

# LIVING to 100

Jan. 13–15, 2020  
Orlando, Florida

SOCIETY OF ACTUARIES  
INTERNATIONAL SYMPOSIUM

## Sponsorship Package



SOCIETY OF  
ACTUARIES®



**THE 2020 LIVING TO 100 SYMPOSIUM** is the seventh triennial international conference bringing together thought leaders from many disciplines to share ideas and knowledge on increasing lifespans.

Actuaries, gerontologists, demographers, physicians, scientists and other professionals from around the world attend to explore the latest longevity trends, share research results and discuss implications to help actuaries and others address the growing senior population.

#### **WHAT CAN I SPONSOR?**

Many value-packed sponsorship options are available at various price ranges, encouraging participation on all levels.

#### **SPONSORSHIP PACKAGES**

- Four sponsorship levels (platinum, gold, silver and bronze).
- Featured speakers, speaker scholarships, sponsorship of meals, networking events and other sponsorship opportunities are available.
- Packages also can be tailored to suit your marketing and communications objectives and budget. For example, you may choose to sponsor a panel of distinguished speakers.

#### **WHAT BENEFITS WILL I RECEIVE?**

All sponsors will receive these benefits:

Your organization's logo and name in conference promotional materials.

As a sponsor, you will:

- Enjoy first-class visibility to a highly targeted audience focused on actuaries, gerontologists, demographers, economists and other professionals from around the world
- Build and enhance brand equity among attendees who are addressing the potential needs and services of the aging population
- Be recognized as a key player and thought leader in assisting this specialized area of research
- Gain direct exposure to decision makers who use your products and services

Your organization's recognition at sponsored events at the Symposium.

Recognition of your organization in an electronic mailing to SOA members.



# SPONSORSHIP OPPORTUNITIES

## BRONZE

### SPONSORSHIPS: \$3,000

#### Refreshment Networking Breaks

Take advantage of refreshment breaks to promote your company to attendees.

- Your organization logo on signage displayed at the event.

#### Speaker Scholarships (30 Available)

The majority of the speakers at the conference will be researchers presenting papers summarizing their latest research results. Show your support of these research efforts by sponsoring their travel/hotel/meeting expenses.

- Plus enjoy all the benefits of a Bronze Level Sponsor.

#### Tote bag Insert (Four Available)

Promote your company by providing an approved brochure or informational piece for the attendee bag. If a tote bag is not provided, your piece will be handed out at registration.

- Plus enjoy all the benefits of a Bronze Level Sponsor.

#### Charging Station

Grab this opportunity to be the exclusive sponsor of the Charging Station, the item attendees can use to recharge their phone during the meeting.

- Your organization's name and logo will be displayed, along with the Living To 100 Symposium logo, on each battery.
- Plus enjoy all the benefits of a Bronze Level Sponsor.

## SILVER

### SPONSORSHIPS: \$5,000

#### Continental Breakfasts (Three Available)

As the initial gathering place of all meeting attendees before the daily sessions, sponsorship of a breakfast provides your organization with high visibility throughout the conference.

- Your organization and logo on signage displayed at the event.
- Plus enjoy all the benefits of a Silver Level Sponsor.

#### Tote Bags

*(Two Available at \$2,500 or One at \$5,000, on first-come basis)*

The tote bag is the 'take-home' gift of attendance and as such its value as an advertising medium extends far beyond the event itself.

- Your company name imprinted on the tote bag.
- High visibility for attendees.
- One free registration (\$5,000 sponsor only).
- Plus enjoy all the benefits of a Silver Level Sponsor (\$5,000 sponsor only).



# OTHER SPONSORSHIP OPPORTUNITIES

## GOLD

### SPONSORSHIPS: \$10,000

#### Luncheons (Two Available)

Promote your company to attendees by sponsorship of a luncheon.

- Table signage that includes your company name with a 25-word introduction.
- Plus enjoy all the benefits of a Gold Level Sponsor.

#### Monograph Publication

The end result of the symposium is a lasting body of research. Help the work of the symposium be captured in writing. This sponsorship covers the publication of the monograph.

- Your company will be recognized in the monograph.
- Plus enjoy all the benefits of a Gold Level Sponsor.

To view the past Living to 100 monographs, visit <http://livingto100.soa.org>.

#### Featured Speakers (Three Available)

Promote your company to attendees by sponsoring one of the three featured speakers. Contact Lauren Scaramella for details on the featured speakers.

- Your organization's logo on signage at the sessions.
- Plus enjoy all the benefits of a Gold Level Sponsor.

## PLATINUM

### SPONSORSHIP: \$20,000 EXCLUSIVE

#### Reception (One Available)

Don't miss this opportunity to promote your company to the largest networking event for meeting attendees.

- Table signage that includes your company name with a 25-word introduction.
- Table top display at the networking reception.
- Company promotional piece included in each attendee bag.
- Four free registrations.
- Plus enjoy all the benefits of a Platinum Level Sponsor.
- Full-page Ad in *The Actuary*

Contact Lauren Scaramella at [Lscaramella@soa.org](mailto:Lscaramella@soa.org) for more information

## YOUR ORGANIZATION'S SPONSORSHIP BENEFITS— BECOME A SPONSOR TODAY!

SPONSORSHIP BENEFITS	BRONZE LEVEL	SILVER LEVEL	GOLD LEVEL	PLATINUM LEVEL
Listing in final program	X	X	X	X
Company name displayed at sponsored events (if applicable)	X	X	X	X
Number of free registrations		1	2	4
Company name on website with link to company website	X	X	X	X
Recognition of sponsorship in <i>SOA News Weekly</i> , the SOA's monthly e-newsletter with distribution to 30,000 members	X	X	X	X
Recognition of sponsorship in <i>The Actuary</i> , the SOA's magazine	X	X	X	X
Pre-meeting attendee labels			X	X
Post-meeting attendee labels	X	X	X	X
Table-top display at the networking reception			X	X
Company promotional piece included in each attendee bag			X	X
Full-page color advertisement in <i>The Actuary</i>				X



## PARTICIPATING ORGANIZATIONS

The following organizations have agreed to participate in this research endeavor with the Society of Actuaries as of Aug. 2018. To view the current list, visit [Livingto100.SOA.org](http://Livingto100.SOA.org).

Actuarial Society of Hong Kong

Actuarial Society of South Africa

Actuaries Institute Australia

American Academy of Actuaries

American Geriatrics Society

Canadian Institute of Actuaries

Conference of Consulting Actuaries

Employee Benefit Research Institute

Government Actuary's Department (UK)

Institute and Faculty of Actuaries

Institute of Actuaries of Japan

International Actuarial Association

International Longevity Centre – UK

Investments and Wealth Institute

LIMRA

LOMA

Office of the Chief Actuary, Canada (within the Office of the Superintendent of Financial Institutions)

Pension Research Council and Boettner Center for Pensions and Retirement Research of the Wharton School

Women's Institute for a Secure Retirement (WISER)

LIVING  
*to* 100

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SOCIETY OF ACTUARIES  
INTERNATIONAL SYMPOSIUM

# Sponsorship Form

LIVING TO 100 SYMPOSIUM

January 13-15, 2020

Orlando, Florida

LIVING  
to 100

SOCIETY OF ACTUARIES  
INTERNATIONAL SYMPOSIUM

TO PARTICIPATE AS A SPONSOR FOR THE  
2020 LIVING TO 100 SYMPOSIUM  
PLEASE COMPLETE THE INFORMATION BELOW.

Applications are considered complete and eligible only after the sponsorship contract form and payment are received. In the event that the sponsorship application is not accepted or the sponsorship is unavailable, the SOA shall promptly refund payment.

\* Should your organization require different payment options, please contact Lauren Scaramella, [lscaramella@soa.org](mailto:lscaramella@soa.org).

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CONTACT FOR SOA CORRESPONDENCE

-----  
COMPANY NAME\*

-----  
ADDRESS

CITY/STATE/ZIP

-----  
PHONE

FAX

-----  
E-MAIL

WEB SITE

-----  
SIGNATURE OF AUTHORIZED REPRESENTATIVE

\* PLEASE LIST THE COMPANY NAME, AS YOU WOULD LIKE IT TO APPEAR ON ALL MEETING MATERIALS AND PROMOTIONS.

**\*INVOICE WILL BE SENT ONCE WE RECEIVE THE COMPLETED FORM.**

IF PAYING BY CHECK, PLEASE SEND PAYMENT WITH COPY OF INVOICE OR SPONSORSHIP FORM.

Society of Actuaries  
2020 Living to 100 Symposium  
475 N. Martingale Rd., Ste. 600  
Schaumburg, IL 60173

Phone: +1.847.273.8840

PLEASE SELECT WHICH EVENT YOU  
WOULD LIKE TO SPONSOR

## BRONZE SPONSORSHIP: \$3,000

\_\_\_\_ REFRESHMENT NETWORKING BREAK  
(FIVE AVAILABLE)

\_\_\_\_ SPEAKER SCHOLARSHIPS (30 AVAILABLE)

\_\_\_\_ TOTE BAG INSERT (FOUR AVAILABLE)

\_\_\_\_ CHARGING STATION

## SILVER SPONSORSHIPS: \$5,000

\_\_\_\_ CONTINENTAL BREAKFASTS  
(THREE AVAILABLE)

\_\_\_\_ TOTE BAGS (TWO AVAILABLE AT \$2,500  
OR ONE EXCLUSIVE FOR \$5,000)

## GOLD SPONSORSHIPS: \$10,000

\_\_\_\_ LUNCHEONS (TWO AVAILABLE)

\_\_\_\_ FEATURE SPEAKER (THREE AVAILABLE)

\_\_\_\_ MONOGRAPH PUBLICATION

## PLATINUM SPONSORSHIP: \$20,000

\_\_\_\_ RECEPTION

\* The date and time of any sponsored refreshment break, breakfast or luncheon will be confirmed after receipt of your application.