



SPONSORSHIP INFORMATION & FORM

Thank you for considering sponsorship of the LIC Preneed Forum!

The Preneed Forum is in the “LIC Conference” category so, unlike “LIC Committee Meetings,” vendors and service providers do NOT need to be a sponsor to attend, and can use the Individual Registration links at www.loma.org/preneed.

LIC Conferences such as the Preneed Forum are mid-sized meetings drawing a diverse and relatively large audience of 30-50 attendees, and they focus on a specific product area – in this case Preneed. They include a mix of presentations and facilitated audience discussion. This is a great opportunity for your company to show a strong commitment to the industry and gain visibility among LIC’s small-to-midsize life insurance companies.

In addition to regular Conference Sponsorships, we invite you to consider underwriting the cost of a professional speaker at any of LIC’s meetings; contact lic@loma.org if interested.

Benefits of Sponsoring the 2021 LIC Preneed Forum

The 2021 LIC Preneed Forum is going to be held virtually via Webex over a two-day period, November 9 and 10, 2021. Your sponsorship includes:

- One fully participating attendee (each additional registration is \$100, discounted from the regular \$300-\$450 rates).
- A slide with your photo and logo near the beginning of the Attendee Introductions Session, with an introduction to the audience and a minute to briefly describe your company’s value proposition for LIC attendees.
- Your logo in the meeting program, and your photo and contact information in the Attendee List handouts.
- Sponsors are welcome to offer their broad perspective and subject-matter expertise when appropriate during the meeting. This is a better way to showcase your company than an exhibit or sales pitch could be!
- Sponsors will have the option to include goodies in the Attendee Goodie Box that LIC will ship in advance to the insurance company/fraternal attendees. Material must be received no later than November 3. Contact lic@loma.org to discuss ideas or specify what you’d like to include.
- After the meeting, sponsors will receive a single-use email list of the conference attendees. (This benefit is only being provided due to the virtual meeting format; it’s an exception to LIC’s usual policy against marketing to attendees.)

Sponsorship Fees

- LIC Member Company: \$500 / Nonmember Company: \$750
- Additional Registrations: \$100 per person

Deadlines

- November 3:** Optional Goodie Box material must arrive at:
LIC - ATTN: Audrey Wittenburg, 14111 Punch St, Silver Spring, MD 20906, (703) 975-5626
- November 4:** Noon Deadline to submit Sponsorship Application, in order to have your logo and representatives included in the Advance Attendee List.
- November 8:** We will accept sponsorships up until the day before the meeting and will include the program logo, introduction slide, and post-meeting email list. Sponsors whose applications are received after noon on November 4 will be included in the Day-Of and Post-Meeting material.



2021 LIC Preneed Forum

Succeeding in Preneed

Virtual | November 9-10, 2021, 10a-3p



SPONSORSHIP APPLICATION

My company agrees to pay the applicable sponsorship fee checked below:

\$500 - Member Sponsorship Fee

\$750 - Nonmember Sponsorship Fee

I will provide this registration link to the individual(s) who will be attending:

[Sponsor Registration Form](#)

- One is included in the Sponsorship fee: use discount code SPONSORCOMP
- Additional participants are \$100 each

Yes – Planning to send Attendee Goodie Box items. Please describe, if items are known at this time:

No – Not planning to include Attendee Goodie Box items.

Company: _____

Website URL for Logo Hyperlink: _____

Signed: _____ Date: _____

Print Name: _____

Email Invoice to: _____

Send completed form and a high-resolution company logo (jpg or png) to lic@loma.org.
LIC will email an invoice for the sponsorship fee and the links to register your attendees.

Thank You – We Appreciate Your Support!