



# Marketing Conference

June 2 - 3, 2021

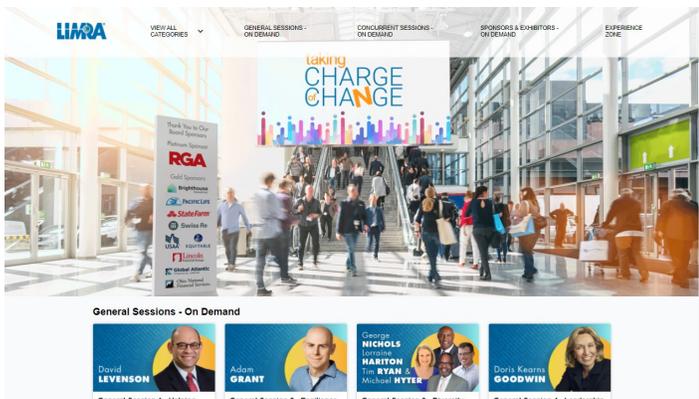
## Welcome!

We are thrilled at the opportunity to have you participate in our virtual conference. We value our exhibitor and sponsor relationships and are invested in making sure we provide you and our members with a highly valuable experience.

As the events and meeting landscape have shifted from in person to virtual, we have had to do the same. Below you will find the various packages we have put together to reflect a virtual experience. We have partnered with a great virtual conference platform that will provide you with great branding opportunities and attendee engagement capabilities. You will be able to:

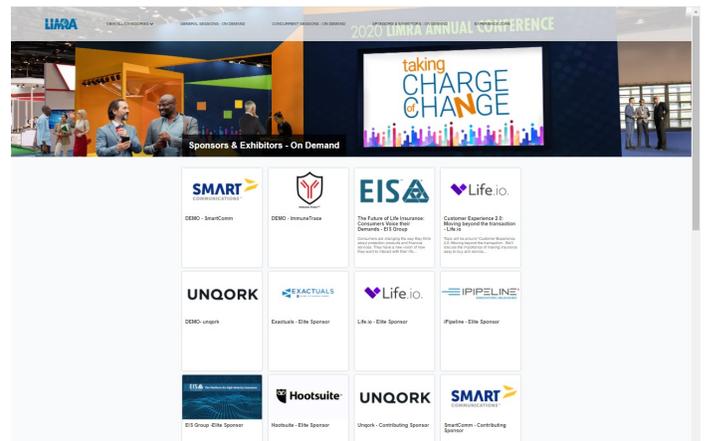
- Showcase your company's brand
- Interact with attendees in real time
- Access all registered attendees
- Obtain metrics on attendee behavior within your booth

## Things you need to know



We have received rave reviews on our 2020 Virtual Conferences. The platform is easy to maneuver from content to the Virtual Exhibit Hall.

To schedule a demo of our virtual platform please email Kim Hull at [Khull@limra.com](mailto:Khull@limra.com).



To secure your Virtual Exhibit Booth, [click here](#) to register your company. This registration should include contact information of the person who will be responsible for the logistics and correspondence for the booth. Once you have registered your booth, you will receive a confirmation email which will include a link to register those individuals who will be attending the virtual conference. Payment for your booth can be done by credit card through the booth registration.

Add on opportunities and sponsorships require an agreement to be drafted, signed, countersigned and an invoice sent. If you are interested in these opportunities please contact Kimberly Hull at [Khull@LIMRA.com](mailto:Khull@LIMRA.com) or via phone 860-285-7752. we are also happy to discuss custom VIP sponsorships and any ideas you might have.

The deadline date to register your virtual booth is May 24, 2021. Please contact Kim after May 24th. An Exhibitor Kit with conference details including your booth design and specs will be emailed to you separately. Please note other deadline dates below in red. If you have any questions, please contact Kimberly Hull.



# 2021

## Sponsorship Opportunities - Virtual

### Basic Exhibitor Package

**\$1,500**

Virtual Exhibit booth is a page branded with you company's logo and includes:

- ◆ Company Logo on Conference webpage
- ◆ Company description on Conference webpage of 150 words or less
- ◆ Your logo included in one (1) Social Media promotional post; (*deadline 5/10/2021*)
- ◆ Attendee List sent prior to conference for purpose of one (1) time marketing outreach. (LL Global attendee list policy applies).
- ◆ Your company logo included in one (1) email promotion (*deadline 5/10/2021*)
- ◆ Opportunity to have five (5) pieces of collateral uploaded to booth (PDF, URL, PPT) (*deadline 5/24/2021*)
- ◆ 2 Complimentary Registrations to attend the Conference – Additional attendees can register at Member rate (with approval and use of a special link.)
- ◆ Your logo included in one (1) Social Media post after the conference thanking Sponsors and Exhibitors.



LL Global's virtual booth from LIMRA Annual Conference. Please note booth look may change, but functionality remains.

**ADD ONS** (*adding one or more of these options to you exhibitor package purchase, promotes you as a sponsor, and provides you better booth placement and added branding*)

### DEMO

**\$2,500**

10 minute demo opportunity during predetermined date/time TBD. Must have purchased exhibitor booth to qualify. (Only 1 demo per company limited # Available call for details) (*Deadline 5/24/2021*)

- 10 Minute demo (date/time TBD)
- Demo cannot exceed 10 minutes
- All benefits with the booth plus 1 additional complimentary registration
- Pre-recorded demo provide in MP4 format
- All Q&A should be directed to your booth following the Demo
- Demo to be linked to your booth after demo date is aired and made available on demand

### Commercial

**\$2,500**

Increase your brand awareness by adding a 30 second commercial. Must have purchased exhibitor booth to qualify. (*Deadline 5/24/2021*)

- One (1) 30 second commercial (produced by sponsoring company in MP4 format) that will be pushed to all attendees following a session.
- All benefit with the purchase of the booth plus one (1) additional complimentary registration
- Commercial will be played immediately at the conclusion of a session, visible to all attendees watching the session in real time.

### Concurrent Session Room

**\$5,000**

An opportunity to increase your branding. Your company name will prominently become the session room sponsor. (*Deadline 5/24/2021*)

- Priority virtual exhibit booth placement based
- Exclusive naming rights of your company to one (1) concurrent session room for entire event
- Your company logo incorporated into the Session room
- All benefits with the purchase of the booth, plus two (2) additional complimentary registration

