

SPONSORSHIP AND EXHIBITOR PROSPECTUS



Retirement Industry Conference
May 11-13, 2022 | Boston Park Plaza | Boston, MA



We look forward to bringing everyone together in Boston 2022!

The Retirement Industry Conference covers the latest strategic, sales, support, product, operations and administration, marketing and distribution trends as well as regulatory issues that impact the regulatory industry. Everyone from DC plan managers to retail-focused annuity product managers will find value in this event where the LIMRA LOMA Secure Retirement Institute and the Society of Actuaries promise to deliver highly relevant and present-day focused content.

By promoting your company at the Retirement Industry Conference, you are in an ideal position to generate leads with key professionals across the full spectrum of the retirement industry including product, marketing, distribution and strategy for both retail and institutional markets. The Conference draws leaders across the industry focused on growing and serving the annuity, investment and workplace savings businesses. Our sponsorships will assist you in building brand awareness with target audiences the produce opportunities and value well beyond the conference.

WHO ATTENDS

34%

Director, Middle Management reporting to Senior Management, Team Lead

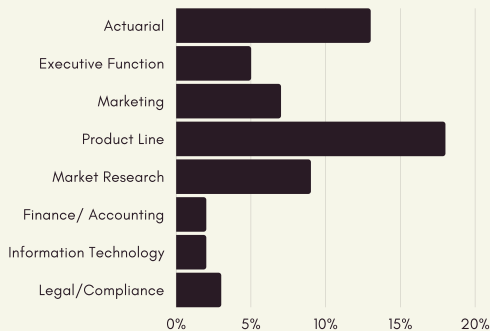
26%

CEO/President, C-Level Executive, Senior Management, Business Line or Department Head

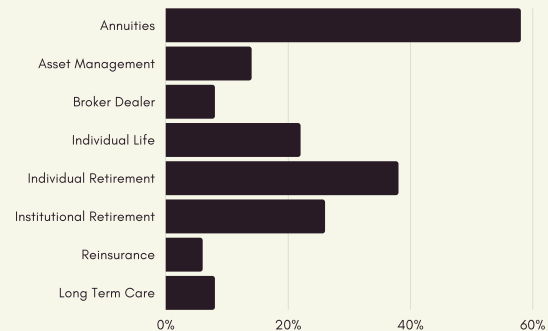
20%

Agent, Advisor, Team Member, Sales Representative

Job Function



Line of Business





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

Premier Sponsor \$35K+

(3 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 name badge
- Logo listed on sponsor signage at registration desk
- Recognized as sponsor during opening comments
- Recognition as sponsor on all conference promotional email blasts
- Opportunity to arrange meetings via conference mobile app with additional private meeting space
- Opportunity to provide logoed item to be given out at registration desk as a gift to all attendees
- One 6-foot skirted table with electrical outlet (Will extend to 10-foot booth if space allows)
- Advance registrant/attendee list issued three weeks prior to event (Attendee list policy applies)

Elite Sponsor \$15K to \$35K

- 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
- One 6-foot skirted table with electrical outlet (Table-Top or limited displays permitted)
- Advance registrant/attendee list issued three weeks prior to event (Attendee list policy applies)

Associate Sponsor \$6K to \$15K

- 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)



Retirement Industry Conference

SPONSORSHIP AT-A-GLANCE

	Premier (3 Available)	Elite	Associate
Opportunity to arrange meetings via conference mobile app	•		
Exclusive meeting space	•		
Logo listed on sponsor signage at registration desk	•		
Recognition as Sponsor during opening comments	•		
Opportunity to hand out branded item or marketing collateral at registration	•		
Sponsorship level recognition on all conference promotional email blasts	•		
Inclusion in one pre-conference social media post	•	•	
Exhibit Booth: Six foot, skirted exhibit table	•	•	
Complimentary Conference Registrations/ Attendee Passes	4	3	2
Company description on Sponsor Tab on Conference App	•	•	•
Sponsor recognition on name badge	•	•	•
Sponsorship level recognition on conference webpage and online program , if applicable	•	•	•
Sponsorship recognition on conference walk-in slides	•	•	•
Advance registrant/ attendee list issued three weeks prior to event	•	•	•

SPONSORSHIP OPPORTUNITIES

Welcome Reception

\$18,000

- Opportunity to welcome attendees back after two years of virtual meetings
- Introduction at reception and 2-3 minute opportunity to address attendees
- Sponsorship signage during reception
- 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 additional brand activations.

Contact for Details

WIFI Sponsor

\$8,000

- 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

\$8,000

- 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



Breakfast Sponsorship

\$13,500

- 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

Break Sponsorship

\$6,000

- Sponsorship signage displayed during break
- 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

SPECIALTY COFFEE CAFE

Offer attendees specialty coffee throughout the day in this clearly defined and branded Coffee Lounge. Sure to be a high-traffic location where attendees meet, the cafe will be a conference hub where attendees break and meet.

CHARGE IT UP LOUNGE

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. The 20 x 20 branded lounge with charging stations and seating is sure to be a hit.

REGISTRATION DESK

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.

CONTACT FOR DETAILS

Branded Welcome Gift CONTACT FOR DETAILS

Provide a logoed welcome gift and/or literature handed out to all attendees at registration.

Conference Bag CONTACT FOR DETAILS

All attendees will recognize your contribution to the conference with your organization's logo printed on the conference bag.

Solutions & Experience Hall

Booth Crawl THURSDAY, MAY 12TH



In response to our Member and Partner requests for more networking time, we are dedicating an hour and half to you- our Partners.

Participate in the Wednesday evening networking event held in the Solutions and Experience Hall. Seize this prime opportunity to host attendees and truly showcase your brand. Offer a delicious beverage or food item directly from your booth to draw attention and engagement.

Each Sponsor and Exhibitor is welcome to participate. There is no additional cost other than the cost of Food & Beverage you choose to offer.

All Food & Beverage must be purchased from the hotel and the cost is the responsibility of each host Exhibitor and/or sponsor.

Exhibitor Package \$3,900

- One complimentary conference registration; two additional attendees at LIMRA member rate
- One 6-foot skirted table with electrical outlet (Table-Top or limited displays permitted)
- Exhibitor listing in Conference brochure and on-site program
- Exhibitor listing on mobile app and conference slides
- Sponsorship 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.



2022 LIMRA/ LOMA/ SRI Conference Series

**LIFE INSURANCE CONFERENCE
MARRIOTT TAMPA WATER
STREET
APRIL 25-27, 2022**

**GROUP & WORKSITE BENEFITS
CONFERENCE
RENAISSANCE BOSTON
WATERFRONT HOTEL
MAY 3-5, 2022**

**RETIREMENT INDUSTRY
CONFERENCE
BOSTON PARK HOTEL
MAY 11-13, 2022**

**COMPLIANCE & FINANCIAL
CRIMES
INTERCONTINENTAL NEW
ORLEANS
DATE TBD**

**MARKETING CONFERENCE
LOWE'S PORTOFINO BAY
JUNE 1-3, 2022**

**SUPPLEMENTAL HEALTH, DI & LTC
CONFERENCE
HYATT REGENCY WASHINGTON ON CAPITOL
HILL
AUGUST 3-5, 2022**

**ADVANCED SALES FORUM
CORONADO ISLAND RESORT & SPA
AUGUST 8-10, 2022**

**LIMRA ANNUAL CONFERENCE
MARRIOTT MARQUIS CHICAGO
OCTOBER 16-18, 2022**

HOTEL/ VENUE INFORMATION



BOSTON PARK PLAZA

50 Park Plaza at Arlington Street
Boston, MA, USA 02216
(617) 379-7129

Make your reservation by April 15th to receive the group rate of \$299 single/double (plus applicable sales taxes).

Thank you.
We look forward
to working with
you.

Nicole Chiarodo
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www.limra.com