

Life Insurers Council Sponsorship Commitment Form

Q4 2021 EVENTS

(Revised September 2021)



LIC's Q4 events will be virtual meetings.

LIC Contact

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Virtual LIC Conference Sponsorship

Sponsorship is not required for LIC Conferences; vendors/service providers may sign up at the meeting website to attend without being a sponsor. Includes one registration, additional are \$50 each.

\$500 for LIC Members / \$750 for Nonmembers

_____ – LIC Preneed Forum, November 9-10, 2021, 10am-3pm both days, www.loma.org/Preneed

Virtual LIC Committee Meeting Sponsorships

Affiliates/Vendors must be a sponsor in order to attend.

Since these are small networking meetings for insurance company members, sponsor registrations are limited to three per company. One is included; additional are \$50 each. All Q4 LIC Committee Meetings will be virtual, 10am to 3pm Eastern.

\$350 for LIC Members / \$500 for Nonmembers per Committee Meeting

_____ – LIC Operations Committee Meeting, October 6, 2021, www.loma.org/LICOPS

_____ – LIC Technology Committee Meeting, October 20, 2021, www.loma.org/LICTECH

LIC Committee Conference Call Sponsorships

Affiliates/Vendors must be a sponsor in order to attend.

Since these are small networking meetings for insurance company members, sponsor registrations are limited to three per company. One is included; additional are \$50 each. Conference Calls will be via Webex, 2-3:30pm Eastern.

\$75 for LIC Members / \$100 for Nonmembers per Committee Conference Call

_____ – LIC Laws & Legislation Committee Conference Call, October 21, 2021, www.loma.org/LICLL

_____ – LIC Enterprise Risk Management Committee Conference Call, November 17, 2021, www.loma.org/LICERM

_____ – LIC Financial & Tax Accounting Committee Conference Call, December 1, 2021, www.loma.org/LICACCT

_____ – LIC Supplemental Products Committee Conference Call, December 8, 2021, www.loma.org/LICSP

_____ – **TOTAL**

My company agrees to pay the applicable sponsorship fee(s) selected above.

Signed: _____ Print Name: _____

Company: _____

Send completed form to lic@loma.org. Upon receipt, LIC will send an invoice and the sponsor registration links.



Become a Sponsor of the Life Insurers Council – 2021 (Rev. July 2021)

Improving Performance Through Shared Excellence

The Life Insurers Council is the only nonprofit organization dedicated to helping small-to-midsize life carriers improve their business...we have an important mission and are proud of the value LIC brings to member companies. We ask that each and every member company consider sponsorship to help support LIC services and activities that continue all year round – improving performance through shared excellence. There is no better place for you to build strong relationships over time with a targeted group interested in your company's products and services and to demonstrate that your company is interested in working with small-to-midsize life companies.

Sponsorship opportunities include a wide variety of committee meetings, workshops/forums, and the LIC Annual Meeting & Marketing Conference. LIC member companies receive discounted sponsorship rates. To confirm your company's LIC membership status, please contact lic@loma.org. NEW – In addition to regular Conference Sponsorships, we invite you to consider underwriting the cost of a professional speaker at any of LIC's conferences or other meetings; contact lic@loma.org if interested.

Don't delay! Be a supporting participant in one of the most highly valued organizations in the industry. Opportunities are limited and on a first-come, first-served basis. To sign up, complete the LIC Sponsorship Commitment Form. Questions? Contact LIC at lic@loma.org.

LIC Committee Meeting Sponsorship Benefits

Small groups of approximately 10–25 attendees with a focus on a specific functional area (e.g., marketing, technology, etc.) will meet once a year for a full meeting of education, information sharing, and networking, plus once a year 90-minute networking conference calls. LIC committee meetings provide an unparalleled opportunity to listen to the issues and challenges faced by small-midsize life companies and to develop relationships with decision-makers in your target market.

LIC Committee Meetings are only open to insurance company home office employees, plus sponsoring vendors/service providers and speakers. Vendors and service providers must sign up as a sponsor in order to participate in LIC Committee Meetings. Registration for LIC's virtual meetings is limited to three per sponsor company; registration is \$50 after the included one.

| Benefit | LIC Member Company | Nonmember Company |
|---------------------------|---|---|
| Cost | \$350 per Full-Day Meeting includes one attendee \$75 per Conference Call includes one attendee | \$500 per Full-Day Meeting includes one attendee \$100 per Conference Call includes one attendee |
| Event access for sponsors | Ability to attend the meeting sessions. Up to two more can register for \$50 each. | |
| Introduction to attendees | A personal introduction to the meeting participants, including a brief statement about your company's value proposition | |
| Marketing exposure | * Logo in meeting agenda * LIC Committee Meetings are unique: Sponsors are there mainly to build relationships with decision-makers, serve as subject-matter experts, and learn from attendee discussions, and are not as much in a promotional/exhibitor capacity. * Virtual Committee Meeting Sponsors will get a single-use email list after full-day Committee Meetings (not Calls). | |

LIC Conference Sponsorship Benefits (Final Expense Workshop, Preeed Forum)

These mid-sized meetings draw a more diverse and larger audience of 50-75 attendees and focus on product areas such as the Final Expense Workshop in June and Preeed Forum in November. These are great opportunities for companies to show a commitment to the industry and gain visibility among LIC's life insurance companies.

| Benefit | LIC Member Company | Nonmember Company |
|---------------------------|---|---|
| Cost | \$500 (includes one registration, additional \$50 each) | \$750 (includes one registration, additional \$50 each) |
| Introduction to attendees | A personal introduction to the participants, including a brief statement about your company's value proposition | |
| Marketing exposure | * Logo in meeting agenda and in LIC's post-event email to attendees * Ability to place brochures and/or logo items in the LIC Registration Area OR send goodies to virtual attendees * Virtual Conference Sponsors will get a single-use email list after the meeting. | |

Virtual LIC Annual Meeting & Marketing Conference Sponsorship Benefits

The signature event of the Life Insurers Council draws approximately 100 senior-level life company executives interested in networking and sharing ideas to improve their business. Not only is sponsorship at the Annual Meeting a demonstration of your company's strong support of this important and highly valued membership organization, it also provides maximum visibility with the full membership.

2021 Annuity Meeting is Completed. Sponsorship opportunities and pricing for the 2022 LIC Annual Meeting will be posted when available.

| Benefit | LIC Member Company | Nonmember Company |
|---------------------------|---|--|
| Cost | \$1,000 Basic (one attendee registration is included) \$3,000 Deluxe (two registrations included) | \$1,500 Basic (one attendee registration is included) \$3,500 Deluxe (two registrations included) |
| Introduction to attendees | A personal introduction to the participants, including a brief statement about your company's value proposition | |
| Marketing exposure | * Logo in meeting agenda and in LIC's post-event email to attendees * Ability to place brochures and/or logo items in the LIC Registration Area OR send goodies to virtual attendees * Virtual Conference Sponsors will get a single-use email list after the meeting. | |

Premier LIC Sponsorship Benefits

Premier Sponsorship includes Deluxe Sponsorship of the upcoming 2022 LIC Annual Meeting and sponsorship of all other available LIC events throughout the year. Includes two complimentary registrations to all events. Please note: Premier Sponsor availability is limited; contact lic@loma.org for info.

| Benefit | LIC Member Company | Nonmember Company |
|---------------------|---|--------------------------------------|
| Cost | 2021-22 Premier LIC Sponsorship \$12,000 | N/A - Available to LIC Members only. |
| Includes All Events | * 2022 Deluxe Annual Meeting & Marketing Conference Sponsorship, with 2 registrations * Final Expense Workshop and Preeed Forum Sponsorship, with 2 registrations each (additional for \$50) * All other LIC Committee Meetings over 12 months, 2 registrations each; comp passes for insurance company clients | |