

2019 ANNUAL MEETING
& EXHIBIT
OCTOBER 27-30
TORONTO, CANADA



EVOLVE

WITH TODAY'S DISRUPTIVE TECHNOLOGY

EMPOWER

YOURSELF THROUGH INNOVATION

ELEVATE

THE ACTUARIAL PROFESSION

SOA Annual Meeting & Exhibit

Be a part of the 2019 SOA Annual Meeting & Exhibit and join the leaders, problem solvers and achievers in the actuarial profession. This world-class meeting attracts actuaries from North America and around the world. This is your premier opportunity to meet top prospects in the actuarial world.

Evolve. Empower. Elevate.

It's a powerful theme for a powerful event, energizing attendees to embrace the disruptive technologies evolving the actuarial profession. It also encourages actuaries to feel empowered by the innovation available to them and calls on them to embrace innovation to elevate their profession. Meet attendees in this mindset—ready to explore the innovation you offer!

Why Sponsor?

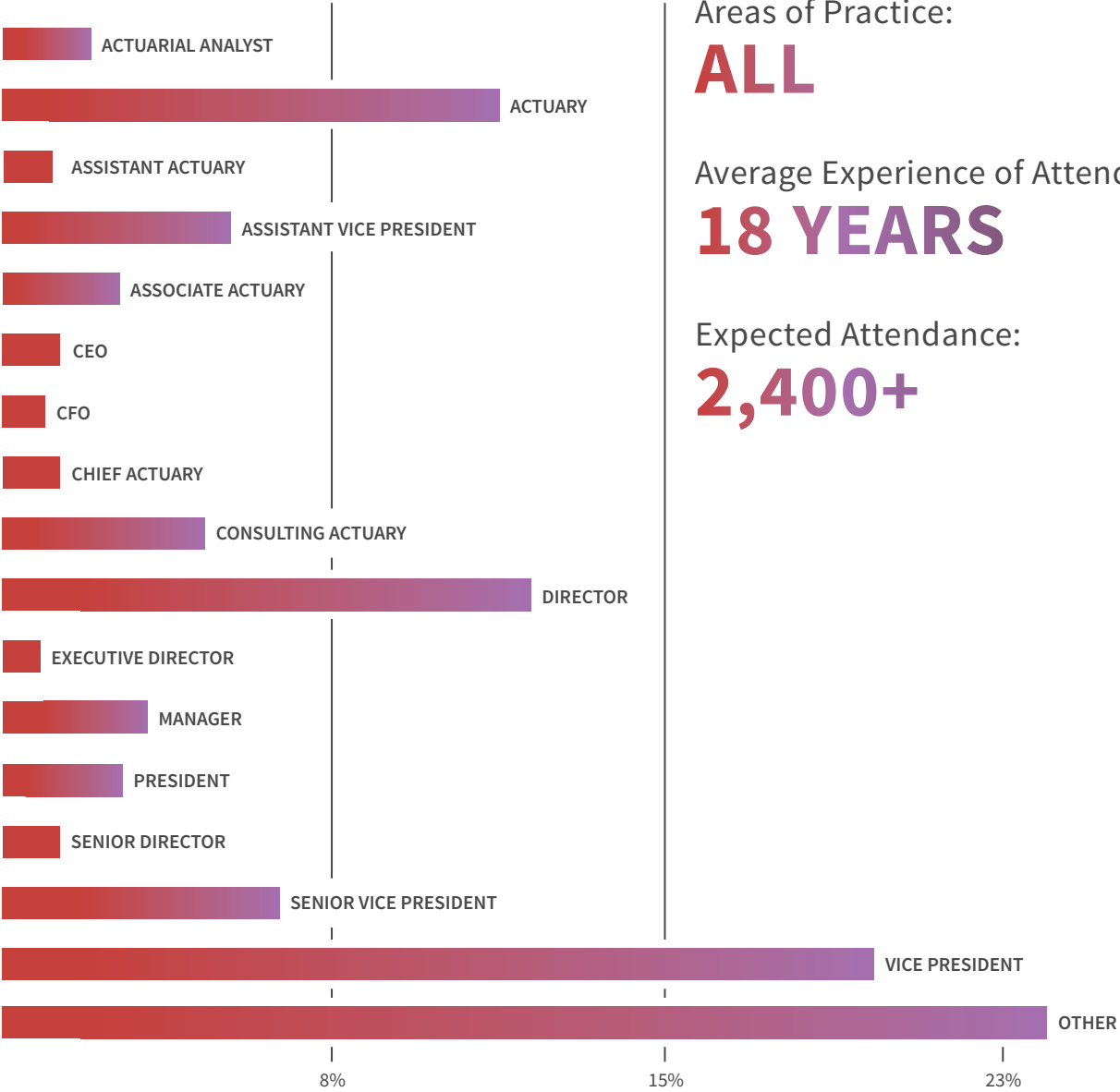
The SOA is the largest professional organization dedicated to serving more than 30,000 members worldwide who are the leading professionals in the measurement and management of risk. Act now to participate as a sponsor or exhibitor at the SOA's largest gathering of actuaries, where more than 2,400 attendees are expected:

- Enjoy a high level of visibility across a broad audience at one event
- Build and enhance brand equity for your company among actuaries from all disciplines
- Be recognized as a key player and thought leader across the actuarial space
- Gain direct exposure to decision-makers who use your products and services



Attendee Breakdown

Includes attendees who provided their titles.



Delegate Profile

Areas of Practice:

ALL

Average Experience of Attendees:

18 YEARS

Expected Attendance:

2,400+

Sponsorship Opportunities

PLATINUM LEVEL

Networking Reception

Make a strong impression in this energetic environment perfect for renewing relationships, making new contacts and catching up on developments in the profession.

BENEFITS INCLUDE:

- Four (4) complimentary registration passes
- Company logo on event web page
- Complimentary exhibit hall booth space (10x10)
- Printed recognition signage at the event
- Pre- and post- event attendee registration lists in electronic format for one-time use*
- Opportunity to provide a one-page flyer near the registration desk
- Opportunity to provide branded promotional items at the function you are sponsoring, where applicable (meals, breaks, etc.)
- Two (2) invitations to the President's Reception
- Company logo and profile included in the meeting app

INVESTMENT: \$18,000

General Luncheon

The luncheon is a highly attended program at the Annual Meeting. Get your organization's branding in front of the large crowd for great exposure.

BENEFITS INCLUDE:

- Four (4) complimentary registration passes
- Company logo on event web page
- Complimentary exhibit hall booth space (10x10)
- Printed recognition signage at the event
- Pre- and post- event attendee registration lists in electronic format for one-time use*
- Opportunity to provide a one-page flyer near the registration desk
- Opportunity to provide branded promotional items at the function you are sponsoring, where applicable (meals, breaks, etc.)
- Two (2) invitations to the President's Reception
- Company logo and profile included in the meeting app

INVESTMENT: \$18,000

* Subject to sponsor commitment by early registration deadline.

Sponsorship Opportunities

CONTINUED

App Sponsor **NEW**

Heighten visibility of your organization by sponsoring the event app. A popular tool where attendees can connect with other attendees, view speakers, agenda and post on the activity feed. As a sponsor, you will have your own tab on the app menu, directing attendees to your website.

BENEFITS INCLUDE:

- Four (4) complimentary registration passes
- Company logo on event web page
- Complimentary exhibit hall booth space (10x10)
- Printed recognition signage at the event
- Pre- and post- event attendee registration lists in electronic format for one-time use*
- Opportunity to provide a one-page flyer near the registration desk
- Two (2) invitations to the President's Reception
- Dedicated tab on the event app and link to website

INVESTMENT: \$18,000

Professional Portrait Studio **NEW**

The headshot portrait studio offers attendees the opportunity to have a professional portrait taken while at the SOA Annual Meeting & Exhibit. Whether an attendee needs to update their headshot or is just starting out in their career and needs their first headshot, this will be a hit with attendees. The sponsor of this new opportunity will have the studio named after their organization.

BENEFITS INCLUDE:

- Four (4) complimentary registration passes
- Company logo on event web page
- Complimentary exhibit hall booth space (10x10)
- Printed recognition signage at the event
- Pre- and post- event attendee registration lists in electronic format for one-time use*
- Opportunity to provide a one-page flyer near the registration desk
- One (1) invitation to the President's Reception
- Company logo and profile included in the meeting app
- Sponsor sign in portrait studio

INVESTMENT: \$18,000

* Subject to sponsor commitment by early registration deadline.

Sponsorship Opportunities

CONTINUED

Meeting Tote Bags

Meeting tote bags feature an exclusive sponsor's logo and generate exposure when attendees carry the bag around the meeting.

BENEFITS INCLUDE:

- Four (4) complimentary registration passes
- Company logo on event web page
- Complimentary exhibit hall booth space (10x10)
- Printed recognition signage at the event
- Pre- and post- event attendee registration lists in electronic format for one-time use*
- Opportunity to provide a one-page flyer near the registration desk
- Two (2) invitations to the President's Reception
- Company logo and profile included in the meeting app

INVESTMENT: \$18,000

Wi-Fi Sponsor

As the official event Wi-Fi sponsor, you will be providing complimentary wireless Internet access for meeting attendees in all meeting rooms and public spaces. Your company name will be promoted as the network password, assuring that all attendees using the wireless internet recognize and remember your organization's name to connect.

BENEFITS INCLUDE:

- Four (4) complimentary registration passes
- Company logo on event web page
- Complimentary exhibit hall booth space (10x10)
- Printed recognition signage at the event
- Pre- and post- event attendee registration lists in electronic format for one-time use*
- Opportunity to provide a one-page flyer near the registration desk
- Two (2) invitations to the President's Reception
- Company logo and profile included in the meeting app

INVESTMENT: \$18,000

* Subject to sponsor commitment by early registration deadline.

Sponsorship Opportunities

CONTINUED

GOLD LEVEL

Single Day Breakfast

Sponsor one of the many food functions that take place at the meeting. Your organization's name will be on signage at the function that most attendees don't miss. Be at the top of their mind as they plan out their day.

Availability limited.

BENEFITS INCLUDE:

- Three (3) complimentary registration passes
- Company logo on event web page
- 50% discount on exhibit hall booth space (10x10)
- Printed recognition signage at the event
- Pre- and post- event attendee registration lists in electronic format for one-time use*
- Opportunity to provide a one-page flyer near the registration desk
- Opportunity to provide branded promotional items at the function you are sponsoring, where applicable (meals, breaks, etc.)
- One (1) invitation to the President's Reception
- Company logo and profile included in the meeting app

INVESTMENT: \$12,000

Hydration Station

Help keep attendees hydrated throughout the meeting. Provide branded water bottles or branded paper cups for attendees to get water between sessions.

BENEFITS INCLUDE:

- Three (3) complimentary registration passes
- Company logo on event web page
- 50% discount on exhibit hall booth space (10x10)
- Printed recognition signage at the event
- Pre- and post- event attendee registration lists in electronic format for one-time use*
- Opportunity to provide a one-page flyer near the registration desk
- One (1) invitation to the President's Reception
- Company logo and profile included in the meeting app

INVESTMENT: \$12,000

* Subject to sponsor commitment by early registration deadline.

Sponsorship Opportunities

CONTINUED

Keycards**

Place your company's logo in attendees' pockets. Sponsor the hotel keycards and your logo will be one of the last things attendees see before turning in each night.

BENEFITS INCLUDE:

- Three (3) complimentary registration passes
- Company logo on event web page
- 50% discount on exhibit hall booth space (10x10)
- Printed recognition signage at the event
- Pre- and post- event attendee registration lists in electronic format for one-time use*
- Opportunity to provide a one-page flyer near the registration desk
- One (1) invitation to the President's Reception
- Company logo and profile included in the meeting app

INVESTMENT: \$12,000

Badge Lanyard

Show your support by sponsoring the event lanyard. Your company logo will be on the lanyard that carries each attendee's name badge. Your logo is sure to be seen throughout the entire event.

BENEFITS INCLUDE:

- Three (3) complimentary registration passes
- Company logo on event web page
- 50% Discount on exhibit hall booth space (10x10)
- Printed recognition signage at the event
- Pre- and post- event attendee registration lists in electronic format for one-time use*
- Opportunity to provide a one-page flyer near the registration desk
- One (1) invitation to the President's Reception
- Company logo and profile included in the meeting app

INVESTMENT: \$12,000

** Please note that the SOA will select which hotels will provide sponsored keycards.

* Subject to sponsor commitment by early registration deadline.

Sponsorship Opportunities

CONTINUED

SILVER LEVEL

Charging Station **NEW**

Help keep attendees' devices charged throughout the meeting. The charging station will include battery packs that attendees can borrow while at a session to recharge their device. 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.

BENEFITS INCLUDE:

- Two (2) complimentary registration passes
- Company logo on event web page
- Printed recognition signage at the event
- Pre- and post- event attendee registration lists in electronic format for one-time use*
- Opportunity to provide a one-page flyer near the registration desk
- One (1) invitation to the President's Reception
- Company logo and profile included in the meeting app

INVESTMENT: \$8,000

Virtual Seminar **NEW**

The SOA will be offering a full length virtual seminar of the Annual Meeting this year for individuals who still wish to gain CPD but are unable to make the trek to Toronto. The virtual seminar will feature a selection of live sessions along with highlights from the Meeting that will keep attendees in touch with the latest trends affecting the actuarial profession. Take advantage of this sponsorship opportunity to get your company in front of this audience. Various options available.

BENEFITS INCLUDE:

- Two (2) complimentary registration passes
- Company logo on event web page
- Printed recognition signage at the event
- Pre- and post- event attendee registration lists in electronic format for one-time use*
- Opportunity to provide a one-page flyer near the registration desk
- One (1) invitation to the President's Reception
- Company logo and profile included in the meeting app

If interested, please contact us for more information - sponsorship@soa.org

INVESTMENT: \$8,000

* Subject to sponsor commitment by early registration deadline.

Sponsorship Opportunities

CONTINUED

Exhibit Lounge** **NEW**

Be the first to take advantage of a new opportunity to sponsor your own lounge in the exhibit hall. This space will be dedicated to your organization and you can use this as a meeting place for your clients or prospective clients to stop in for a break. You can also utilize this space to showcase a product or idea.

BENEFITS INCLUDE:

- 20 x 20 ft. private space
- Two (2) registrations to the event
- Two (2) Exhibit Hall Only registrations for booth personnel
- Company logo on website
- Printed recognition on signage at your designated lounge
- Pre- and post- event attendee registration lists in electronic format for one-time use*
- Company logo and profile displayed in the meeting app

INVESTMENT: \$10,000

Single Day Refreshment Break

Get your organization's name out there when you sponsor an event where everyone comes together to take a break from insightful sessions. Refreshment breaks are always crowded with attendees networking and catching up. Sponsors are encouraged to provide branded napkins or paper cups for the break, making your company's name even more visible.

BENEFITS INCLUDE:

- Two (2) complimentary registration passes
- Company logo on the event web page
- Printed recognition on signage at the event
- Pre-attendee list in electronic format for one-time use*
- Company logo and profile included in the meeting app

INVESTMENT: \$8,000

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

* Subject to sponsor commitment by early registration deadline.

Sponsorship Opportunities

CONTINUED

Tote Bag Giveaway Item

Provide a branded item to be placed in the attendee tote bags. This can be a branded pen, notepad, phone charger, etc. Your item will reach attendees as they register onsite.

BENEFITS INCLUDE:

- Two (2) complimentary registration passes
- Company logo on the event web page
- Printed recognition on signage at the event
- Pre-attendee list in electronic format for one-time use*
- Company logo and profile included in the meeting app

INVESTMENT: \$8,000

ADD ON ITEMS

App Push Notification **NEW**

(LIMITED TO THREE PER DAY)

Have a message your organization wants to get out during the SOA Annual Meeting? Reach attendees with a push notification on the official event app. A limited number of these are available each day, so schedule early. SOA must approve all messaging. Available exclusively to Annual Meeting sponsors and exhibitors. Each message is limited to 140 characters and based on a first come first served basis.

INVESTMENT: \$2,000 per push notification

Sponsor Floor Clings **NEW**

(LIMITED AVAILABILITY)

Purchase a floor cling and we will put your logo in a high-traffic area around the exhibit hall. Raise awareness about your organization's presence as attendees move about the meeting.

INVESTMENT: \$2,000

* Subject to sponsor commitment by early registration deadline.

Sponsor Agreement

Event Sponsor Contract

ORGANIZATION

ADDRESS

CITY

STATE

ZIP

CONTACT PERSON

TITLE

EMAIL

PHONE

FAX

URL

SPONSORSHIP LEVEL

SPONSORSHIP ITEM CHOICE

EXHIBIT HALL BOOTH SPACE

PLATINUM SPONSOR
COMPLIMENTARY 10X10 BOOTH SPACE

GOLD SPONSOR
\$1,750 PER 10X10 BOOTH SPACE

ALL OTHERS
\$3,500 PER 10X10 BOOTH SPACE

PRICE

TOTAL

TOTAL PAYMENT AMOUNT

\$

Event Sponsor Terms And Conditions

All sponsors participating in the 2019 Event Sponsorship Opportunities are subject to the terms and conditions of this agreement.

All sponsorships are granted on first-come basis unless an agreement exists for first right of refusal from the previous year. Once the Society of Actuaries (SOA) has received a signed agreement and payment, a copy signed by an SOA representative will be returned to you.

Materials provided for the event (flyers, marketing items, etc.) must be submitted to the SOA Sponsorship Representative at least 15 days prior to the event for approval before use.

Hospitality Events: Exhibitors/Sponsors may not conduct group functions, such as off-site dinners, receptions, meetings, demonstrations, film showings, speeches or other similar activities, during times which conflict with any officially programmed meeting event.

Cancellation: In the case of acts of war, terrorism, natural disasters or other circumstances beyond the SOA's control, the SOA reserves the right to either cancel the event or reschedule it for a different date and/or location. Should the event be rescheduled for a different date, the sponsor may elect to receive a refund for the fees collected by the SOA or transfer the fees to a sponsorship for the new event date. In the case of cancellation, the SOA shall have no further liability to you other than to refund your fees. It will not be responsible for any other costs or liabilities incurred by you as a result of the cancellation.

If SOA cancels the event for any reason apart from those covered above, sponsor will be refunded within 30 days for any payments already made.

If the sponsor cancels more than 60 days prior to the event, the sponsor will receive a refund, minus \$1,000 administrative fee. There will be no refund if a sponsor cancels less than 60 days prior to the event. Please see exhibitor agreement for cancellation deadlines.

SOA accepts no responsibility for any loss/damage to property or personal injury that occurs during or in preparation for the event.

_____ COMPANY REPRESENTATIVE SIGNATURE	_____ PRINTED NAME AND TITLE	_____ DATE
_____ SOA REPRESENTATIVE SIGNATURE	_____ PRINTED NAME AND TITLE	_____ DATE

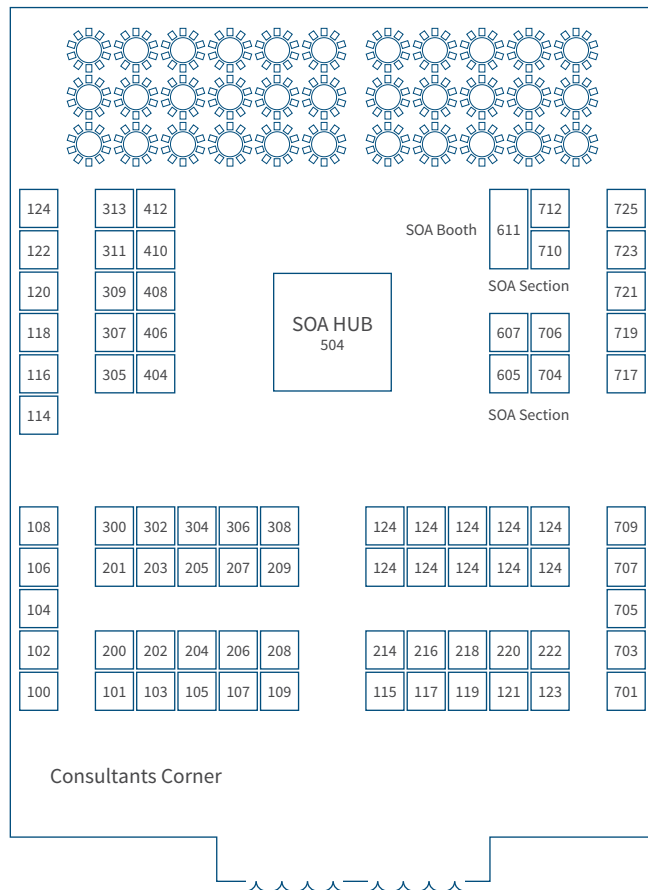
Please sign and return this document to sponsorship@SOA.org.
An invoice will be provided upon receipt of this completed application.

Exhibitor

Booth Assignments

Space is limited, so secure your position on the exhibit floor today. Review the exhibit hall layout, then submit an exhibit contract form along with three preferred booth locations. 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.

Note: Annual Meeting sponsors will be given priority on exhibit space. Submit your contract immediately to hold your place in the queue.



➤ TO SIGN UP, REVIEW THE EXHIBITOR AGREEMENT

Booth Selection

COMPANY NAME

CONTACT NAME

PHONE

EMAIL

Exhibit Booth Space (Quantity)

Booth Number Request(s)

10x10

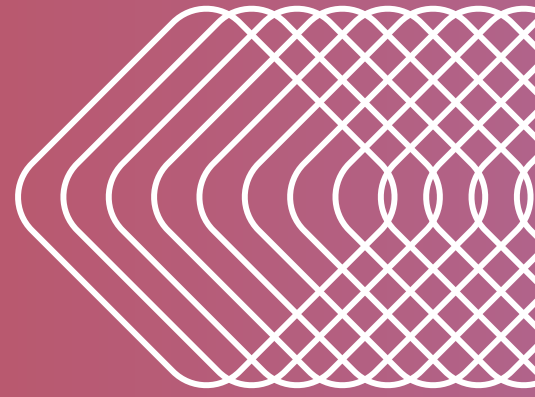
20x20

1ST CHOICE

2ND CHOICE

3RD CHOICE

2019 Exhibit Hall Hours*



IN RESPONSE TO EXHIBITOR FEEDBACK
EXHIBIT HOURS HAVE BEEN EXPANDED, AS FOLLOWS:

SUNDAY

8:00 a.m.–2:00 p.m. Exhibit Set Up

4:00 p.m.–7:00 p.m. Reception with the Exhibitors (booth must be staffed)

MONDAY

7:30 a.m.–6:30 p.m. Exhibit Hall Open

7:30 a.m.–8:30 a.m. Breakfast with the Exhibitors (booth must be staffed)

10:00 a.m.–10:30 a.m. Refreshments with the Exhibitors (prefer booth is staffed)

5:00 p.m.–6:30 p.m. Reception with the Exhibitors (booth must be staffed)

TUESDAY

7:30 a.m.–6:30 p.m. Exhibit Hall Open

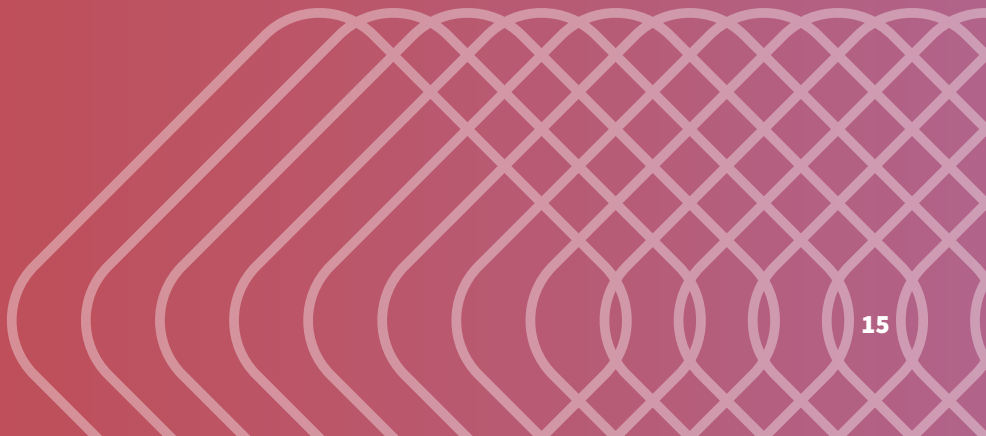
7:30 a.m.–8:30 a.m. Breakfast with the Exhibitors (booth must be staffed)

9:45 a.m.–10:15 a.m. Refreshments with the Exhibitors (prefer booth is staffed)

4:30 p.m.–6:30 p.m. Reception with the Exhibitors (booth must be staffed)

6:30 p.m.–Tear Down

* Subject to change



2019 **ANNUAL
MEETING**
& EXHIBIT

FOR MORE INFORMATION
PLEASE VISIT **SOA.ORG/SPONSORSHIP**

475 N. Martingale Road
Suite 600
Schaumburg, IL 60173
United States

ph: 1+847-273-8840
f: 1+847-706-3599

sponsorship@soa.org