

Life Insurance & Annuity Conference  
April 24-26, 2023  
*The Grand America | Salt Lake City, UT*



# LIFE & ANNUITY CONFERENCE

## SALT LAKE CITY 2023

The Life Insurance & Annuity Conference provides the opportunity to learn from and interact with individuals involved in the development, operations, marketing, distribution, technology and administration of life insurance products.

By promoting your company at the Life Insurance & Annuity Conference, you are in an ideal position to generate leads with key professionals. Our sponsorships create valuable opportunities to connect, network and build relationships that extend well beyond the conference while assisting you in building brand awareness with target audiences.

The Life Insurance & Annuity Conference is the perfect venue for any company that provides products and services in the life insurance and annuity spaces. By taking an active, visible role as a sponsor or exhibitor at the Conference, you will have access to the top executives, managers, and other professionals who attend the conference.

### ATTENDANCE AT A GLANCE

38%

Chairman, CEO, President  
C-Level, Business Line  
Head, Department Head

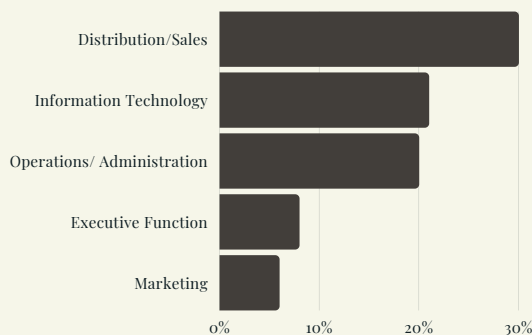
31%

Vice President, Assistant  
Vice President, Director,  
Middle Management,  
Team Leaders

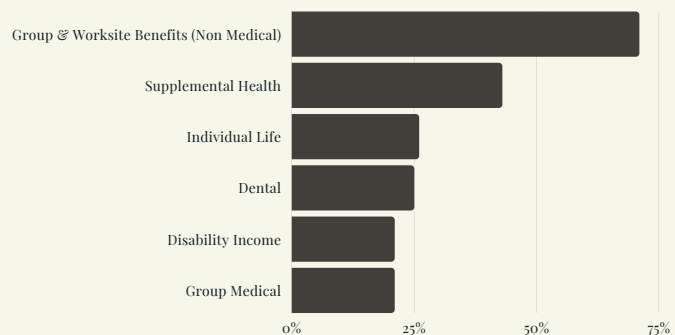
21%

Associate, Technical  
Professionals, Sales  
Representatives

#### *Job Function*



#### *Line of Business*





Based on your financial commitment, you will receive the following level of recognition and benefits:

## **PREMIER SPONSOR \$45K+** *(2 Available)*

- Recognition as Premier Sponsor on the conference webpage, conference app and onsite program, if applicable
- Four complimentary full-conference registrations for sponsor representatives with opportunity to purchase two additional registrations at LIMRA member rate
- Company description on sponsor tab on conference app
- Sponsor recognition on digital advertising board, name badge and onsite signage
- Sponsor recognition on Premier Sponsor signage
- Recognized as sponsor during opening comments
- Recognition as sponsor on all conference promotional email blasts
- Opportunity to arrange meetings via conference mobile app ; option for semi-private meeting area, if space allows
- Opportunity to provide logoed item to be given out at registration desk as a gift to all attendees
- One, 10x10 Pipe & Drape Booth with table, chair and electrical outlet
- Advance registrant/attendee list issued three weeks prior to event (Attendee list policy applies)

## **ELITE SPONSOR \$22K TO \$44K**

- Recognition as Elite Sponsor on the conference webpage, conference app and onsite program, if applicable
- Three complimentary full-conference registrations for sponsor representatives with opportunity to purchase two additional registrations at LIMRA member rate
- Company description on sponsor tab on conference app
- Sponsor recognition on name badge and onsite signage
- One, 10x10 Pipe & Drape Booth with table, chair and electrical outlet
- Advance registrant/attendee list issued three weeks prior to event (Attendee list policy applies)

## **ASSOCIATE SPONSOR \$10K TO \$21K**

- Two complimentary full-conference registrations for sponsor representatives with opportunity to purchase two additional registrations at LIMRA member rate
- Logo posted to sponsorship listing on conference webpage
- Sponsor recognition on name badge and onsite signage
- Advance registrant/attendee list issued three weeks prior to event (Attendee list policy applies)

## **CONTRIBUTING SPONSOR \$6K**

- One complimentary full-conference registration for sponsor representatives
- Logo posted to sponsorship listing on conference webpage
- Advance registrant/attendee list issued one week prior to event (Attendee list policy applies)



## SPONSORSHIP OPPORTUNITIES

### *Welcome Reception*

- Introduction at reception and 2-3 minute opportunity to address attendees
- Sponsorship branding throughout reception space
- Recognition from podium during General Session the morning following the reception

Boost your engagement level, create a positive perception of your brand, and enhance the attendee experience by sponsoring an engaging brand activation

Contact for Pricing Options



Contact for Pricing Options



### *All-Conference Dinner*

- Introduction at dinner and 2-3 minute opportunity to address attendees
- Sponsorship branding throughout reception and dinner
- Recognition from podium during General Session the morning following the reception

### *WIFI Sponsor*

*\$10,000*

- Sponsor complimentary WIFI in conference space for all attendees
- Opportunity to customize WIFI login and password (If available at property)
- Sponsorship acknowledgment with company logo in conjunction with all reference to WIFI details



### *Mobile App Sponsor*

*\$10,000*

- Sponsor the app that provides conference information including session schedule, daily events and exhibitor listings
- Prominent advertising placement on mobile app (sponsor design)
- One push notification on mobile app
- Sponsorship acknowledgment with company logo in conjunction with mobile app details within program guide



### *Concurrent Session Sponsor*

- Exclusive Sponsor of a Concurrent Session Room
- Opportunity to introduce each session and provide brief company overview (Some scripting provided)
- Sponsor acknowledgment prominently displayed at session room entrance
- Associate Sponsor benefits included

*\$20,000*

## ***Breakfast Sponsorship***

***\$13,000***

- Sponsorship signage displayed during attendee breakfast
- Sponsorship listing in Conference brochure and on-site program, if applicable
- Recognition from podium following breakfast
- Sponsorship listing on mobile app
- Push notification on mobile app

## ***Lunch Sponsorship***

***\$15,000***

- Sponsorship signage displayed during attendee lunch
- Sponsorship listing in Conference brochure and on-site program, if applicable
- Recognition from podium following lunch
- Sponsorship listing on mobile app
- Push notification on mobile app

## ***All-Day Break & Coffee Bar Sponsorship***

- Sponsorship signage displayed at all breaks throughout day
- Fully branded Coffee Station available throughout the day
- Sponsorship listing in Conference brochure and on-site program, if applicable
- Recognition from podium following session break
- Sponsorship listing on mobile app
- Push notification on mobile app

***\$13,000***

***\* Sponsorship offered per day, multiple day sponsorship available***



## **CHARGING STATIONS**



Provide attendees with a spot to recharge! Whether charging up their devices or catching up on emails, this will be a popular area for all attendees. Several branded charging stations will be placed throughout the conference space. Associate Sponsorship benefits included.

***\$10,000***



The Registration Desk is the first stop for all conference attendees as well as throughout their conference experience.

This is a prime location to showcase your brand as the exclusive registration sponsor. Associate Sponsor benefits included.

***\$15,000***

## Lanyard

\$10,000

Every attendee will wear this branded lanyard with the conference badge for the duration of the conference. Your company logo will be prominently branded on the lanyard.



## Key Card

\$10,000

Put your brand in the hands of all attendees with this highly visible opportunity. Your brand is the first thing they will see when checking into the hotel and each time they enter their room.

## Drip Campaign

\$12,000

Connect with conference attendees before, during and after the Conference through sponsorship of the three-piece drip campaign

- Send a pre and post event gift to 50 select attendees
  - Gift options include complimentary coffee, travel kit, Amazon gift card or Amazon movie night
- Provide select attendees with a branded gift via hotel room drop (Sponsor to provide gift)

## Branded Water Station

\$7,000

Ensure your brand is visible throughout the conference by offering branded water bottles at water stations placed throughout the conference space.



## EXHIBITOR PACKAGE

\$5145

SINGLE BOOTH

- One complimentary conference registration; two additional attendees at LIMRA member rate
- 10 x 10 Pipe & Drape Booth with table, chair and electrical outlet
- Double booths available
- Exhibitor listing in Conference brochure and on-site program
- Exhibitor listing on mobile app and conference slides
- Exhibitor listing on conference website
- Advance registrant/attendee list issued three weeks prior to event



## SPONSORSHIP BUNDLES & CUSTOM PACKAGES

Interested in sponsoring multiple events and/ or creating a custom sponsorship package? We offer bundled sponsorship discounts and will gladly work with you to create a customized package that meets your organization's individual needs.





## *Hotel/ Venue Information*



### The Grand America

555 S. Main Street  
Salt Lake City, UT 84111  
(801) 258-6000

**THANK YOU.  
WE LOOK  
FORWARD TO  
WORKING WITH  
YOU.**

Make your reservation today to secure the  
LIMRA group rate.

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[www.limra.com](http://www.limra.com)