



FEBRUARY 25-28, 2024

ReFocus2024

THE COSMOPOLITAN OF LAS VEGAS, NV

Partnership Prospectus



The American Council of Life Insurers (ACLI) Society of Actuaries (SOA) are proud to partner once again to bring the 2024 ReFocus Conference to you.



The American Council of Life Insurers (ACLI) is the leading trade association driving public policy and advocacy on behalf of the life insurance industry. 90 million American families rely on the life insurance industry for financial protection and retirement security. ACLI's member companies are dedicated to protecting consumers' financial well-being through life insurance, annuities, retirement plans, long-term care insurance, disability income insurance, reinsurance, and dental, vision, and other supplemental benefits. ACLI's 280 member companies represent 94 percent of industry assets in the United States.



The Society of Actuaries (SOA) is the world's largest actuarial professional organization with more than 32,000 members. Through education and research, the SOA advances actuaries as leaders in measuring and managing risk to improve financial outcomes for individuals, organizations and the public.

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 2024 ReFocus Conference registration list.

* Does not apply to Silver level sponsorship

+ Does not apply to Gold level sponsorship



ReFocus 2024 Overview

Become a 2024 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. This event offers you the opportunity to create exceptional impact by customizing your sponsorship selections.



Grow Your Business

ReFocus sessions are both highly informative and engaging. Between networking sessions and social events, the conference is a productive way to make business connections. Through visibility and connectivity, ReFocus2024 is a chance to engage in future business opportunities for your company.

Customize Your Sponsorship

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



Sponsorship Levels

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

Partnership Opportunities

Diamond Level \$30,000 +

Diamond Level Partners receive the highest conference exposure with additional benefits both pre and post-conference.

Maximize your sponsorship investment by selecting multiple opportunities

Networking Lounge (Monday - Wednesday) \$30,000 HOLD

- Serve as the Networking Lounge "host" for the conference

Registration Sponsor \$30,000

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

Platinum Level \$20,000 +

Mobile App \$20,000 HOLD

- The event app gives conference registrants total access to content and materials.

Attendee Tote Bag ** \$20,000 SOLD

- Sponsor one of the event's most popular opportunities by placing your logo on the conference bag.

Welcome Reception (Sunday) \$20,000 HOLD

- Great opportunity to renew connections and form new ones.

Networking Lunch (Monday & Tuesday) \$20,000

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

**** Sponsors are required to purchase/provide sponsored items with approval from ACLI.**



Partnership Opportunities

Platinum Level Continued

Networking Reception (Monday & Tuesday) \$20,000 TUES-SOLD / MON-HOLD

- Make a lasting impression at this high-profile, well-attended evening event.

Keynote Speaker \$20,000 SOLD

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

Wi-Fi \$20,000 HOLD

- Provide complimentary wireless internet access for conference attendees in all meeting rooms and public spaces.

Gold Level \$10,000 - \$19,999

Networking Lunch (Tuesday) \$15,500

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

Networking Reception (Tuesday) \$15,500

- Make a lasting impression at this high-profile, well-attended evening event.

Lanyards \$15,000 HOLD

- A conference staple. Your logo branded on the conference lanyards.

Hotel Keycards \$15,000 HOLD

- Display your company on the keycard attendees will use to access their hotel room.

Table Top Branding \$15,000 (EXCLUSIVE)

- Tell a bigger story by working with the ACLI on choosing an option and location that best fits your needs.

Portable Chargers \$15,000 SOLD

- Guarantee no one loses battery power with these all-important portable chargers.

Networking Breakfast - Two Opportunities Available (Monday or Tuesday) \$12,000

- Ensure attendees start their day with your company on their minds.

Reception Entertainment - Two Opportunities Available (Monday or Tuesday) \$12,000

- Bring the fun to the event by sponsoring the entertainment for a reception.

Refreshment Breaks - Four Opportunities Available \$10,000

- The perfect opportunity to refresh attendees of your company brand.

Networking Hub \$10,000 (LIMITED OPPORTUNITY)

- The sponsor will have a designated networking area on the main floor next to the General Session room.
- The hub will be a few couches, table, and signage.

**** Sponsors are required to purchase/provide sponsored items with approval from ACLI.**



Partnership Opportunities

Silver Level up to \$9,999

Table Top Branding \$7,500 (LIMITED)

- Tell a bigger story by working with the ACLI on choosing an option and location that best fits your needs.

Digital Program Guide \$7,500

- Be top of mind for conference attendees every time they access the digital program guide with a prominently placed ad and logo.

Digital Attendee List \$7,500 HOLD

- Have your company logo displayed on the pre-and post-event attendee lists.

Daily Event Emails - Four Opportunities Available \$7,500

- Get your company name in front of meeting attendees at the start of each day by sponsoring the daily event emails. Availability from Sunday - Wednesday.

Networking Reception Entertainment (Tuesday) \$7,500

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

Attendee Tote Bag Gift ** \$5,000

- The sponsor supplies a tote bag gift (subject to approval) * sponsored pens, pads, candies, hand sanitizers etc.

Networking Breakfast (Wednesday) \$5,000

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

Post-Conference Thank You Email \$5,000 HOLD

- Make a lasting impression with the conference attendees with the final email.

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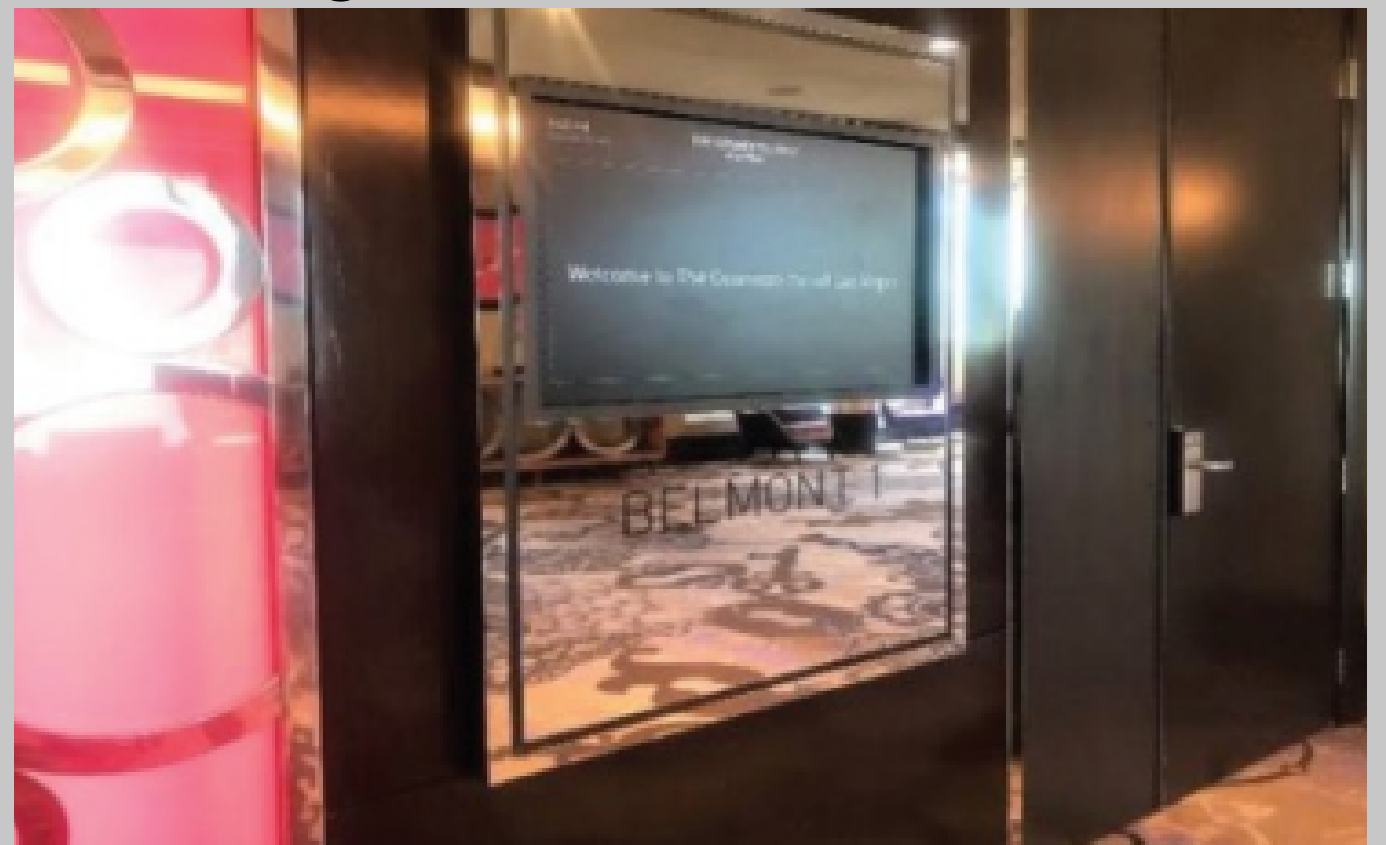
Branding Opportunities

This opportunity allows offers you the ability to share your company's message with attendees throughout the space. Contact us to discuss your options and pricing. The branding opportunities apply towards sponsorship levels.

Vertical Screens - Email for Pricing



Meeting Room Screens - Email for Pricing



Columns

Sponsor columns within the conference space. Opportunities include partial and full-column branding.

Partial Column (2 sides) \$5,000

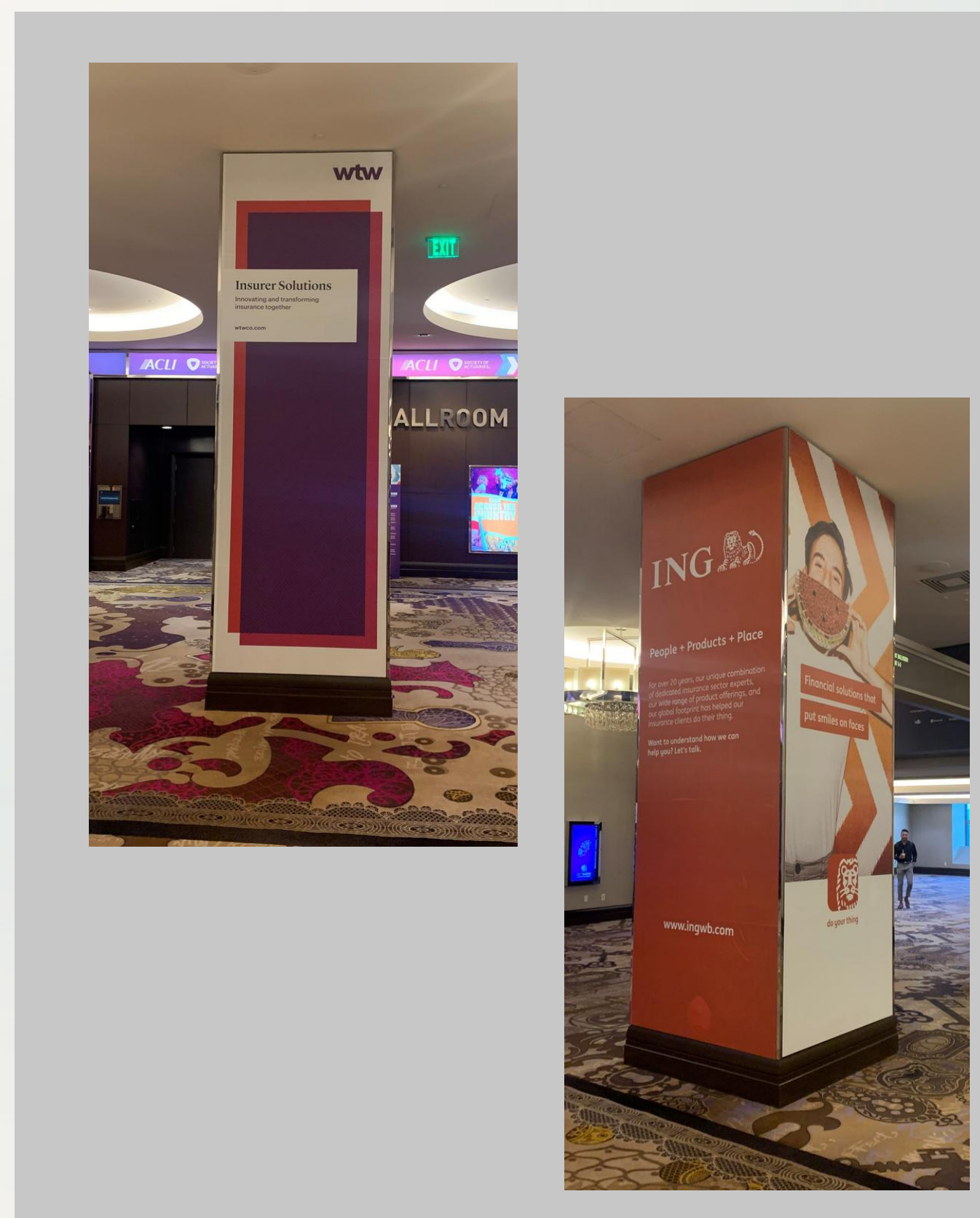
Full Column (4 sides) \$10,000

Walls

Multiple opportunities for branding wall space throughout the common meeting area are available.

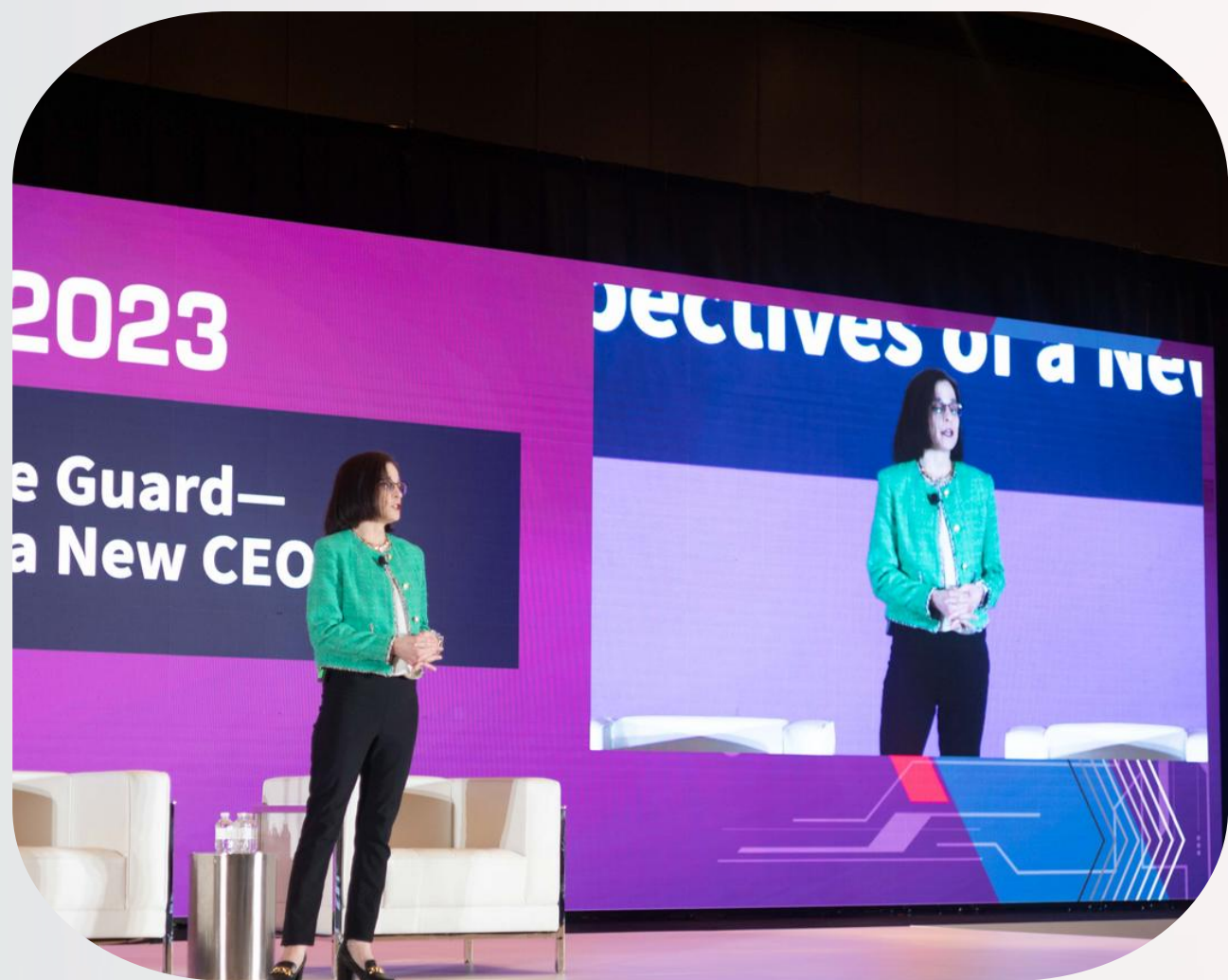
Premier Space: T-Wall (Top and side branding leaving the networking lounge and meal function location) \$15,000

Middle Wall: \$10,000





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.

Interested in being 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 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.



For More Information

For more information about partnership benefits and opportunities or to secure your sponsorship, contact:

Geneva Barber | Senior Director, Conference System & Strategic Partnerships

American Council of Life Insurers
202.624.2312 or GenevaBarber@accli.com

Sponsorship opportunities are limited, so please reach out at your earliest convenience to ensure your first choice is available.

