



2021 SOA ANNUAL MEETING & EXHIBIT

Custom-Built **Sponsorship**
and **Exhibit** Opportunities

Custom-built Sponsorship and Exhibit Opportunities

Join the leaders, problem solvers and achievers in the actuarial profession at the **2021 Society of Actuaries (SOA) Annual Meeting & Exhibit**. This yearly hallmark event attracts actuaries from North America and around the world to share, learn and network. And it's your chance to participate in a one-of-a-kind sponsorship and exhibit opportunity.

We're pleased to announce the 2021 SOA Annual Meeting & Exhibit will take place in person, **October 24-27 in Pittsburgh, PA**. The event includes a virtual component from October 26-29. This is the first in-person event the SOA is hosting in more than a year. To celebrate, we have re-imagined the meeting and exhibit floor experience with new and exciting events to engage meeting attendees.

The health and safety of our meeting attendees, speakers, staff and sponsors is paramount to the SOA. The 2021 SOA Annual Meeting & Exhibit will adhere to the applicable COVID-19 federal, state and local guidelines in place at the time of the meeting. Physical distancing will be observed through meeting spaces.

Increase Your Company's Exposure

The SOA is the largest global association for actuaries, serving more than 31,000 actuaries around the world. Sponsors and exhibitors will have access to a vast network of influencers and decision makers on risk assessment, financial security, insurance product design, financial reporting and more.

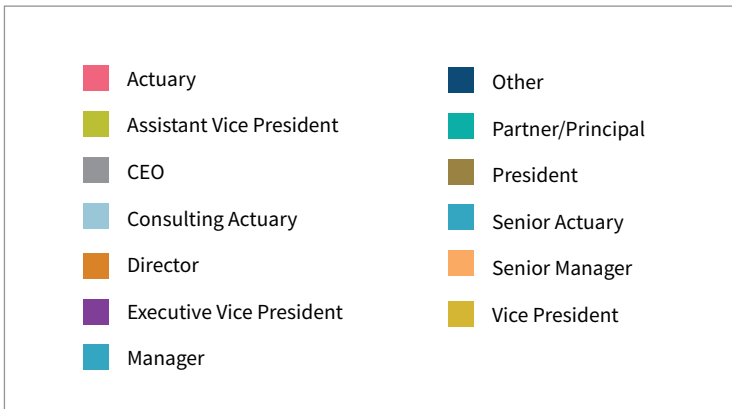
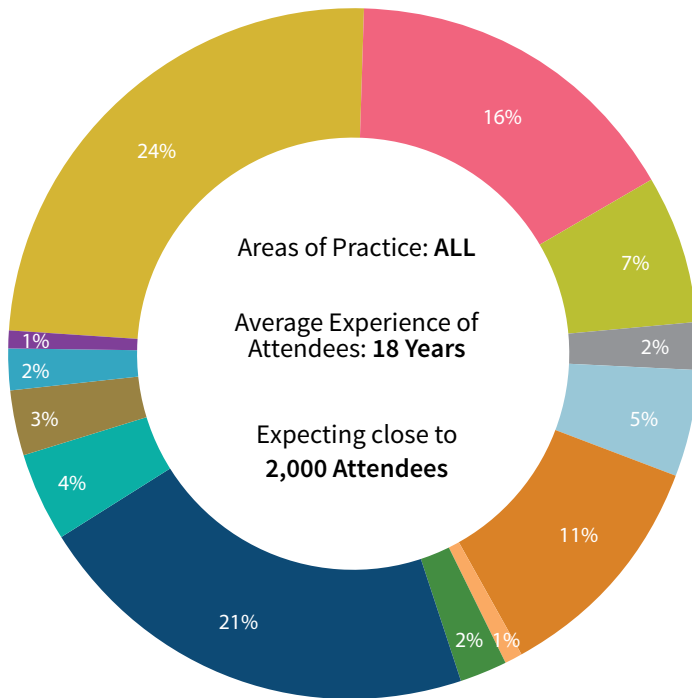
As a sponsor or exhibitor, you'll benefit from:

- **Visibility.** Connect with your target insurance audience face-to-face again.
- **Brand Equity.** Build and expand valuable brand equity among actuaries from all disciplines.
- **Thought Leadership.** Reinforce your position as a key player and thought leader in the actuarial space.
- **Influence.** Gain direct exposure to decision makers who use your products and services.



Custom-built Sponsorship and Exhibit Opportunities

Attendee Breakdown



Custom-built Sponsorship and Exhibit Opportunities

SPONSORSHIPS

Multiple Sponsorship Levels Available:

Select one of three levels of sponsorship, each offering your company a pre-determined set of branding opportunities for consistent visibility throughout the 2021 SOA Annual Meeting & Exhibit. These include:

- Logo Placement
 - Pre-event promotions and communications
 - Logo placement during General Sessions
 - Event website recognition
 - Onsite signage
 - Event recording webpage recognition
 - Company recognition in event app
- Company profile on virtual event platform
- Pre- and post-event registration lists
- Verbal recognition during the General Sessions
- Social media recognition
- Push notifications
- Extended exposure and networking on event platform, pre- and post-event
- Virtual post-event sponsorship report

The following chart outlines additional benefits within each sponsorship level.

PLATINUM	GOLD	SILVER
\$18,000+	\$12,000 - \$17,999	\$8,000 - \$11,999
Complimentary exhibit booth (10x10)	50% discount on exhibit booth (10x10)	25% discount on exhibit booth (10x10)
Four complimentary full meeting registrations	Three complimentary full meeting registrations	Two complimentary full meeting registrations
Four complimentary virtual registrations	Three complimentary virtual registrations	Two complimentary virtual registrations
Two invitations to the President's Reception	One invitation to the President's Reception	
Lead generation email		

CUSTOMIZE YOUR SPONSORSHIP PACKAGE

After selecting the sponsorship level, maximize your investment by customizing your package to specific event goals by choosing from the options listed on the following pages. We offer a wide range of options and touchpoints to fit every budget.

Don't see an opportunity that fits your needs? Let us know. We would love to create a sponsorship package exclusively for you.

Event App and Polling

Audience: Live and Virtual

Increase awareness and exposure for your organization by sponsoring the SOA event app and polling. The app is a popular tool that attendees use to connect with each other, view the agenda, speakers and answer poll questions during sessions. Session polling is a very effective way to engage the audience and makes for an interactive experience. The app also keeps attendees up to date with daily notifications.

Bubbles and Bites Networking Reception

Audience: Live Only

This event is sure to be well attended as we all come back together in person. Join the SOA as the exclusive sponsor and make this networking reception a can't miss event. This energetic environment is perfect for renewing relationships, making new contacts and catching up on developments in the profession.

PPE Kits

Audience: Live Only

Share your commitment to a safe return to events by sponsoring PPE packs containing face masks and hand sanitizer. Packs will include sponsor branding, so every attendee is sure to see your logo when they grab their pack. Your organization will also be branded on each hand sanitizing station placed throughout the space.

Presidential Luncheon

Audience: Live and Virtual

Get your organization in front of the event's largest crowd, ensuring maximum audience exposure. This in-person event will also be streamed to our virtual audience. You can host upgraded seating areas for in-person attendees and treat our virtual attendees to a remote lunch with a branded digital gift card for up to 250 registrants.

Professional Portrait Studio

Audience: Live Only

The headshot studio offers attendees the opportunity to have a professional portrait taken on site. The studio is named after the sponsoring organization and gets located within steps of the sponsor's booth space.

VIP Experience

Audience: Live and Virtual

Looking to host an intimate event for your top prospects and/or clients? Let the SOA event team plan an in-person, virtual or hybrid experience for you. You pick the attendees; we work with you on the coordination and execution of your event. Must receive commitment by July 6.

Wi-Fi

Audience: Live Only

Keep onsite meeting attendees connected as the official event Wi-Fi sponsor. Your organization will provide complimentary wireless internet access in all meeting rooms, exhibit hall and public spaces.

Keynote Speaker

Audience: Live Only

Position your company front and center by sponsoring the opening keynote speaker for the highly attended general session. Pending agreement, you'll have the exciting role of introducing our keynote speaker to meeting attendees. Your company will also be host to the upgraded seating areas placed throughout the room.

Exhibit Hall Stage

Audience: Live Only

Sponsor the stage in the exhibit hall which will host multiple activities throughout the event. Attendees can sit back and watch the entertainment on the stage, which is named after the sponsor. The sponsor for this opportunity must commit to a booth, which will be located near the stage.

Networking Lounge

Audience: Live Only

Create a unique space where attendees can gather to network, relax and recharge during the event. Call us to talk through different lounge opportunities. Sponsors for this opportunity must commit to a booth, which will be located near your lounge.

Privacy Pods Set of 3 (Exclusive)

Audience: Live Only

Provide a private space for attendees to take a quiet call or answer emails. The privacy pods will be branded with your organization's logo.

Registration

Audience: Live and Virtual

Reach attendees before and during the event! Your organization will receive high visibility on the event registration webpage, attendee emails, virtual event login screen, onsite signage and event lanyards.

Selfie Station and Virtual Background

Audience: Live and Virtual

Place your brand where everyone is looking – at the camera! Reach attendees as they take selfies and screen shots and share their participation on social media. The sponsor will be recognized on each attendees selfie photo.

Attendee Highlights E-Newsletter

(Exclusive)

Audience: Live and Virtual

Attendees will receive communications highlighting the previous day's events and what to look forward to in the day ahead. Be recognized as the sponsor with your logo and company highlighted in each communication.

Breakfast (Three Opportunities Available)

Audience: Live and Virtual

Begin the day off right for attendees by sponsoring breakfast with your organization's name on high-visibility signage. You'll also engage our virtual attendees through a branded digital gift card to use towards their first meal of the day. Gift cards will be available to 250 registrants you select.

Hydration Stations

Audience: Live Only

Incorporate wellness and keep attendees hydrated throughout the meeting by sponsoring hydration stations. Sponsor will be recognized throughout the meeting space at various hydration stations.

Keycards

Audience: Live Only

Be in the pockets of in-person attendees by sponsoring the hotel keycards. Your company's logo will be seen frequently as attendees travel to and from their hotel rooms. The SOA will determine the hotels with branded keycards.

Networking Break

[Limited Opportunities Available]

Audience: Live and Virtual

Provide attendees with a reenergizing opportunity to network and catch up when your organization becomes a break sponsor. Virtual participants can grab a coffee on you through a digital gift card for 250 registrants of your choice.

Wellness

[Three Opportunities Available]

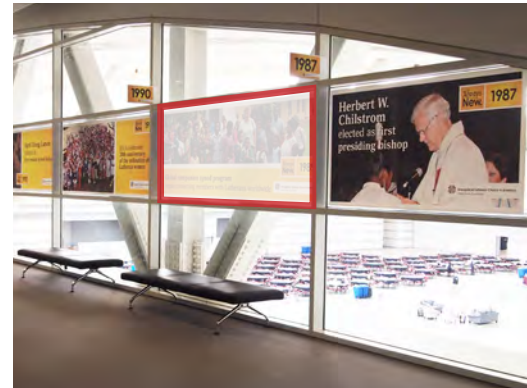
Audience: Live and Virtual

Get attendees moving before sessions start for the day. Sponsor a yoga session, meditation or wellness activity of your choice.

Thought Leadership Webcast

Audience: Live and Virtual

Gain visibility before or after the event by hosting a 75–90 minute webcast to registered attendees of the Annual Meeting. Webcast must be approved by the SOA. Proposals due August 16.



Walkway Corridor

Branding Opportunities

Walkway Corridor

Audience: Live Only

Give your organization high visibility when you brand the walkway corridor. Attendees will flow through this corridor as they travel between the exhibit hall and sessions.

Exhibit Hall Lobby

Audience: Live Only

Increase visibility among attendees by adding your organization's brand to the lobby outside the exhibit hall.

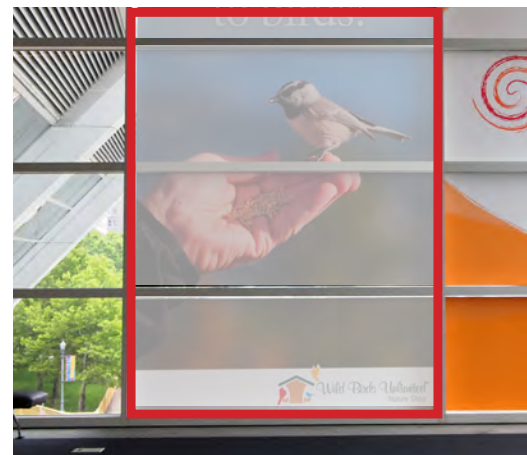


Exhibit Hall Lobby

Atrium Window

Audience: Live Only

Have your logo on the windows leading out of the atrium where attendees will step out for a breath of fresh air.



Atrium Window

Attendee Highlights E-Newsletter

[Non-Exclusive, Three Total Sponsors]

Audience: Live and Virtual

Attendees will receive communications each day highlighting the previous day's events and what to look forward to in the day ahead. Be recognized as the sponsor with your logo and company highlighted in each communication.

Branded Waiting Room

Audience: Virtual Only

Get your organization in front of virtual meeting attendees with a branded waiting room. As attendees log into the session prior to the start, your organization will be in front of each attendee.

Hospitality Suite

Audience: Live Only

Host a hospitality suite for the attendees to stop in and take a break by having a snack or drink. Signage will recognize your organization as the host. Please note food and beverage are the sponsor's responsibility.

Mobile Charging Stations

Audience: Live Only

Help keep attendee's devices charged throughout the meeting. The charging station will include battery packs that the attendees can borrow while at a session to recharge. Once they are done, the attendee will return the battery pack for the next person to use. Each battery pack will be branded with your company logo.

Privacy Pods Set of 1 (Non-Exclusive)

Audience: Live Only

Provide a private space for attendees to take a quiet call or answer emails. The privacy pods will be branded with your organization's logo.

Quick-Bites Session

[Limited Opportunities Available]

Audience: Live and Virtual

Gain visibility before the event by hosting a 30-minute short course session focused on a specific topic. Quick Bite Sessions will take place the week before the Annual Meeting and must be approved by the SOA.

Roundtable/Conversation Starter

[Limited Opportunities Available]

Audience: Live and Virtual

Have a demo? Want feedback? Have a hot topic to discuss? This is your opportunity to get a group of attendees together to discuss and/or network by hosting a round table during one of the 20-minute breaks.

\$2,500

Company Profile

Audience: Virtual Only

Looking to get your organization's name in front of attendees, but on a limited budget? Unable to join us at the in-person event in Pittsburgh, but still want to connect with attendees? Reserve a digital company profile to provide attendees access to you and your materials. In your profile you can include your company's contact information, upload videos, ads, brochures, whitepapers and more. The SOA will provide data analytics on your profile as well as the pre- and post-event attendee lists.

Looking for an all-virtual sponsorship option?

Contact Lauren Scaramella, lscaramella@soa.org, for more details on our virtual options.



Exhibit Space Investment: \$3,500 per 10'x10' booth

Booth Assignments

Secure your position on the exhibit floor today. To help ensure the health and safety of exhibitors, attendees, speakers and staff, there are a limited number of booth spaces available on the exhibit floor. The exhibit hall activities and floorplan are being designed to accommodate for social distancing.

To allow 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 onsite during the dedicated ten-hour exhibit hall hours. During those dedicated hours there will be breaks, receptions and activities that are sure to draw attendees into the hall.

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

Your exhibit booth includes a digital company profile as well. This provides you the opportunity to connect with our virtual audience!

New in 2021!

Assignments will be based on priority points.

Exhibitor Benefits Include:

- Standard framing materials, backdrop, identification sign
- Two complimentary full meeting registrations (per 10x10)
- Six complimentary exhibitor badges for booth personnel to access the show floor and general sessions (10x10)
- Pre- and post-event registration list for one-time use
- Digital company profile in the virtual event platform

Once you have decided on your sponsorship and/or exhibit package, please reach out to Lauren Scaramella, Sponsorship and Exhibit Specialist, at lscaramella@soa.org, to request a copy of the floorplan, terms and conditions and contract.

Don't Wait! Secure Your Opportunity Today!