

2015 Life Insurance Conference

Sponsor and Exhibitor Opportunities

April 13-15, 2015

Crystal Gateway Marriott, Arlington VA (Washington DC)

We can help you reach your target market.

As an exhibitor or sponsor at the Life Insurance Conference, the premier platform for connecting insurance industry business and solution providers, your products and services will be on display for an audience seeking solutions as well as decision makers and influencers. Inside this document, you'll find many opportunities for exposure at the conference. Among them, our Diamond Level sponsorship which offers the highest levels of visibility and exclusive VIP perks including access to key decision makers. From small niche vendors to multinational conglomerates, solution providers return year after year to reaffirm existing relationships and establish new ones. The benefits of sponsorship and exhibiting extend far beyond the doors of the Marriott. Your logo and brand will travel home with our attendees and remain with them throughout the year.

For all sponsorship questions please contact:

Marvin Jones

Senior Associate, Management Solutions

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Barbara Kimball

Vendor Relationship Manager

LIMRA

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Sponsors return year after year to ...

- Increase visibility
- Build brand awareness
- Drive booth traffic
- Connect with industry leaders
- Network with decision makers
- Cement existing relationships
- Establish new relationships
- Show commitment to the industry
- Grow their businesses

2015 Life Insurance Conference Sponsorship Levels and Benefits

Sponsorship Levels per Total Sponsorship Spend

Diamond	\$25K +
Platinum	\$20K +
Gold	\$10K +
Silver	\$7.5K +

Complimentary Conference Registrations per Total Sponsorship Spend

\$25,000 +	4
\$20,000 +	3
\$15,000 +	2
\$10,000 +	1

Sponsorship Benefits

	Diamond	Platinum	Gold	Silver
One (1) designated 45-minute speaking opportunity in scheduled timeslot during the Conference	X (1)			
One (1) complimentary room upgrade at the Crystal Gateway Marriott (limited availability)	X	X		
Sponsor logo on the wall of recognition	X	X	X	X
Sponsor logo displayed on screens at all General Sessions	X	X	X	X
Electronic versions of pre- or post-show attendee lists	X	X	X	X
Link to sponsor website from conference website	X	X	X	X
Sponsor description in the Program guide	100 Words	100 Words	75 Words	50 Words
Complimentary registrations (based on sponsorship level)	X	X	X	

ADDITIONAL SPONSORSHIP ITEMS

- Keynote Speaker Day 1
- Keynote Speaker Day 2
- Welcome Reception
- Breakfasts/Lunch
- Coffee/Soda/Snack Breaks
- Wi-Fi Exclusive
- Attendee Bags (Sold)
- Escalator/Elevator Branding
- Conference Room Drop
- Mobile app
- Lanyards (Sold)
- Social Media Wall
- Cell Phone Charging Station
- Online Registration
- Registration Counter
- Column Wraps (5)
- Networking Areas
- Keycards (Sold)

Advertise in the Conference Onsite Program (must meet layout dates)

The indispensable piece seen and used by all attendees! The program / show guide will be distributed to all attendees and will include::

- Complete conference program with session descriptions, times, and locations
- Guide to the exhibit hall, including floor plan, exhibitor descriptions, logos, and contact information.
- Sponsor listings including descriptions, logos, and contact information.

Ad Rates:

Full page \$3,500

Half page (horizontal only) \$2,000

Full page back cover \$5,000

Full page inside front cover or inside back cover \$4,500

Color: All prices include 4-color Bleed: no charge for bleed

Ad Specifications:

Full page with bleed: Set up to 8 ½" x 11" trim size and add 3/8" each side there is bleed

Half horizontal without bleed 7 ½" x 5 ¼"

Full page without bleed 8" x 10 ½" Belly band 4" deep x 18" wide

Half horizontal with bleed 8 ½" x 5 ½"

Supply ads as hi-res, 300 dpi, X1A PDF or EPS file.

Create ads in CMYK mode, all fonts and images embedded

Exhibitor Opportunities:

Acceptance of Applications/Contracts for exhibitors began June 1, 2014. Applications will be processed on a first-come, first-serve basis until we have reached our capacity of 54 total vendors for this event. For your convenience, you can secure your exhibit space online via this link: LIC Exhibitor- <https://www.seeuthere.com/register/m2625a31-1C8L7I1HQOBIS> .

Exhibit space selection will be based upon the date of receipt of your executed contract or completed registration.

Your EXHIBIT PACKAGE includes:

- 10' x 8' exhibit space – including electrical outlet
- Two (2) full-conference registrations
- Limit of one additional attendee (Per booth) at member rate of \$1,145 each, before March 13, 2015 or \$1,295 after that date
- One-time use mailing list (Your choice: three weeks prior to or three weeks following the event)
- Listing in the Conference Brochure (payment must be received by November 30, 2014 to be included)
- Listing on the conference organizers websites
- Listing in the On-site Program

EXHIBIT/DISPLAY REGISTRATION FEE:

If registered by February 2nd

10 x 8 Single Booth: \$4,300
20 x 8 Double Booth: \$8,600

After February 2nd

10 x 8 Single Booth \$4,800
20 x8 Double Booth \$9,600

(Special Offer: Organizations exhibiting at The Life Insurance Conference may also exhibit at The Retirement Industry Conference at this same site, April 15-17, 2015 and will receive a discount of \$500 off each event

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