



SOCIETY OF
ACTUARIES®

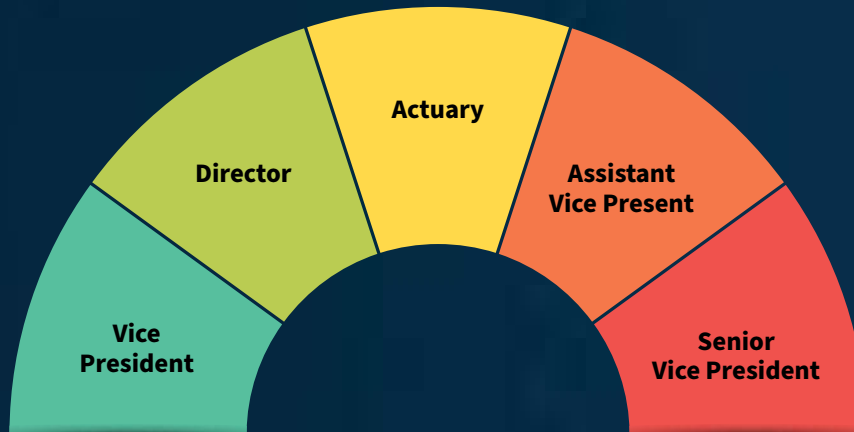
2025
*Imp***ACT**
CONFERENCE

**SPONSORSHIP AND EXHIBITOR
OPPORTUNITIES**

DELEGATE PROFILE



TOP 5 TITLES OF 2024 ATTENDEES



WHY SPONSOR



BECOME A SPONSOR OF THE 2025 SOCIETY OF ACTUARIES (SOA) IMPACT CONFERENCE

to promote your organization and connect with your actuarial audience during the largest actuarial conference of the year. You can participate in person, virtually, or both! Come together as attendees enjoy building connections, networking, and learning while they discover the latest updates in the actuarial profession.

Customize Your Sponsorship Package

Maximize your investment by adding custom elements to your package. Choose a sponsorship that helps achieve your organization's goals and objectives. Your choices will determine your sponsorship level (listed below).

In-Person Opportunities

Select from three levels of sponsorship, each featuring a set of branding opportunities that offer your company consistent visibility throughout the meeting. Benefits include:

- Logo placement and verbal recognition during dedicated sessions
- Recognition on event website
- Logo on onsite signage
- Company profile in meeting app and virtual platform



Don't see an opportunity that fits your needs?
Let us know. We can work with you to craft a sponsorship package exclusively for you. Contact Lauren Scaramella to discuss sponsorship options.

Platinum In-Person	Gold In-Person	Silver In-Person
\$20,000	\$15,000	\$12,000
One complimentary registration	One complimentary registration	One complimentary registration
Two discounted registrations (50% off)	One discounted registration (50% off)	
Complimentary Standard Booth (\$4,000 value)	50% Off Standard booth (\$2,000 value)	
Pre-and post-event registration lists*	Pre-and post-event registration lists*	Pre-event registration list*
Logo placement Pre-event promotions and communications		

*Includes attendees who have opted into sharing their contact information.

The opportunities don't stop here. Contact Lauren Scaramella for additional sponsorship opportunities.

In-Person Opportunities

\$20,000

- ☐ **REGISTRATION**
Gives your organization recognition on lanyards, signage, and digital content.
- ☐ **HYDRATION STATION**
Help provide sustainability during the event by sponsoring the hydration stations and providing attendees with water bottles to fill throughout the conference.
- ☐ **STAY CONNECTED**
As the event app grows in popularity, keep your organization in front of attendees by sponsoring the app.
- ☐ **COFFEE SPONSOR**
Attendees are always looking for liquid gold to keep them going. Sponsor a pop-up coffee station.
- ☐ **IMPACT TEST**
Make your mark at our Monday night reception – with a fun signature cocktail, branded napkins, or other unique ways to display your organization.
- ☐ **PRESIDENTIAL LUNCHEON**
Sponsor the luncheon that captures many of our attendees. Your organization will be represented at this event with various signage.
- ☐ **AI HEADSHOT LOUNGE**
Provide attendees with the opportunity to get an updated headshot while attending the exhibit hall.

\$15,000

- ☐ **RECHARGE AND CONNECT**
Give your organization recognition on the portable chargers and Wi-Fi.
- ☐ **BRAIN BREAKS**
Enhance one of our breaks with a fun treat.
- ☐ **KEYCARDS**
Attendees will keep your brand in hand as they use their room keycards. *SOA will determine which hotels have branded keycards.
- ☐ **CONFERENCE T-SHIRTS**
Sponsor the conference t-shirts. Logo will be included on the t-shirt (sleeve or back).
- ☐ **OPENING SESSION**
Have your organization's presence at the Opening General Session.
- ☐ **ANIMAL ZONE**
Sponsor our animal zone where attendees will be able to decompress between sessions.

\$12,000

- ☐ **LUGGAGE CHECK**
Sponsor our luggage check so attendees can leave their bags in a safe space while finishing the conference.
- ☐ **BREAKFAST**
Help attendees start the day off right by fueling them with breakfast.
- ☐ **DAILY NEWSLETTER**
Have your organization recognized on one of the daily newsletters that goes out during the event.
- ☐ **CSR ACTIVITY**
Sponsor a corporate social responsibility that gets attendees either giving back to the community or enhancing the sustainability of the event.
- ☐ **TECH ZONE**
Provide a space for attendees to sit, answer emails, and recharge their device.

Onsite Branding and Advertising

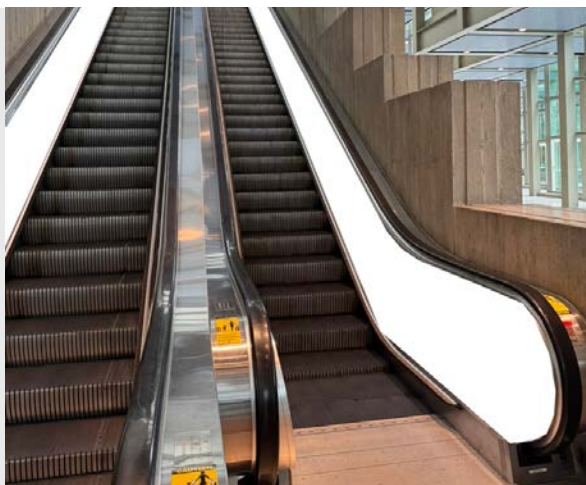
Contact Lauren Scaramella to discuss branding and pricing.



Free Standing Columns



Lounge Space



Escalator Clings



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Virtual Opportunities

Can't be onsite for our in-Person event? Join us virtually with one of the few opportunities below.

Platinum \$10,000	Gold \$7,000	Silver \$4,000
One Complimentary Registration	One Complimentary Registration	One Complimentary Registration
Two Discounted Registrations	One Discounted Registration	
Pre-and Post-Attendee List*	Pre-and Post- Attendee List*	Pre-Attendee List*
Company Profile	Company Profile	Company Profile
Digital Logo Placement	Digital Logo Placement	Digital Logo Placement

*Includes attendees who have opted into sharing their contact information.

\$10,000

- ☐ **PLATFORM SPONSOR**
Be recognized as the sponsor of the virtual platform that all attendees will be using.

\$7,000

- ☐ **WAITING ROOM (PER DAY)**
As attendees wait for sessions to start, your organization will be recognized in the waiting room.

\$4,000

- ☐ **SPONSOR AD**
Highlight your organization in one of our ad spots on the virtual platform.



Don't see an opportunity that fits your needs?
Contact Lauren Scaramella for more Virtual Sponsorship Opportunities.

Exhibitor Booth:

Exhibit Space Investment:

Standard 10'x10' Booth: \$4,000

Premium Location 10'x10' Booth: \$4,500

Booth Assignments*

Secure your position on the exhibit floor today. Review the exhibit hall layout and submit your exhibit contract form with your three preferred booth locations. Booths will be assigned as received. The SOA will make every effort to accommodate one of your top choices, as well as requests for additional space.

If you are looking for a larger booth, please contact Lauren Scaramella to find the best placement.

Exhibitor benefits include:

- Standard framing materials, backdrop, and identification sign
- One (1) complimentary registration (per 10x10)
- One (1) complimentary exhibitor badge for booth personnel to access the show floor and general sessions (10x10)
- Two (2) complimentary Virtual Passes (per 10x10)
- Pre- and post-event registration lists for one-time use
- Company profile in the virtual event platform

To allow the exhibitors and attendees to get the most out of the exhibits, the hall will be open all day for attendees to enjoy. Exhibitors will be required to have booth staff on site during the dedicated exhibitor hall hours. **During those dedicated hours there will be breaks, receptions, and activities that draw attendees into the hall.**

Exhibit hall hours and required times will be provided at a later date.

Contact Lauren Scaramella for the most up to date floor plan.

Don't Wait! Secure Your Sponsorship and/or Exhibit Today!

Once you have selected your sponsorship and/or exhibit package, please send your signed agreement to Lscaramella@soa.org.

* The SOA reserves the right to determine final booth assignments.