

ReFocus2025

February 23-26, 2025
The Fontainebleau | Las Vegas, NV

**Customizable
Sponsorship Opportunities**



ReFocus2025

Become a 2025 ReFocus Conference sponsor and connect directly with pre-eminent leaders and influencers in insurance, reinsurance, and financial services. This annual event, hosted in partnership by the American Council of Life Insurers (ACLI) and the Society of Actuaries (SOA), attracts C-Suite and senior executives from around the world – providing sponsors a unique opportunity at this in-person event. Create an exceptional impact by customizing your selections.

Customize Your Sponsorship

Maximize your sponsorship investment at the 2025 ReFocus Conference by selecting the elements of your package. The process is easy. Simply determine the financial investment you plan to make, then choose the combination of sponsorship elements that suit your plans within the threshold of the package you selected.

Select from the following sponsorship packages and elements:

Level	Diamond	Platinum	Gold	Silver
Investment	\$30,000+	\$20,000-29,999	\$10,000-19,999	\$5,000-9,999
Complimentary Registrations	Three	Two	One	None

Included in your Sponsorship

In addition to your specific sponsorship benefits, your company will enjoy:

- Complimentary registrations (quantity varies based on sponsor level)*
- Signage throughout the conference with your company logo
- Sponsor ad on digital signage in meeting space
- Listing in the event app.
- Logo placement on event website, hyperlinked to your company.
- Advance access to the 2025 ReFocus Conference registration list.

* Does not apply to Silver level sponsorship

+ Does not apply to Gold level sponsorship

++ Sponsors are required to purchase/provide sponsored items with approval from organizer and arrange for delivery of items to the SOA by the date specified.

Customize your package with one or more of the options listed below that fit your financial investment and event goals.

\$30,000 options

NETWORKING LOUNGE

Serve as the Networking Lounge “host” for the duration of the conference.

REGISTRATION SPONSOR

Sponsor will be the sole sponsor of the registration information, kiosk and badge.

\$20,000 options

KEYNOTE SPEAKER, MONDAY

Align your company with the conference’s thought-provoking keynote speaker.

MOBILE APP

The event app provides total access to conference details and sponsors.

ATTENDEE TOTE BAG++

Sponsor the tote bag attendees grab during registration check in.

NETWORKING LUNCH, MONDAY OR TUESDAY

Position your company front and center with a cross-section of conference attendees.

NOOK PODS (LIMITED OPPORTUNITIES)

Sponsor 2 of our Nooks! This will be branded with your organization and allow you or other attendees to have a private meeting, a place to take a call or answer emails.

WELCOME RECEPTION, SUNDAY

Welcome attendees as they look to renew existing connections and form new ones.

WI-FI

Provide complimentary wireless Internet access for meeting attendees in all meeting rooms and public spaces. Your company name will be promoted as the network password, assuring all attendees using Wi-Fi see your brand

⁺⁺ Sponsors are required to purchase/provide sponsored items with approval from organizer and arrange for delivery of items to the SOA by the date specified.

Customize your package with one or more of the options listed below that fit your financial investment and event goals.

\$15,000 options

HOTEL KEYCARDS

Display your company on the keycard each attendee will use to gain access to their hotel room.

LANYARDS

Be a daily conference fixture by putting your company name on the lanyards attendees will be wearing at the conference event.

CHARGING STATIONS

Provide attendees with the opportunity to borrow a battery pack, recharge their devices and return for the next user.

\$12,000 options

NETWORKING BREAKFAST, MONDAY OR TUESDAY

Ensure conference goers start their day with your company on their minds by sponsoring breakfast.

RECEPTION ENTERTAINMENT, SUNDAY OR MONDAY

Bring the fun to the reception by sponsoring the entertainment.

NETWORKING HUB LARGE – (4 OPPORTUNITIES)

Brand one of the lounge spaces with your organization's logo.

\$10,000 options

REFRESHMENT BREAKS (4 OPPORTUNITIES AVAILABLE)

Available Monday and Tuesday in the morning or afternoon, this is the perfect opportunity to refresh conference attendees of your company brand.

NETWORKING HUB SMALL (4 OPPORTUNITIES)

Brand one of the lounge spaces with your organization's logo.

++ Sponsors are required to purchase/provide sponsored items with approval from organizer and arrange for delivery of items to the SOA by the date specified.

Customize your package with one or more of the options listed below that fit your financial investment and event goals.

\$7,500 options

~~SOLD~~ DIGITAL PROGRAM GUIDE

Place your company logo in the digital program guide everyone will be referencing.

~~SOLD~~ DIGITAL ATTENDEE LIST

Receive the digital attendee list for review and have your company logo displayed.

DAILY EVENTS EMAIL (3 OPPORTUNITIES AVAILABLE)

Be the sponsor of one of the daily emails that goes out to attendees each day about the happenings for the day.

NETWORKING RECEPTION ENTERTAINMENT, TUESDAY

Make this event fun by sponsoring the entertainment for this reception.

~~SOLD~~ DIGITAL BOARD (2 OPPORTUNITIES)

Place an ad for your organization to go on the large 15' x 15' screen in our meeting space. Your ad will rotate with SOA/ACLI information as well.

\$5,000 options

~~SOLD~~ NETWORKING BREAKFAST, WEDNESDAY

Be the first to say, "thank you for attending" when you sponsor breakfast on the final day of the conference.

ATTENDEE TOTE BAG GIFT++

Be the sponsor the one of the daily emails that goes out to attendees each day about the happenings for the day.

~~SOLD~~ POST-CONFERENCE THANK YOU EMAIL

Be the final touchpoint to our attendees by having your recognition on our Thank You email.

⁺⁺ Sponsors are required to purchase/provide sponsored items with approval from organizer and arrange for delivery of items to the SOA by the date specified.

Secure Your Sponsorship Today

Don't miss your chance to reach this influential group of insurance and financial services professionals. Secure your customized sponsorship package today. Simply contact Lauren Scaramella at lscaramella@soa.org

Contact Lauren to talk about additional opportunities or something you don't see listed.

Interested in a Sponsorship Partner?

Sponsorships of \$10,000 or more can be shared between companies who would then be considered co-sponsors. Co-sponsorship splits the financial responsibility between two companies and your sponsorship level recognition will be based on the individual split cost.

Example: Two companies decide to co-sponsor the Tuesday Networking Lunch which is \$15,000. Each company will pay \$7,500 for the sponsorship, which falls under the Silver Level sponsorship, and each company will be recognized as a Silver Level sponsor.

About SOA and ACLI



The ACLI advocates on behalf of 280 member companies dedicated to providing products and services that promote consumers' financial and retirement security. 90 million American families depend on our members for life insurance, annuities, retirement plans, long-term care insurance, disability income insurance, reinsurance, dental and vision and other supplemental benefits. ACLI represents member companies in state, federal and international forums for public policy that supports the industry marketplace and the families that rely on life insurers' products for peace of mind. ACLI members represent 95 percent of industry assets in the United States.



The SOA is the largest professional organization of its kind, dedicated to serving our more than 30,000 members worldwide, each of whom is a leader in the measurement and management of risk. Through research and education, our mission is to advance actuarial knowledge and enhance the ability of actuaries to provide expert advice and relevant solutions for financial, business and societal challenges.

ReFocusConference.com

Sponsorship has its Benefits

The ReFocus Conference is renowned for attracting chief actuaries, underwriters and senior executives across the insurance, reinsurance and financial services sectors. As an event sponsor, you'll benefit from:

- **Brand Equity.** Increase positive perception among this important group of leaders.
- **Exposure.** Gain direct access to decision makers and influencers who use – and make buying choices about – your products and services.
- **Sense of Community.** Connect with stakeholders and decision makers at this event.

Included in your Sponsorship

In addition to your specific sponsorship benefits, your company will enjoy:

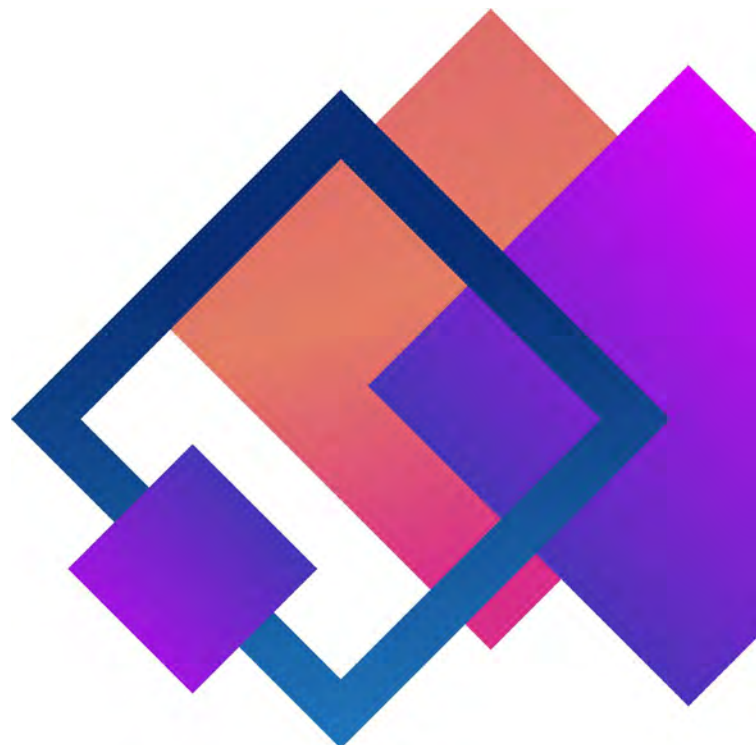
- Complimentary registrations
(quantity varies based on sponsor level)*
- Signage throughout the conference with your company logo
- Full-page ad in the digital program guide*+
- Listing in the digital program guide and event app
- Logo placement on event website, hyperlinked to your company
- Advance access to 2025 ReFocus Conference registration list

**Does not apply to Silver level sponsorship*

+Does not apply to Gold level sponsorship

Contact lscaramella@soa.org for more information.

ReFocusConference.com



SPONSORSHIP AGREEMENT



Organization: _____

Address: _____

City: _____ State/Province: _____ Zip: _____

Contact Person: _____ Title: _____

Email: _____

Phone: _____ Fax: _____

SPONSORSHIP(S) REQUESTED

Sponsorship Choice: _____ Sponsorship Level: _____ \$

Additional Options: _____ Additional Options: _____ \$

Total Payment Amount: \$ _____

MEETING ROOM REQUEST

Days Needed: _____ Maximum Number of People in Room at any given time: _____

Style setup (reception, classroom, rounds, etc.):	Will You need A/V?		Will you be ordering Food & Beverage:	
	Yes	No	Yes	No
_____	_____	_____	_____	_____

Please note, this does not guarantee you will receive a meeting room. Rooms will be assigned based on sponsorship level and order received.

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 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 and Exhibit 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 Wednesday, January 13, 2025. 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