

# SOA

## SPONSORSHIP OPPORTUNITIES: A WIN - WIN PROPOSITION

CORPORATE SPONSORSHIPS

EVENT SPONSORSHIPS

ADVERTISING

EXHIBITOR PROSPECTUS

# SOA 2015

Thank you for taking the time to discover growth opportunities through the Society of Actuaries (SOA). The SOA is the largest professional organization dedicated to serving more than 25,000 members in the actuarial profession. Our vision is for actuaries to be the leading professionals in the measurement and management of risk.

Your sponsorship with the SOA can truly be a **Win-Win Proposition** for two important parties: **your company**, which will gain valuable exposure to the 25,000 SOA members across all practice areas in the actuarial profession, as well as **SOA members**, who will learn about your company's importance to the profession.

**In this folder, you will find multiple ways to benefit from involvement with the SOA:**

- + **Corporate Sponsorships feature a wide menu of opportunities for continuous exposure at four of the SOA's largest meetings;**
- + **Event Sponsorships offer many levels to reach actuaries in a more targeted manner, by practice area at a specific meeting;**
- + **The SOA Annual Meeting & Exhibit allows companies to exhibit at this event, attended by more than 2,000 actuaries and professionals each year; and**
- + **The Actuary advertising gives you targeted exposure to 25,000 actuaries in all fields of practice, across the globe, through this magazine published six times per year.**

We invite you to browse through the following pages and explore the sponsorship options that are best for you and your company. With your support, we continue to advance the profession. Thank you for your time.

Sincerely,

Andrea Lee

Marketing Director  
Society of Actuaries

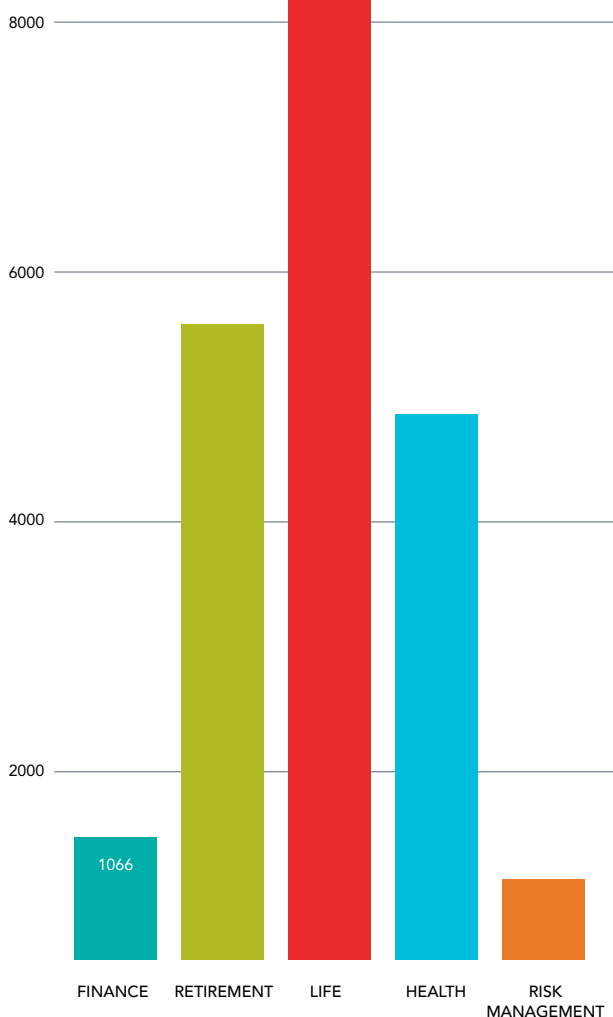
[alee@soa.org](mailto:alee@soa.org)

847.706.3647

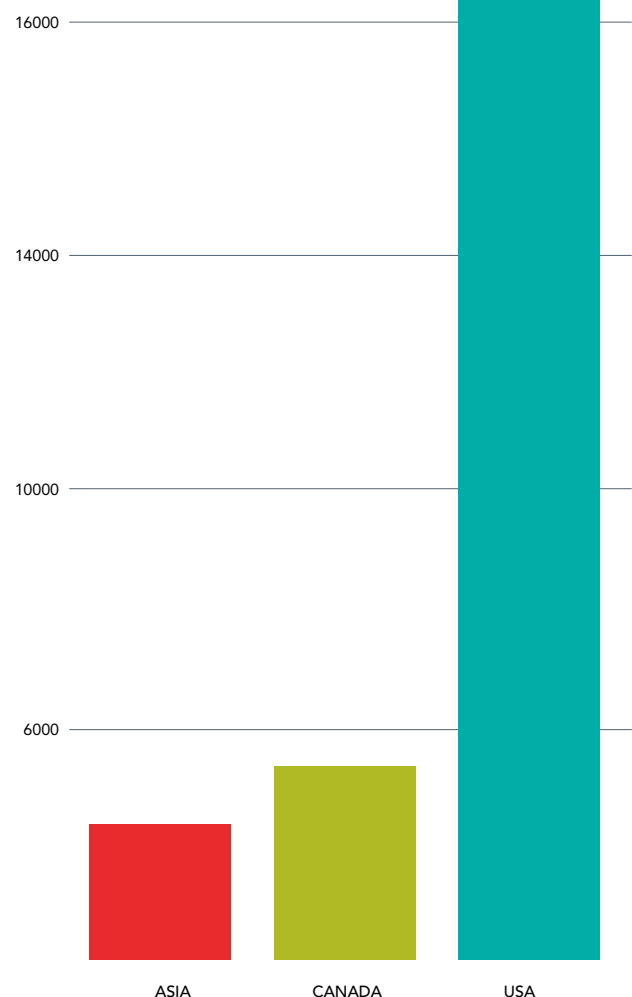
# THERE ARE A NUMBER OF GOOD REASONS YOUR COMPANY SHOULD ALIGN WITH THE SOA

- + **High visibility** to a very targeted audience
- + **Build and enhance brand equity** for your company among actuaries from all disciplines across the globe
- + **Be seen** as a key player and thought leader in the industry
- + **Gain direct exposure** to decision-makers who use your products and services
- + **Cultivate long-term relationships** with industry leaders and members of the largest professional actuarial organization in the world
- + **Show your commitment** to the development of cutting-edge actuarial ideas, research and information
- + **Demonstrate your support** to the advancement of the actuarial profession in the United States, Canada and around the globe

MEMBERS BY PRACTICE AREA



MEMBERS BY REGION



# ABOUT THE SOA

The Society of Actuaries (SOA) is a global educational, research and professional organization dedicated to serving the public, its members and its candidates. As the world's largest professional organization for actuaries, the SOA offers unparalleled opportunities to reach its 25,000 members in 75 countries.

Seeking to fulfill its vision for actuaries to be the leading professionals in the measurement and management of risk, the SOA offers various tracks to earning fellowship status: individual life and annuities, retirement benefits, general insurance, group and health, corporate finance and enterprise risk management, quantitative finance and investments.

The SOA also offers the Chartered Enterprise Risk analyst (CERA) credential, which is the most comprehensive and rigorous demonstration of enterprise risk management expertise available.

Working to advance the actuarial knowledge across disciplines, the SOA conducts various events and professional development opportunities to ensure continued excellence in the work of its members in providing expert advice and relevant solutions for financial, business and societal issues.



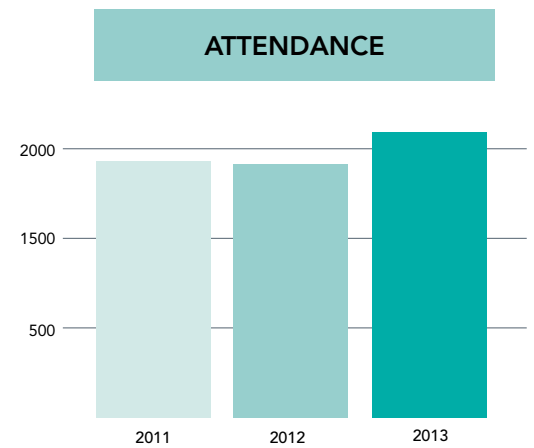
# SOA EVENTS

## Annual Meeting & Exhibit

This is your chance to receive maximum exposure: the SOA Annual Meeting & Exhibit is the largest SOA event with approximately 2,000 professionals from a wide array of practice areas and countries in attendance. The meeting is attended primarily by senior actuaries and features a large exhibit hall where you will want to showcase your offerings.

**AVERAGE ATTENDANCE: 2,000**

**AREAS OF PRACTICE: LIFE, HEALTH AND RETIREMENT**

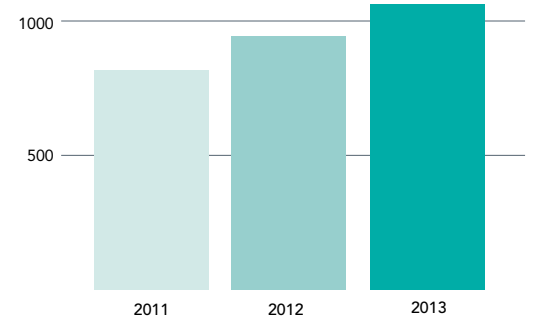


## Health Meeting

Garner exposure here: the Health Meeting is the second-largest SOA event and our largest health program. It is primarily attended by senior actuaries. The meeting features numerous opportunities to reach the decision-makers with whom you want to engage.

**AVERAGE ATTENDANCE: 1,000**

**AREAS OF PRACTICE: HEALTH AND LIFE**

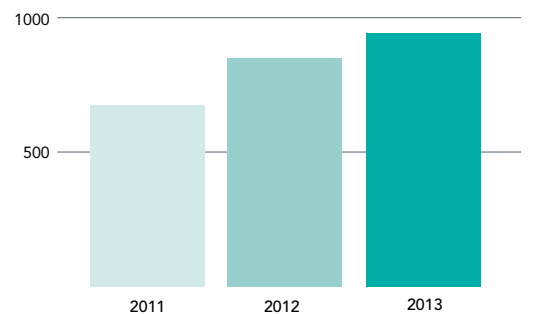


## Valuation Actuary Symposium

This successful symposium celebrated its 30th anniversary in 2014. The Valuation Actuary Symposium covers valuation topics in depth and has content for the experienced financial actuary. Most attendees are senior actuaries and come from the East Coast or Midwest, with another large segment from the South and Southwest. If this is your target audience, sign on as a sponsor today!

**AVERAGE ATTENDANCE: 800**

**AREAS OF PRACTICE: LIFE, HEALTH AND FINANCE**

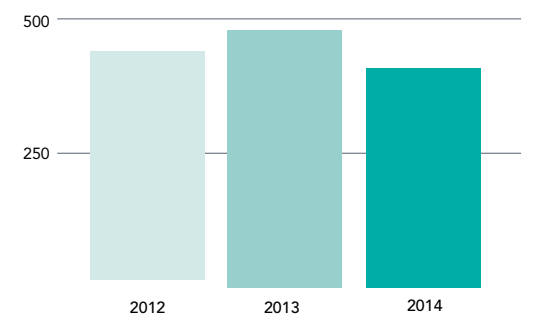


## Life & Annuity Symposium

The Life & Annuity Symposium allows attendees learn about current industry studies, new financial models, new regulatory developments and much more. The meeting is attended by senior-level actuaries and professionals. Garner exposure to this important group of life professionals via one of our many sponsorship opportunities.

**AVERAGE ATTENDANCE: 500**

**AREAS OF PRACTICE: LIFE AND FINANCE**



## Investment Symposium

Gain visibility with risk and finance professionals: The Investment Symposium is the SOA's premier investment-focused event. Attendees receive up-to-date knowledge of the regulatory arena, risk modeling and the evolution of retirement funding. New this year—a risk management professionalism session.

**AVERAGE ATTENDANCE: 200**

**AREAS OF PRACTICE: FINANCE AND RISK MANAGEMENT**

## Asia-Pacific Annual Symposium

The SOA Asia-Pacific Annual Symposium focuses on key issues facing actuaries in this rapidly-growing region. The symposium provides practitioners throughout the Asia-Pacific region with an overview of the latest trends, techniques and best practice in the actuarial profession. A wide range of topics are explored, including big data, medical trends, valuation and distribution.

**AVERAGE ATTENDANCE: 100**

**AREAS OF PRACTICE: INSURANCE AND REINSURANCE**

**Life & Annuity Symposium**May 4-5, 2015  
New York, NY**Health Meeting**June 15-17, 2015  
Atlanta, GA**Valuation Actuary Symposium**Aug. 31-Sept. 1, 2015  
Boston, MA**Annual Meeting & Exhibit**Oct. 11-14, 2015  
Austin, TX

# Corporate Sponsorship

The SOA offers a comprehensive corporate sponsorship program to provide companies with an effective and convenient way to gain maximum exposure at its four major events, while also offering the flexibility to customize options to suit each company's needs.

**CONTACT**

Andrea Lee

Marketing Director  
Society of Actuaries[alee@soa.org](mailto:alee@soa.org)  
847.706.3647

	<b>PREMIER</b>	<b>MAJOR</b>	<b>PRIMARY</b>
	<b>\$65,000</b>	<b>\$50,000</b>	<b>\$30,000</b>

**GENERAL**

	<b>2</b>	<b>3</b>	<b>4</b>
Limit to number of sponsorships accepted at this level	<b>2</b>	<b>3</b>	<b>4</b>
Use of phrase 'SOA 2015 Corporate Sponsor' in materials created by sponsor (pre-approval of materials by SOA required)	✓		
Corporate Sponsor has the right-of-first-refusal for partnership in the same category the following year	✓	✓	✓
Discounts to any of the additional sponsorship/advertising options offered by the SOA for specific events	<b>15%</b>	<b>10%</b>	<b>5%</b>
Exclusive reports on profile of event attendees—a pre-event report based on previous year's attendees and a post-event report based on current year's event attendees	✓	✓	

**COMPLIMENTARY REGISTRATIONS**

	<b>6</b>	<b>4</b>	<b>2</b>
Complimentary registrations to the Life & Annuity Symposium (up to \$9,180 in value)	<b>6</b> (up to \$9,180 in value)	<b>4</b> (up to \$6,120 in value)	<b>2</b> (up to \$3,060 in value)
Complimentary registrations to the Health Meeting (up to \$9,180 in value)	<b>6</b> (up to \$9,180 in value)	<b>4</b> (up to \$6,120 in value)	<b>2</b> (up to \$3,060 in value)
Complimentary registrations to the Valuation Actuary Symposium (up to \$9,180 in value)	<b>6</b> (up to \$9,180 in value)	<b>4</b> (up to \$6,120 in value)	<b>2</b> (up to \$3,060 in value)
Complimentary registrations to the Annual Meeting & Exhibit (up to \$9,180 in value)	<b>6</b> (up to \$9,180 in value)	<b>4</b> (up to \$6,120 in value)	<b>2</b> (up to \$3,060 in value)
10' X 10' space in the exhibit hall at the Annual Meeting & Exhibit (priority selection will be granted whenever possible)	<b>Complimentary</b> (\$3,500 value)	<b>30% discount</b> (\$1,050 value)	<b>15% discount</b> (\$525 value)
Table top space at the Life & Annuity Symposium, Health Meeting and Valuation Actuary Symposium	<b>Complimentary</b> (\$9,000 value)	<b>30% discount</b> (\$2,700 value)	<b>15% discount</b> (\$1,350 value)

# Corporate Sponsorship

	PREMIER \$65,000	MAJOR \$50,000	PRIMARY \$30,000
<b>ON-SITE EXPOSURE</b>			
Display of company logo or name in promotional materials	✓	✓	✓
Company logo on front cover of on-site program at all events	✓	✓	✓
Color advertisement in the on-site program at all events	✓	✓	✓
Listing as sponsor in the on-site program	✓	✓	✓
Verbal recognition of sponsors at the opening session of all events	✓	✓	✓
Display of company name/logo in slide presentations before opening general sessions	✓	✓	✓
Four signs with company logo/name will be prominently displayed at registration area and outside the main session hall/ballroom at all events	✓	✓	✓
Insertion of an 8 1/2" X 11" two-sided promotional flyer in registration bags/packets at all events (SOA pre-approval of materials required)	✓	✓	
Display of promotional material (one type) in the registration area at all events (SOA pre-approval of materials required)	✓	✓	
Reserved seating for attendees from sponsor companies at opening sessions and luncheons at all events	✓	✓	✓
'Corporate Sponsor' ribbons for attendees from sponsor companies	✓	✓	✓
Invitations to the SOA President's Receptions at all four events	6	4	2
Opportunity to reserve private hospitality suites at the events (at your expense)	✓	✓	✓
<b>OTHER PRIME EXPOSURE OPPORTUNITIES</b>			
Mention of company in event advertisements (time permitting) in <i>The Actuary</i> —SOA's flagship magazine reaches 25,000+ members worldwide	✓		
One-time mention in <i>SOA News Weekly</i> , the SOA's weekly e-newsletter with distribution to 25,000+ members	✓	✓	✓
One-time mention in <i>Professional Development Opportunities</i> , SOA's bimonthly e-newsletter with a distribution list of 25,000+ members and 36,000+ candidates	✓	✓	✓
Display of company logo and link to company website from each event's page on <a href="http://www.soa.org">www.soa.org</a>	✓	✓	✓
Obtain a mailing list license for one-time mailing to attendees before and after each event	✓	✓	✓

# Event Sponsorship

Through SOA Event Sponsorship, your company can be prominently featured at the meeting of your choice. Each meeting offers four levels of sponsorship at different budget levels—with an array of benefits giving your company visibility and exposure to actuaries from around the world.

*Events included are on the reverse side.*

## CONTACT

Denise Fuesz

Senior Meeting & Exhibit Planner  
Society of Actuaries

[dfuesz@soa.org](mailto:dfuesz@soa.org)  
847.706.3516

	PLATINUM SPONSORSHIP	GOLD SPONSORSHIP	SILVER SPONSORSHIP	BRONZE SPONSORSHIP
	\$10,000 - \$15,000	\$7,000 - \$10,000	\$5,000 - \$7,000	\$3,000 - \$5,000
Company logo on the meeting website and in the on-site program (applicable deadline)	✓	✓	✓	✓
Recognition of sponsorship in Professional Development Opportunities e-newsletter	✓			
Number of invitations to President's Reception (if applicable)	<b>Two (2)</b>	<b>One (1)</b>		
Complimentary table top exhibit booth	✓	✓		
Pre-meeting attendee labels	✓	✓	✓	✓
Post-meeting attendee labels	✓	✓	✓	
Number of complimentary full-meeting registrations for the sponsored event. Unused registrations will be forfeited and may not be applied to any other events	<b>Four (4)</b>	<b>Three (3)</b>	<b>Two (2)</b>	<b>One (1)</b>
Recognition signage at the event	✓	✓	✓	✓
Opportunity to provide branded promotional items at the event you are sponsoring, where applicable (i.e., meals, breaks, SOA lounge)	✓	✓	✓	
Opportunity to provide a one-page flyer in the attendee bag (if applicable) or at the registration desk	✓	✓		
Logo displayed in the mobile app (if applicable)	✓	✓	✓	✓



# Event Sponsorship Benefits

## CONTACT

Denise Fuesz

Senior Meeting & Exhibit Planner  
Society of Actuaries[dfuesz@soa.org](mailto:dfuesz@soa.org)  
847.706.3516

## Life & Annuity Symposium

May 4-5, 2015  
New York, NY

### PLATINUM

(one of the following)

- + Networking Reception
- + Luncheon Speaker

### GOLD

(one of the following)

- + Badge Lanyards
- + Notebooks
- + Meeting Tote Bags
- + Hotel Keycards
- + Wi-Fi Sponsor

### SILVER

- + Daily Continental Breakfast

### BRONZE

(one of the following)

- + Daily Refreshment Break
- + Mobile App Banner Ad
- + Tote Bag Insert
- + Tabletop Exhibit Booth

## Health Meeting

June 15-17, 2015  
Atlanta, GA

### PLATINUM

(one of the following)

- + Networking Reception
- + Luncheon Speaker

### GOLD

(one of the following)

- + Notebooks
- + Meeting Tote Bags
- + Hotel Keycards
- + Wi-Fi Sponsor

### SILVER

(one of the following)

- + Daily Continental Breakfast
- + Badge Lanyards

### BRONZE

(one of the following)

- + Daily Refreshment Break
- + Mobile App Banner Ad
- + Tote Bag Insert
- + Tabletop Exhibit Booth

## Investment Symposium

Date TBD

### PLATINUM

- + Networking Reception

### GOLD

- + Lunch Keynote Speaker

### SILVER

- + Daily Continental Breakfast

### BRONZE

- + Daily Refreshment Break
- + Table Top Exhibit Booth

## Valuation Actuary Symposium

Aug. 31-Sept. 1, 2015  
Boston, MA

### PLATINUM

(one of the following)

- + Networking Reception
- + Luncheon Speaker
- + Wi-Fi Sponsor

### GOLD

(one of the following)

- + Notebooks
- + Meeting Tote Bags
- + Hotel Keycards

### SILVER

(one of the following)

- + Daily Continental Breakfast
- + Daily Refreshment Break
- + Badge Lanyards

### BRONZE

(one of the following)

- + Mobile App Banner Ad
- + Tote Bag Insert
- + Tabletop Exhibit Booth

## Annual Meeting & Exhibit

Oct. 11-14, 2015  
Austin, TX

### PLATINUM

(one of the following)

- + Networking Reception
- + Luncheon Speaker
- + Wi-Fi Sponsor
- + Hotel Keycards

### GOLD

(one of the following)

- + Meeting Tote Bags
- + Daily Exhibit Hall Reception
- + On-Site Final Program Sponsor
- + Notebooks

### SILVER

(one of the following)

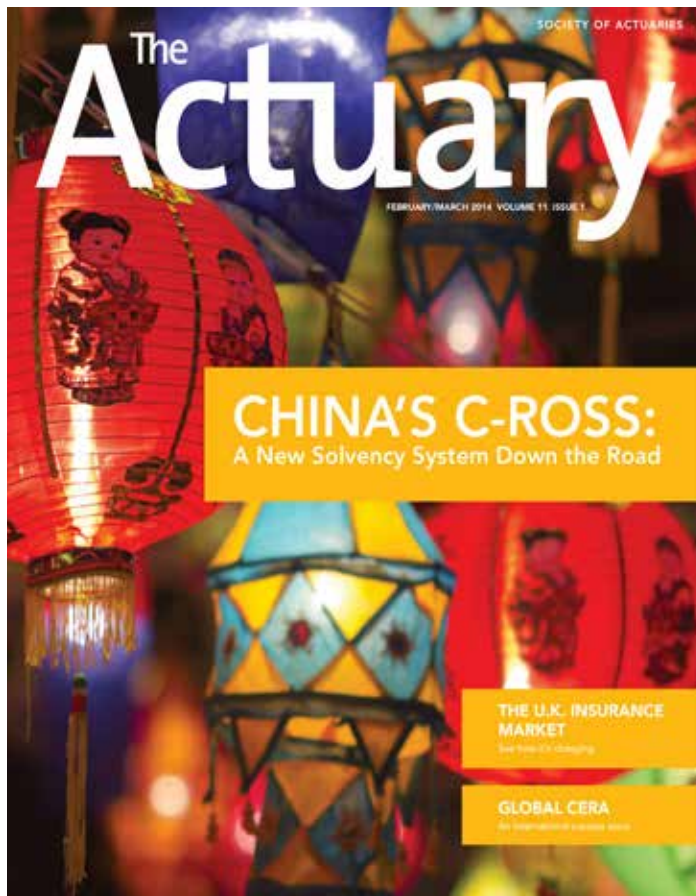
- + Daily Continental Breakfast
- + Daily Refreshment Break
- + Badge Lanyards

### BRONZE

(one of the following)

- + Mobile App Banner Ad
- + Tote Bag Insert

# The Actuary Magazine



PUBLISHED SIX TIMES A YEAR

SENT TO A TARGETED AUDIENCE OF 25,000 SOA MEMBERS

DISTRIBUTED AT SOA'S ANNUAL MEETING AND OTHER MAJOR MEETINGS THROUGHOUT THE YEAR

FEATURES IN-DEPTH AND TIMELY ARTICLES

**CONTACT**

M.J. Mrvica Associates, Inc.  
2 West Taunton Avenue  
Berlin, NJ 08009

[mjmrvica@mrvica.com](mailto:mjmrvica@mrvica.com)  
TEL: 856.768.9360  
FAX: 856.753.0064

# The Actuary Magazine

## Rate Card

	1X	3X	6X	12X	18X
<b>BLACK &amp; WHITE RATES</b>					
FULL PAGE	\$3,035	\$2,965	\$2,775	\$2,650	\$2,500
HALF PAGE	\$1,945	\$1,875	\$1,720	\$1,700	\$1,645
1/3 PAGE	\$1,575	\$1,530	\$1,450	\$1,400	\$1,345
<b>COLOR RATES</b>					
FULL PAGE	\$4,100	\$4,025	\$3,840	\$3,715	\$3,585
HALF PAGE	\$3,010	\$2,940	\$2,785	\$2,765	\$2,710
1/3 PAGE	\$2,640	\$2,595	\$2,515	\$2,465	\$2,410

## COVERS AND SPECIAL POSITIONS

Covers and positions are 4-color process only. All positions are solely available on an annual contract basis.

- + Cover 2 — 35% of earned B&W rate
- + Cover 4 — 50% of earned B&W rate
- + Opposite TOC — 15% of earned B&W rate
- + Cover 3 — 10% of earned B&W rate

## INSERTS

Furnished inserts are billed at the black and white page rate times the number of insert pages.

- + Two-page insert (one leaf): Two-times earned frequency rate
- + Four-page or larger insert is black and white earned frequency rate per page

## AGENCY DISCOUNT: 15%

Agency Responsibility: Payment for all advertising ordered and published.

## EARNED RATES

Total of full page units, half page units and 1/3 page units determine frequency rates.

### CONTACT

M.J. Mrvica Associates, Inc.  
2 West Taunton Avenue  
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TEL: 856.768.9360  
FAX: 856.753.0064

SOCIETY OF ACTUARIES

# Meeting & Exhibit

## 2015 ANNUAL MEETING & EXHIBIT

Oct. 11-14, 2015

Austin, TX

### CONTACT

Denise Fuesz

Senior Meeting & Exhibit Planner  
Society of Actuaries

[dfuesz@soa.org](mailto:dfuesz@soa.org)  
847.706.3516



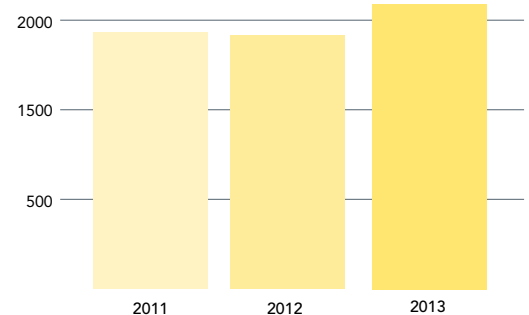
Your company has the opportunity to exhibit at the premier meeting for actuaries, the 2015 SOA Annual Meeting & Exhibit in Austin, Texas, Oct. 11-14, 2015. With 2,000 professionals from a wide array of practice areas, your company will want to be one of an exclusive group of exhibitors in attendance to showcase your offerings.

### A 10'X10' BOOTH AT THE SOA ANNUAL MEETING & EXHIBIT INCLUDES:

- + Standard framing materials, backdrop, identification sign (hall is carpeted)
- + Six (6) free "exhibit only" badges for booth personnel
- + Pre-show and post-show mailing list for one-time use
- + Company listing and link on SOA annual meeting website
- + Listing and company description included in the on-site program
- + Special reduced annual meeting registration fee for two company representatives at \$760 each

**BOOTH FEE: \$3,500**

### ATTENDANCE



475 N. Martingale Rd., Suite 600  
Schaumburg, IL 60173

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customerservice@soa.org