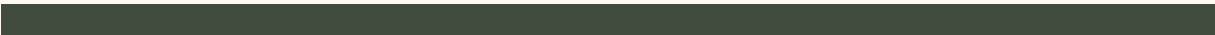
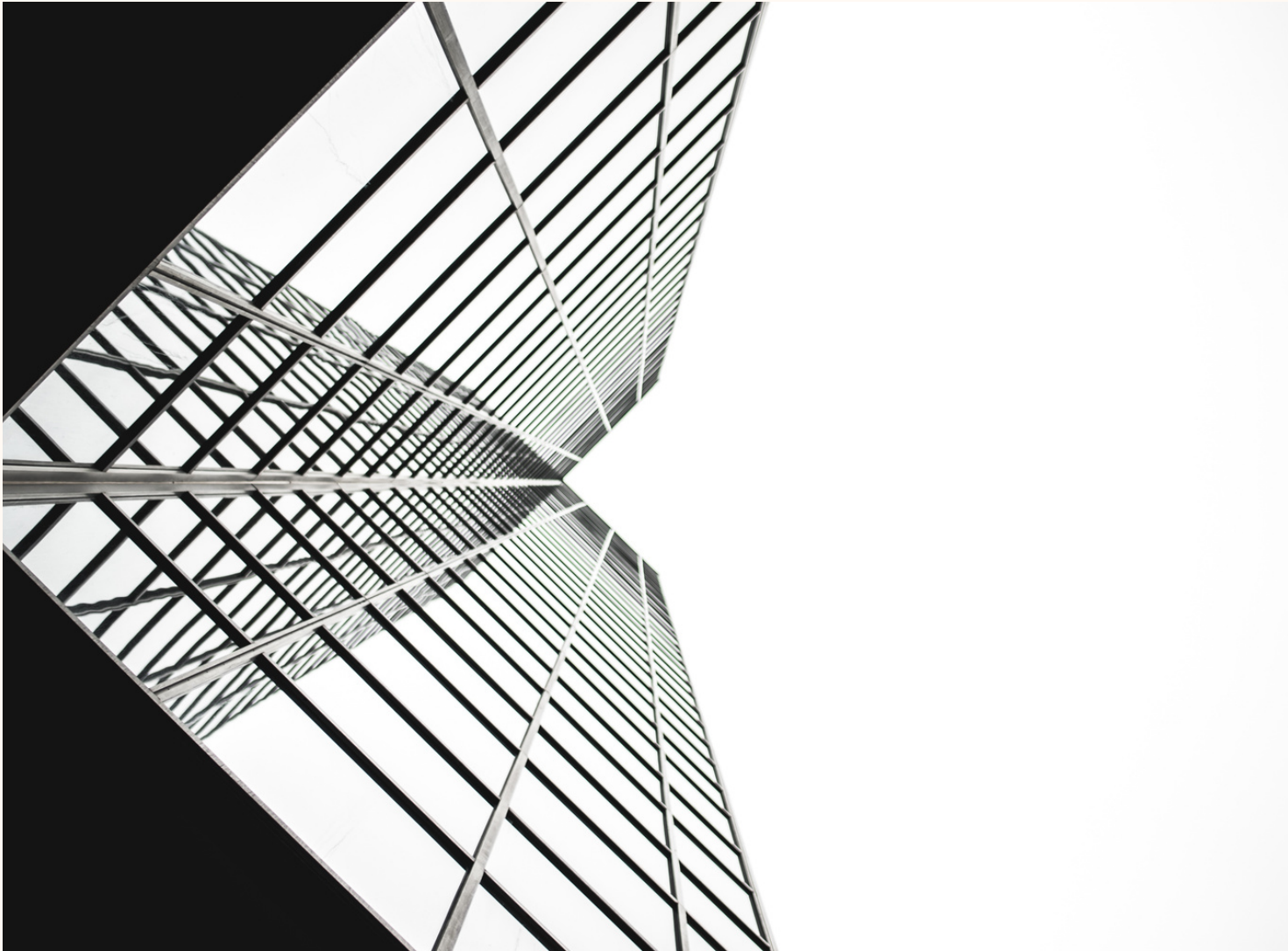


SPONSORSHIP AND EXHIBITOR PROSPECTUS



Marketing Conference
June 1-3, 2022 | Lowes Portofino Bay | Orlando, Florida



WELCOME! WE ARE EXCITED TO BRING EVERYONE TOGETHER IN ORLANDO.

The Marketing Conference brings together financial services marketing professionals from life, retirement and workplace benefits who focus on all areas of marketing, including product, consumer, producer, digital and strategy, as well as research, consumer insights, communications, advertising and branding.

As we shift to marketing in a post-pandemic world, much has changed- new products and processes, new mindsets around financial services and our industry's value, different comfort levels of traveling or meeting in person; yet our methods of outreach remain the same. The Marketing Conference will bring together industry leaders to discuss how we can leverage current practices to break ground in a way that successfully serves our customers.

By promoting your company at the Marketing Conference, you are in an ideal position to generate leads with key professionals in the marketing space. Our sponsorships will assist you in building brand awareness with target audiences the produce opportunities and value well beyond the conference.

Who Attends

38%

Middle Management reporting directly to Senior Management

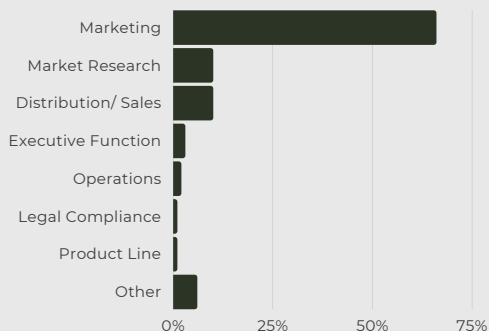
28%

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

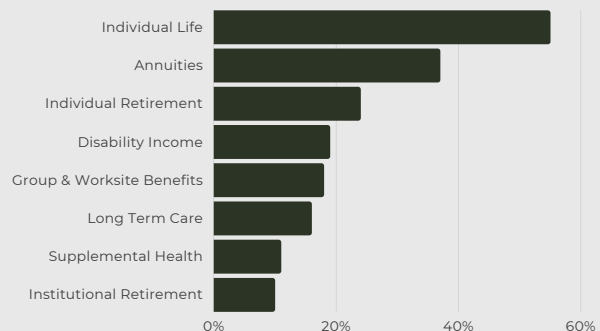
27%

Team Leader, Supervisor, Associate, Specialist

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)



2022 LIMRA Marketing 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



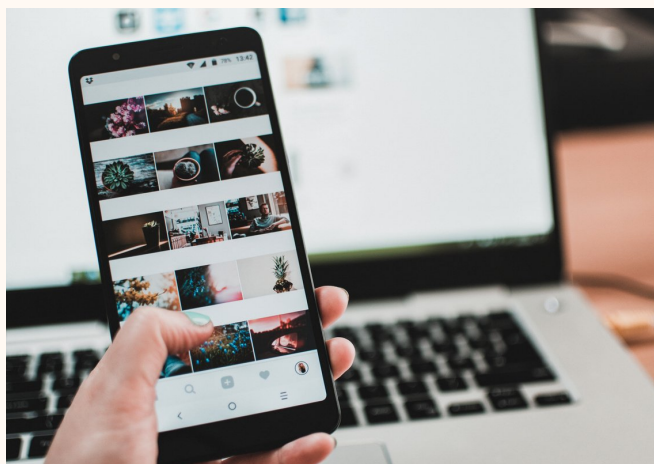
Boost your engagement level, create a positive perception of your brand and enhance the attendee experience by sponsoring additional brand activations.

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

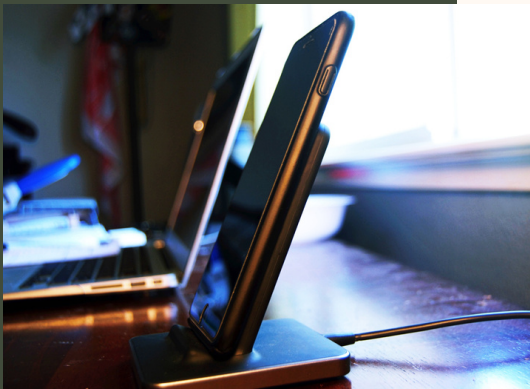


Offer attendees specialty coffee throughout the day in this clearly defined and branded Coffee Lounge.

Sure to be a high-traffic location where attendees meet, the cafe will be a conference hub where attendees break and meet.

[CONTACT FOR DETAILS](#)

CHARGE IT UP LOUNGE OR 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.

[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](#)

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 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.

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, June 2nd | 5:00- 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 Thursday 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

\$3,350

- 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

Distribution Conference for Financial Services
InterContinental Miami
March 1-3, 2022

Enrollment Technology Strategy Seminar
JW Marriott Tampa Water Street
March 27-29

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

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

Compliance & Financial Crimes Conference
Westin Indianapolis
September 7-9, 2022

LIMRA Annual Conference
Marriott Marquis Chicago
October 16-18, 2022

Nicole Chiarodo
Sponsor/ Exhibitor Sales
nchiarodo@limra.com
www.limra.com

Hotel/ Venue Information



LOEWS PORTOFINO BAY

5601 Universal Boulevard
Orlando, Florida, United States, 32819
(407) 503-1000 (Mention LIMRA
Marketing Conference)

Make your reservation by May 5 to receive the group rate of \$295 single/double (plus applicable sales taxes). Requests after May 5 will be accepted based on availability; hotel rates will increase.

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