



SOA Partnered Webcast

Develop & Sponsor Expert Content for SOA Members



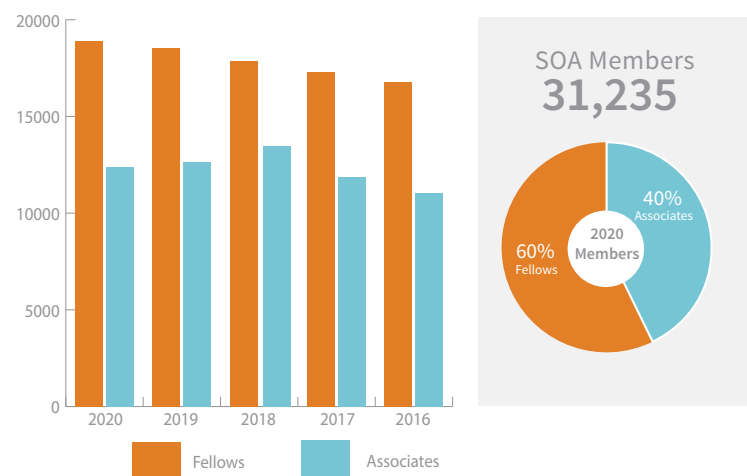
Demonstrate your company's skill set to a wider audience

Partner with the SOA to showcase your industry expertise by integrating a webcast into your marketing program. You supply the content and presenters, SOA markets and hosts the webcast.

Benefits

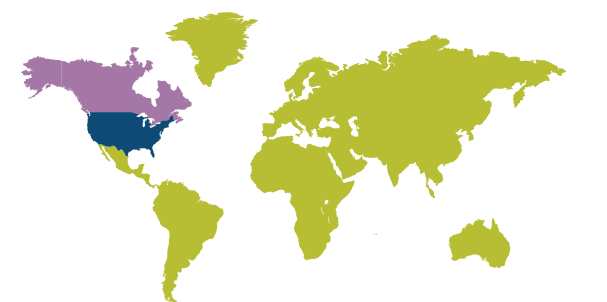
- **Expand thought leadership.** Your company will be associated with a gathering of industry experts, presenting new and exciting ideas in your field. During the 75-minute webcast, you are the content specialist sharing your expertise.
- **Raise brand awareness.** As the webcast presenter, your organization will be in front all registered attendees.
- **Connect with key audiences.** Sponsoring a webcast offers a multiple connection point with your target audience, including:
 - Receive the webcast attendee list for a one-time use.
 - Ability to ask one-two questions during registration and post webcast-surveys, customized to the topic and audience.
 - License to use the webinar recording for your own purposes.
 - Year-round exposure through the SOA webcast subscription program.

SOA Membership by Year



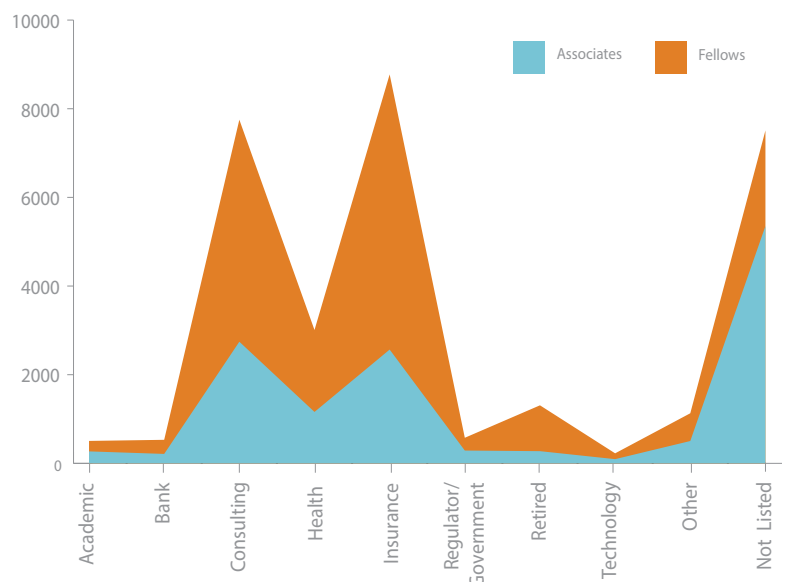
Investment: \$12,000

SOA Membership by Country



	Fellows	Associates	Total
United States	12,556	8,025	20,581
Canada	3,422	1,685	5,107
Other Countries	2,894	2,653	5,547
Total	18,872	12,363	31,235

SOA Membership by Industry



Partnered Webcast



Proposals will be reviewed by the SOA for approval. Once approved, our team will contact you to begin scheduling your webcast.

Organization:

Address:

City:

State:

Zip:

Contact Person:

Title:

Email

Phone:

URL:

Briefly describe your organization:

Provide an overall description of the proposed webcast:

Describe the learning outcomes - what will the attendees learn or be able to do after attending to the webcast:

Do you have a recommendation of presenters for this session? What are their qualifications and background related to the proposed topic?

Detailed outline of your session:

Attendees are looking for practical and relevant application of the content. How will you convey this topic in a practical manner through examples or case studies?

Who should participate:

- | | |
|---|---------------------------------|
| Actuarial Profession | Global Perspectives |
| Annuities | Health and Disability |
| Demography | Life Insurance |
| Economics | Long-term Care |
| Enterprise Risk Management | Modeling & Statistical Methods |
| Environment | Pensions & Retirement |
| Experience Studies & Data | Predictive Analytics |
| Finance & Investment | Public Policy, Law & Regulation |
| Financial Reporting & Accounting | Reinsurance |
| FinTech & InsurTech | Social Insurance |
| General Insurance (Property & Casualty) | |

Competency:

- | | |
|---|---|
| Communication | Results-Oriented Solutions |
| External Forces & Industry Knowledge | Strategic Insight & Integration |
| Leadership | Technical Skills & Analytical Problem Solving |
| Professional Values | |
| Relationship Management & Interpersonal Collaboration | |

Keywords:

Provide an overall description of the proposed webcast:

Rules:

The following rules must be followed by all organizations participating in a sponsored webcast.

- Series must reflect a theme or unified set of topics.
- Theme or topics must appeal to members.
- Speakers for the webcast must be experts in their field.
- Moderators/speakers must be experienced and known to be effective and engaging presenters.
- All deadlines must be adhered to. The SOA reserves the right to cancel any agreement if the dates and deadlines as outlined below are not followed.
- All presentations and materials will be reviewed. Selling is strictly prohibited. The SOA reserves the right to cancel a presentation or remove content if deemed necessary.
- Sponsorship will not be publicized until the agreement is signed and first deliverable is met (i.e., session descriptions submitted).
- No refunds will be offered.

Guidelines for Presentation Content

Because the SOA repurposes the program content and may be making it widely available on its website, it is very important that we—and you—are not providing material that would infringe on the copyright or intellectual property rights of others. We therefore need your assurances that (i) the presentation is your own original work and that you have obtained all necessary permissions to reproduce or use any materials of which you are not the author; (ii) the presentation does not violate any copyright, proprietary or personal rights of others; and (iii) you have not previously granted any rights inconsistent with the rights granted in this agreement, and you are authorized to grant this permission.

Additionally, your presentation and materials (i) should be educational in nature and should not be used to promote any product or service; (ii) should not contain any statements that are false, misleading, defamatory or otherwise unlawful; (iii) should not contain inappropriate or offensive images or comments of a discriminatory nature; and (iv) should comply with the attached Society of Actuaries’ Antitrust Compliance Guidelines. As the person developing the presentation content, you (rather than the SOA) are the one who can best ensure that the content avoids such problems, and you (rather than the SOA) will be responsible for any claims by third parties.

SOA Antitrust Compliance Guidelines

Active participation in the Society of Actuaries is an important aspect of membership. While the positive contributions of professional societies and associations are well-recognized and encouraged, association activities are vulnerable to close antitrust scrutiny. By their very nature, associations bring together industry competitors and other market participants.

The United States antitrust laws aim to protect consumers by preserving the free economy and prohibiting anti-competitive business practices; they promote competition. There are both state and federal antitrust laws, although state antitrust laws closely follow federal law. The Sherman Act, is the primary U.S. antitrust law pertaining to association activities. The Sherman Act prohibits every contract, combination or conspiracy that places an unreasonable restraint on trade. There are, however, some activities that are illegal under all circumstances, such as price fixing, market allocation and collusive bidding.

There is no safe harbor under the antitrust law for professional association activities. Therefore, association meeting participants should refrain from discussing any activity that could potentially be construed as having an anti-competitive effect. Discussions relating to product or service pricing, market allocations, membership restrictions, product standardization or other conditions on trade could arguably be perceived as a restraint on trade and may expose the SOA and its members to antitrust enforcement procedures.

While participating in all SOA in person meetings, webinars, teleconferences or side discussions, you should avoid discussing competitively sensitive information with competitors and follow these guidelines:

- Do not discuss prices for services or products or anything else that might affect prices
- Do not discuss what you or other entities plan to do in a particular geographic or product markets or with particular customers.
- Do not speak on behalf of the SOA or any of its committees unless specifically authorized to do so.
- Do leave a meeting where any anticompetitive pricing or market allocation discussion occurs.
- Do alert SOA staff and/or legal counsel to any concerning discussions
- Do consult with legal counsel before raising any matter or making a statement that may involve competitively sensitive information.

Adherence to these guidelines involves not only avoidance of antitrust violations, but avoidance of behavior which might be so construed. These guidelines only provide an overview of prohibited activities. SOA legal counsel reviews meeting agenda and materials as deemed appropriate and any discussion that departs from the formal agenda should be scrutinized carefully. Antitrust compliance is everyone’s responsibility; however, please seek legal counsel if you have any questions or concerns.

_____ Company Representative Signature	_____ Printed Name and Title	_____ Date
_____ SOA Company Representative Signature	_____ Printed Name and Title	_____ Date