

LIMRA Annual Conference

October 22-24, 2023

Gaylord National Resort

National Harbor, MD

Sponsor & Exhibitor Prospectus



LIMRA Annual Conference

National Harbor, MD

The LIMRA Annual Conference is one of the largest gatherings of senior executives representing diverse sectors of the financial services industry, including life, retirement and worksite benefits. Our members and partners come together for strategic industry insights and high-level networking- a must-attend for executives.

As the industry's premier event, the LIMRA Annual Conference is recognized for the caliber of its keynote speakers and the quality of thought leadership. It offers an unparalleled forum from where top leaders and executives gather to discuss the latest issues and trends facing the financial services industry.

ATTENDANCE AT A GLANCE

31%

Senior Management,
Department Head

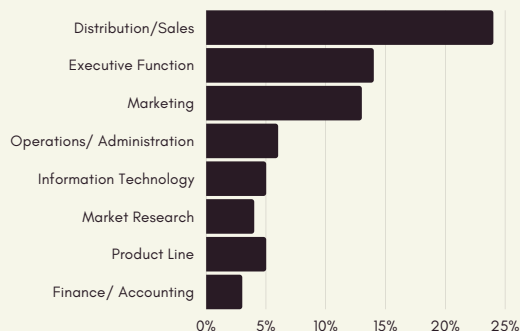
25%

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

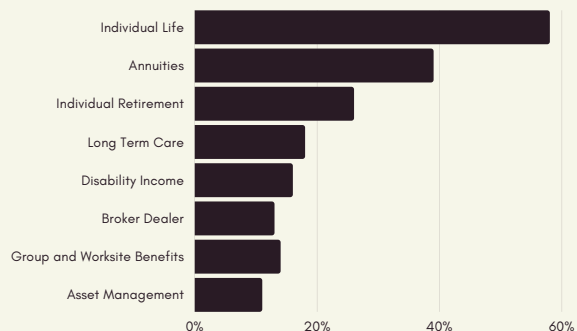
23%

Middle Management;
reports to Senior
Management

Job Function



Line of Business





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

Premier Sponsor \$55K+

~~(3 AVAILABLE)~~
(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
- Recognized as sponsor during General Session opening comments
- Recognition as sponsor on all conference promotional email blasts
- Sponsor recognition on digital advertising board, name badge and onsite signage
- Opportunity to arrange meetings via conference mobile app; option to add 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
- 10 x 10 Pipe & Drape Booth with table, chair and electrical outlet (Will extend booth if space allows)
- Advance registrant/attendee list issued three weeks prior to event (Attendee list policy applies)

Elite Sponsor \$30K to \$55K

- 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
- 10 x 10 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 \$13K to \$30K

- 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
- Advance registrant/attendee list issued three weeks prior to event (Attendee list policy applies)

Contributing Sponsor \$9K

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

SPONSORSHIP OPPORTUNITIES

Welcome Reception

- Welcome attendees to the Conference by sponsoring the all-conference networking reception.
- Introduction at reception and 2-3 minute opportunity to address attendees
- Sponsor branding throughout the reception space
- Recognition from podium during General Session the morning following the reception



Exclusive Welcome Reception Sponsorship and Individual Brand Activation Sponsorships Available

Contact for Details

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

Conference Track Sponsorships

Life ~ Workplace Benefits ~ Annuity

Showcase your company to an engaged and highly-responsive audience by sponsoring one of three comprehensive conference tracks.

- Recognition as Track Sponsor on all targeted track communications
- Exclusive Sponsor of track cocktail and hors d'oeuvres reception
 - Introduction at reception and 2-3 minute opportunity to address attendees
 - Sponsor branding throughout reception space
 - Recognition from podium during General Session the morning following the reception
- Sponsor logo on applicable track content and signage
- Recognition as track sponsor on agenda and mobile app
- Sponsor recognition on conference website and conference slides
- 10 x 10 Pipe & Drape booth with table, chair and electrical outlet
- Advance attendee list provided three weeks prior to the event (LIMRA Attendee List Policy applies)

\$25,000

WIFI Sponsor

\$25,000

- 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
- Associate Sponsor benefits included



Mobile App Sponsor

\$25,000

- 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
- Associate Sponsor benefits included

Community Engagement Sponsorship

- Give back to the community by sponsoring and participating side-by-side with conference attendees in a pre-conference community engagement activity
- Recognition
- Sponsor recognition and community engagement highlight reel showcased at Conference Opening General Session
- 10 x 10 Pipe and Drape Exhibit Booth with table, chair and electrical outlet
- Advance Attendee List provided three weeks prior to the event (LIMRA Attendee List Policy applies)
- Recognition as sponsor on conference website, signage and mobile app
- Associate Sponsor benefits included



\$15,000*

**Additional fees may apply based on non-profit opportunity selection*

Breakfast Sponsorship

\$14,000

- 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

\$17,500

- 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 Sponsorship

\$10,000

- Sponsorship signage displayed at breaks throughout the day
- Sponsorship listing in Conference brochure and on-site program, if applicable
- Recognition from podium
- Sponsorship listing on mobile app
- Push notification on mobile app



ALL-DAY COFFEE STATION



Offer attendees specialty coffee throughout the day at this clearly defined and branded Coffee Station. Sure to be a high-traffic location where attendees meet.

\$10,000

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.

\$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. Sponsorship includes robust branding on registration desk and option to provide branded gift to all attendees. Associate Sponsor benefits included.

\$25,000

REGISTRATION
DESK



Lanyard

\$25,000

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

Key Card

CONTACT FOR DETAILS



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.

Three-Piece Drip Campaign

Connect with Conference attendees before, during and after the Conference through sponsorship of the Three-Piece Drip Campaign.

- Send a pre and post-conference gift to 50 select attendees
- Provide select attendees with a branded gift via hotel room drop (Sponsor to provide gift)
- Associate Sponsorship benefits included

\$15,000

VIP Transportation

Showcase your brand to Conference VIPs by sponsoring roundtrip transportation for approximately seven C-suite Executives. (Estimated 14 rides total) Sponsorship includes branding on all VIP communications regarding transportation, branded water in vehicles, sponsor brand on transportation signage and 10 x 10 exhibitor booth.

\$12,000

Branded Water Station

Ensure your brand is visible throughout the conference by offering branded water bottles at water stations placed throughout the conference space. (Sponsor to provide branded bottles.)

\$10,000

Exhibitor Package

\$8,400

- One complimentary conference registration; two additional attendees at LIMRA member rate
- 10 x 10 Pipe and Drape booth with electrical outlet
- Exhibitor listing in Conference brochure and on-site program
- Exhibitor listing on mobile app and conference slides
- Sponsorship listing on conference website
- Double Booths available
- 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



GAYLORD NATIONAL RESORT

201 Waterfront Street
National Harbor, MD 20745
(301) 965-4000

Thank you.
We look forward
to working with
you.

Make your reservation today to secure the
LIMRA group rate.

Nicole Chiarodo
Sponsor/ Exhibitor Sales
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www.limra.com