

LIFE INSURANCE CONFERENCE

Sponsorship and Exhibitor Prospectus

April 25-27, 2022

Marriott Tampa Water Street | Tampa, Florida



Bringing together professionals involved in the development, operations, marketing, distribution, regulation, technology and administration of individual and life insurance products, the 2022 Life Insurance Conference provides rich cross-functional learning and the opportunity to network, share ideas and explore key trends with peers and leading industry experts.

The Life Insurance Conference offers a unique opening for conference sponsors and exhibitors to enhance brand recognition, engage with attendees and develop long-lasting relationships, fostering post-event engagement and learning.

Who Attends

38%

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

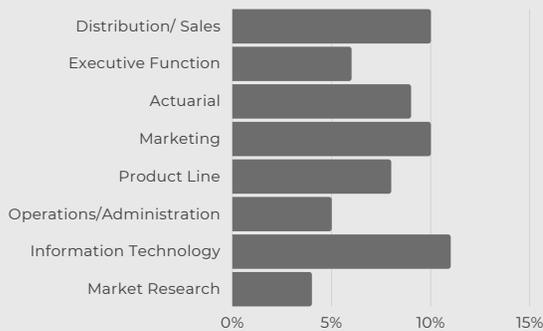
31%

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

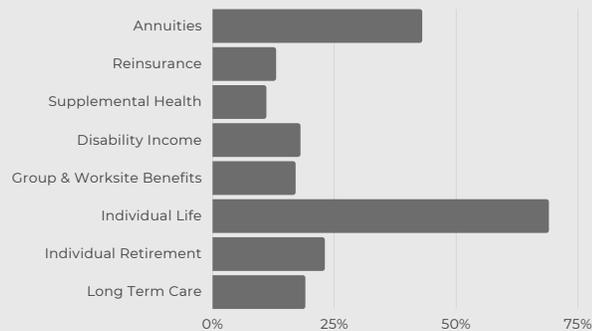
21%

Associate/ Technical
Professionals, Sales
Representatives

Job Function



Line of Business



Why They Attend

- To get access to industry experts in both formal and informal settings
- For key networking and professional development opportunities
- To explore products from end-to-end, or immerse in one



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

Premier Sponsor \$35K+

(2 AVAILABLE)

(~~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, 10x10 Pipe & Drape Exhibit Booth with table, chair, identification sign and electrical outlet
- 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, 10x10 Pipe & Drape Exhibit Booth with table, chair, identification sign and electrical outlet
- Advance registrant/attendee list issued three weeks prior to event (Attendee list policy applies)

Associate Sponsor \$7K 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)

2022 Life Insurance Conference

SPONSORSHIP AT-A-GLANCE

	Premier	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: 10x10 Pipe & Drape booth with table, chairs, identification sign and outlet	●	●	
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

- 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

\$18,000

SOLD



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

\$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



SOLD



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

SOLD

Breakfast Sponsorship

\$15,000

- 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

\$18,000

- 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

\$7,000

- 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

Lanyard



\$10,000

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.

Key Card



\$10,000

Put your brand in front of the eyes 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.

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.

[Contact for Details](#)

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. Options for charging stations throughout the conference space or a 20 x 20 branded lounge with charging stations are available.

[Contact for Details](#)

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](#)

Welcome Gift

CONTACT FOR DETAILS

Provide a logoed welcome gift and/or literature issued to all conference attendees at conference 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

TUESDAY, APRIL 27TH | 4:45- 6:30PM



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 Packages

Single Booth

\$3,900

- One 10x10 Pipe & Drape booth with table, chair, identification sign and electrical outlet
- One complimentary conference registration; two additional registrations at LIMRA member rate
- Digital listing with logo and company description on conference webpage (150 words or less)
- Digital listing with logo on Attendee Mobile App Exhibitor section
- Listing in Brochure and On-site Program, if applicable (deadline will apply)
- Pre-conference Registrant/Attendee list sent three weeks prior to the event with updated list sent each week up to event start (provided according to schedule. Subject to LIMRA Attendee List Policy)

Double Booth

\$5,900

- One 10x20 Pipe & Drape booth with table, chair, identification sign and electrical outlet
- Two complimentary conference registration; two additional registrations at LIMRA member rate
- Digital listing with logo and company description on conference webpage (150 words or less)
- Digital listing with logo on Attendee Mobile App Exhibitor section
- Listing in Brochure and On-site Program, if applicable (deadline will apply)
- Pre-conference Registrant/Attendee list sent three weeks prior to the event with updated list sent each week up to event start (provided according to schedule. Subject to LIMRA Attendee List Policy)

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

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

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

*MARKETING CONFERENCE
LOEWS 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*

*COMPLIANCE & FINANCIAL CRIMES CONFERENCE
THE WESTIN INDIANAPOLIS
SEPTEMBER 7-9, 2022*

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

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HOTEL/ VENUE INFORMATION



TAMPA MARRIOTT WATER STREET

505 Water Street
Tampa, Florida, United States, 33602

(813) 221-4900

Make your reservation by March 1 to receive the group rate of \$259 single/double (plus applicable sales taxes). Requests after March 30 will be accepted based on availability; hotel rates will increase.

Thank you, and we
look forward to
working with you.

Nicole Chiarodo
Sponsor/ Exhibitor Sales
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