



2023
Imp/ACT
**SOA ANNUAL
CONFERENCE**

SPONSORSHIP OPPORTUNITIES

BECOME A SPONSOR OF THE 2023 SOCIETY OF ACTUARIES (SOA) IMPACT CONFERENCE

to promote your organization and connect with the SOA members 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 as they discover the latest updates in the actuarial profession.

Customize Your Sponsorship Package

Maximize your investment by adding custom elements to your package. Choose the 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 pre-determined set of branding opportunities that offer your company consistent visibility throughout the meeting. Benefits include:

In-Person Benefits:

- Logo placement and verbal recognition during dedicated sessions
- Event website
- 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.

Platinum In-Person	Gold In-Person	Silver In-Person
\$20,000+	\$15,000 - \$19,999	\$10,000 - \$14,999
One (1) comp registration	One (1) comp registration	One (1) comp registration
2 discounted registrations (50% off)	1 discounted registration (50% off)	
Comp Standard Booth (\$3,600 value)	50% Off Standard booth (\$1,800 value)	
Pre-and post-event registration lists*	Pre-and post-event registration lists*	Pre-event registration lists*
Logo placement Pre-event promotions and communications		

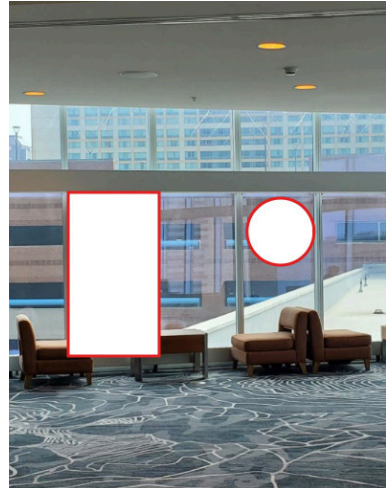
*Includes attendees who have opted into sharing their contact information.

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

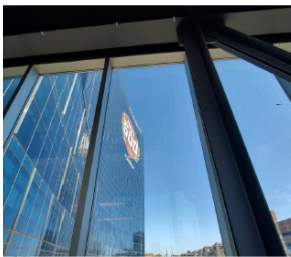
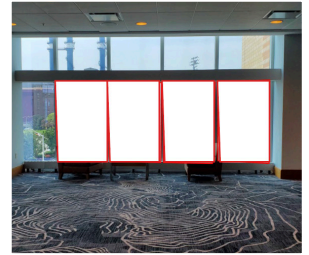
Onsite Branding and Advertising



Foyer Columns



Window



Skywalk Branding

In-Person Opportunities

\$20,000

- ☐ **REGISTRATION**
Gives your organization recognition on lanyards, signage, and digital content.
- ☐ **DIGITAL AGENDA BOARD**
Give attendees a quick easy way to find their next session.
- ☐ **EXHIBIT HALL LOUNGE**
Give attendees a spot to sit and take a break.
- ☐ **WORKING PODS**
Utilize a working pod to have a quick meeting with another attendee or take a call and answer emails.
- ☐ **STAY CONNECTED**
Keep your organization in front of attendees by sponsor the app and polling.

\$12,000

- ☐ **ATTENDEE GAMIFICATION**
Sponsor our fun new gamification at ImpACT. Attendees will need to complete different missions to gain points. Help create some of those missions for attendees to complete.
- ☐ **BREAKFAST**
Help attendees start the day off right by fueling them with breakfast.
- ☐ **WELLNESS**
Get the attendees moving with a morning of yoga.

EVENT ADD-ON

This is an opportunity to add onto your sponsorship, silver level or higher.

- ☐ **CSR ACTIVITY**
Help support the CRS activity by giving a contribution to help the SOA's efforts of giving back to the community.

\$15,000

- ☐ **RECHARGE AND CONNECT**
Give your organization recognition on the portable chargers and WiFi.
- ☐ **POP-UP BREAK**
Enhance our general break to something fun and unique.
- ☐ **KEYCARDS**
Attendees will keep your brand in hand as they use their room keycards. (SOA to select hotels)
- ☐ **CONFERENCE T-SHIRTS**
Sponsor the conference t-shirts that everyone gets excited over. Your logo will be included on the t-shirt (sleeve or back).

\$10,000

- ☐ **RAFFLE GIVE AWAYS**
Be recognized at the raffle prize sponsor. Prizes will be used for winner of various gamification programs.
- ☐ **LEAD GENERATION EMAIL**
Provide a message to all registered attendees. Approved and sent by the SOA. Limited availability!

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

Virtual Opportunities

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

Platinum \$15,000+	Gold \$12,000+	Silver \$8,000+
One (1) Complimentary Registrations	One (1) Complimentary Registration	One (1) 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.

\$15,000

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

\$12,000

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

\$7,000

- ☐ **SPONSOR AD**
Showcase 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 Sponsor Opportunities.

Exhibitor Booth:

Exhibit Space Investment:

Standard 10'x10' Booth: \$3,600

Premium Location 10'x10' Booth (Yellow Booths): \$4,000

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. Booths will be assigned based on your priority points. 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
- One (1) complimentary All Access registrations (per 10x10)
- Two (2) complimentary Virtual Pass (per 10x10)
- One (1) complimentary exhibitor badges for booth personnel to access the show floor and general sessions (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 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 are sure to draw attendees into the hall.

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 Floor Plan:

