

# 2021 HEALTH MEETING

June 14-16, 2021



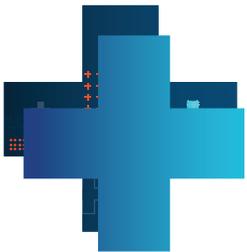
**Choose Your  
Ideal Sponsorship  
Opportunities**

# 2021 HEALTH MEETING



Become a sponsor of the Society of Actuaries (SOA) 2021 Health Meeting to promote your organization and connect with health care influencers and decision makers. Widely acknowledged as the premiere event for health actuaries in the United States, the 2021 SOA Health Meeting brings together the industry's leading actuaries, analysts and professionals to network and discuss the impacts of the latest marketplace factors and trends.

The SOA is committed to delivering this insightful and important meeting while adhering to federal, state and local COVID-19 protocols to help ensure the health and safety of all presenters and attendees. For this reason, the 2021 SOA Health Meeting will be held virtually. And we have designed sponsorship opportunities uniquely tailored for this virtual environment to amplify attendee engagement with your organization.



## Advance Your Market Reach. Participate as a Sponsor!

Garner increased exposure as a sponsor of our 2021 SOA Health Meeting. This is the second-largest SOA event and our signature health program. Covering a wide range of topics in the health field, the event is primarily attended by senior health actuaries. The meeting offers great opportunities to reach this group of key decision-makers. Previous SOA Health Meeting sponsors include:

 hannover re®

 Humana.

 KPMG

 Milliman

 OPTUM®

 PolySystems, Inc.  
Actuarial Software & Consulting Services

 TERRY  
The Terry Group

 VALANI  
GLOBAL

[soa.org/2021healthmeeting](https://soa.org/2021healthmeeting)



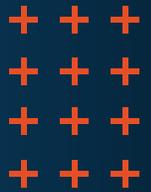
## Multiple Sponsorship Levels Available

We offer three levels of sponsorship, each containing a pre-determined set of branding elements that offer your company consistent visibility throughout the meeting. These elements are:

- **Logo Placement**
  - Pre-event promotions and communications
  - Logo placement during General Sessions
  - Event website recognition
  - Event recording webpage recognition
- **Company profile on event platform**
  - Upload unlimited videos, brochures, whitepapers, etc.
  - AI-powered matchmaking, matching your company to attendees with interest in your products and services
  - Data analytics that track engagement, connections and meetings
  - Embedded video functionality
  - Meeting scheduling to stream the planning of meetings
- **Pre-and post-event registration lists**
- **Verbal recognition during the General Sessions**
- **Extended exposure and networking on event platform pre- and post-event**
- **Post-event sponsorship report**

The following chart outlines the additional benefits within each sponsorship level. Once you select your sponsorship level, you'll have the opportunity to customize it further by selecting from our wide array of events and opportunities.

Platinum	Gold	Silver
\$12,000+	\$10,000-\$11,999	\$5,000-9,999
<ul style="list-style-type: none"> <li>• Three complimentary registrations</li> <li>• Virtual Hospitality Suite (two days)</li> <li>• One General Session Branded Waiting Room</li> <li>• Health Section Podcast – sponsor and guest speaker opportunity!</li> </ul>	<ul style="list-style-type: none"> <li>• Two complimentary registrations</li> <li>• Virtual Hospitality Suite (one day)</li> </ul>	<ul style="list-style-type: none"> <li>• One complimentary registration</li> </ul>



## Customize Your Sponsorship Package

Maximize your sponsorship investment at the 2021 SOA Health Meeting by selecting the elements of your individual package. Once you have selected your sponsorship level, customize your package using the options listed here. Options are designed to meet the needs of a wide range of budgets and event goals.

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

### \$12,000 options

#### **SPONSOR A MEAL (BREAKFAST AND LUNCH, TWO OPPORTUNITIES FOR EACH)**

Provide breakfast or lunch to the 250 attendees you select. Attendees will receive a digital gift card to use at the restaurant of their choice or donate the funds to a charity. Attendees will receive an email that recognizes you as the sponsor.

#### **REGISTRATION SPONSOR**

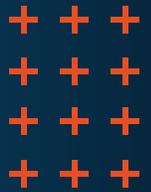
Reach attendees before the event! Your organization will be recognized on the registration webpage, digital registration lists, login screen of the event platform, recognition in the *Know Before You Go* and *Thank You for Attending* communications to attendees.

#### **VIP VIRTUAL EVENT**

Looking to host an intimate event for your top prospects and/or clients? Let the SOA event team manage a VIP virtual event for you! You pick the attendees; we work with you on the coordination and execution of your event. Must receive commitment by April 19.

#### **BOMBAS PARTNERSHIP**

Give back to the community by sponsoring a Bombas Partnership. 250 attendees will receive a pair of Bombas socks on your behalf. For every pair purchased, a pair is also donated to the charity of your choice.



## \$10,000 options

### **COFFEE BREAK (THREE OPPORTUNITIES AVAILABLE)**

Everyone needs a break! Send 250 attendees a gift card for coffee on you. We will also provide a virtual room, if you choose, where you can have a dedicated topic to discuss or an open forum for casual conversations.

### **ATTENDEE HIGHLIGHTS E-NEWSLETTER (EXCLUSIVE)**

Attendees will receive an email each day highlighting sessions and what to look forward to the following day. Be recognized as the sponsor with your logo and company highlighted in each communication.

### **FUN RUN**

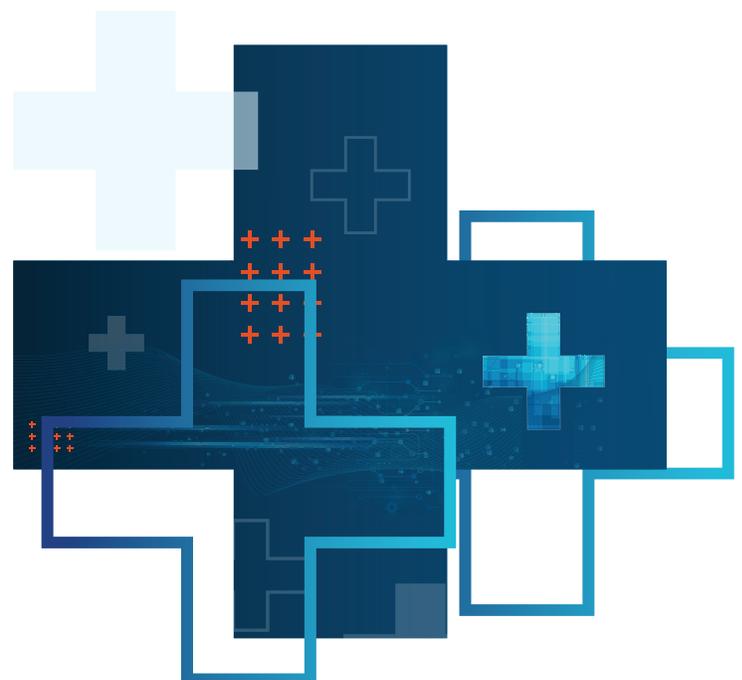
The fun run will go on, virtually. This has always been a highlight at the Health Meeting and attendees enjoy participating. Be the Fun Run sponsor and your logo will be incorporated into the shirt design and recognized on the run app.

### **THOUGHT LEADERSHIP WEBINAR (1 OPPORTUNITY AVAILABLE)**

Gain visibility before or after the event by hosting a 75-90-minute webcast to registered attendees of the Health Meeting. Webcast must be approved by the SOA. Proposal due by April 19.

### **TRIVIA LUNCH**

Sponsor the trivia lunch that everyone looks forward to! This event is always a big hit, so get your organization in front of all the attendees and in on the fun.





## \$7,000 options

### LEAD GENERATION EMAIL (4 OPPORTUNITIES AVAILABLE)

The SOA will send one email to registered attendees on your company's behalf. Content must be approved by the SOA.

### HEALTH AND WELLNESS

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

### Company Profile - \$2,500

Looking to get your organization's name out there with a limited budget? Consider a company profile! With your profile you can include your company's contact information, upload videos, ads, brochures, whitepapers, etc. With your company profile we will provide data analytics and pre- and post-event attendee list.

Special offer to startup companies for \$500!

## \$5,000 options

### ROUNDTABLE/CONVERSATION STARTER

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.

### ATTENDEE HIGHLIGHTS E-NEWSLETTER (NON-EXCLUSIVE)

Attendees will receive an email each day highlighting sessions and what to look forward to the next day. Be recognized as the sponsor with your logo and company highlighted in each communication.

### QUICK-BITE SESSION

Gain visibility before the event by hosting a 30-minute short course session focused on a specific topic. Must be approved by the SOA.

# Sponsoring with the Society of Actuaries

The SOA is the largest professional actuarial organization dedicated to serving more than 32,000 members worldwide. Our vision is for actuaries to be the leading professionals in the measurement and management of risk. As a sponsor at our 2021 SOA Health Meeting, you'll enjoy special advantages:

- **Gain a high level of visibility** to a very targeted audience.
- **Build and enhance brand equity** for your company among actuaries from the health industry.
- **Be seen** as a key player and thought leader across the actuarial space.
- **Secure direct exposure** to decision-makers who use your products and services.

## Health Meeting Demographics

The 2021 SOA Health Meeting draws a broad spectrum of professionals from within the healthcare industry. Meeting attendees have 15 years' experience, on average, and fall into one of the categories outlined below.

