,500

*includes one-color print

Organization _____

Address _____

City _____

State _____

Zip _____

Contact _____

Title _____

Phone _____

URL _____

E-mail _____

Credit Card Payments

Fax your contract to:
Denise Fuesz
847.273.8538

Check Payments

Mail this contract with check payable to:

Society of Actuaries
475 N. Martingale Road
Suite 600
Schaumburg, IL 60173

TOTAL COST: _____ CHECK

EXP. _____

In completing this application, we agree to sponsor and comply with the provisions of this contract.

SIGNATURE _____

DATE _____