



# Step Into the Spotlight

2018  
Exhibitor  
Prospectus

SOA Annual Meeting & Exhibit

# SOA Annual Meeting & Exhibit

Oct. 14–17, 2018  
Nashville, TN

Be a part of the 2018 SOA Annual Meeting & Exhibit and join the leaders, problem solvers and achievers in the actuarial profession. This year's world-class meeting features more than 160 leading-edge educational sessions. Renowned speakers will provide the information and insight to support your professional needs.

## Why exhibit?

The SOA is the largest professional actuarial organization dedicated to serving over 28,000 members worldwide. Our vision is for actuaries to be the leading professionals in the measurement and management of risk. Take advantage of this opportunity to participate as an exhibitor:

- 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 seen as a key player and thought leader across the actuarial space
- Gain direct exposure to decision-makers who use your products and services



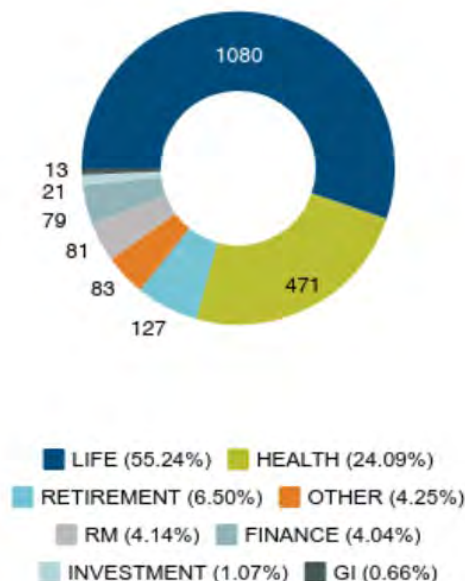
### DELEGATE PROFILE

**Industries:** All

**Average Experience of Attendees:** 18 Years

**Expected Attendance:**  
2,000+

### 2017 Registration By Primary Area of Practice



## Exhibitor Benefits

**INVESTMENT:** \$3,500 per 10x10 Space

### EACH 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 each
- + Company listing and link on SOA website
- + Listing and company description included in the app
- + Special reduced registration fee for two company representatives at \$760 each

### EXHIBITOR REGISTRATION

Two types of registration are offered, Exhibitor Discounted Registration and Exhibit Hall ONLY Registration. Descriptions and links are provided below for each type of registration:

- [Exhibitor Discounted Registration](#): Each 10X10 booth will receive two registrations for a reduced fee of \$760.00. (If your booth is 20X20 you would receive four registrations at this price.) This link will prompt you to log in and select **exhibitor** from the drop-down menu: [Reduced Price Exhibitor Full Meeting Registration](#).
- [Exhibit Hall ONLY Registration](#): Each company can register up to six exhibit hall-only personnel complimentary. This will allow your staff into the exhibit hall for set up, tear down or to man your booth during show hours. This category does NOT allow the registrant into any other events and these registrants will NOT be listed on the attendee list.

### ANTICIPATED\* EXHIBIT HALL HOURS

Sunday, Oct. 14	4:00–7:00 p.m.
Monday, Oct. 15	5:00–7:00 p.m.
Tuesday, Oct. 16	4:30–6:30 p.m.

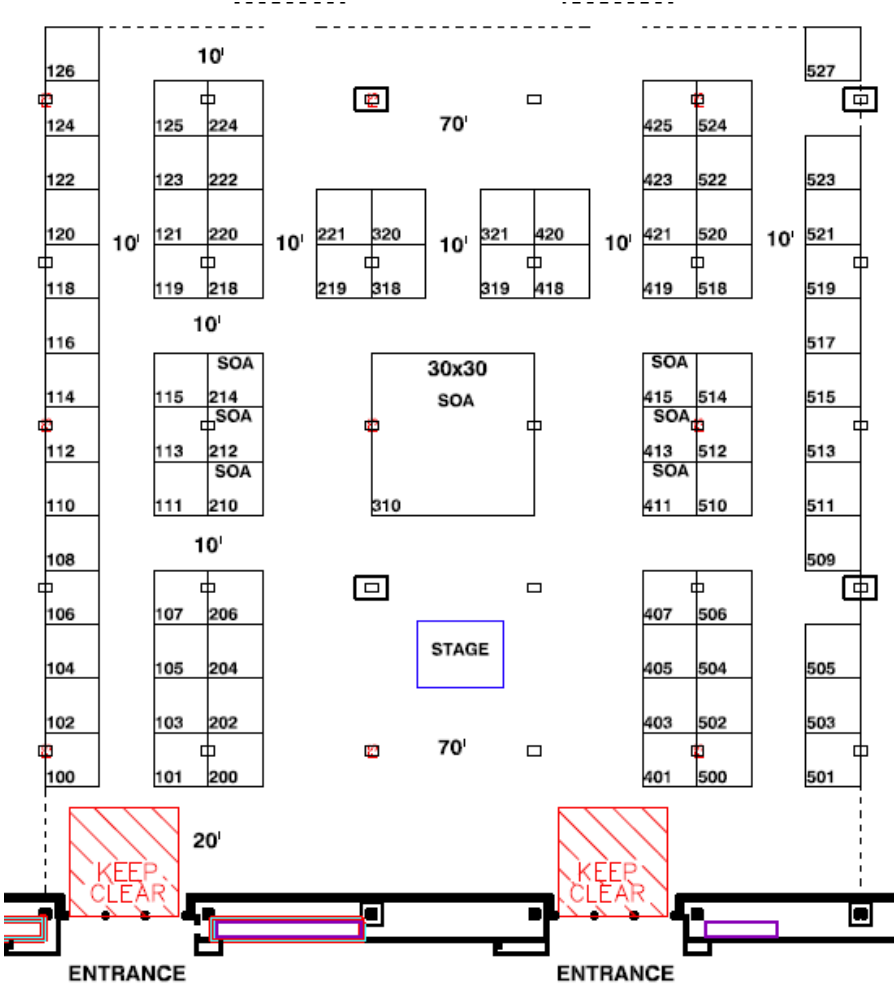
\*Subject to change

# 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 Event Sponsors will be given priority on exhibit space. Submit your contract immediately to hold your place in the queue.*

# 2018 EXHIBIT HALL FLOOR PLAN



# BOOTH SELECTION

Exhibit Booth Space (Quantity)	Total Payment Amount
___ 10x10      ___ 20x20	\$
<b>Booth Number Request(s)</b>	
1st Choice: _____	
2nd Choice: _____	
3rd Choice: _____	

## HOSPITALITY EVENTS

### Exhibitor Private Social Functions/Special Events Approval Form

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.

According to the Exhibitor Rules and Regulations, any exhibitor-held hospitality function or social event must be pre-approved by the SOA in writing. Social functions are allowed only during program-free hours and must not conflict with any of SOA's educational sessions, special programs, social and themed events, including receptions and meals provided by the SOA.

Failure to comply may result in denial of participation in all future SOA events. If you or someone from your company is planning a private function or event, please complete the following and return it for approval to Denise Eiring, no later than Aug. 31, 2018.

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Date and Time of Exhibitor Private Event: \_\_\_\_\_

Location/Venue: \_\_\_\_\_

Number of People (anticipated): \_\_\_\_\_

*Please include a copy of your event invitation with your completed form.*

We appreciate your compliance and wish you success with your event.

#### RETURN TO:

Denise Eiring  
Society of Actuaries  
475 N. Martingale Road, Suite #600  
Schaumburg, IL 60173  
Phone: 847-706-3516  
[deiring@soa.org](mailto:deiring@soa.org)

#### OFFICE USE ONLY:

Approved by: \_\_\_\_\_

Date: \_\_\_\_\_