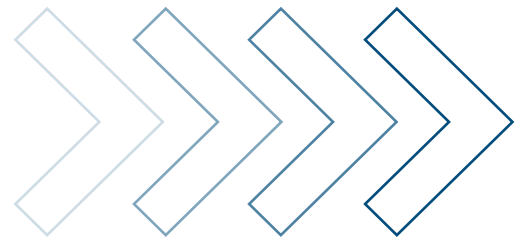




2020

SPONSORSHIP
& EXHIBIT
OPPORTUNITIES

ENHANCE YOUR MARKETING EFFORTS



SOA OFFERS MULTIPLE SPONSORSHIP OPPORTUNITIES:

- + **Corporate Sponsorship** is a comprehensive approach to continuous, high-level exposure across SOA's four major meetings. (PAGES 4-5)
- + **Annual Meeting & Exhibit** allows companies to exhibit at the SOA Annual Meeting, attended by more than 2,000 actuaries and professionals each year. (PAGES 6-7)
- + **Event Sponsorship** offers a targeted approach to reaching actuaries by practice area at a specific meeting at various investment levels. (PAGES 8-9)
- + **Thought Leadership** opportunities give your organization a platform to share best practices and case studies by sponsoring webcasts and/or a series of sessions at one of SOA's four major meetings. (PAGES 10-11)

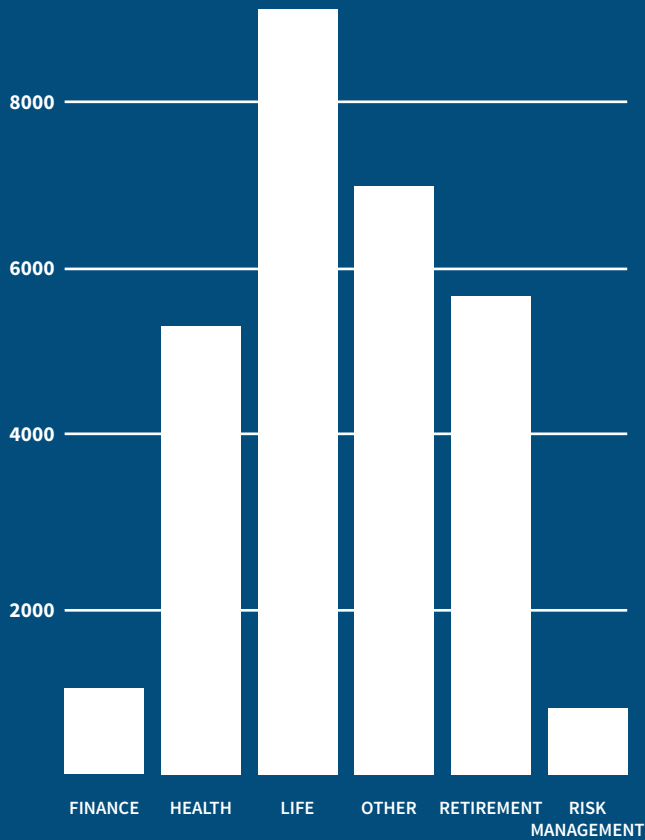
The Society of Actuaries (SOA) provides unmatched education, research and professional development resources to actuaries around the world.

With more than 30,000 members in 84 countries, the SOA's vast network of actuaries helps drive better decisions for organizations and markets around the globe, positively impacting business and society.

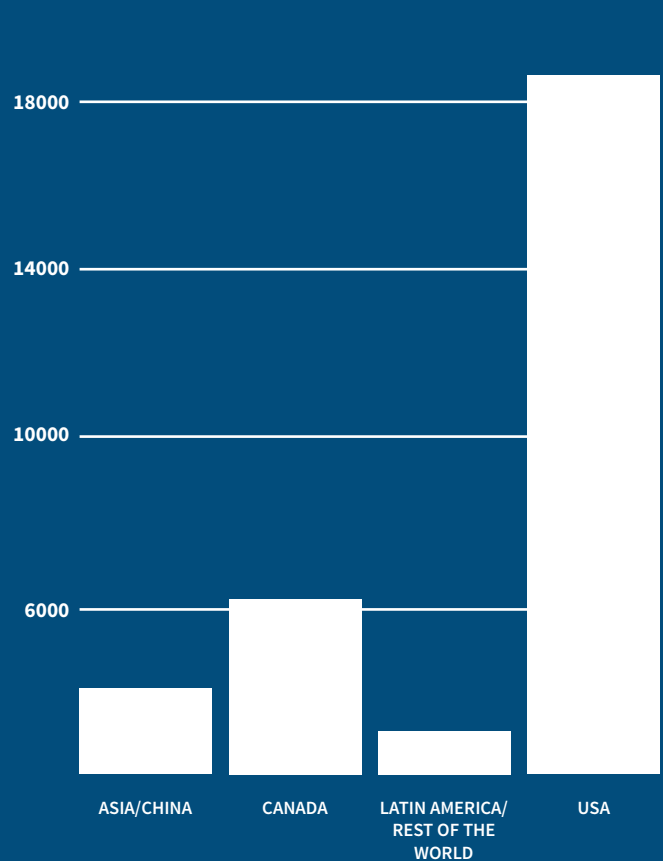
7 GREAT REASONS TO ALIGN WITH THE SOA



MEMBERS BY PRACTICE AREA



MEMBERS BY REGION



- + **Obtain high visibility** to a targeted audience
- + **Build and enhance brand equity** for your company among actuaries from all disciplines, around the world
- + **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

Life & Annuity SymposiumMay 4–5, 2020
Saint Louis, MO**Health Meeting**June 8–10, 2020
Chicago, IL**Valuation Actuary Symposium**August 31–September 1, 2020
New Orleans, LA**SOA Annual Meeting & Exhibit**October 25–28, 2020
Seattle, WA

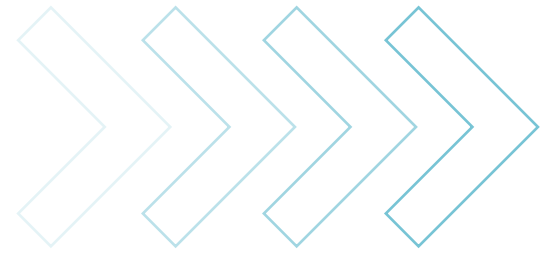
CORPORATE SPONSORSHIP

The SOA's comprehensive corporate sponsorship program provides effective and convenient ways for your company to maximize its exposure at our four major events, while giving you the flexibility to choose the options that best meet your company's needs.

	PREMIER	MAJOR	PRIMARY
	\$65,000	\$50,000	\$30,000
GENERAL			
Limit to number of sponsorships accepted at this level	2	3	4
Use of phrase 'SOA 2020 Premier 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 options offered by the SOA for specific events	15%	10%	5%
COMPLIMENTARY REGISTRATIONS			
Complimentary registrations to the Life & Annuity Symposium	6 (up to \$7,440 in value)	4 (up to \$4,960 in value)	2 (up to \$2,480 in value)
Complimentary registrations to the Health Meeting	6 (up to \$7,440 in value)	4 (up to \$4,960 in value)	2 (up to \$2,480 in value)
Complimentary registrations to the Valuation Actuary Symposium	6 (up to \$7,440 in value)	4 (up to \$4,960 in value)	2 (up to \$2,480 in value)
Complimentary registrations to the Annual Meeting & Exhibit	6 (up to \$7,500 in value)	4 (up to \$5,000 in value)	2 (up to \$2,500 in value)
10' X 10' space in the exhibit hall at the Annual Meeting & Exhibit (priority selection will be granted whenever possible)	Complimentary (up to \$3,500 in value)	30% discount (\$1,050 value)	15% discount (\$525 value)
Table top space at the Life & Annuity Symposium, Health Meeting and Valuation Actuary Symposium	Complimentary	30% discount	15% discount

CONTACT

sponsorship@soa.org
+1.847.273.8840



	PREMIER \$65,000	MAJOR \$50,000	PRIMARY \$30,000
ON-SITE EXPOSURE			
Banner advertisement in event app	✓		
Placement of an 8 1/2" X 11" two-sided promotional flier near registration at the four major events (SOA pre-approval of materials required)	✓		
Display of promotional material (one type) in the registration area at four major events (SOA pre-approval of materials required)	✓	✓	
Company logo linked to company website in event app during the four major events	✓	✓	✓
Verbal recognition of sponsors at the opening session of the four major events	✓	✓	✓
Display of company name/logo in slide presentations before opening general sessions at the four major events	✓	✓	✓
Four signs with company logo/name will be prominently displayed at registration area and outside the main session hall/ballroom at the four major events	✓	✓	✓
Reserved seating for attendees from sponsor companies at opening sessions and luncheons at the four major events (if desired)	✓	✓	✓
'Corporate Sponsor' ribbons for attendees from sponsor companies	✓	✓	✓
Opportunity to reserve private hospitality suites at the events (at your expense)	✓	✓	✓
Invitations to the SOA President's Receptions at all four major events	6	4	2

OTHER PRIME EXPOSURE OPPORTUNITIES			
Thank you ad in the year-end issue of <i>The Actuary</i> —SOA's flagship magazine reaches 30,000+ members worldwide	✓		
One-time mention in <i>SOA News Weekly</i> , the SOA's weekly e-newsletter with distribution to 30,000+ members	✓	✓	
Display of company logo linked to company website on each event's page on soa.org	✓	✓	✓
Obtain mailing list licenses for a one-time mailing to attendees one month prior to meeting, after early registration closes and within one week after each event.	✓	✓	✓

EXHIBIT HALL LOUNGE SPONSORSHIP

A unique opportunity to sponsor a lounge in the exhibit hall and have a space dedicated to your organization. You can use it to meet with clients, invite attendees for a break or showcase your products and ideas. Contact sponsorship@soa.org or +1.847.273.8840.

INCLUDED IN THIS SPONSORSHIP:

- + 20 x 20 ft space
- + Three (3) registrations to the event (\$3,750 value)
- + Three (3) exhibit hall only registrations for booth personnel
- + Company logo on website
- + Printed recognition signage at your designated lounge
- + Pre- and post-attendee list in electronic format for one-time use
- + Company logo displayed in the meeting app

FEE: \$10,000

Sponsor will be responsible for any additional costs associated with rental of furniture or catering of food and beverage desired.

October 25–28, 2020
Seattle, WA

CONTACT

Denise Eiring

Senior Meeting & Exhibit Planner
Society of Actuaries

deiring@soa.org

+1.847.706.3516

EXHIBIT

Join us as an exhibitor in Seattle at SOA's premier meeting for actuaries. Your company will have the opportunity to showcase your offering to more than 2,000 professionals from a wide variety of practice areas.

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

- + Identification sign
- + Six (6) free "exhibit only" badges for booth personnel
- + Pre-show and post-show mailing list (Excel file) for one-time use each
- + Listing and company description included in the app
- + Special reduced registration fee for two company representatives at \$800 each

BOOTH FEE: \$3,500



EVENT SPONSORSHIP

The SOA organizes numerous professional development events throughout the year in North America and Asia. A detailed prospectus will be available for each event on the event homepage at **SOA.org**.

Life & Annuity Symposium

May 4–5, 2020

Saint Louis, MO

The Life and Annuity Symposium attracts senior-level actuaries and professionals from the life insurance and finance industries.

EXPECTED ATTENDANCE: 500

AREAS OF PRACTICE: LIFE AND FINANCE

Valuation Actuary Symposium

August 31–September 1, 2020

New Orleans, LA

For more than 30 years, the Valuation Actuary Symposium has covered valuation topics and content relevant to the experienced financial actuary.

EXPECTED ATTENDANCE: 700

AREAS OF PRACTICE: LIFE, HEALTH AND FINANCE



Health Meeting

June 8–10, 2020

Chicago, IL

SOA's signature health program, our second largest annual event, is attended by senior health actuaries, and provides a superior avenue to reach these decision makers.

EXPECTED ATTENDANCE: 1,000

AREAS OF PRACTICE: HEALTH

Predictive Analytics Symposium

September 2020

Location TBD

SOA's newest symposium has grown quickly since 2017. Its diverse offerings cater to all levels of actuarial professionals involved in optimizing predictive analytics in their daily work.

EXPECTED ATTENDANCE: 200

AREAS OF PRACTICE: ALL

SOA Annual Meeting & Exhibit


October 25 - 28, 2020

Seattle, WA

SOA's largest event, the Annual Meeting & Exhibit provides your organization maximum exposure to senior actuaries from all practice areas and across geographical locations.

EXPECTED ATTENDANCE: 2,000+

AREAS OF PRACTICE: ALL



“Sponsoring an SOA event is an excellent opportunity for Milliman to gain exposure to a broad audience of actuaries, enhance brand equity, and nurture long-standing client relationships.”

Charisa McNair, Director of Marketing, Life Technology Solutions, Milliman

China Annual Symposium

May/June 2020
Shenzhen

Focusing on issues pertinent to the actuarial profession in China, and with increasing attendance every year, this symposium gives your company a direct way to reach an actuarial audience across China.

EXPECTED ATTENDANCE: 250

AREAS OF PRACTICE: ALL

Asia-Pacific Annual Symposium

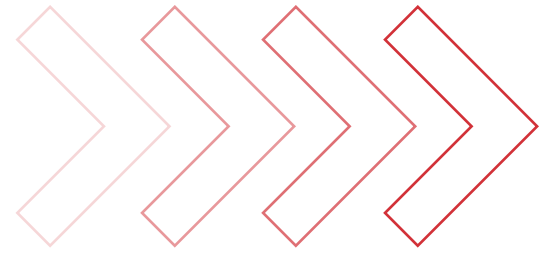
May/June 2020
Location TBD

This symposium is the signature actuarial event in Asia, providing an overview of the latest trends, techniques and best practices in the actuarial profession with a focus on key issues facing actuaries throughout the rapidly-growing Asia-Pacific region.

EXPECTED ATTENDANCE: 100

AREAS OF PRACTICE: ALL

FOR TARGETED SPONSORSHIP OPPORTUNITIES, CONTACT US AT sponsorship@soa.org or **1.847.273.8840**



SESSION SERIES SPONSORSHIP

The SOA is offering thought leadership opportunities at the SOA’s four major 2020 meetings (Life & Annuity Symposium, Health Meeting, Valuation Actuary Symposium and Annual Meeting & Exhibit). The vision behind each Session Series Sponsorship is to encourage the spread of ideas through effective and engaging presentations by experts in the field. Interested companies may apply to sponsor a series of two (2) sessions at any of the four major meetings.

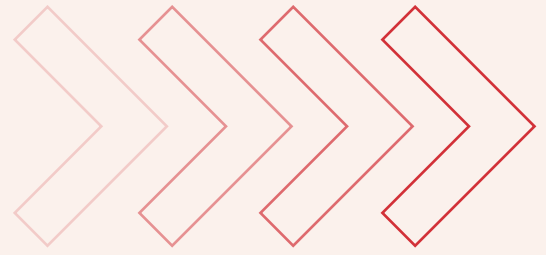
		PROPOSAL DEADLINE	EVENT DATE
Life & Annuity Symposium	\$10,000	October 7, 2019	May 4–5, 2020
Health Meeting	\$13,000	October 21, 2019	June 8–10, 2020
Valuation Actuary Symposium	\$10,000	February 3, 2020	August 31–September 1, 2020
Annual Meeting & Exhibit	\$15,000	March 2, 2020	October 25–28, 2020

ENJOY THE FOLLOWING BENEFITS:

- + Ability to recruit an expert to present a relevant topic at two (2) sessions.
- + Company name and logo on the event website with link to sponsor’s website.
- + Pre- and post-meeting attendee list for one-time use.
- + Two (2) complimentary full-meeting registrations and five (5) “session-series only” passes for your company’s staff to attend the session series you are sponsoring.
- + Recognition signage with logo at the sponsored sessions.
- + Session listing in the meeting program within the event app.
- + Opportunity to provide branded promotional items at the sessions you are sponsoring.

ALL APPLICATIONS WILL BE REVIEWED BY THE SOA PROFESSIONAL DEVELOPMENT COMMITTEE.

This is a special opportunity for sponsors and these sessions are not the same as the submission for general call for session proposals. Contact us at sponsorship@soa.org for an application form.



WEBCAST SPONSORSHIP

Take advantage of this new and exciting opportunity to increase your industry exposure by integrating SOA's webcasts into your existing sponsorship program. Ensure your company's exposure to this focused audience through pre-event and real-time promotion. SOA webcasts occur in real-time and allow participants to listen to the speakers and view a slide presentation. Webcasts are recorded and are available for purchase after the recording date.

One (1) Webcast	\$3,000
Three (3) Webcasts	\$8,500

SELECT FROM VARIOUS AREAS OF PRACTICE:

- + **Life**
- + **Health**
- + **Finance/Investment/Retirement/Risk Management**
- + **Other – General Insurance/Predictive Analytics/Leadership/Communication**

ENJOY THE FOLLOWING BENEFITS:

- + Company logo on the SOA webcast page
- + Company name in pre-event communications to attendees such as registration confirmations, webcast instructions, etc.
- + Logo placement on event introduction and closing presentation screens, as well as verbal mention by the webcast host
- + List of attendee contact e-mails following webcast
(does not include post-webcast purchases)

FOR MORE DETAILS, CONTACT US AT
sponsorship@soa.org or **1.847.273.8840**

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FOR MORE INFORMATION,
PLEASE VISIT **[SOA.ORG/SPONSORSHIP](https://www.soa.org/sponsorship)**

