



2022 Sponsorship Opportunities Overview

ABOUT THE SOA

As the leading global professional actuarial organization, the Society of Actuaries (SOA) provides unmatched education, leading research and professional development resources to keep actuaries on the forefront of new methods and knowledge. 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.

The SOA helps members cultivate valuable professional skills through career-long learning programs that develop actuaries as technical experts, business professionals and 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 world, positively impacting business, and society.

WHY SPONSOR?

Join actuarial leaders, problem solvers and achievers by participating as a sponsor in one or more upcoming opportunities. Different programs attract professionals from various practice areas. Sponsor an event that targets your audience or create a custom opportunity and gain exposure and access to a vast network of influencers and decision makers.

As a sponsor you will benefit from:



Visibility.

Gain mindshare and connect with your target audience.



Brand Equity.

Build and expand valuable brand equity and positive perception among actuaries.



Thought Leadership.

Reinforce your position as a key player and thought leader in the actuarial space.



Influence.

Expand your direct exposure to and authentic engagement with decision makers who use your products and services.





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2022 EVENTS

Here is a snapshot of just some of the events and programs SOA offers annually including additional smaller programs. For more detail, please contact us to discuss additional options.

HEALTH MEETING

Health Meeting | June 13–15, Philadelphia, PA | Primarily attended by senior health actuaries, the Health Meeting is the second largest SOA annual event and our signature health program, covering a wide range of topics in the health field.

LIFE MEETING

Life Meeting | August 24–26, Chicago, IL | Bringing together pricing and valuation practitioners to learn, grow and connect with one another, the Life Meeting is a combination of the former Life & Annuity Symposium and the Valuation Actuary Symposium.

ImpACT SOA ANNUAL CONFERENCE

ImpACT Conference | October 23–26, Orlando, FL | This annual event is SOA's largest, attended primarily by senior actuaries from all practice areas, diverse companies, and countries around the world. The conference features an exhibit hall to showcase your products and services throughout the duration of the event, and extensive engagement with attendees as an exhibitor.

UNDERWRITING ISSUES & INNOVATION SEMINAR

Underwriting Issues and Innovation Seminar | July 17–19, Chicago, IL | This seminar creates a unique opportunity to learn from and work with life insurance innovation leaders, including actuaries, underwriters, medical directors, and more. Attendees learn about the latest vendor offerings and hear from industry professionals.

Emerging Leaders' Summit

Emerging Leaders' Summit | May 24 & 25, Virtual | This special interactive event helps young actuarial professionals acquire new skills and form new professional relationships. Topics include leadership, communication, team building, managing your brand, workplace relationships and professionalism.



For more information, visit soa.org/sponsorship or contact Lauren Scaramella at Lscaramella@soa.org or Sponsorship@soa.org.

THOUGHT LEADERSHIP

Session Series – As a Session Series sponsor, your organization will have two sessions at an SOA major meeting. The vision behind each Session Series sponsorship is to encourage the spread of ideas through effective and engaging presentations by experts in the field. Inquire early to be considered for this sponsorship. Session Series can be done either virtually or in person. Proposals are due:

- **Health Meeting** – due in January
- **Life Meeting** – due in March
- **ImpACT Conference** – due in June

Partnered Webcasts – Showcase your industry expertise by integrating an SOA-partnered webcast into your marketing program. You supply the content and presenters. SOA markets and hosts the webcast.

SOA Webcast – If your organization is interested in a certain topic that SOA is offering a webcast on, consider sponsoring the event and getting your organization in front of that audience. The SOA hosts numerous content-packed webcasts throughout the year. Choose from a scheduled event or let us know what you are looking for and we will work with you to select an event to fit your brand and marketing goals.



SESSION SERIES



WEBCASTS



CASE STUDY

NEW OPPORTUNITIES

Student Case Study Challenge – Get your organization in front of students who will participate in the case study challenge. This challenge provides an opportunity for teams to apply their actuarial skills to a real-world problem.

CPD Tracker – The CPD tracker is a free tool to help SOA members track their Continuing Professional Development (CPD) credits. Your organization can get in front of many members as they use this tool.



Don't see opportunities that meet your specific needs?
Contact us to build custom opportunities that help you achieve your goals!



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