



## SPONSORSHIP OPPORTUNITIES

# ValAct

2025 SOA VALUATION  
ACTUARY MEETING

August 17-20  
Chicago, IL

September 16-18  
Virtual

## Become a sponsor of the Society of Actuaries (SOA) Valuation Actuary Meeting

to promote your organization and connect with SOA members. This three-day event empowers actuaries for success with in-depth content on the latest valuation and financial reporting concepts, including US GAAP, US Tax Account, and International Reporting Standards (IFRS). ValAct content is tailored for professionals specializing in valuation actuarial practices within the insurance and financial industries.

### Customize Your Sponsorship Package

Maximize your investment by adding custom elements to your package. Choose the sponsorship that helps achieve your organization's goals and objectives. You can select in person, virtual or both! Your choices will determine your sponsorship level (listed below).

### In-Person Opportunities

Select from three levels of sponsorship, each featuring a pre-determined set of branding opportunities that offer your company consistent visibility throughout the meeting.

#### In-Person Benefits:

- Logo placement and verbal recognition during dedicated sessions
- Event website Recognition
- Onsite signage
- Company profile in meeting app/Virtual Platform



**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.

Platinum In-Person	Gold In-Person	Silver In-Person	Bronze In-Person
\$18,000	\$15,000	\$10,000	\$5,000
One (1) complimentary registration	One (1) complimentary registration	One (1) complimentary registration	One (1) discounted registration
Two (2) discounted registrations (50% off)	One (1) discounted registration (50% off)		Pre-event registration list*
Comp Tabletop	50% off Tabletop		
Pre-and post-event registration lists*	Pre-and post-event registration list*	Pre-event registration lists*	
Logo placement pre-event promotions and communications			

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

## In-Person Opportunities

**\$18,000**

☐ **REGISTRATION**

Give your organization recognition on lanyards, signage, and digital content.

☐ **EVENT APP**

Display your organization in front of the attendees by sponsoring the app. Each time they view the app your organization's logo will pop up.

☐ **RECHARGE & CONNECT**

Energize attendees as they log onto the WiFi and carry around portable chargers.

**\$15,000**

☐ **KEYCARDS**

Put your organization in front of attendees by sponsoring the keycards. Your logo will be placed for prominent display.

☐ **NETWORKING RECEPTION**

Meet fellow attendees and colleagues at the networking reception to chat over some hors d'oeuvres and drinks.

☐ **NETWORKING BREAK**

Enhance our general break with a fun snack or treat.

**\$10,000**

☐ **CSR ACTIVITY**

Support the corporate social responsibility with signage onsite.

☐ **BREAKFAST**

As attendees fuel themselves for the morning, be recognized as the sponsor for one of our breakfast.

**\$5,000**

☐ **LEAD GENERATION**

Provide a message to all registered attendees. Approved and sent by the SOA.

☐ **DAILY EMAIL (Monday or Tuesday)**

Be recognized on our daily email that highlights the happenings for the day.

**\$3,000**

☐ **TABLE TOP**

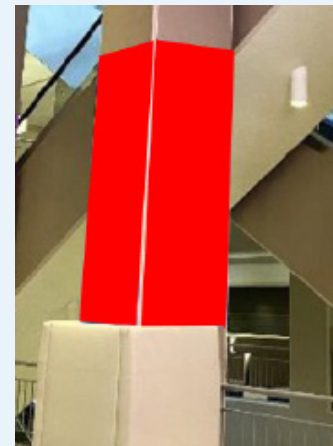
Reserve a space for your organization to gain visibility with a tabletop.

## Onsite Branding and Advertising

Please contact us for pricing on these additional advertising opportunities.



**7<sup>th</sup> floor near registration/GS Room**



**5<sup>th</sup> floor near breakouts**



**5<sup>th</sup> and 7<sup>th</sup> Floor Elevator Panels**



**The opportunities don't stop here.** Contact Lauren Scaramella for additional opportunities or share an idea with us!

## Virtual Opportunities

Elevate your brand and connect with our virtual attendees by sponsoring the Valuation Actuary Virtual Meeting. Gain visibility and demonstrate your commitment to the actuarial community. Secure your sponsorship today!

Platinum Virtual	Gold Virtual	Silver Virtual
Two (2) Complimentary Registrations	One (1) Complimentary Registration	One (1) Complimentary Registration
One Discounted Registration	One Discounted Registration	
Pre-and Post-Attendee List*	Pre-and Post- Attendee List*	Pre-Attendee List*
Company Profile	Company Profile	Company Profile
Digital Logo Placement	Digital Logo Placement	Digital Logo Placement

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

**\$15,000**

☐ PLATFORM SPONSOR

**\$12,000**

☐ WAITING ROOM (PER DAY)

**\$7,000**

☐ SPONSOR AD

## EVENT SUPPORT

This opportunity does not qualify as sponsorship, but your organization will be recognized as a supporter of the in-person meeting.

☐ FRIEND OF SOA

Looking to spend a little less, but want your organization in front of the attendees? Consider being a friend of the SOA. For \$2,500 your organization's name will be listed a supporter of the meeting.



**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: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

### SPONSORSHIP(S) REQUESTED

Sponsorship Level:	Sponsorship Opportunity:	Total Payment Amount \$

### TERMS AND CONDITIONS

All sponsors are subject to this agreement.

All sponsorships are granted on first-come basis unless an agreement is made for first right of refusal for the following year.

Once the Society of Actuaries (SOA) has received a signed agreement and payment, a copy signed by an SOA representative will be returned to you.

In the case of acts of war, terrorism, natural disasters or other circumstances beyond the SOA's control, the SOA reserves the right to either cancel the event or reschedule it for a different date and/or location. Should the event be rescheduled for a different date, the sponsor may make the election to receive a refund for the fees collected by the SOA or transfer the fees to a sponsorship for the new event date. In the case of cancellation, the SOA shall have no further liability to you other than refund your fees. It will not be responsible to you for any other resulting costs or liabilities incurred by you as a result of the cancellation.

If SOA cancels the event for any reason apart from those covered above, partner will be refunded within 30 days for any payments already made.

Cancellation must be received in writing by July 10, 2025 to receive a refund, minus \$500 administrative fee and any fees incurred to the SOA for sponsorship opportunity fulfillment.

SOA accepts no responsibility for any loss/damage to property or personal injury that occurs during or in preparation for the event. Please submit your completed sponsorship form to Lauren Scaramella at [LScaramella@soa.org](mailto:LScaramella@soa.org).

\_\_\_\_\_  
Company Representative Signature

\_\_\_\_\_  
Printed Name and Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
SOA Company Representative Signature

\_\_\_\_\_  
Printed Name and Title

\_\_\_\_\_  
Date