

2019

SPONSORSHIP OPPORTUNITIES



CORPORATE
SPONSORSHIPS

EVENT
SPONSORSHIP

EXHIBIT

THE ACTUARY
MAGAZINE
ADVERTISING

THOUGHT
LEADERSHIP

CANDIDATE
CONNECT



ABOUT THE SOA

As the leading global professional actuarial organization, the Society of Actuaries (SOA) provides unmatched education, research and professional development resources. With rigorous pathways, distinguished credentials and a reach and reputation that spans the globe, the SOA advances actuarial knowledge, education and career opportunities for professionals around the world.

Seeking to fulfill its vision for actuaries to be the leading professionals in the measurement and management of risk, the SOA offers various tracks to earning fellowship status: corporate finance and enterprise risk management, general insurance, group and health, individual life and annuities, quantitative finance and investments, and retirement benefits.

The SOA helps members develop valuable professional skills, with career-long learning programs that develop actuaries as technical experts, business professionals and the leaders of tomorrow. With more than 30,000 members in 84 countries, the SOA's vast network of actuaries helps drive better decisions for organizations and markets around the globe, positively impacting business and society.



ABOUT SOA SPONSORSHIP OPPORTUNITIES

In this brochure, you will find multiple ways to enhance your marketing efforts through the SOA:

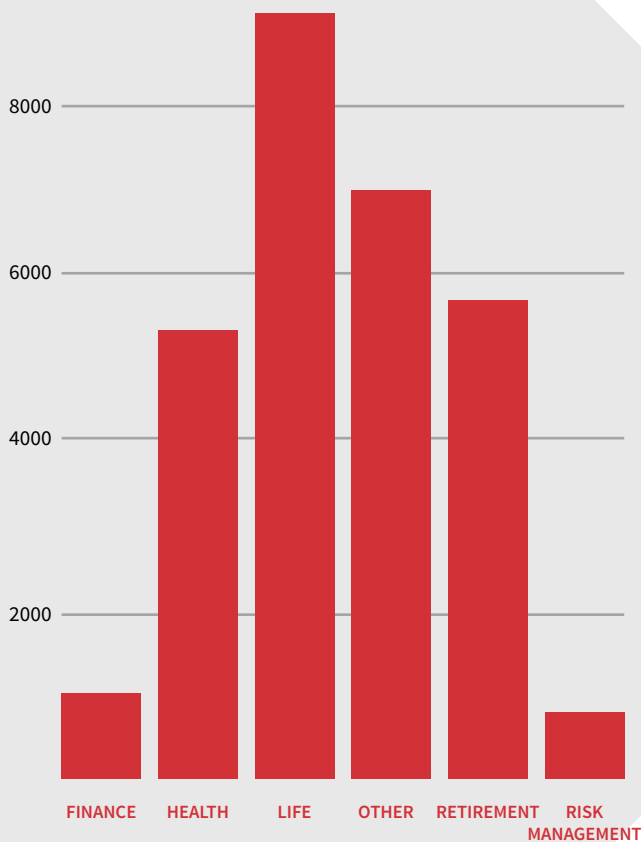
- + **Corporate Sponsorship** features a wide menu of opportunities for continuous, high-level exposure across four of the SOA's largest meetings
- + **Event Sponsorship** offers many levels to reach actuaries in a more targeted manner, by practice area at a specific meeting
- + **Annual Meeting & Exhibit** allows companies to exhibit at the SOA Annual Meeting, attended by more than 2,400 actuaries and professionals each year
- + **The Actuary Advertising** gives you targeted exposure to more than 30,000 actuaries in all fields of practice, across the globe, through this magazine published six times per year in both print and electronic versions
- + **Thought Leadership** opportunities allow your organization to share best practices and case studies by sponsoring webcasts and/or a series of sessions at one of SOA's major events
- + **Candidate Connect** gives you the opportunity to engage and support our future actuaries

[SOA.org/Sponsorship](https://www.soa.org/Sponsorship)

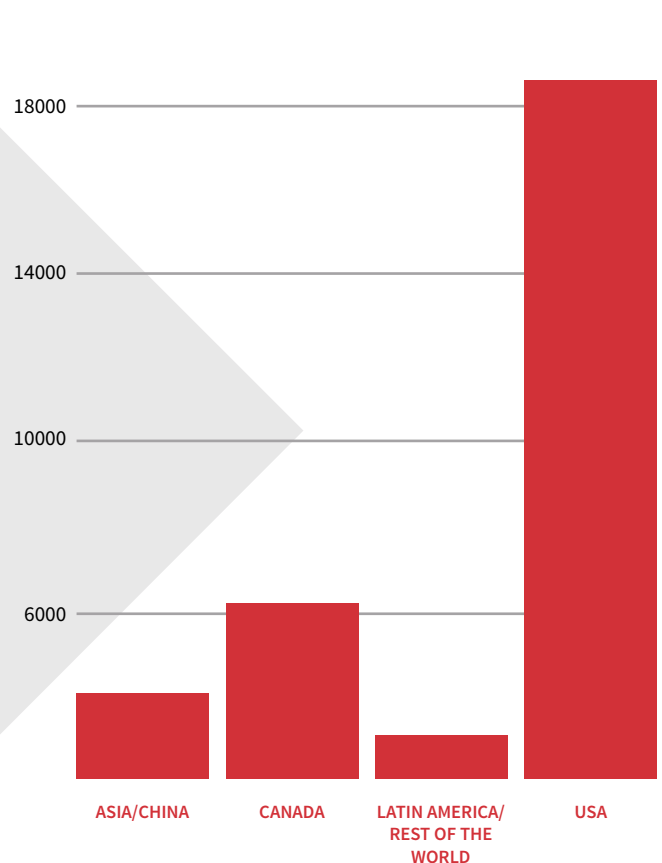


THERE ARE A NUMBER OF GOOD REASONS TO ALIGN WITH THE SOA

MEMBERS BY PRACTICE AREA



MEMBERS BY REGION



- + **Cultivate long-term relationships** with industry leaders and members of the largest professional actuarial organization in the world
- + **Show your commitment** to the development of cutting-edge actuarial ideas, research and information
- + **Demonstrate your support** to the advancement of the actuarial profession in the United States, Canada and around the globe

- + **Obtain high visibility** to a targeted audience
- + **Build and enhance brand equity** for your company among actuaries from all disciplines, around the world
- + **Be seen** as a key player and thought leader in the industry
- + **Gain direct exposure** to decision-makers who use your products and services



“

The SOA has long been the leader in the education and advancement of the actuarial profession. Through our corporate sponsorship, The Jacobson Group is proud to give back to the profession and to support SOA in their pursuit of such an important mission.

”

– The Jacobson Group

SOA EVENTS

Life & Annuity Symposium

May 20–22, 2019

Tampa, FL

This life insurance and product development-focused event allows attendees to learn about current industry studies, new financial models, new regulatory developments and much more, thereby attracting senior-level actuaries and professionals from the life insurance and finance industries.

AVERAGE ATTENDANCE: 500

AREAS OF PRACTICE: LIFE AND FINANCE

Valuation Actuary Symposium

August 26–27, 2019

Denver, CO

Going strong after over 30 years, the Valuation Actuary Symposium covers valuation topics in depth and content pertinent to the experienced financial actuary. This event is where you need to be to prepare for valuation and financial reporting challenges and opportunities that lie ahead.

AVERAGE ATTENDANCE: 700

AREAS OF PRACTICE: LIFE, HEALTH AND FINANCE

SOA Annual Meeting & Exhibit

October 27–30, 2019

Toronto, Canada

This is your chance for maximum exposure: the SOA Annual Meeting & Exhibit is our largest event, with more than 2,200 professionals from just about all practice areas and several countries in attendance. The meeting is attended primarily by senior actuaries from a diverse set of companies, and features a large exhibit hall where you will want to showcase your offerings.

AVERAGE ATTENDANCE: 2,400

AREAS OF PRACTICE: ALL

Health Meeting

June 24–26, 2019

Phoenix, AZ

Garner exposure here: the Health Meeting is the second-largest SOA event and our signature health program. Covering a wide range of topics in the health field, the event is primarily attended by senior health actuaries. The meeting features numerous opportunities to reach the decision-makers with whom you want to engage.

AVERAGE ATTENDANCE: 1,000

AREAS OF PRACTICE: HEALTH

Predictive Analytics Symposium

September 2019

Held for the first time in 2017, “this fast-growing” symposium covers a wide range of topics for all levels from beginners to advanced practitioners.

AREAS OF PRACTICE: ALL

Investment Seminar

October 27, 2019

Toronto, Canada

Gain visibility with risk and finance professionals. Attendees get up-to-date knowledge of the regulatory arena, risk modeling and the evolution of retirement funding. This is your opportunity to reach this target audience of both junior and senior finance and risk professionals.

AVERAGE ATTENDANCE: 100

AREAS OF PRACTICE: FINANCE AND RISK MANAGEMENT

OTHER SYMPOSIA

Long-Term Care Insurtech Conference

May/June 2019

Washington, D.C.

Thanks to high-tech innovators across the globe, we are seeing cutting edge InsurTech developments in the delivery of long term services and supports. You will be exposed to new ideas and help connect these innovators with long-term care industry professionals who are in a position to leverage these innovations to improve the delivery of long term services and supports.

AVERAGE ATTENDANCE: 400

AREAS OF PRACTICE: LONG-TERM CARE

China Annual Symposium

June 2019

Beijing, China

The China Annual Symposium focuses on issues pertinent to the actuarial profession in China, such as asset liability, investment strategies, health and pension insurance and enterprise risk management. With growing attendance every year, this is a one-stop way to reach an actuarial audience across China.

AVERAGE ATTENDANCE: 200

AREAS OF PRACTICE: ALL

Asia-Pacific Annual Symposium

June 2019

Bangkok, Thailand

The SOA Asia-Pacific Annual Symposium focuses on key issues facing actuaries in this rapidly-growing region. The symposium provides practitioners throughout the Asia-Pacific region with an overview of the latest trends, techniques and best practices in the actuarial profession. A wide range of topics are explored, including big data, medical trends, valuation and distribution.

AVERAGE ATTENDANCE: 100

AREAS OF PRACTICE: ALL

AND MANY MORE

CONTACT US FOR SPONSORSHIP BENEFIT OPTIONS AT THESE UPCOMING EVENTS.

CONTACT

Lauren Scaramella
Sponsorship Specialist
Society of Actuaries

lscaramella@soa.org
+1.847.273.8840

**CORPORATE
SPONSORSHIP**

**Life & Annuity
Symposium**

May 20–22, 2019
Tampa, FL

**Health
Meeting**

June 24–26, 2019
Phoenix, AZ

**Valuation Actuary
Symposium**

August 26–27, 2019
Denver, CO

**Annual Meeting
& Exhibit**

October 27–30, 2019
Toronto, Canada

Corporate Sponsorship

The SOA offers a comprehensive corporate sponsorship program to provide companies with an effective and convenient way to gain maximum exposure at its four major events, while also offering the flexibility to customize options to better suit your company’s needs.

	PREMIER	MAJOR	PRIMARY
	\$65,000	\$50,000	\$30,000
GENERAL			
Limit to number of sponsorships accepted at this level	2	3	4
Use of phrase ‘SOA 2019 Premier Corporate Sponsor’ in materials created by sponsor (pre-approval of materials by SOA required)	✓		
Corporate Sponsor has the right-of-first-refusal for partnership in the same category the following year	✓	✓	✓
Discounts to any of the additional sponsorship options offered by the SOA for specific events	15%	10%	5%
COMPLIMENTARY REGISTRATIONS			
Complimentary registrations to the Life & Annuity Symposium	6 (up to \$7,440 in value)	4 (up to \$4,960 in value)	2 (up to \$2,480 in value)
Complimentary registrations to the Health Meeting	6 (up to \$7,440 in value)	4 (up to \$4,960 in value)	2 (up to \$2,480 in value)
Complimentary registrations to the Valuation Actuary Symposium	6 (up to \$7,440 in value)	4 (up to \$4,960 in value)	2 (up to \$2,480 in value)
Complimentary registrations to the Annual Meeting & Exhibit	6 (up to \$7,500 in value)	4 (up to \$5,000 in value)	2 (up to \$2,500 in value)
10’ X 10’ space in the exhibit hall at the Annual Meeting & Exhibit (priority selection will be granted whenever possible)	Complimentary (up to \$3,500 in value)	30% discount (\$1,050 value)	15% discount (\$525 value)
Table top space at the Life & Annuity Symposium, Health Meeting and Valuation Actuary Symposium	Complimentary	30% discount	15% discount

CONTACT

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 Society of Actuaries
 lscaramella@soa.org
 +1.847.273.8840



	PREMIER	MAJOR	PRIMARY
	\$65,000	\$50,000	\$30,000
ON-SITE EXPOSURE			
Banner advertisement in event app	✓		
Placement of an 8 1/2" X 11" two-sided promotional flier near registration at the four major events (SOA pre-approval of materials required)	✓		
Display of promotional material (one type) in the registration area at four major events (SOA pre-approval of materials required)	✓	✓	
Company logo linked to company website in event app during the four major events	✓	✓	✓
Verbal recognition of sponsors at the opening session of the four major events	✓	✓	✓
Display of company name/logo in slide presentations before opening general sessions at the four major events	✓	✓	✓
Four signs with company logo/name will be prominently displayed at registration area and outside the main session hall/ballroom at the four major events	✓	✓	✓
Reserved seating for attendees from sponsor companies at opening sessions and luncheons at the four major events (if desired)	✓	✓	✓
'Corporate Sponsor' ribbons for attendees from sponsor companies	✓	✓	✓
Opportunity to reserve private hospitality suites at the events (at your expense)	✓	✓	✓
Invitations to the SOA President's Receptions at all four major events	6	4	2

OTHER PRIME EXPOSURE OPPORTUNITIES			
Thank you ad in the year-end issue of <i>The Actuary</i> —SOA's flagship magazine reaches 20,000+ members worldwide	✓		
One-time mention in <i>SOA News Weekly</i> , the SOA's weekly e-newsletter with distribution to 28,000+ members	✓	✓	
Year-end recognition in the SOA's e-newsletter, with a distribution list of 28,000+ members and 36,000+ candidates	✓	✓	
Display of company logo linked to company website on each event's page on soa.org	✓	✓	✓
Obtain mailing list licenses for a one-time mailing to attendees one month prior to meeting, after early registration closes and within one week after each event.	✓	✓	✓

**EVENT
SPONSORSHIP**

CONTACT

Lauren Scaramella
Sponsorship Specialist
Society of Actuaries

lscaramella@soa.org
+1.847.273.8840

Event Sponsorship

Your company can be prominently featured at the meeting of your choice. Each meeting offers four levels of sponsorship at different budget levels—with an array of benefits giving your company visibility and exposure to actuaries from around the world.

Events included are listed on the next page.

	PLATINUM	GOLD	SILVER	BRONZE
Complimentary table top space (except at SOA Annual Meeting & Exhibit)	✓			
Opportunity to provide branded promotional items at the event you are sponsoring, where applicable (i.e., meals, breaks, SOA lounge)	✓			
Company logo displayed in the mobile app (if applicable)	✓			
Opportunity to provide a one-page flier near the registration desk	✓	✓		
Obtain mailing list license for a one-time mailing to attendees within one week after each event	✓	✓		
Obtain mailing list license for a one-time mailing to attendees after early-bird registration closes	✓	✓	✓	
Company logo on the meeting's event website	✓	✓	✓	✓
Recognition signage at the event	✓	✓	✓	✓
Number of invitations to President's Reception (if applicable)	2	1		
Number of complimentary full-meeting registrations for the sponsored event (Unused registrations will be forfeited and may not be applied to any other events)	4	3	2	1

SOA EVENTS

Life & Annuity Symposium

May 20–22, 2019
Tampa, FL

Health Meeting

June 24–26, 2019
Phoenix, AZ

Valuation Actuary Symposium

August 26–27, 2019
Denver, CO

Predictive Analytics Symposium

September 2019

Annual Meeting & Exhibit

October 27–30, 2019
Toronto, Canada

Investment Seminar

October 31, 2019
Toronto, Canada

	PLATINUM	GOLD	SILVER	BRONZE
Life & Annuity Symposium	\$10,000	\$8,000	\$6,000	\$3,000
Health Meeting	\$15,000	\$10,000	\$7,000	\$5,000
Valuation Actuary Symposium	\$15,000	\$10,000	\$7,000	\$5,000
Predictive Analytics Symposium	\$10,000	\$8,000	\$6,000	—
Annual Meeting & Exhibit	\$18,000	\$12,000	\$8,000	—
Investment Seminar	\$7,000	\$5,000	\$3,000	—

Want to bundle your sponsorships into one agreement?

Let Lauren Scaramella know at lscaramella@soa.org or call: +1.847.273.8840.

For details on each sponsorship item offered, please visit each individual event page via SOA.org/Calendar

EXHIBIT

CONTACT

Denise Eiring
Senior Meeting & Exhibit Planner
Society of Actuaries

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847.706.3516

Exhibit

2019 SOA ANNUAL MEETING & EXHIBIT
October 27–30, 2019
Toronto, Canada

EXHIBIT

Your company has the opportunity to exhibit at the premier meeting for actuaries, the SOA Annual Meeting & Exhibit in Toronto, Canada, October 27–30, 2019. With more than 2,400 professionals from a wide array of practice areas, your company will want to be one of an exclusive group of exhibitors in attendance to showcase your offerings.

A 10'X10' BOOTH AT THE SOA ANNUAL MEETING & EXHIBIT INCLUDES:

- + Identification sign (hall is carpeted)
- + 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

BOOTH FEE: \$3,500

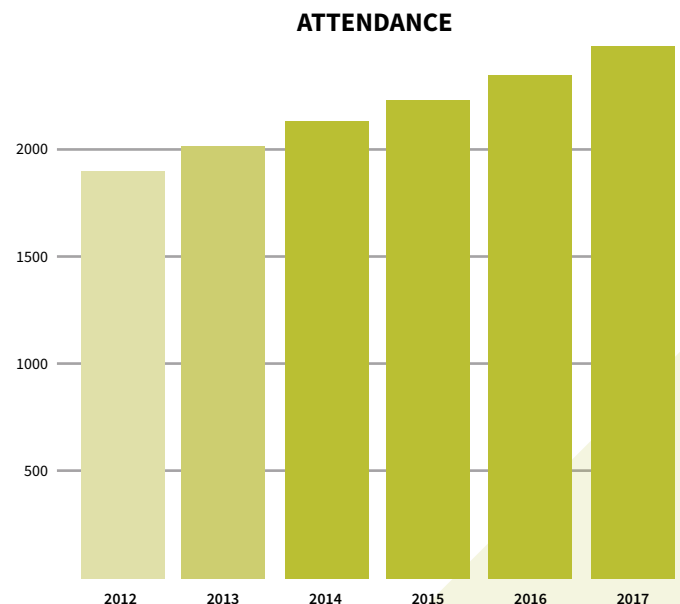


Exhibit Hall Lounge Sponsorship

EXHIBIT HALL SPONSORED LOUNGE *(Limited Availability)*

You have a new opportunity to sponsor a lounge in the exhibit hall in 2019. This space will be dedicated to your organization and you can use this as a meeting place for your clients or invite attendees to stop in for a break. You can also utilize the area to showcase a product or idea.

INCLUDED IN THIS SPONSORSHIP:

- + 20 x 20 ft space
- + 3 registrations to the event (\$3,750 value)
- + 3 exhibit hall only registrations for booth personnel
- + Company logo on website
- + Printed recognition signage at your designated lounge
- + Pre- and post-attendee list in electronic format for one-time use*
- + Company logo displayed in the meeting app

FEE: \$10,000

Additional sponsorship opportunities in the Exhibit Hall will be announced soon. Be sure to check the SOA website or email lsaramella@soa.org if you like to learn more.

* Sponsor will be responsible for any additional costs associated with rental of furniture or catering of food and beverage required.

**THE ACTUARY
MAGAZINE
ADVERTISING**

CONTACT

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Berlin, NJ 08009

dmather@mrvica.com
TEL: 856.768.9360
FAX: 856.753.0064

The Actuary Magazine



PUBLISHED SIX TIMES A YEAR

SENT TO A TARGETED AUDIENCE OF 28,000 SOA MEMBERS

DISTRIBUTED AT THE SOA ANNUAL MEETING & EXHIBIT AND OTHER MAJOR MEETINGS THROUGHOUT THE YEAR

FEATURES IN-DEPTH AND TIMELY ARTICLES

The Actuary Magazine

Rate Card

	1X	3X	6X	12X	18X
BLACK & WHITE RATES					
2 PAGE SPREAD	\$6,070	\$5,930	\$5,500	\$5,300	\$5,000
FULL PAGE	\$3,035	\$2,965	\$2,775	\$2,650	\$2,500
HALF PAGE	\$1,945	\$1,875	\$1,720	\$1,700	\$1,645
1/3 PAGE	\$1,575	\$1,530	\$1,450	\$1,400	\$1,345
COLOR RATES					
2 PAGE SPREAD	\$8,200	\$8,050	\$7,680	\$7,430	\$7,170
FULL PAGE	\$4,100	\$4,025	\$3,840	\$3,715	\$3,585
HALF PAGE	\$3,010	\$2,940	\$2,785	\$2,765	\$2,710
1/3 PAGE	\$2,640	\$2,595	\$2,515	\$2,465	\$2,410

COVERS AND SPECIAL POSITIONS

Covers and positions are 4-color process only. All positions are solely available on an annual contract basis.

- + Cover 2: 35% of earned B&W rate
- + Cover 4: 50% of earned B&W rate
- + Opposite TOC: 15% of earned B&W rate
- + Cover 3: 10% of earned B&W rate

INSERTS

Furnished inserts are billed at the black-and-white page rate times the number of insert pages.

- + Two-page insert (one leaf): Two-times earned frequency rate
- + Four-page or larger insert is black-and-white earned frequency rate per page.

AGENCY DISCOUNT: 15%

Agency responsibility: Payment for all advertising ordered and published.

EARNED RATES

Total of full-page units, half-page units and 1/3-page units determine frequency rates.

SESSION SERIES SPONSORSHIP

The SOA is offering thought leadership opportunities at the SOA's four major 2019 meetings (Life & Annuity Symposium, Health Meeting, Valuation Actuary Symposium and the Annual Meeting & Exhibit). The vision behind each Session Series Sponsorship is to encourage the spread of ideas through effective and engaging presentations, by experts in the field. Interested companies may apply to sponsor a series of two (2) sessions at any of the four major meetings.

PROPOSAL DEADLINE		
Life & Annuity Symposium	\$10,000	October 12, 2018
Valuation Actuary Symposium	\$10,000	February 22, 2019
Health Meeting	\$13,000	November 1, 2018
Annual Meeting & Exhibit	\$15,000	February 4, 2019

EACH SELECTED ORGANIZATION WILL ENJOY CONSIDERABLE EXPOSURE THROUGH THE FOLLOWING BENEFITS:

- + Ability to recruit an expert to present a relevant topic at two (2) sessions.
- + Company name and logo on the event website with link to sponsor's website.
- + One pre- and post-meeting attendee list for one-time use.
- + Two (2) complimentary full-meeting registrations and five (5) "session-series only" passes for your company's staff to attend the session series you are sponsoring.
- + Recognition signage with logo at the sponsored sessions.
- + Session listing in the meeting program within the event app.
- + Opportunity to provide branded promotional items at the sessions you are sponsoring.

All applications will be reviewed by the SOA Professional Development Committee.

This is a special opportunity for sponsors and these sessions are not the same as the submission for general call for session proposals. Sponsors will have a one-time opportunity to submit their proposal, so please be sure to make it comprehensive with as much detail as possible, including speaker information. The Professional Development committee will only have one opportunity to review your proposal.

NEW

WEBCAST SPONSORSHIP

Take advantage of this new and exciting opportunity to increase your industry exposure by integrating SOA's webcasts into your existing sponsorship program. Ensure your company's exposure to this focused, audience through pre-event and real-time promotion.

WEBCAST

SOA webcasts occur in real-time and allow participants to listen to the speakers and view a slide presentation. Webcasts are recorded and are available for purchase after the recording date.

One - \$3,000

Three - \$8,500

- Company logo on the SOA webcast page
- Company name in pre-event communications to attendees such as registration confirmations, webcast instructions, etc.
- Logo placement on event introduction and closing presentation screens, as well as verbal mention by the webcast host
- List of attendee contact e-mails following webcast* (does not include post-webcast purchases)

SELECT FROM VARIOUS AREAS OF PRACTICE:

Life
Health
Finance/Investment/Retirement/Risk Management
Other – General Insurance/Predictive Analytics/Leadership/Communication

Note: If the SOA does not produce a webcast in your selected category, the sponsorship will roll over to the following year.

* Based on attendee preference

**CANDIDATE
CONNECT**



2019 CANDIDATE CONNECT

Looking to reach, maybe hire, actuarial candidates? Consider sponsoring a Candidate Connect event, typically held in conjunction with the SOA’s major meetings Life & Annuity Symposium, Health Meeting, Valuation Actuary Symposium & Annual Meeting; or as a standalone event. You can also choose to sponsor a vendor table at the standalone events or, sponsor a webcast for candidates.

	SPONSOR ONE-DAY EVENT	SPONSOR MEETING EVENT	WEBCAST SPONSOR	VENDOR TABLE (ONE DAY EVENTS)
	\$6,000	\$4,500	\$2,500	\$2,000
BENEFITS				
Opportunity to choose speaker(s) *Subject to SOA approval	✓			
Table-top space at event	✓			✓
Company Name included on promotional materials (candidate emails and event page)	✓	✓	✓	
Company logo included on event or webcast webpage	✓	✓	✓	
Mention in Candidate Connect e-Newsletter (sent to more than 40,000 globally)	✓	✓	✓	
Recognition signage at the event/exposure during webcast	✓	✓	✓	
Post-event list of attendees for one-time use	✓	✓	✓	✓
Invitation to networking reception		1		

FOR MORE INFORMATION, PLEASE VISIT [SOA.ORG/SPONSORSHIP](https://soa.org/SPONSORSHIP)

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