



Sponsorship Opportunities

# 2022 LIFE MEETING

The Complete Life, Annuity  
and Valuation Experience

August 24 - 26, 2022  
Chicago, IL

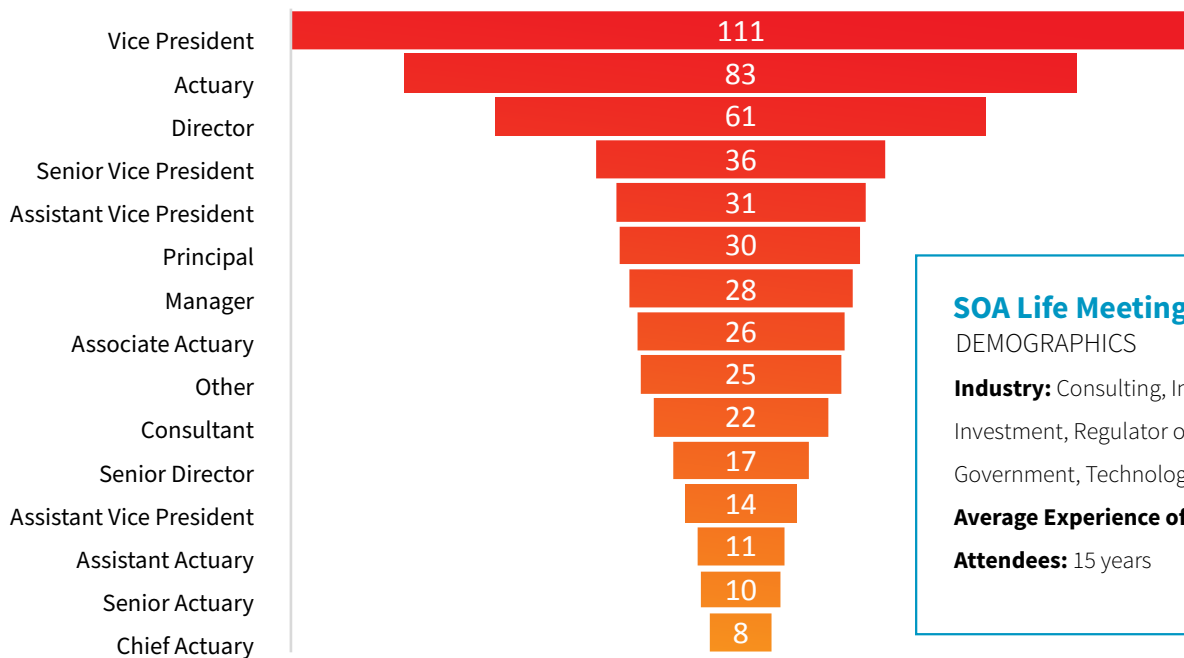
Become a sponsor of the 2022 Society of Actuaries (SOA) Life Meeting to promote your organization and connect with SOA members specializing in annuity, finance, life and reinsurance. Back in person, this 3-day event will offer sessions specific to pricing and valuation as well as emerging issues that are relevant to all attendees. These issues may include Financial Risk Management, Annuity Product Development and Pricing, Reinsurance topics, and more!

## Advance your market reach. Participate as a sponsor!

Increase your brand exposure as a sponsor of the 2022 SOA Life Meeting. This event offers great opportunities to reach a group of key decision-makers.

- Enjoy first-class visibility to a highly targeted audience
- Build and enhance brand equity among actuaries
- Be recognized as key player and thought leader across the actuarial space
- Gain direct exposure to decision-makers who use your products and services

**Top 15 Attendee Titles**  
(2021 SOA LIFE MEETING)



**SOA Life Meeting**  
DEMOGRAPHICS

**Industry:** Consulting, Insurance, Investment, Regulator or Government, Technology

**Average Experience of Attendees:** 15 years

Thank you to our 2021 SOA Life Meeting Sponsors:





## Multiple Sponsorship Levels Available

Select from three levels of sponsorship, each featuring a pre-determined set of branding opportunities that offer your company consistent visibility throughout the meeting. Benefits include:

- Pre-event promotions and communications
- Logo placement and verbal recognition during dedicated sessions
- Event website and social media recognition
- Onsite signage
- Pre- and post-event registration lists\*
- Company profile and networking on digital event platform and meeting app

## Customize Your Sponsorship Package

Maximize your investment by adding custom elements to your package. Choose the sponsorship package(s) that helps achieve your organization's goals and objectives. Your selection will determine your sponsorship level (listed below).

Platinum	Gold	Silver
\$12,000+	\$10,000-\$11,999	\$5,000-\$9,999
Three All Access Passes	Two All Access Passes	One All Access Pass
Three Digital Passes	Two Digital Passes	One Digital Pass
Complimentary Tabletop Space	50% off Tabletop Space	
Two Invitations to Leadership Reception	One Invitation to Leadership Reception	

\*Includes attendees who have opted into sharing their contact information.



**Don't see an opportunity that fits your needs?**

Let us know. We can work with you to craft a sponsorship package exclusively for you.

## \$15,000

**NETWORKING RECEPTION**

**Audience: Live**

Be a part of this energetic evening as attendees renew relationships, make new connections, and catch up on developments in the profession.

**OPENING PROGRAM**

**Audience: Live and Digital**

The opening program is a highly attended event at the meeting. As a sponsor you will place your organization in front of this crowd.

**REGISTRATION SPONSOR**

**Audience: Live and Digital**

Reach attendees before the event! Your organization's logo is featured on the registration webpage, digital event platform login screen, registration emails, lanyards, and onsite signage.

**HYDRATION STATION**

**Audience: Live**

Provide attendees with a reusable water bottle to help reduce our carbon footprint. Water bottles will be branded with your company logo.



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## \$10,000

- KEYCARDS**  
**Audience: Live**  
Be the sponsor that's in everyone's hands! Your logo on custom-printed hotel room keycards boosts your visibility as attendees travel to and from their hotel rooms.
- ATTENDEE HIGHLIGHTS E-NEWSLETTER (EXCLUSIVE)**  
**Audience: Live and Digital**  
Attendees will receive an email each day highlighting sessions and what to look forward to the following day. Be recognized as the sponsor with your logo and company highlighted in each daily communication.
- WELLNESS**  
**Audience: Live**  
Take advantage of unique wellness tie-ins by sponsoring an attendee wellness activity. Receive recognition as a sponsor of the one of these opportunities that will get attendees moving and energized.
- BREAKFAST (Two Opportunities Available)**  
**Audience: Live**  
Help hungry meeting attendees kick off the day with a breakfast sponsored by your organization.
- THOUGHT LEADERSHIP WEBINAR (Two Opportunities Available)**  
**Audience: Live and Digital**  
Get your content and company in front of meeting attendees by hosting a 75 to 90-minute post-meeting webcast for all in-person and digital registered attendees of the SOA Life Meeting. Webcasts must be approved by the SOA. Submit your webcast proposal by **July 14**. Available post-meeting webcast dates are September 8, 13, 15, 20 at Noon ET.
- STAY CONNECTED**  
**Audience: Live and Digital**  
Increase awareness and exposure for your organization by sponsoring the SOA event app and polling. Help attendees stay connected and engaged throughout the event.
- RECHARGE & CONNECT WI-FI**  
**Audience: Live**  
Keep onsite meeting attendees connected as the official event Wi-Fi sponsor. Your organization will be recognized for providing complimentary wireless internet access in all meeting rooms and public spaces. Bonus Exposure! Receive recognition as the charging station sponsor.



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## \$7,000

- RECONNECT AND REFUEL**  
(Three Opportunities Available)  
**Audience: Live**  
Everyone needs a break! Onsite networking breaks include refreshments to re-energize meeting-goers while they mingle and visit with other attendees whom they haven't seen in person for a couple of years.
- HAND SANITIZER STATIONS**  
**Audience: Live**  
Support attendee health with hand sanitizer stations placed in high traffic areas throughout the meeting space.
- LEAD GENERATION EMAIL**  
(Four Opportunities Available)  
**Audience: Live and Digital**  
Top off your meeting and lead generation goals with a targeted email to all registered meeting attendees. The SOA will send one email to registered attendees on your company's behalf. Content must be approved by the SOA.

## \$5,000

- ATTENDEE HIGHLIGHTS E-MAIL (NON-EXCLUSIVE)**  
(Four Opportunities Available)  
**Audience: Live and Digital**  
Attendees will receive an email each day highlighting sessions and what to look forward to the following day. Be recognized as the sponsor with your logo in the communications. (Must receive 2 sponsors to be eligible for the non-exclusive opportunity)
- QUICK BITE DISCUSSION**  
(Limited Opportunities Available)  
**Audience: Live**  
Looking for feedback on a solution or have a hot topic to discuss? Use this opportunity to get in front of a targeted group of attendees by hosting a round table.
- COMFORT BANDS**  
**Audience: Live**  
Provide attendees an easy, visible way to express their social distancing comfort level. Attendees can grab and wear a color-coded wrist band printed with your company logo.



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## □ BRANDING

**Audience: Live**

Looking for brand awareness opportunities and an easy way to get your organization's information in front of meeting attendees? Consider the available branding display opportunities shown below. The SOA design team will work with you on graphics and visuals to provide to our on-site vendor. *Pricing varies depending on location. Contact us for more information.*

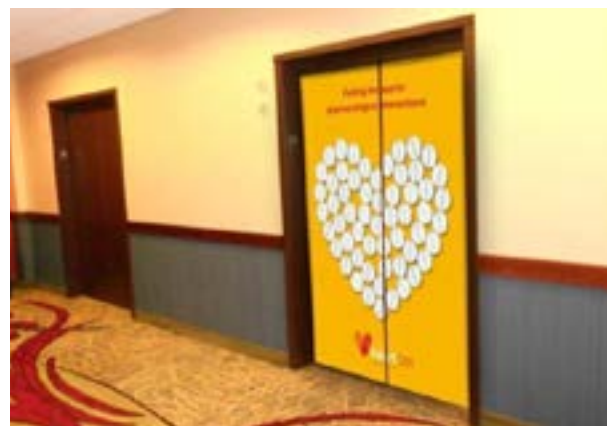


COLUMN BRANDING



WATER STATION

Upgrade to the hydration station and have branded water bottles. *If Hydration Station sponsorship is sold, this opportunity is not available.*



ELEVATOR BANK



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## Budget Friendly Opportunities

Benefits may vary with the opportunities listed below.

**CORPORATE SOCIAL RESPONSIBILITY PARTNER**

Contact us to discuss your contribution.

Join us as a CSR partner and help us give back! SOA Cares will be teaming up with a local organization to give back to the community. Partnership benefits the selected organization and makes it possible for the SOA to help meet their needs.

**DEI RESEARCH RECEPTION**

Exclusive \$10,000

Non-Exclusive Sponsor Add-On: \$2,500

Sponsor this new event where guest speakers will discuss DEI topics in our industry and the community. A portion of the proceeds from this event will be used to support further DEI research from the Society of Actuaries Research Institute.

**ENGAGEMENT LOUNGE**

\$2,500

Host a space in the central hub with a tabletop for your organization to gain visibility, display materials and network. Opportunity includes:

- A tabletop space
- Pre-attendee email list for one-time use
- One complimentary registration for staffing your tabletop, attending breaks and receptions

**FRIEND OF SOA**

\$1,500

Looking to get your organization in front of the SOA Life Meeting audience, but working with a smaller budget?

This is your opportunity to put your brand in front of the attendees. As a Friend of SOA, receive:

- Logo placement on event webpage
- Logo placement on event emails
- Logo placement on virtual event platform/meeting app



*The health and safety of our meeting attendees, speakers, staff and sponsors is paramount to the SOA. The SOA Life Meeting will adhere to the applicable COVID-19 federal, state and local guidelines in place at the time of the meeting.*



# SPONSORSHIP AGREEMENT



Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## SPONSORSHIP(S) REQUESTED

Sponsorship Choice: \$ \_\_\_\_\_ Sponsorship Choice: \$ \_\_\_\_\_ Sponsorship Choice: \$ \_\_\_\_\_

Total Payment Amount: \$ \_\_\_\_\_ Sponsorship Level: \_\_\_\_\_

Please check all that apply to your organization:

- Accounting  Academic/Education  Banking Retail, Commercial & Credit Union  Consulting  Financial
- General Insurance/Property Casualty  Healthcare  Insurance  Investment  Life  Recruiting  Regulator or Government
- Retired  Retirement  Risk Management  Technology (Software/Hardware)  Other \_\_\_\_\_

## EVENT SPONSOR TERMS AND CONDITIONS

All sponsors are subject to this agreement. All sponsorships are granted on a first-come basis unless an agreement is made for first right of refusal for the following year. Once the Society of Actuaries (SOA) has received a signed agreement and payment, a copy signed by an SOA representative will be returned to you.

In the case of acts of war, terrorism, natural disasters or other circumstances beyond the SOA's control, the SOA reserves the right to either cancel the event or reschedule it for a different date and/or location. Should the event be rescheduled for a different date, the sponsor may make the election to receive a refund for the fees collected by the SOA or transfer the fees to a sponsorship for the new event date. In the case of cancellation, the SOA shall have no further liability to you other than refund your fees. It will not be responsible to you for any other resulting costs or liabilities incurred by you as a result of the cancellation.

If SOA cancels the event for any reason apart from those covered above, partner will be refunded within 30 days for any payments already made. If the sponsor cancels more than 30 days prior to the event, the sponsor will receive a refund, minus \$500 administrative fee and any fees incurred to the SOA for sponsorship opportunity fulfillment. SOA accepts no responsibility for any loss/damage to property or personal injury that occurs during or in preparation for the event.

**CANCELLATION POLICY:** All requests for refunds must be in writing. If your cancellation is received by Monday, July 11, 2022, SOA will refund your sponsor fee less \$175 administrative charge and any charges already incurred by SOA.

*NOTE: Sponsors may not conduct group functions, such as meetings, off-site events, receptions, or other similar activities, during times which conflict with any officially programmed meeting event. Please submit your completed sponsorship form to [sponsorship@soa.org](mailto:sponsorship@soa.org).*

\_\_\_\_\_  
Company Representative Signature

\_\_\_\_\_  
Printed Name and Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
SOA Company Representative Signature

\_\_\_\_\_  
Printed Name and Title

\_\_\_\_\_  
Date