Society of Actuaries®

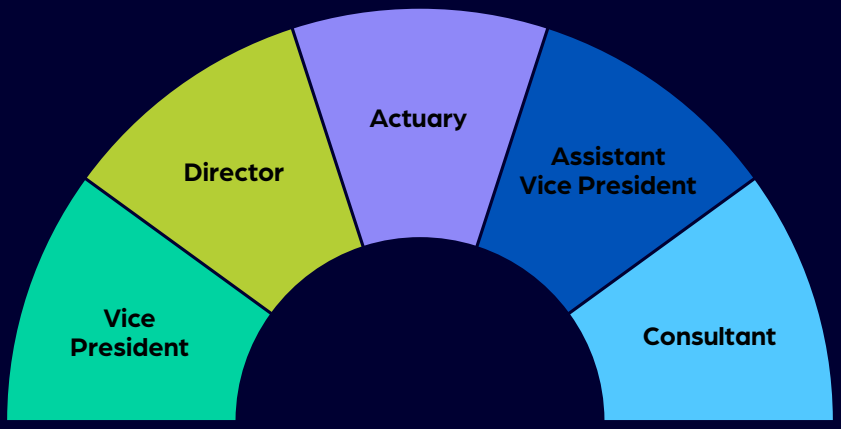
ImpACT '26 Conference

October 25–28, 2026 | Pittsburgh, PA

SPONSORSHIP AND EXHIBITOR OPPORTUNITIES



07222026-V5



TOP 5 TITLES OF 2025 ATTENDEES

DELEGATE PROFILE

Areas of Practice

ALL

Average Experience

OF ATTENDEES

18 yrs

Expected Attendance

1,500+

WHY SPONSOR?

Visibility:

Reach a wide audience and increase your company's visibility.

Thought Leadership:

Be acknowledged as a thought leader within the actuarial community.

Brand Equity:

Strengthen your brand reputation among actuaries.

Direct Exposure:

Connect directly with decision-makers who utilize your products and services.

ImpACT '26 Conference

Society of Actuaries®

Become a sponsor of the 2026 SOA ImpACT Conference

and showcase your organization to a broad actuarial audience at the profession's premier annual event. Engage with attendees in person as they come together to connect, network, and learn. This is your opportunity to be part of an experience where professionals explore the latest developments shaping the actuarial field.

Customize Your Sponsorship Package

Take control of your investment. Choose from a range of options to create a sponsorship that delivers results, aligns with your priorities, and defines your level of participation.

In-Person Opportunities

Select from three levels of sponsorship, each featuring a set of branding opportunities that offer your company consistent visibility throughout the meeting.

Benefits include:

- Logo placement and recognition during dedicated sessions
- Recognition on event website
- Logo on onsite signage
- Company profile in meeting app

Don't see an opportunity that fits your needs?
Let us know. We can work with you to craft a sponsorship package exclusively for you.

Platinum In-Person	**Gold** In-Person	**Silver** In-Person
$20,000	**$15,000**	**$12,000**
One complimentary registration	One complimentary registration	One complimentary registration
Two discounted registrations (50% off)	One discounted registration (50% off)	
Complimentary Standard Booth ($4,000 value)	50% Off Standard booth ($2,000 value)	
Pre-and post-event registration lists*	Pre-and post-event registration lists*	Pre-event registration list*
Logo placement Pre-event promotions and communications		

*Includes attendees who have opted into sharing their contact information.

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In-Person Opportunities

$20,000

- [ ] **REGISTRATION** (SOLD)
  Gives your organization recognition on lanyards, signage, and digital content.
- [ ] **HYDRATION STATION**
  Help provide sustainability during the event by sponsoring the hydration stations and providing attendees with water bottles to fill throughout the conference.
- [ ] **STAY CONNECTED**
  Keep your organization front and center by sponsoring the event app and touchscreens – an essential tool attendees rely on throughout the event.
- [ ] **COFFEE SPONSOR**
  Attendees are always looking for liquid gold to keep them going. Sponsor a pop-up coffee station.
- [ ] **IMPACT FEST** (SOLD)
  Make your mark at our Monday night reception – with a fun signature cocktail, branded napkins, or other unique ways to display your organization.
- [ ] **RELAXATION LOUNGE**
  Relax and recharge in our massage chair lounge – a space designed for quick rejuvenation. Your organization will be featured with prominent branding throughout the area.
- [ ] **AI HEADSHOT LOUNGE**
  Provide attendees with the opportunity to get an updated headshot while attending the exhibit hall.

$15,000

- [ ] **MONDAY EVENING ENTERTAINMENT**
  Sponsor The Regulators, a band of actuaries, as they bring live music and energy to Monday evening's festivities. Showcase your organization while supporting a fun and memorable attendee experience.
- [ ] **IMMUNITY BOOST**
  Keep attendees' immune systems going strong throughout the conference. Provide attendees with the opportunity to take an immunity shot to revive their energy.
- [ ] **SNACK STATION**
  Refuel the attendees with a pick-me-up snack. Options can include a candy station, trail mix or simply an easy grab and go.
- [ ] **CONFERENCE T-SHIRTS** (SOLD)
  Sponsor the conference t-shirts. Logo will be included on the t-shirt (sleeve or back).
- [ ] **OPENING SESSION**
  Have your organization's presence at the Opening General Session.
- [ ] **TECH LOUNGE**
  Provide a space for attendees to sit, answer emails, and recharge their device.
- [ ] **PICKLEBALL COURT** (SOLD)
  Be one of two sponsors of our high-energy pickleball court—sure to be an attendee favorite. Your branding will be featured courtside as players gather to compete and connect. Interested in exclusive sponsorship? Contact us to learn more.

$12,000

- [ ] **LUGGAGE CHECK**
  Sponsor our luggage check so attendees can leave their bags in a safe space while finishing the conference.
- [ ] **FIRST TIME ATTENDEE SPONSOR**
  Help first-time attendees feel welcome by sponsoring the First Timers Reception and Know Before You Go video, which gives attendees key conference tips before arriving onsite.
- [ ] **DAILY NEWSLETTER**
  Have your organization recognized on one of the daily newsletters that goes out during the event.
- [ ] **SWAG DROP**
  Provide swag that will get released during the conference. We encourage items such as portable charger, small thermos/coffee cup, notepad, etc. Item must be approved by SOA.
- [ ] **ANIMAL ZONE** (SOLD)
  Sponsor our animal zone where attendees will be able to decompress between sessions.

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Onsite Branding and Advertising

Contact Lauren Scaramella to discuss branding and pricing.

Tabletop Cling



Between Exhibit Hall and Breakout Sessions

Window Clings



Visitor Corridor

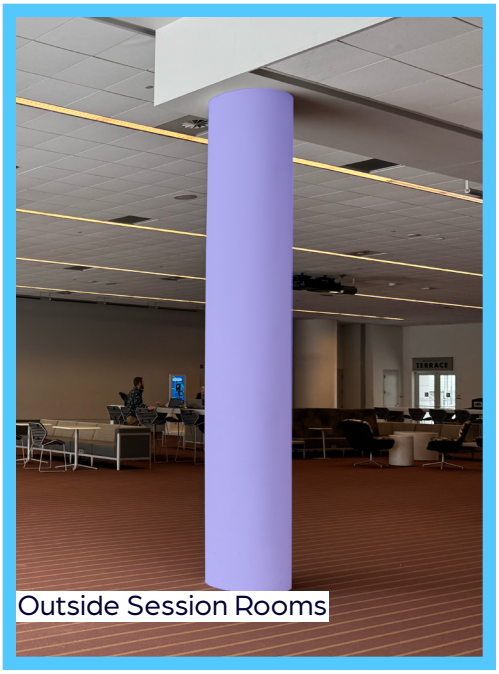
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Elevator Cling



m Convention Center to Westin

Column Cling



Outside Session Rooms

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Exhibitor Booth:

Exhibit Space Investment:

Standard 10'x10' Booth: $4,000
Premium Location 10'x10' Booth: $4,500

Booth Assignments*

Secure your position on the exhibit floor today. Review the exhibit hall layout and submit your exhibit contract form with your three preferred booth locations. Booths will be assigned based on priority points and then order received. The SOA will make every effort to accommodate one of your top choices, as well as requests for additional space.

If you are looking for a larger booth, please contact Lauren Scaramella to find the best placement.

Exhibitor benefits include:

- Standard framing materials, backdrop, and identification sign
- One (1) complimentary All Access registration (per 10x10)
- One (1) complimentary exhibitor badge for booth personnel to access the show floor and general sessions (per 10x10)
- Pre- and post-event registration lists for one-time use
- Company profile in event app

To allow the exhibitors and attendees to get the most out of the exhibits, the hall will be open all day for attendees to enjoy. Exhibitors will be required to have booth staff on site during the dedicated exhibitor hall hours. During those dedicated hours there will be breaks, receptions, and activities that draw attendees into the hall.

Please note that, due to this year's layout, breaks will take place closer to the breakout sessions. As a result, we're offering each exhibitor a tabletop in that area in addition to your exhibit hall booth. This provides an opportunity to display materials and have a representative present during breaks. If you'd like to include a tabletop, please indicate this in your agreement.

Contact Lauren Scaramella for the most up to date floor plan.

Don't wait! Secure your sponsorship and/or exhibit today!

Once you have selected your sponsorship and/or exhibit package, please send your signed agreement to Lscaramella@soa.org.

* The SOA reserves the right to determine final booth assignments.

Exhibit Hall Hours

Sunday, October 25: 5:00–6:00 PM
Exhibitor Move-in: 8:00 AM–3:00 PM
Reception: 5:00–6:00 PM

Monday, October 26: 7:30 AM–6:30 PM
Breakfast: 7:30–8:45 AM
Break: 10:30–11:00 AM (Exhibit Hall only)
Break: 3:00–3:20 PM (Upstairs tabletop foyer space only)
Break: 4:20–4:40 pm (Upstairs tabletop foyer space only)
ImpACT Fest: 4:30–6:30 pm

Tuesday, October 27: 7:30 AM–8:00 PM
Breakfast: 7:30–8:45 AM
Break: 10:00–10:30 AM
(Upstairs tabletop foyer space only)
Break: 3:15–3:35 PM
(Upstairs tabletop foyer space only)
Reception: 4:45–6:00 PM
Teardown: 6:00–8:00 PM