



# Step Into the Spotlight

2018  
Sponsorship and  
Exhibitor Prospectus

SOA Annual Meeting & Exhibit

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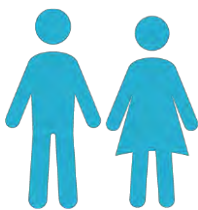
Oct. 14–17, 2018  
Nashville, TN

Be a part of the 2018 SOA Annual Meeting & Exhibit and join the leaders, problem solvers and achievers in the actuarial profession. This world-class meeting attracts actuaries from around the country and around the world. This is the premier event to attend in the actuarial world.

## Why sponsor/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 a sponsor or exhibitor at 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 seen as a key player and thought leader across the actuarial space
- Gain direct exposure to decision-makers who use your products and services



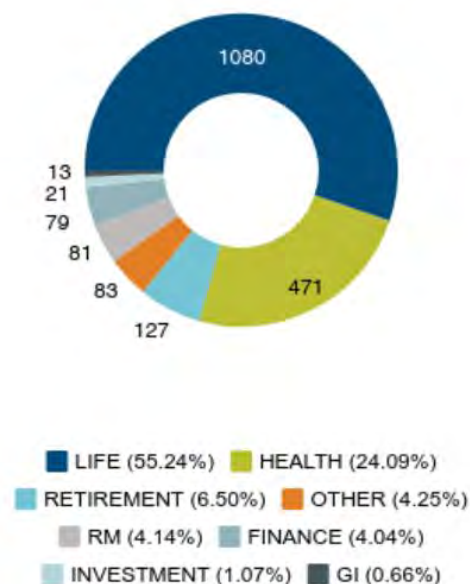
### DELEGATE PROFILE

**Industries:** All

**Average Experience of Attendees:** 18 Years

**Expected Attendance:**  
2,400+

### 2017 Registration By Primary Area of Practice



# Sponsorship Levels and Benefits

## PLATINUM SPONSORSHIP

### ☐ \$18,000

- Total of four (4) registrations for the event
- Company logo on the Meeting website
- Complimentary Exhibit Hall Booth Space (10x10)
- Printed recognition signage at the event
- Pre- and post-attendee list in electronic format for one-time use\*
- Opportunity to provide a one-page flier near the registration desk
- Opportunity to provide branded promotional items at the event you are sponsoring, where applicable (i.e. meals, lounge, breaks)
- Total of two (2) Invitations to President's Reception
- Recognition in the SOA's *Professional Development Opportunities* e-newsletter following the event
- Company logo displayed in the meeting app

## GOLD SPONSORSHIP

### ☐ \$12,000

- Total of three (3) registrations for the event
- Company logo on the Meeting website
- 50% Discount on Exhibit Hall Booth Space (10x10)
- Printed recognition signage at the event Opportunity to provide a one-page flier near the registration desk
- Pre- and post-attendee list in electronic format for one-time use\*
- One (1) Invitation to President's Reception
- Company logo displayed in the meeting app

## SILVER SPONSORSHIP

### ☐ \$8,000

- Total of two (2) registrations for the event
- Company logo on the Meeting website
- Printed recognition signage at the event
- Pre-attendee list in electronic format for one-time use\*
- Company logo displayed in the meeting app

*\*Subject to sponsorship commitment by the early-bird registration date.*

Please email [sponsorship@SOA.org](mailto:sponsorship@SOA.org) with any questions regarding sponsorship. Further information on Sponsorship Opportunities with the SOA can be found at [SOA.org/sponsorship](http://SOA.org/sponsorship).

Sponsors may choose one item from the following options:

Platinum	Gold	Silver
Networking Reception	Single Day Breakfast	Single Day Refreshment Break
General Luncheon	Badge Lanyards	Tote Bag Giveaway Item
Wi-Fi Sponsor	Hydration Station	App Banner Ad
Charging Station	Keycards	
Cyber Center	Meeting Tote Bags	
Presidential Luncheon		

Please circle your desired benefit based on your level.

OTHER SPONSORSHIP ITEMS MAY BE AVAILABLE UPON REQUEST

# 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
- + 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.)
- **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

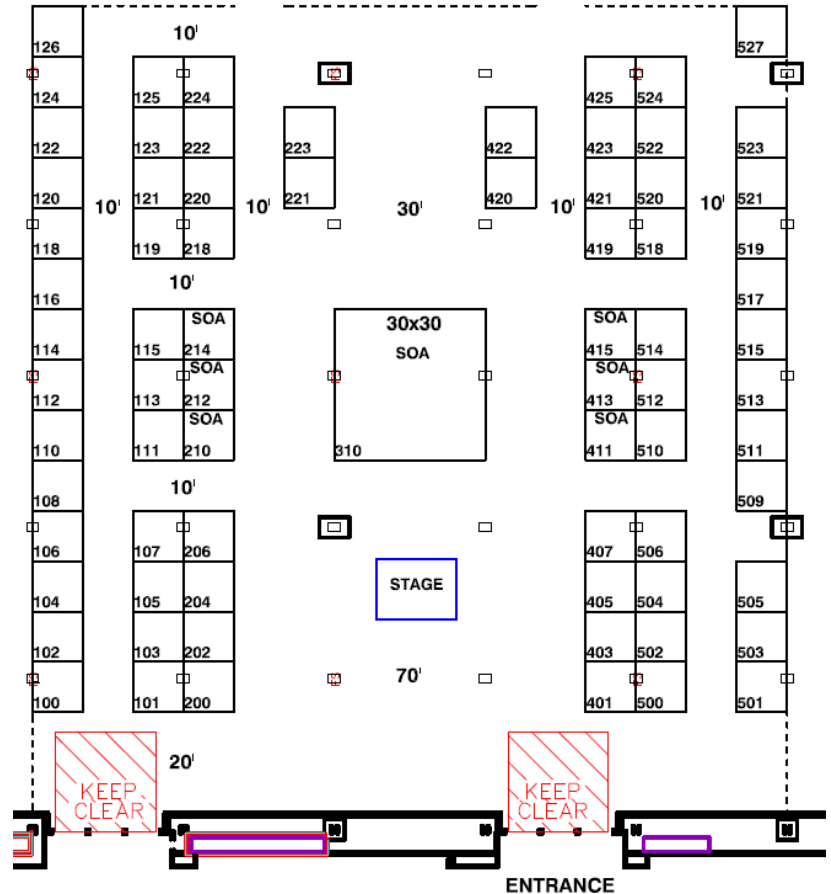


## BOOTH ASSIGNMENTS

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

Company Name

Contact Name

Contact Email

Contact Phone Number

Exhibit Booth Space (Quantity)	
___ 10x10	___ 20x20
Booth Number Request(s)	
1st Choice: _____	
2nd Choice: _____	
3rd Choice: _____	



## HOSPITALITY EVENTS

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

Exhibitors/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, which includes SOA educational sessions, exhibit hall hours, special programs, social and themed events, including receptions and meals provided by the SOA.

Social functions are allowed only during program-free hours and must not conflict with any of the following approved hours (listed below). 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 ([deiring@soa.org](mailto:deiring@soa.org)), no later than Aug. 31, 2018.

***Approved Hospitality Hours:***

**Sunday, October 14, 2018—After 7:00 p.m.**

**Monday, October 15, 2018—12:00 pm–1:30 p.m., or after 7:00 p.m.**

**Tuesday, October 16, 2018—After 6:30 p.m.**

**Wednesday, October 17, 2018—The Annual Meeting adjourns at 1:15 p.m.**

Organization Name: \_\_\_\_\_

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

Email Address: \_\_\_\_\_

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.

## Event Sponsor Contact

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

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

Title \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

URL \_\_\_\_\_

Sponsorship Level: _____ Price: _____	Benefit Item Choice: _____
<b>Exhibit Hall Booth Space:</b> <i>Platinum Sponsor:</i> Complimentary 10x10 booth <i>Gold Sponsor:</i> \$1,750 per 10x10 booth <i>All others:</i> \$3,500 per 10x10 booth space TOTAL: _____	
<b>Total Payment Amount</b>	
\$	



## EVENT EXHIBITOR/SPONSOR TERMS AND CONDITIONS

All exhibitor/sponsors participating in the 2018 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.

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.

**Hospitality Events:** Exhibitors/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.

**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 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 30 days prior to the event, the sponsor will receive a refund, minus \$500 administrative fee. There will be no refund if an exhibitor/sponsor cancels less than 30 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 Representative Signature	_____ Printed Name and Title	_____ Date

Please sign and return this document to [sponsorship@SOA.org](mailto:sponsorship@SOA.org).  
An invoice will be provided upon receipt of this completed application.

OFFICE USE ONLY:

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

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