SPONSORSHIP OPPORTUNITIES
WHY SPONSOR

Visibility:
Reach a wide audience and increase your company’s visibility.

Brand Equity:
Strengthen your brand reputation among actuaries.

Thought Leadership:
Be acknowledged as a thought leader within the actuarial community.

Direct Exposure:
Connect directly with decision-makers who utilize your products and services.

DELEGATE PROFILE

Areas of Practice
ALL

Average Experience of Attendees
18 yrs

Expected Attendance
1,900+

TOP 5 TITLES OF 2023 ATTENDEES

- Actuary
- Senior Vice Present
- Consultant
- Vice President
- Directory

Expected Attendance
1,900+
BECOME A SPONSOR OF THE 2024 SOCIETY OF ACTUARIES (SOA) IMPACT CONFERENCE
to promote your organization and connect with your actuarial audience during the largest actuarial conference of the year. You can participate in person, virtually, or both! Come together as attendees enjoy building connections, networking, and learning as they discover the latest updates in the actuarial profession.

Customize Your Sponsorship Package
Maximize your investment by adding custom elements to your package. Choose a sponsorship that helps achieve your organization’s goals and objectives. Your choices will determine your sponsorship level (listed below).

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

• Logo placement and verbal recognition during dedicated sessions
• Recognition on event website
• Logo on onsite signage
• Company profile in meeting app and virtual platform

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*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. Contact Lauren Scaramella to discuss sponsorship options.

The opportunities don’t stop here. Contact Lauren Scaramella for additional sponsorship opportunities.
In-Person Opportunities

$20,000

☐ REGISTRATION
  Gives your organization recognition on lanyards, signage, and digital content.

☐ SPONSOR NOOK (4 AVAILABLE)
  Provide a space for attendees to sit down and meet with a colleague, answer an email, or simply rest their feet. Nooks will be in the main foyer space outside our General Session room.

☐ STAY CONNECTED
  As the event app grows in popularity, keep your organization in front of attendees by sponsoring the app.

☐ COFFEE SPONSOR
  Attendees are always looking for liquid gold to keep them going. Sponsor a pop-up coffee station.

$15,000

☐ RECHARGE AND CONNECT
  Give your organization recognition on the portable chargers and Wi-Fi.

☐ MIX & MINGLE
  Enhance one of our breaks with a fun treat.

☐ KEYCARDS
  Attendees will keep your brand in hand as they use their room keycards.

☐ CONFERENCE T-SHIRTS
  Sponsor the conference T-shirts. Logo will be included on the T-shirt (sleeve or back).

☐ OPENING SESSION
  Have your organization’s presence at the Opening General Session.

☐ DIGITAL AGENDA BOARD
  Give attendees a quick easy way to find their next session.

$12,000

☐ ATTENDEE GAMIFICATION
  Sponsor the fun interactive game for attendees to win fun prizes!

☐ BREAKFAST
  Help attendees start the day off right by fueling them with breakfast.

☐ WELLNESS
  Start the day right with morning yoga.

☐ CSR ACTIVITY
  Help the SOA’s efforts of giving back to the community, by providing a contribution.

☐ NOTEBOOK & PEN
  Provide attendees with the opportunity to grab a notebook and pens.

The opportunities don’t stop here. Contact Lauren Scaramella for additional sponsorship opportunities.
Onsite Branding and Advertising
Contact Lauren Scaramella to discuss branding and pricing.

Wall Cling

Escalator Clings

Floor Clings

Mirror Clings

The opportunities don’t stop here. Contact Lauren Scaramella for additional sponsorship opportunities.
## Virtual Opportunities

Can’t be onsite for our In-Person event? Join us virtually with one of the few opportunities below.

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

**$10,000**

- **PLATFORM SPONSOR**
  Be recognized as the sponsor of the virtual platform that all attendees will be using.

**$7,000**

- **WAITING ROOM (PER DAY)**
  As attendees wait for sessions to start, your organization will be recognized in the waiting room.

**$4,000**

- **SPONSOR AD**
  Showcase your organization in one of our ad spots on the virtual platform.

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Don’t see an opportunity that fits your needs?
Contact Lauren Scaramella for more Virtual Sponsor Opportunities.
Exhibitor Booth:

Exhibit Space Investment:
Standard 10’x10’ Booth: $4,000
Premium Location 10’x10’ Booth: $4,500

Booth Assignments
Secure your position on the exhibit floor today. Review the exhibit hall layout and submit your exhibit contract form with your three preferred booth locations. Booths will be assigned as received. The SOA will make every effort to accommodate one of your top choices, as well as requests for additional space. The SOA reserves the right to determine final booth assignments.

If you are looking for a larger booth, please contact Lauren Scaramella to find the best placement.

Exhibitor benefits include:
• Standard framing materials, backdrop, identification sign
• One (1) complimentary All Access registration (per 10x10)
• One (1) complimentary exhibitor badge for booth personnel to access the show floor and general sessions (10x10)
• Two (2) complimentary Virtual Pass (per 10x10)
• Pre- and post-event registration lists for one-time use
• Company profile in the virtual event platform

To allow the exhibitors and attendees to get the most out of the exhibits, the hall will be open all day for attendees to enjoy. Exhibitors will be required to have booth staff on site during the dedicated exhibitor hall hours. **During those dedicated hours there will be breaks, receptions and activities that draw attendees into the hall.**

Exhibit hall hours and required times will be provided at a later date.

**Contact Lauren Scaramella for the most up to date floor plan.**

**Don’t Wait! Secure Your Sponsorship and/or Exhibit Today!**

Once you have selected your sponsorship and/or exhibit package, please send your signed agreement to sponsorship@soa.org.