



2016

SPONSORSHIP OPPORTUNITIES: WE'RE BETTER TOGETHER

CORPORATE SPONSORSHIPS

EVENT SPONSORSHIPS

THE ACTUARY MAGAZINE

EXHIBITOR PROSPECTUS

SOA 2016 >>>>

Dear Partners,

Thank you for taking the time to discover business growth opportunities through the Society of Actuaries (SOA). The SOA is the world's largest professional actuarial organization, dedicated to serving more than 25,000 members. Our vision is for actuaries to be the leading professionals in the measurement and management of risk.

We're Better Together. Through the SOA's global reach, actuaries around the world will learn about your company's commitment to the actuarial profession.

In this folder, you will find multiple ways to become involved with the SOA:

- + **Corporate Sponsorships** feature a wide array of opportunities for continuous exposure at four of the SOA's largest events;
- + **Event Sponsorships** offer many levels to reach actuaries in a more targeted manner, by practice area at a specific meeting;
- + **The SOA Annual Meeting & Exhibit** allows companies to exhibit at the SOA Annual Meeting & Exhibit, attended by more than 2,000 actuaries and professionals each year; and
- + **The Actuary Advertising** gives you targeted exposure to 25,000 actuaries in all fields of practice, across the globe. The magazine is published six times per year in both print and electronic versions.

We invite you to browse through the following pages and explore the promotional options that are best for you and your company. With your support, we continue to advance the profession.

Thank you for your time.

Sincerely,

Andrea Lee

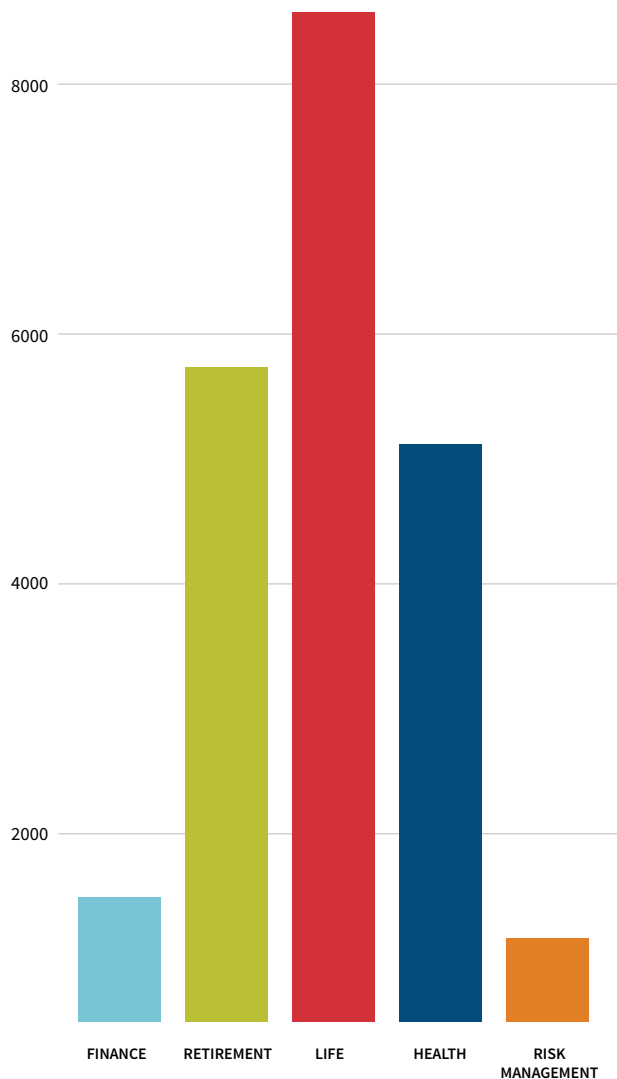
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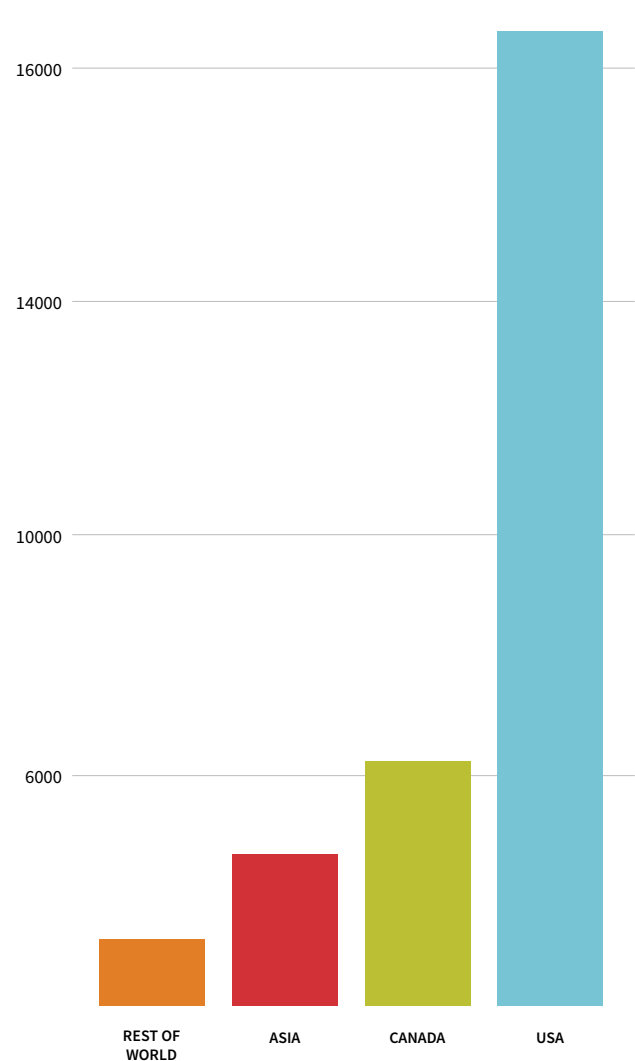
THERE ARE A NUMBER OF GOOD REASONS YOUR COMPANY SHOULD ALIGN WITH THE SOA

- + **High visibility** to a very targeted audience
- + **Build and enhance brand equity** for your company among actuaries from all disciplines across the globe
- + **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

MEMBERS BY PRACTICE AREA



MEMBERS BY REGION



ABOUT THE SOA

As the leading global professional actuarial organization, the Society of Actuaries (SOA) provides unmatched education, research and professional development resources. With the full range of rigorous pathways, distinguished credentials and a reach and reputation that span the globe, the SOA advances actuarial knowledge, education and career opportunities for professionals around the world.

Seeking to fulfill its vision for actuaries to be the leading professionals in the measurement and management of risk, the SOA offers various tracks to earning fellowship status: corporate finance and enterprise risk management; general insurance (property casualty); group and health; individual life and annuities; quantitative finance and investments; and retirement benefits.

The SOA helps members develop valuable professional skills, with career-long learning programs that develop actuaries as technical experts, business professionals and the leaders of tomorrow. With more than 25,000 members in 78 countries, the SOA's vast network of credentialed professionals helps drive better decisions for organizations and markets around the globe and has a positive impact on business and society.



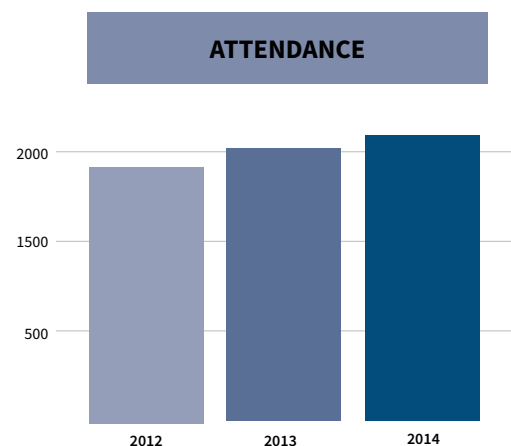
SOA EVENTS

SOA Annual Meeting & Exhibit October 23-26, 2016, Las Vegas, NV

This is your chance for big exposure: The SOA Annual Meeting & Exhibit is our largest event, with approximately 2,000 professionals from a wide array of practice areas and countries in attendance. The meeting is attended primarily by senior actuaries and features a large exhibit hall where you will want to showcase your offerings. The 2014 SOA Annual Meeting & Exhibit was the most-attended offering of this meeting since 2007.

AVERAGE ATTENDANCE: 2,000

AREAS OF PRACTICE: LIFE, HEALTH AND RETIREMENT, ALL

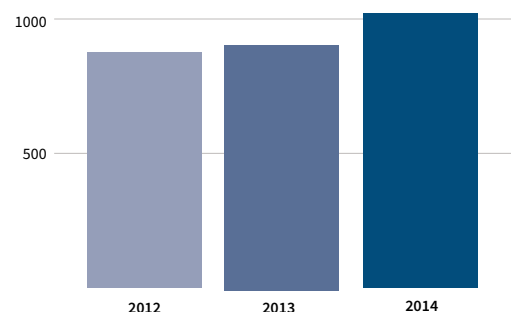


Health Meeting June 15-17, 2016, Philadelphia, PA

Garner exposure here: The Health Meeting is the second-largest SOA event and our largest health program. It is primarily attended by senior actuaries. The meeting features numerous opportunities to reach the decision-makers with whom you want to engage. The 2014 Health Meeting was the most-attended offering of this meeting since 2007.

AVERAGE ATTENDANCE: 1,000

AREAS OF PRACTICE: HEALTH AND LIFE

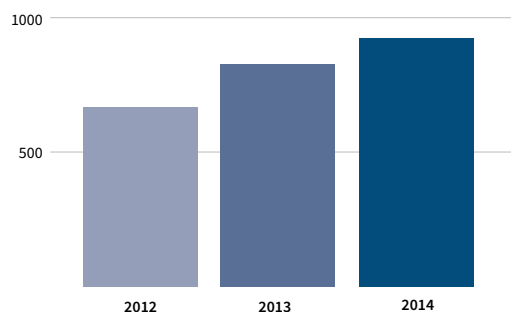


Valuation Actuary Symposium August 29-30, 2016, Hollywood, FL

This successful symposium celebrated its 30th anniversary in 2014. The Valuation Actuary Symposium covers valuation topics in depth and has content for the experienced financial actuary. Most attendees are senior actuaries. If this is your target audience, sign on as a sponsor today. The 2014 Valuation Actuary Symposium was the most-attended offering of this meeting since 2007.

AVERAGE ATTENDANCE: 800

AREAS OF PRACTICE: LIFE, HEALTH AND FINANCE

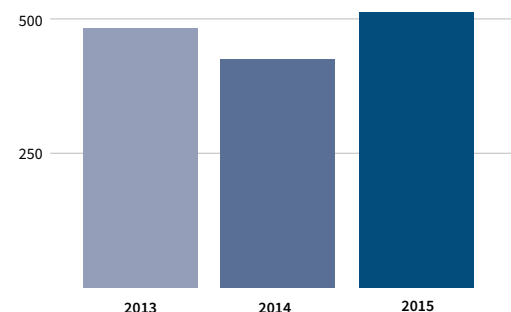


Life & Annuity Symposium May 16-17, 2016, Nashville, TN

The Life & Annuity Symposium allows attendees to learn about current industry studies, new financial models, new regulatory developments and much more. The meeting includes senior-level actuaries and professionals from across the United States. Gain exposure to this important group of life professionals via one of our many sponsorship opportunities. The 2015 Life & Annuity Symposium was the most-attended offering of the meeting since its inception.

AVERAGE ATTENDANCE: 500

AREAS OF PRACTICE: LIFE AND FINANCE



Investment Symposium

Get visibility with risk and finance professionals: The Investment Symposium is the SOA's premier investment-focused event. Attendees get up-to-date knowledge of the regulatory arena, risk modeling and the evolution of retirement funding. It now features a risk management professionalism session. Reach an audience of both junior and senior finance and risk professionals.

AVERAGE ATTENDANCE: 230

AREAS OF PRACTICE: FINANCE AND RISK MANAGEMENT

Asia-Pacific Annual Symposium

The SOA Asia-Pacific Annual Symposium focuses on key issues facing actuaries in this rapidly growing region. The symposium provides practitioners throughout the Asia-Pacific region with an overview of the latest trends, techniques and best practices in the actuarial profession. A wide range of topics are explored, including big data, medical trends, valuation and distribution.

AVERAGE ATTENDANCE: 100

AREAS OF PRACTICE: FINANCE AND RISK MANAGEMENT


Life & Annuity Symposium

May 16-17, 2016
Nashville, TN

Health Meeting

June 15-17, 2016
Philadelphia, PA

Valuation Actuary Symposium

August 29-30, 2016
Hollywood, FL

SOA Annual Meeting & Exhibit

October 23-26, 2016
Las Vegas, NV

Corporate Sponsorship

The SOA offers a comprehensive corporate sponsorship program to provide companies with an effective and convenient way to gain maximum exposure at its four major events, while also offering the flexibility to customize options to suit each company's needs.

CONTACT

Andrea Lee
Marketing Director
Society of Actuaries

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	PREMIER	MAJOR	PRIMARY
	\$65,000	\$50,000	\$30,000
GENERAL			
Limit to number of sponsorships accepted at this level	2	3	6
Use of phrase 'SOA 2016 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/advertising options offered by the SOA for specific events	15%	10%	5%
Exclusive report on profile of event attendees	✓	✓	
COMPLIMENTARY REGISTRATIONS			
Complimentary registrations to the Life & Annuity Symposium	6 (up to \$8,190 in value)	4 (up to \$5,460 in value)	2 (up to \$4,095 in value)
Complimentary registrations to the Health Meeting	6 (up to \$8,190 in value)	4 (up to \$5,460 in value)	2 (up to \$4,095 in value)
Complimentary registrations to the Valuation Actuary Symposium	6 (up to \$8,190 in value)	4 (up to \$5,460 in value)	2 (up to \$4,095 in value)
Complimentary registrations to the SOA Annual Meeting & Exhibit	6 (up to \$8,190 in value)	4 (up to \$5,460 in value)	2 (up to \$4,095 in value)
10' X 10' space in the exhibit hall at the SOA Annual Meeting & Exhibit (priority selection will be granted whenever possible)	Complimentary (\$3,500 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 (\$13,000 value)	30% discount (\$3,900 value)	15% discount (\$1,950 value)



Corporate Sponsorship

	PREMIER \$65,000	MAJOR \$50,000	PRIMARY \$30,000
ON-SITE EXPOSURE			
Display of company logo or name in promotional materials	✓	✓	✓
Company logo in on-site program at all major events	✓	✓	✓
Color advertisement in the on-site program at all major events	✓		
Verbal recognition of sponsors at the opening session of all major events	✓	✓	✓
Display of company name/logo in slide presentations before opening general sessions	✓	✓	✓
Four signs with company logo/name will be prominently displayed at registration area and outside the main session hall/ballroom at all events	✓	✓	✓
Insertion of an 8 1/2" X 11" two-sided promotional flyer in registration bags/packets at all events (SOA pre-approval of materials required)	✓		
Display of promotional material (one type) in the registration area at all events (SOA pre-approval of materials required)	✓	✓	
Reserved seating for attendees from sponsor companies at opening sessions and luncheons at all events	✓	✓	✓
'Corporate Sponsor' ribbons for attendees from sponsor companies	✓	✓	✓
Invitations to the SOA President's Receptions at all four events	6	4	2
Opportunity to reserve private hospitality suites at the events (at your expense)	✓	✓	✓
OTHER PRIME EXPOSURE OPPORTUNITIES			
Thank you ad in the year-end issue of <i>The Actuary</i> —SOA's flagship magazine reaches 25,000+ members worldwide	✓		
One-time mention in <i>SOA News Weekly</i> , the SOA's weekly e-newsletter with distribution to 25,000+ members	✓	✓	✓
One-time mention in <i>Professional Development Opportunities</i> , SOA's bimonthly e-newsletter with a distribution list of 25,000+ members and 36,000+ candidates	✓	✓	
Display of company logo and link to company website from each event's page on www.soa.org	✓	✓	✓
Obtain a mailing list license for one-time mailing to attendees before and after each event	✓	✓	✓



Event Sponsorship

Through SOA Event Sponsorship, your company can be prominently featured at the meeting of your choice. Each meeting offers four levels of sponsorship at different budget levels—with an array of benefits giving your company visibility and exposure to actuaries from around the world.

Events included are on the reverse side.

CONTACT

Denise Eiring

Senior Meeting & Exhibit Planner
Society of Actuaries

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847.706.3516

	PLATINUM SPONSORSHIP	GOLD SPONSORSHIP	SILVER SPONSORSHIP	BRONZE SPONSORSHIP
	\$10,000 - \$15,000	\$7,000 - \$10,000	\$5,000 - \$7,000	\$3,000 - \$5,000
Company logo on the meeting website and in the on-site program (applicable deadline)	✓	✓	✓	✓
Recognition of sponsorship in <i>Professional Development Opportunities</i> e-newsletter	✓			
Number of invitations to President's Reception (if applicable)	2	1		
Complimentary tabletop exhibit booth	✓	✓		
Pre-meeting attendee labels	✓	✓	✓	✓
Post-meeting attendee labels	✓	✓	✓	
Number of complimentary full-meeting registrations for the sponsored event. Unused registrations will be forfeited and may not be applied to any other events	4	3	2	1
Recognition signage at the event	✓	✓	✓	✓
Opportunity to provide branded promotional items at the event you are sponsoring, where applicable (i.e., meals, breaks, SOA lounge)	✓	✓	✓	
Opportunity to provide a one-page flyer in the attendee bag (if applicable) or at the registration desk	✓	✓		
Logo displayed in the mobile app (if applicable)	✓	✓	✓	✓



Event Sponsorship Benefits

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Life & Annuity Symposium

May 16-17, 2016
Nashville, TN

PLATINUM \$10,000

- + Networking Reception
- + Luncheon Speaker
- + Wi-Fi Sponsor

GOLD \$7,000

- + Badge Lanyards
- + Notebooks
- + Hotel Keycards

SILVER \$5,000

- + Daily Continental Breakfast
- + Daily Refreshment Break

BRONZE \$3,000

- + Mobile App Banner Ad
- + Registration Handout
- + Tabletop Exhibit Booth

Health Meeting

June 15-17, 2016
Philadelphia, PA

PLATINUM \$15,000

- + Networking Reception
- + Luncheon Speaker
- + Wi-Fi Sponsor

GOLD \$10,000

- + Notebooks
- + Hotel Keycards
- + Daily Refreshment Break

SILVER \$7,000

- + Daily Continental Breakfast
- + Badge Lanyards

BRONZE \$5,000

- + Mobile App Banner Ad
- + Registration Handout
- + Tabletop Exhibit Booth

Investment Symposium

Date TBD

PLATINUM \$10,000

- + Networking Reception
- + Wi-Fi Sponsor

GOLD \$7,000

- + Lunch Keynote Speaker

SILVER \$5,000

- + Daily Continental Breakfast
- + Daily Refreshment Break

BRONZE \$3,000

- + Tabletop Exhibit Booth

Valuation Actuary Symposium

August 29-30, 2016
Hollywood, FL

PLATINUM \$15,000

- + Networking Reception
- + Luncheon Speaker
- + Wi-Fi Sponsor

GOLD \$10,000

- + Notebooks
- + Hotel Keycards
- + Daily Continental Breakfast
- + Daily Refreshment Break

SILVER \$7,000

- + Badge Lanyards

BRONZE \$5,000

- + Mobile App Banner Ad
- + Registration Handout
- + Tabletop Exhibit Booth

SOA Annual Meeting & Exhibit

October 23-26, 2016
Las Vegas, NV

PLATINUM \$15,000

- + Networking Reception
- + Luncheon Speaker
- + Wi-Fi Sponsor
- + Hotel Keycards

GOLD \$10,000

- + Meeting Tote Bags
- + Daily Exhibit Hall Reception
- + On-Site Final Program Sponsor
- + Notebooks
- + Daily Continental Breakfast
- + Daily Refreshment Break
- + Badge Lanyards

SILVER \$7,000

- + Badge Lanyards

BRONZE \$5,000

- + Mobile App Banner Ad
- + Tote Bag Insert

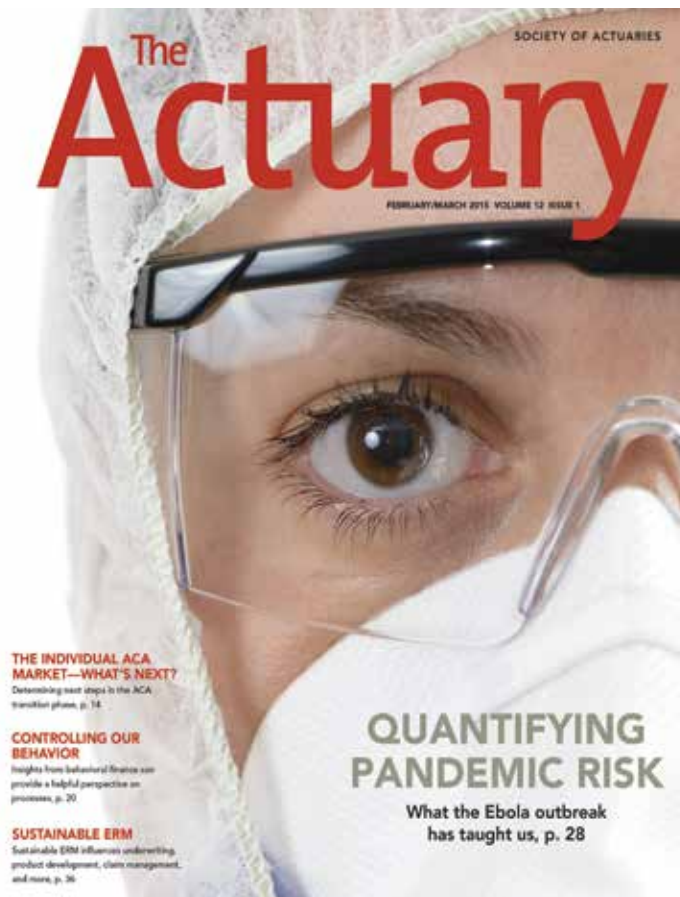
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THE ACTUARY MAGAZINE



The Actuary Magazine



PUBLISHED SIX TIMES A YEAR

SENT TO A TARGETED AUDIENCE OF 25,000 SOA MEMBERS

DISTRIBUTED AT THE SOA ANNUAL MEETING & EXHIBIT AND
OTHER MAJOR MEETINGS THROUGHOUT THE YEAR

FEATURES IN-DEPTH AND TIMELY ARTICLES

CONTACT

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dmather@mrvica.com

TEL: 856.768.9360

FAX: 856.753.0064



The Actuary Magazine

Rate Card

	1X	3X	6X	12X	18X
BLACK & WHITE RATES					
FULL PAGE	\$3,035	\$2,965	\$2,775	\$2,650	\$2,500
HALF PAGE	\$1,945	\$1,875	\$1,720	\$1,700	\$1,645
1/3 PAGE	\$1,575	\$1,530	\$1,450	\$1,400	\$1,345
COLOR RATES					
FULL PAGE	\$4,100	\$4,025	\$3,840	\$3,715	\$3,585
HALF PAGE	\$3,010	\$2,940	\$2,785	\$2,765	\$2,710
1/3 PAGE	\$2,640	\$2,595	\$2,515	\$2,465	\$2,410

COVERS AND SPECIAL POSITIONS

Covers and positions are 4-color process only. All positions are solely available on an annual contract basis.

- + Cover 2 — 35% of earned B&W rate
- + Cover 4 — 50% of earned B&W rate
- + Opposite TOC — 15% of earned B&W rate
- + Cover 3 — 10% of earned B&W rate

INSERTS

Furnished inserts are billed at the black and white page rate times the number of insert pages.

- + Two-page insert (one leaf): Two-times earned frequency rate
- + Four-page or larger insert is black and white earned frequency rate per page.

AGENCY DISCOUNT: 15%

Agency Responsibility: Payment for all advertising ordered and published.

EARNED RATES

Total of full page units, half page units and 1/3 page units determine frequency rates.

CONTACT

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EXHIBITOR PROSPECTUS



Meeting & Exhibit

2016 SOA ANNUAL MEETING & EXHIBIT
October 23-26, 2016
Las Vegas, NV

CONTACT

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847.706.3516



Your company has the opportunity to exhibit at the premier meeting for actuaries, the SOA Annual Meeting & Exhibit in Las Vegas, Nevada, October 23-26, 2016. With 2,000 professionals from a wide array of practice areas, your company will want to be one of an exclusive group of exhibitors in attendance to showcase your offerings.

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

- + Standard framing materials, backdrop, identification sign (hall is carpeted)
- + Six (6) free "exhibit only" badges for booth personnel
- + Pre-show and post-show mailing list for one-time use
- + Company listing and link on SOA website
- + Listing and company description included in the on-site program
- + Special reduced registration fee for two company representatives at \$760 each

BOOTH FEE: \$3,500

ATTENDANCE

