

Corporate Sponsorship Program

The Society of Actuaries (SOA) provides unmatched education, research and professional development resources to actuaries around the world.

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.

The updated Corporate Sponsorship program is no longer limited to our Major Meetings. Your organization can choose sponsorships at various SOA events. The program provides a wide array of new benefits. Your organization will be able to select the programs that fit your company's goals and objectives. The comprehensive Corporate Sponsorship program will provide effective and convenient ways for your company to maximize its exposure and provide you the flexibility to choose the options that best meet your company's needs and goals.

When you collaborate with a captive audience committed to your initiative, your organization will experience numerous opportunities to develop and enhance key relationships and to position your company not as a vendor-but as an industry partner and leader.

QUALIFICATIONS FOR CORPORATE SPONSORSHIP:



Participation in minimum of 3 programs. The funds can be used between in person events, virtual events, webcasts and additional SOA designated programs as they are developed.*



Sponsorship commitment deadline: February 28, 2022.



Minimum spend of \$30,000.

*ReFocus Conference is not included as part of the Corporate Sponsorship program.

Sponsorship Levels

	PREMIER	MAJOR	PRIMARY
Dollar Spend	\$60,000+	\$45,000-\$59,999	\$30,000-\$44,999
PRIME EXPOSURE BENEFITS			
Digital Ad placed in The Actuary magazine (placement selection made by the SOA; ads due three weeks prior to magazine release date)	4 per year	3 per year	2 per year
Lead Generation Email Campaign (messaging must be approved by the SOA)	3	2	1
White paper posted on the SOA website	X		
Receive pre and post attendee lists in advance	X	X	X
Program Marketing – Company logo displayed in program marketing pieces	X	X	X
Program Website Recognition - Company logo linked to website	X	X	X
Corporate Video and Speaker Introduction during a general session at an SOA meeting”	X		
Logo placement on the sponsorship opportunities page of the SOA website	X	X	X
ON-SITE EXPOSURE BENEFITS			
Signage at all SOA Meetings (in-person and virtual)	X	X	X
Complimentary meeting space or hospitality suite during major meetings* (in-person and virtual)	X	X	X
Invitations to the SOA Leadership Reception held during major meetings*	6	4	2
Verbal recognition during the opening sessions and luncheons at major meetings*	X	X	X
Reserved seating during opening sessions and luncheons at major meetings*	X	X	X
Company name/logo in slide presentation	X	X	X
‘Corporate Sponsor’ ribbons for company representatives	X	X	X
ADDITIONAL BENEFITS			
Discounted Exhibit Booth at the ImpACT Conference	Complimentary	50% off	25% off
Table Top space at applicable meetings	x	x	x
Complimentary Registrations– in addition to those offered with your sponsorship	3	2	1
Hotel Accommodation upgrades	2	1	
ImpACT Conference Booth Selection Priority	X	X	X
First Right of Refusal for partnership in the same category the following year	X	X	X
Event App - Company profile listing	x	x	
Use of phrase ‘SOA 2022 Premier Corporate Sponsor’ and/or use SOA Corporate Sponsor badge in materials created by sponsor (pre-approval of materials by SOA required)	X	X	X

* Health Meeting, Life Meeting and ImpACT Conference