



SOCIETY OF
ACTUARIES®

2022
ImpACT
SOA ANNUAL CONFERENCE

October 23 - 26, 2022
Orlando, FL

**Custom-Built Sponsorship
and Exhibit Opportunities**

Custom-built Sponsorship and Exhibit Opportunities

Join the leaders, problem solvers and achievers in the actuarial profession at the **2022 SOA ImpACT Conference**. This annual hallmark event attracts actuaries from North America and around the world to share, learn and network. And it's your chance to participate in a one-of-a-kind sponsorship opportunity.

We're pleased to announce the event will take place in person, October 23-26 in Orlando, FL and virtually October 26 - 28. We have re-designed the meeting and exhibit floor experience with new and exciting events to engage attendees in-person and virtually.

Increase Your Company's Exposure

The SOA is the largest global association for actuaries, serving more than 31,000 members around the world – offering you, as a sponsor, access to a vast network of influencers and decision makers on risk assessment, financial security, insurance product design, financial reporting, and more.

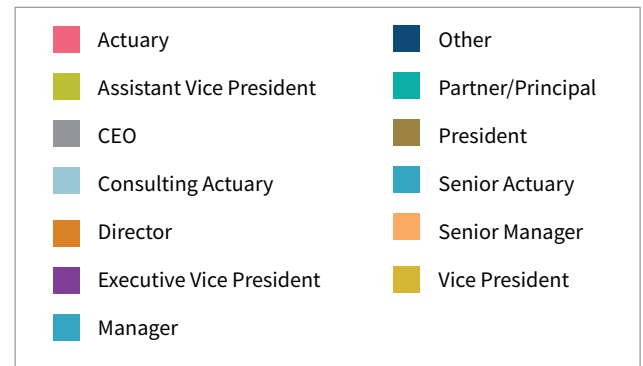
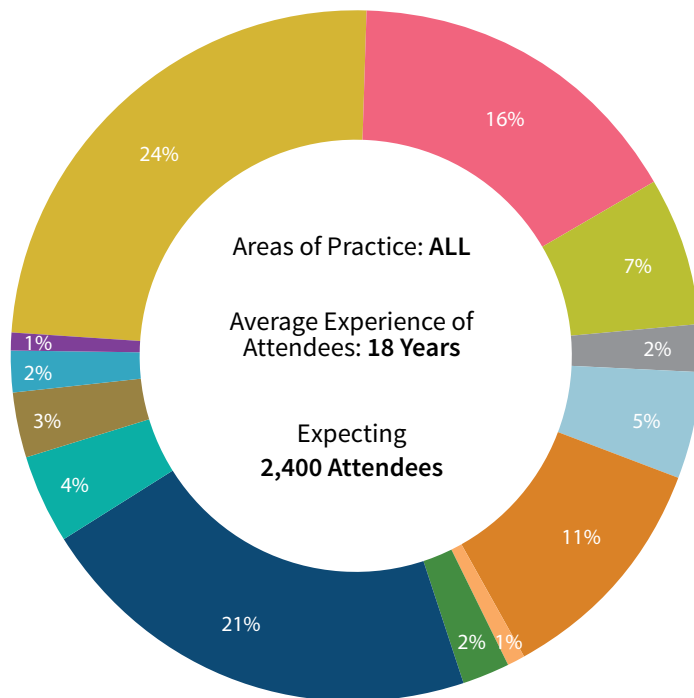
As a sponsor, you'll benefit from:

- **Visibility.** Enjoy a high level of exposure across a broad audience.
- **Brand Equity.** Build and enhance brand share among actuaries from all disciplines.
- **Thought Leadership.** Be recognized as a key player and expert in the actuarial space.
- **Influence.** Gain direct exposure to decision makers who use your products and services.



Custom-built Sponsorship and Exhibit Opportunities

Attendee Breakdown



Thank you to our 2021 Sponsors



Custom-built Sponsorship and Exhibit Opportunities

Sponsorships

Select from three levels of sponsorship, each featuring branding opportunities that offer your company consistent visibility throughout the conference and beyond. These include:

- Logo Placement: Before, during and after event opportunities
- Company profile on virtual event platform
- Pre- and post-event registration lists*
- Verbal recognition during the General Sessions
- Social media recognition
- Extended exposure and networking on event platform, pre- and post-event
- Post-event sponsorship report

Each sponsorship level includes additional benefits outlined below. Upon selecting your sponsorship level, customize it further with a wide array of events and opportunities to meet your marketing needs.

Customize Your Sponsorship Package

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

PLATINUM	GOLD	SILVER
\$18,000+	\$12,000 - \$17,999	\$8,000 - \$11,999
Complimentary exhibit booth (10x10)	50% Discount on exhibit booth (10x10)	25% Discount on exhibit booth (10x10)
Four (4) complimentary All Access registrations	Three (3) complimentary All Access registrations	Two (2) complimentary All Access registrations
Four (4) complimentary Virtual Pass registration	Three (3) complimentary Virtual Pass registrations	Two (2) complimentary Virtual Pass registrations
Two (2) invitations to the Leadership Reception	One (1) invitation to the Leadership Reception	
One (1) lead generation email		

*Includes attendees who have opted to share their contact information.

Sponsorship Package: \$18,000

ImpACT Fest

Audience: Live

This event is sure to be a hit as we all come back together! Join the SOA as the exclusive sponsor and help make this networking reception a “can’t miss” event.

Registration

Audience: Live and Virtual

Reach attendees before and during the event! Your organization will receive high visibility on the event registration web page, attendee emails, virtual event login screen, onsite signage and event lanyards.

Presidential Luncheon

Audience: Live and Virtual

Showcase your organization’s branding in front of the largest crowd at our conference, ensuring maximum exposure for you. This in-person luncheon event will also be live-streamed to our virtual audience, giving you access to both important groups. The virtual audience will join the session through a company branded waiting room. And you’ll treat the virtual attendees to a remote lunch by sending a branded digital gift card to up to 250 registrants.

Professional Portrait Studio

Audience: Live Only

The headshot studio offers attendees the opportunity to have a professional portrait taken onsite. The studio will be named after the sponsoring organization and will be conveniently located within steps of the sponsor’s required booth space.

Reconnect and Recharge Lounge

Audience: Live Only

Keep onsite meeting attendees connected as the official event Wi-Fi sponsor. Your organization will provide complimentary wireless internet access in all meeting rooms, the exhibit hall and public spaces. As a bonus your organization will also be recognized as the charging station sponsor!

Hydration Stations

Audience: Live Only

Incorporate wellness and keep attendees hydrated throughout the meeting by sponsoring our hydration stations. Not only will your organization be recognized through branding at various hydration stations, but you will also reduce our carbon footprint by providing water bottles to attendees.

Sponsorship Package: \$15,000

Opening Session

Audience: Live and Virtual

Position your company front and center by sponsoring the Opening General Session. Pending agreement, you will have the exciting role of introducing speakers. Your company will also host our upgraded seating areas placed in the room.

Stay Connected

Audience: Live and Virtual

Increase awareness for your organization by sponsoring the SOA event app and polling.

Exhibit Hall Stage

Audience: Live Only

Sponsor the stage in the exhibit hall which will host multiple activities throughout the event. This sponsorship opportunity requires commitment to an exhibit booth, which will be placed near the stage.

Networking Lounge

Audience: Live Only

Create a unique space where attendees can gather to network, relax, and recharge. This opportunity requires commitment to an exhibit booth, which will be placed near the lounge.

Privacy Pods (Set of 3)

Audience: Live Only

Provide a private space for attendees to take a call or answer emails privately. The privacy pods will feature your organization's branding in a high traffic area.

Fun Run/Walk

Audience: Live Only

New Opportunity! Get attendees up and moving by sponsoring this new wellness event.

Sponsorship Package: \$12,000

Attendee Highlights E-Newsletter [Exclusive]

Audience: Live and Virtual

Attendees will receive communications highlighting the previous day's events and what to look forward to in the day ahead. Be recognized as the sponsor with your logo and company highlighted in each communication.

Breakfast

[Three Opportunities Available]

Audience: Live

Start the day on right for attendees by sponsoring breakfast with your organization's name on high-visibility signage and be at the top of their mind as they plan out their day.

Keycards

Audience: Live Only

Attendees will keep your branding in hand on their hotel keycards. As the keycard sponsor your company's logo will be seen frequently as attendees travel to and from their hotel rooms.

Reconnect and Refuel

[Four Opportunities Available]

Audience: Live

Everyone needs a break! Onsite breaks include refreshments to re-energize attendees while they reconnect.

Wellness

One Available: Monday, October 24

Audience: Live and Virtual

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

Thought Leadership Webcast

Audience: Live and Virtual

Gain visibility before or after the event by hosting a webcast to all registered attendees. Webcast must be approved by the SOA. Proposals due by September 7. Dates available for webcast are November 2, 9 or 14.

Sponsorship Package: \$ 8,000

Attendee Highlights E-Newsletter [Non-Exclusive, Three Total Sponsors]

Audience: Live and Virtual

Attendees will receive communications each day highlighting the previous day's events and what to look forward to in the day ahead. Be recognized as the sponsor with your logo and company highlighted in each daily communication.

Lead Generation Email

Audience: Live and Virtual

Top off your meeting and lead generation goals with a targeted email to all registered attendees. The SOA will send one email on your company's behalf. Content must be approved by the SOA.

Privacy Pods (Set of 1)

Audience: Live Only

Provide a private space for attendees to take a call or answer emails privately. The privacy pods will be branded with your organization's logo.

QuickBite Session

[Limited Opportunities Available]

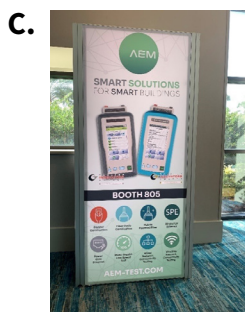
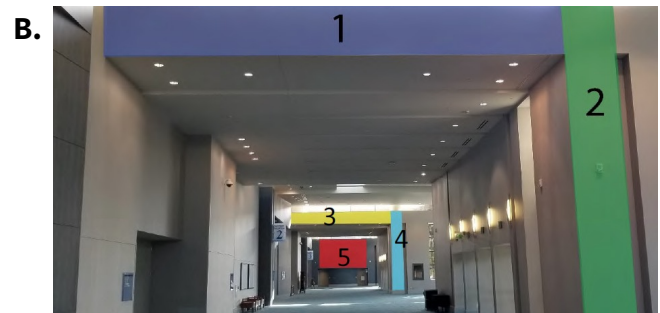
Audience: Live

Have a problem? 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 the slotted time on Tuesday, October 25.

SOLD

Branding Opportunities (Benefits may vary with the opportunities listed below.)

Looking for brand awareness opportunities and an easy way to get your organization in front of meeting attendees? Consider the available branding display opportunities shown below. The SOA design team can work with you on graphics and visuals to provide our on-site vendor. Pricing varies depending on location. Contact us for more information.



- A. Rotunda Ad
- B. Cypress Hallway – Sections 3 or 4
- C. Free Standing Advertising
- D. Escalator Ad – Section 2

Budget Friendly Opportunities (Benefits may vary with the opportunities listed below.)

Corporate Social Responsibility Partner

Contact us to discuss your contribution.

Join us as a CSR partner and help us give back! SOA Cares will be teaming up with a local organization to give back to the community.

DEI Research Reception

Exclusive \$10,000

Non-Exclusive add-on: \$2,500

Sponsor this new event where guest speakers will discuss DEI topics in our industry and the community. A portion of the proceeds from this event will be used to support further DEI research from the Society of Actuaries Research Institute.

Company Profile

\$2,000

Audience: Virtual Only

Unable to join us in Orlando, but still want to connect with attendees? Reserve a company profile to provide attendees access to you and your materials. The SOA will provide you with data analytics on your profile, as well as the pre- and post-event attendee lists.

Looking for an all-virtual sponsorship option? Contact SOA Sponsorship at sponsorship@soa.org, to get more details on our virtual options.

Exhibitor Booth

Exhibit Space Investment: \$3,500 per 10'x10' booth

Booth Assignments

Secure your position on the exhibit floor today. To help ensure the health and safety of exhibitors, attendees, speakers and staff, there are a limited number of booth spaces available at this conference. Review the exhibit hall layout and submit your exhibit contract form along with your 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. Your exhibit booth includes a virtual company profile as well. Use this opportunity to connect with our virtual audience! Assignments will be based on priority points. Submit your contract immediately to hold your place in the queue.

Exhibitor benefits include:

- Standard framing materials, backdrop, identification sign
- Two (2) complimentary All Access registrations (per 10x10)
- Six (6) complimentary exhibit hall only badges (10x10)
- Pre- and post-event registration list 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. Exhibitors will be required to have booth staff on site during the dedicated exhibit hall hours. During dedicated hours there will be breaks, receptions, meals and activities. Exhibit hall hours and required times will be provided at a later date.

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

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

Exhibit Hall Floor Plan

