

# 2020 HEALTH MEETING



Hilton Chicago • Chicago, IL  
June 8-10, 2020



**2020** Sponsorship Opportunities

### Advance your market reach when you participate as a sponsor!

Reach key health insurance decision makers – Senior health insurance actuarial leaders will gather to learn about the latest advances in the health insurance field, including employee health benefits, commercial and public systems health insurance, long-term care insurance and worker's compensation.

SOA's signature health event, the Health Meeting attracts 1,000 key decision makers eager to learn about the latest products and services that are moving the field forward.

## Attendee Breakdown

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### DELEGATE PROFILE



## Reasons to Sponsor

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Gain direct access to large segment of SOA members specializing in health, healthcare and other related insurance programs. This is your unique opportunity to engage with this marketplace as an event sponsor.

1. Maximize your visibility
2. Meet your competitors and partners
3. Build new partnerships
4. Gain access to cutting-edge knowledge
5. Associate your services/products with SOA



# Sponsor Benefits

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**As a sponsor you will:**

- Enjoy first-class visibility to a highly targeted audience focused on health insurance products
- Build and enhance brand equity among actuaries in this area of actuarial practice
- Be recognized as a key player and thought leader in this specialized area of practice
- Gain direct exposure to decision makers who use your products and services

**Benefits Include:**

- Company logo on event homepage
- Printed recognition at event
- Attendee registration list
- Company logo and profile in event app
- Logo on promotional event communication
- And more based on sponsorship level



# Platinum Level—US 15,000

## 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. To enhance your presence you have the opportunity to provide promotional items at the event.

## App Sponsor

Heighten visibility of your organization by sponsoring the event app. A popular tool among attendees where they 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.

## Recharge & Connect Sponsorship

As the official event Wi-Fi and charging station sponsor, you will be providing complimentary wireless Internet access for meeting attendees in all meeting rooms and public spaces; as well as charging stations to help keep attendee batteries alive. Your company name will be recognized with the Wi-Fi that all attendees use.

## Hydration Station

As the hydration station sponsor your organization's logo will be placed on water bottles that are handed out to attendees. Participate in the green initiative and help attendees cut waste with plastic cups and one time use water bottles.

## Pop-Up Break

Want your organization to stand out during one of our refreshment breaks? Sponsor a pop-up break and your break will be enhanced.

### BENEFITS

Complimentary registration passes - 4 (up to a \$7,520 value)

Company logo on event web page

Printed recognition signage at the event

Pre- and post-attendee registration lists in electronic format for one-time use\*

Complimentary table top space (\$3,500 value)

Opportunity to provide a one-page flyer near the registration desk

Invitations to the President's Reception - 2

Company logo and profile included in the meeting app

Additional digital recognition

# Gold Level—US 10,000

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## 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.

## 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.

## On-Demand Badge Printing Sponsor

Be the registration sponsor and your organization will be seen by each attendee as they grab their badge. Your logo will be placed on a monitor frame that is sure to be seen by all.

### BENEFITS

Complimentary registration passes - 3 (up to a \$5,640 value)

Company logo on event web page

Printed recognition signage at the event

50% discount on table top space (\$1,750 value)

Pre- and post-attendee registration lists in electronic format for one-time use\*

Invitation to the President's Reception - 1

Company logo and profile included in the meeting app

# Silver Level—US 7,000

## 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 the insightful sessions. Refreshment breaks are always crowded with attendees networking and catching up. Branded napkins will be included in your sponsorship.

## Table Top Space

This is a great opportunity to have additional face to face time with the attendees while participating at the Health Meeting. You will receive a table top space in a high traffic area for great visibility.

## Fun Run (Includes Name on t-shirt)

Looking for a unique opportunity? Put your logo on the Fun Run t-shirt. This extra activity is only offered at the Health Meeting and your organization's logo can be displayed on the t-shirt that all participants receive.

## Yoga

Want to be a part of something for the attendees to participate in? Sponsor a morning yoga session to get the attendees day started. As the sponsor your logo will be placed on the yoga mats each participant receives.

## Virtual Session Sponsorship

Looking to get your organization's presence in front of more than the attendees onsite? You can sponsor the Virtual Sessions and your organization will be recognized in the Virtual Sessions.

3 Spots available or be an exclusive sponsor for \$15,000

BENEFITS
Complimentary registration passes - 2 (up to a \$3,760 value)
Company logo on event web page
Printed recognition signage at the event
Pre-attendee registration lists in electronic format for one-time use*
Company logo and profile included in the meeting app
Additional digital recognition



## Bronze Level—US 5,000

### Registration Handout

Have something you want the attendees to receive when they print their badge? You can provide a registration handout – whether it be a flyer or a notepad, you can supply an item that attendees can grab when they check in.

### Sponsor Cling (limited availability)

Purchase cling(s) that will include your logo and placed in high traffic area of our meeting space. Your organization's presence will be seen by attendees as they move about the meeting. Discuss your cling options with us..

### App Activity Feed Ad

Provide an ad that we will post on the app activity feed. Your ad will be bumped to the top of the activity feed a couple of times throughout the meeting.

Specs include: 72 dpi • 640px by 640px • PNG

#### BENEFITS

Complimentary registration pass (up to a \$1,880 value)

Company logo on event web page

Printed recognition signage at the event

Company logo and profile included in the meeting app

Additional digital recognition







## Other Opportunities

Does your organization have a limited budget? Still get visibility by being an outreach sponsor. Your logo will be included on event signage and on the website along with receiving the pre-attendee registration list for one-time use.

Benefactor: \$3,000+

Patron: \$2,500 - \$2,999

Friend: \$1,000 - \$2,499

### Table Top

Are you sponsoring at the Annual Meeting? If so, you have the option to purchase a table top for a discount at the Health Meeting. You will have high visibility with the attendees and the opportunity network throughout the many breaks. Includes one (1) registration

**Investment: \$1,500 (\$2,000 savings)**

### Not Sponsoring?

If your organization is looking to have a table top without additional benefits, you can purchase a table top that includes one (1) registration.

**Investment: \$3,500**

### App Push Notification (limited to three per day)

Have a message your organization wants to get out during the SOA Health Meeting? Send a push notification that will reach attendees using the event app. A limited number of these are available each day, so schedule early.

**Investment: \$500/push notification**

\*SOA must approve all messaging. Available exclusively to Health Meeting Sponsors.



# Event Sponsor Contract

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Contact Person \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

URL \_\_\_\_\_

**Sponsorship  
Level:** \_\_\_\_\_

**Sponsor  
Item:** \_\_\_\_\_

## EVENT SPONSOR TERMS AND CONDITIONS

All sponsors participating in the 2020 Event Sponsorship Opportunities are subject to this agreement.

All sponsorships are granted on first-come basis unless an agreement is made for first right of refusal for the following year. Telephone reservations will be held for three business days pending receipt of agreement and applicable fee payment. 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.

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

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

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 make the election 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 refund your fees. It will not be responsible to you for any other resulting 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, partner 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 \$500 administrative fee. There will be no refund if a sponsor cancels less than 60 days prior to the event.

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 Company Representative Signature

\_\_\_\_\_  
Printed Name and Title

\_\_\_\_\_  
Date