

2022 HEALTH MEETING

June 12-15, 2022
Philadelphia Marriott Downtown

Customizable Sponsorship Opportunities

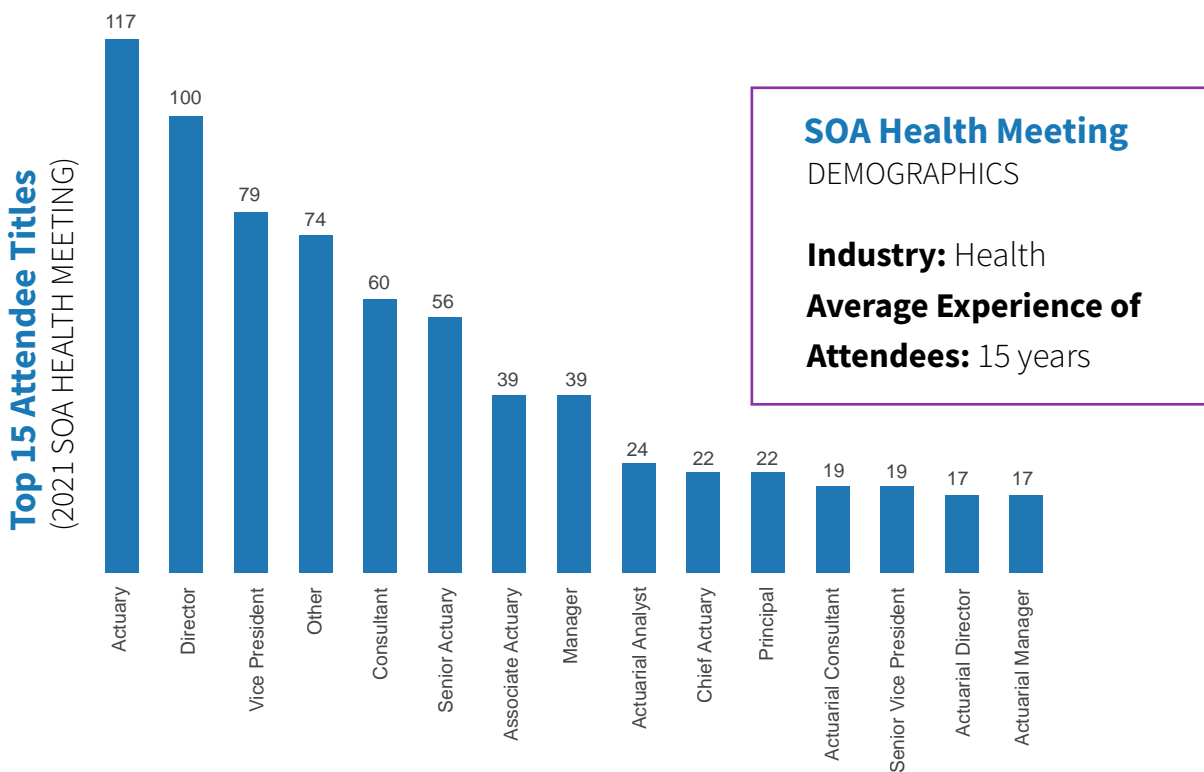


2022 HEALTH MEETING

Become a sponsor of the Society of Actuaries (SOA) 2022 Health Meeting to promote your organization and connect with health care influencers and decision makers. The SOA is looking forward to reuniting and connecting with our peers that we have not seen in a couple of years. With various networking opportunities we will bring together the industry’s leading actuaries, analysts and professionals to discuss and evaluate the impacts of the latest marketplace factors and trends.

Advance your market reach. Participate as a sponsor!

As the second-largest SOA member event and our signature health program, this meeting is devoted to a wide range of topics in the health field and attended primarily by senior health actuaries. Having both in-person and digital components, this meeting helps you reach a wide audience with opportunities such as our registrations sponsor, thought leadership webinar, or through a lead generation email.



Thank you to our 2021 SOA Health Meeting Sponsors:



Multiple Sponsorship Levels Available

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:

- Pre-event promotions and communications
- Logo placement and verbal recognition during dedicated sessions
- Event website and social media recognition
- Onsite signage
- Pre-and post-event registration lists*
- Company profile and networking on digital event platform and meeting app

Each sponsorship level also includes additional benefits outlined below. Once you select 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 choices will determine your sponsorship level (listed below).

Platinum	Gold	Silver
\$12,000+	\$10,000-\$11,999	\$5,000-\$9,999
Three complimentary All Access Passes	Two complimentary All Access Passes	One complimentary All Access Pass
Three Digital Registration Passes	Two Digital Registration Passes	One Digital Registration Pass
Complimentary Tabletop Space	50% off Tabletop Space	
Invitation to Leadership Reception (2)	Invitation to Leadership Reception (1)	

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

\$15,000

ATTENDEE REUNION

Audience: Live

Be a part of this energetic and engaging evening as attendees renew relationships, make new connections, and catch up on developments in the profession.

OPENING PROGRAM

Audience: Live and Digital

The opening program is a highly attended program at the meeting. Be a sponsor and get your organization in front of this hungry crowd.

REGISTRATION SPONSOR

Audience: Live and Digital

Reach attendees before and during the event! Your organization's logo is featured on the registration webpage, digital event platform login screen, registration emails, lanyards, and onsite signage.

PPE KITS

Audience: Live

Share your commitment to a safe return to events by sponsoring PPE packs containing face masks and hand sanitizer for attendees.



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.

\$10,000

ATTENDEE HIGHLIGHTS E-NEWSLETTER (EXCLUSIVE)

Audience: Live and Digital

Attendees will receive an email each day highlighting sessions and what to look forward to each day. Be recognized as the sponsor with your logo and company highlighted in each communication.

FUN RUN

Audience: Live

The Fun Run is always a highlight at the meeting. As the exclusive sponsor your logo will be incorporated into the event's shirt design and recognized throughout the event.

WELLNESS

Audience: Live

Take advantage of unique wellness tie-ins by sponsoring Monday's Wellness Program. Receive recognition as the sponsor of the afternoon break that will get attendees moving and energized.

BREAKFAST (One Opportunity Available)

Audience: Live

Help hungry meeting attendees kick off the day with a breakfast sponsored by your organization. Attendees sit and network while enjoying their breakfast and coffee.



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.

THOUGHT LEADERSHIP WEBINAR (Two Opportunities Available)

Audience: Live and Digital

Get in front of meeting attendees by hosting a 75 to 90-minute post-meeting webcast for all in-person and virtual registered attendees. Webcasts must be approved by the SOA. Proposal Deadline: April 4. Available post-meeting webcast dates are June 22, June 28, or July 8.

STAY CONNECTED

Audience: Live and Digital

Help attendees stay connected and engaged throughout the event. Increase awareness and exposure for your organization by sponsoring the SOA event app and polling.

KEYCARDS

Audience: Live Only

Be the sponsor that's in everyone's hands! Your logo on custom-printed hotel room keycards boosts your visibility as attendees travel to and from their hotel rooms.

RECHARGE & CONNECT WI-FI

Audience: Live Only

Keep onsite meeting attendees connected as the official event Wi-Fi sponsor. Your organization will be recognized for providing internet access in all meeting rooms and public spaces. Bonus Exposure! Also receive recognition as the charging station sponsor.



Don't see an opportunity that fits your needs?

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\$7,000

REFUEL & MINGLE (Three Opportunities Available)

Audience: Live

Everyone needs a break! Onsite networking breaks include refreshments to re-energize meeting-goers while they mingle and visit with other attendees whom they haven't seen in person for a couple of years.

HAND SANITIZER STATIONS

Audience: Live

Associate with safety! Support attendee health with hand sanitizer stations placed in high traffic areas throughout the meeting space.

LEAD GENERATION EMAIL (Four Opportunities Available)

Audience: Live and Digital

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.



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.

\$5,000

ATTENDEE HIGHLIGHTS E-MAIL (NON-EXCLUSIVE)

(Four Opportunities Available)

Audience: Live and Digital

Attendees receive an email each morning highlighting what to look forward to each day. Be recognized as a sponsor with your logo in each communication to start the day. (Must receive 2 sponsors to be eligible for the non-exclusive opportunity).

QUICK BITE/ROUND TABLE DISCUSSION

(Four Opportunities Available)

Audience: Live

Looking for feedback on a solution or have a hot topic to discuss? Use this opportunity to get in front of a targeted group of attendees by hosting a round table.

COMFORT BANDS

Audience: Live

Provide attendees an easy, visible way to express their social distancing comfort level. Attendees can grab and wear a color-coded wrist band printed with your company logo.



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.

Branding

Looking for brand awareness opportunities and an easy way to get your organization in front of meeting attendees? Consider the available branding opportunities.

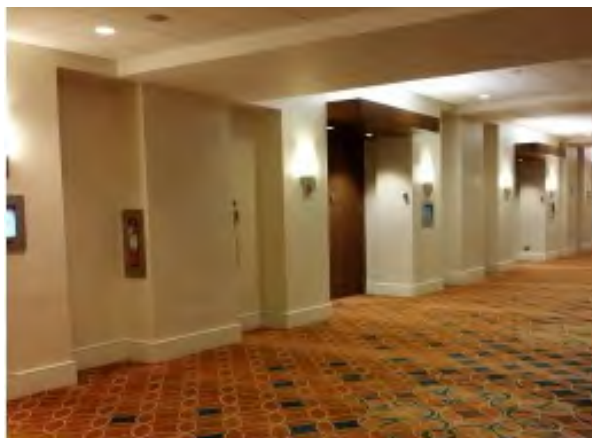
Pricing varies depending on location. Contact us for more information.



Elevator Bank



Column Branding



Foyer Branding



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.

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 in Philadelphia to give back to the community. The partnership benefits the selected organization and makes it possible for SOA to help meet their needs.

**DEI RESEARCH
RECEPTION**

Exclusive \$10,000
Non- Exclusive Sponsor
Add-On: \$2,500

Sponsor this new networking event where guest speakers from the Pennsylvania Department of Insurance, the Philadelphia Federal Reserve, and others will discuss DEI topics in our industry and the Philadelphia community. A portion of the proceeds from this event will be used to support further DEI research from the Society of Actuaries Research Institute.

**CONNECTIONS
LOUNGE**

\$2,500

Host a space in the central hub with a tabletop for your organization to gain visibility, display materials and network. Opportunity includes:

- A tabletop space
- Pre-attendee email list for one-time use
- One complimentary registration for staffing your tabletop, attending breaks and receptions

FRIEND OF SOA

\$1,500

Looking to get your organization in front of the SOA Health Meeting audience, but working with a smaller budget? This is your opportunity to put your brand in front of the attendees. As a Friend of SOA, receive:

- Logo placement on event webpage
- Logo placement on event emails
- Logo placement on virtual event platform/meeting app



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.

SPONSORSHIP AGREEMENT

Organization: _____

Address: _____

City: _____ State/Province: _____ Zip: _____

Name: _____ Title: _____

Email: _____ Phone: _____

SPONSORSHIP(S) REQUESTED

Sponsorship Choice: \$ _____ Sponsorship Choice: \$ _____ Sponsorship Choice: \$ _____

Total Payment Amount: \$ _____ Sponsorship Level: _____

Please check all that apply to your organization:

Areas of Practice:

Accounting General Insurance/Property Casualty Health Life Other Retirement Risk Management

Industry within Area(s) of Practice:

Academic/Education Banking Retail, Commercial & Credit Union Consulting Other Financing Services
 Regulator or Government Retired Technology (Software/Hardware)

PAYING BY CREDIT CARD

Once the completed agreement is received an invoice will be sent to make your payment online.

All sponsorships are granted on a 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 payment. The sponsor agrees to submit the applicable fee with the agreement. Once the SOA has received a signed agreement and payment, a copy signed by an SOA representative will be returned to you.

If you have questions, contact Lauren Scaramella, Sponsorship Specialist, SOA at (847) 273-8840 or lscaramella@soa.org.

CANCELLATION POLICY

All requests for refunds must be in writing. If your cancellation is received by Monday, May 2, 2022, SOA will refund your sponsor fee less \$175 administrative charge and any charges already incurred by SOA.

NOTE: Sponsors may not conduct group functions, such as meetings, off-site events, receptions, or other similar activities, during times which conflict with any officially programmed meeting event.

Company Representative Signature

Printed Name and Title

Date

SOA Company Representative Signature

Printed Name and Title

Date