Society of Actuaries®

ImpACT '26 Conference

October 25–28, 2026 | Pittsburgh, PA

SPONSORSHIP AND EXHIBITOR TERMS AND CONDITIONS



06172026-V3

ImpACT '26 Conference

Society of Actuaries®

☐ Exhibitor ☐ Sponsor

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____ Title: _____

Email : _____ Phone: _____

URL: _____

Contact Person (for logistical planning): _____

Title: _____

Email: _____ Phone: _____

Company Description:

Primary Category under which your organization should be listed (select one):

○ Academic	○ Consulting	○ Financial Services	○ General Insurance	○ Health	○ Long Term Care	○ Life
○ Pension	○ Publishing	○ Recruiter	○ Software	○ Startup	○ InsurTech/FinTech	○ Other

Sponsorship Item Choice: _____

Booth Choice 1: _____ Booth Choice 2: _____ Booth Choice 3: _____

I would like a tabletop in the foyer by breakout sessions: Yes ☐ No ☐

*Exhibit hall is further from the breakout sessions, this allows you to networking by attendees during breaks.

Sponsorship/Exhibit Total: $ _____

_____

Company Representative Signature Print Name and Title Date

_____

SOA Company Representative Signature Print Name and Title Date

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All sponsors are subject to this agreement.

All sponsorships are granted on first-come basis unless an agreement is made for first right of refusal for the following year. Telephone reservations will be held for three business days pending receipt of agreement and applicable fee payment. Once the Society of Actuaries (SOA) has received a signed agreement and payment, a copy signed by an SOA representative will be returned to you. Full payment is due 30 days prior to event.

Hospitality Events: Hospitality Suites and/or meeting space at the main hotel(s) will be available to exhibitors, based on meeting room availability. Exhibitors should contact lscaramella@soa.org to obtain an approval form. Functions in a hospitality suite and/or meeting room may not be scheduled to conflict with exhibit or program hours. All social activities (i.e., concerts, theatre events, sports outings, etc.) sponsored by exhibitors must be in good taste and conform to the purpose of the meeting. Notification of such activities to the Society's Professional Development Department is required 60 days in advance of the Exhibit. The SOA has the right to disapprove any social activities it determines is not in good taste and does not conform to the purpose of the meeting. Any disapproval will be communicated to the exhibitor within 3 days of notification of the activities.

Cancellation: In the case of acts of war, terrorism, natural disasters or other circumstances beyond the SOA's control, the SOA reserves the right to either cancel the event or reschedule it for a different date and/or location. Should the event be rescheduled for a different date, the sponsor may make the election to receive a refund for the fees collected by the SOA or transfer the fees to a sponsorship for the new event date. In the case of cancellation, the SOA shall have no further liability to you other than refund your fees. It will not be responsible to you for any other resulting costs or liabilities incurred by you as a result of the cancellation.

If SOA cancels the event for any reason apart from those covered above, partner will be refunded within 30 days for any payments already made.

If the sponsor cancels prior to September 10, 2026, a full refund will be made minus any fees the SOA has incurred. Refunds will be made on any cancellations made after September 10, 2026, minus an administrative fee of $1,000 and any fees the SOA has incurred.

SOA accepts no responsibility for any loss/damage to property or personal injury that occurs during or in preparation for the event.

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The following Exhibitor Agreement must be signed and returned to Lauren Scaramella lscaramella@soa.org.

All Exhibitors participating in the SOA Annual Meeting & Exhibit ("Exhibit") are subject to this Agreement and should review this material thoroughly before signing.

1. **Exhibition Objectives:** The Exhibit is the property of and produced for the Society of Actuaries ("SOA"). Its purpose is to provide educational, up-to-date information on reinsurance, consulting services, state-of-the-art computer, telecommunications and information systems technology for the actuarial profession. Attendance is limited to the Fellows, Associates and invited guests of the Society of Actuaries and is not open to the public. Exhibitors are encouraged to offer information that is educational, professional and instructional. Selling or taking orders for goods and services will be permitted in the exhibition hall provided that such business is conducted in an appropriate and professional manner. Hard sell or pressure tactics will not be tolerated.

2. **Participation/Character of Exhibitors:** Only one company's products or services may be shown for each 100 square feet of exhibit space occupied. Only the company's name will appear on the booth signage and only that company's products/service descriptions will be listed in the mobile app. A distributor or dealer who handles a manufacturer's products on an exclusive basis in the United States and/or Canada will be permitted to exhibit under his own name if certain conditions are met. Such dealers or distributors interested in exhibiting should contact the SOA directly for more information. All display material will be limited to products, equipment or services that have application to the actuarial profession. The SOA reserves the right to refuse space to any applicant who, in the opinion of the SOA, deals in products, equipment or services unrelated to the actuarial profession or its industries or who is unlikely to contribute to the overall objectives or purpose of the Exhibit.

3. **Refunds/Cancellations:** A full refund will be made on booth payments to date, minus any fees the SOA has incurred if cancellation is received in writing prior to September 10, 2026. Refunds will be made on any cancellations made after September 10, 2026, minus an administrative fee of $1,000 and any fees the SOA has incurred. Refunds to payments paid to show vendors are subject to individual cancellation policies.

4. **Space Assignment:** Every effort will be made to assign space in a fair and equitable manner based on exhibitor priority points and whenever possible the preferred spaces will be assigned. The SOA maintains the exclusive and unrestricted right to assign space. Assignment of space is final. Space location may not be changed, transferred or canceled without written request by the exhibitor and subsequent written approval by the SOA. Because of the numerous companies exhibiting similar or related products, the SOA cannot guarantee that a company exhibiting similar products or a company's competitor will not be located in a nearby booth space. Every attempt will be made by the SOA to avoid such instances.

5. **Unclaimed Space:** Any space not occupied by 3:00 p.m. (PT), Sunday October 25, 2026 will be reassigned, and payment forfeited unless special arrangements have been made in advance and approved by the SOA.

6. **Floor Plan:** The floor plan for the Exhibit will be maintained as originally presented wherever possible. However, the SOA reserves the right to modify the plan to the extent necessary for the best interests of the Exhibit, exhibitors and the industry.

7. **Installation & Removal of Exhibits:** Completed details regarding installation and dismantling of the exhibits are included in the Exhibitor Kit. Exhibits must remain intact until 6:00 p.m. on Tuesday, October 27, 2026. The receipt of exhibits and related shipments at show site or prior to the Exhibit at the official Exhibit Warehouse, as well as the delivery, storage and return of crates at close of the Exhibit are fully described in the Exhibitor Kit. Carefully check all invoices rendered on-site by the service contractor and other suppliers before leaving the Exhibit site.

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8. **Inspection of Exhibits**: All exhibits will be inspected at 3:30 p.m. (PT) Sunday, October 25, 2026 for any violation of this Agreement. Exhibitors in violation will be informed so and will have until 4:30 p.m. (ET) to correct such violation(s). If an exhibit booth is not set up and a company representative is not available to set up the booth, the SOA reserves the right to have the official service contractor assemble the booth and the exhibiting company will pay all related costs.

9. **Use of Exhibit Space:**

A. Each exhibitor must rent sufficient space to contain the exhibit completely within the confines of the booth boundaries. Exhibitors must not allow registrants to gather in the aisles for any activities within the booth such as product demonstrations or lectures. Sufficient booth space must be obtained to accommodate such crowds.

B. Equipment may not extend into the aisles and across the exhibitors purchased booth lines; printed matter, samples, or other articles may not be distributed outside the confines of its assigned space.

C. No exhibitor may sublet, assign or apportion any part of its assigned space or have representatives, equipment, materials or literature/brochures from firms other than its own in the contracted space without the written permission of the SOA.

D. Machines and/or equipment, including video monitors that will be operated during show hours must be placed at least five feet from the aisle in 10′ x 10′ booths. They also must be equipped with safety guards when moving parts are involved. In 10′ x 20′ or larger booths, such equipment may be at least two feet from the aisle if placed at least five feet from the side rails.

E. The exhibitor will keep the booth open and staffed at all required times during Exhibit hours.

F. The SOA reserves the right to approve the character of the display and to prohibit any display which, because of noise or other objectionable features, detracts from the general purpose/character of the exhibits.

G. No exhibitor may use flammable decorations or coverings, and all fabrics or other material used for display/decoration or covering display or products must be flameproof.

H. Exhibitors may not conduct group functions, such as meetings, demonstrations, film showings, speeches or other similar activities, outside their booth area during Exhibit hours or in conflict with any officially programmed exposition or conference event.

I. Attraction-seeking ploys or stunts which are aggressively promotional in nature (such as formal presentations, theatrical-type shows, demonstrations, conferences or movie shows) intended for use in the booth area, the Exhibit halls or approaches thereto, must be submitted in writing to the SOA for approval at least 45 days prior to opening of show. To maintain the professionalism and high caliber of the show, exhibitors are asked to observe and maintain the "good neighbor policy" at all times. Loud or obtrusive audio-visual or oral presentations or other such activity, which would be distracting to neighboring booths, will not be permitted. If found to exist and cause such distractions, the exhibitor will be asked to discontinue such practices.

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J. The Exhibit will sponsor a contest for all delegates who attend the annual meeting. No announcement of any winners will be made in the Exhibit area or hotel facility except by the SOA at the designated times. If an exhibitor hosts a prize in the drawing it is their responsibility to mail the gift to the prize winner.

K. All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures. Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

10. **Booth Construction Guidelines/Restrictions:** A typical 10′ x10′ booth consists of: an 8′0″ high back wall drape and 3′0″ high side rail drapes in Exhibit colors, aluminum pipe supports and a 7″ x 44″ identification sign containing company name and booth number. Booth fixtures, components and identification signs will be permitted to a maximum 8′0″. All display fixtures over 4′0″ in height and placed within 10 linear feet of an adjoining booth must be set back 5′0″ back from the aisle line. Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of the both space. Exhibitors with larger space – 30 linear feet or more – should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4′0″ and within 10 linear feet of a neighboring booth is intended to accomplish both of these aims. Exposed or unfinished sides and/or booth backgrounds must be draped. Booths will be inspected by the SOA or its representatives during the set-up period and the service contractor, with approval from the SOA, will provide draping deemed necessary and submit the charges to the exhibitor. Covered booths or those with canopies may not be installed without written approval by the SOA. The SOA may require the rearrangement or alteration of any booth that does not conform to the rules and regulations as stated herein. The cost of such alteration will be borne by the exhibitor involved.

11. **Signs and Columns:** All signs must be located within the boundaries of the assigned booth space and hung no higher than the height limitations described above. Signs may not be attached to walls outside an exhibitor's space, nor may they be hung from the ceiling outside the assigned space.

12. All exhibiting companies are required to be in compliance with the U.S. Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800) 514-0301, and from the ADA website at www.ada.gov.

13. **Contractor Services:** The SOA has retained services of an official service contractor to provide most of the services required by exhibitors such as receiving, delivering, unloading, returning freight, unloading trucks and controlling all vehicles at the docks, providing rental furniture, signs, labor to assemble and dismantle displays/booths, etc. Forms for ordering such services are contained in the Exhibitor Kit. The service contractor will provide all services except those for which others have exclusive rights, such as AV, telephone, electrical, water, etc. The exhibitor will provide the display, equipment, literature and miscellaneous items for the exhibit area. All other items or services are to be provided only by the respective official service contractor and other SOA-designated service suppliers as set forth in the Exhibitor Kit. Any exceptions to the foregoing will be granted only in cases where permission has been requested in writing by the exhibitor at least 45 days before the opening of the Exhibit and approved by the SOA.

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13. To be considered an exception requires that the exhibitor attach to the requested certificates of insurance for its agent representative; a description of the work to be done and the source of the personnel to be used and their compliance with local union requirements; and evidence of any and all business permits and/or licenses that may be required by the state, county, local or other governmental authorities with respect to the work to be performed. An exception will be granted only if it will not interfere with or prejudice the orderly setting-up, interim services or dismantling of the exhibition. An exception will not be granted if it is inconsistent with the commitments and obligation assumed by the SOA in any contract with official contractors, or in its agreement with the hotel. For services such as electrical, plumbing, telephone and drayage (including all movement of material and equipment), no exception will be made and the official contractors must be used.

14. **Unions:** The exhibitor hereby agrees to abide by all agreements made among any unions with jurisdiction at the Exhibit site and the SOA or its agents with exposition staff. The Exhibitor Kit thoroughly addresses the matter of jurisdiction.

15. **Shipping/Storage:** To facilitate shipments into and out of the Convention Center and or hotel, the SOA will select an official service contractor for drayage/cartage; all details of equipment/display and movement on the docks of the Hotel are under the jurisdiction and supervision of the official service contractor. Fire regulations prohibit storage of any kind behind or next to exhibits including empty packing materials. All empty containers must be labeled with "EMPTY" stickers and placed in the aisle for temporary storage by the service contractor. Tags will be available at the service contractor's desk To protect against loss, small cases should be placed inside larger ones. The storage area will be inaccessible during the Exhibit. Exhibitors are asked to check crates carefully for essential booth material that might be needed during the Exhibit.

16. **Electrical Power:** Electrical service will be provided in accordance with the order placed by each exhibitor on the form provided in the Exhibitor Kit. Each exhibitor should carefully anticipate need so as not to interfere with service to other exhibitors by overloading. If an exhibitor pulls more current than ordered, thereby inconveniencing other exhibitors, he will be penalized to the extent that his entire electrical service will be discontinued until proper adjustments can be made onsite.

17. **Lighting:** Throughout the hall lighting will be provided during the Exhibit hours at the appropriate level available.

18. **Cleaning:** The SOA will arrange to clean the aisles once each day after Exhibit hours. Booth cleaning may be ordered through the official service contractor. Additional cleaning and sanitation services will be conducted on frequent contact surface areas.

19. **On-Site Services/Information:** The official contractors will have service desks on-site for floor orders.

20. **Liability and Insurance:** The SOA will employ security to patrol the exhibit area and will take reasonable precautions to safeguard exhibitors' property; however, the SOA and its suppliers assume no liability whatever for loss or damage through any cause of goods, exhibits or other materials owned, rented or leased by the exhibitor before, during or after the Exhibit. The SOA strongly recommends that exhibitors insure exhibit property against loss and theft and have at least one representative in attendance at all times during the Exhibit hours and especially during move-in and move-out.

    A. The SOA strongly urges exhibitors to carry Public Liability Insurance with coverage for personal injury liability, property damage liability and statutory worker's compensation.

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B. Exhibitor agrees to protect, save, indemnify, and hold the Society of Actuaries and its directors, officers, employees and agents forever harmless for any damages or charges including actual attorney's fees and costs, imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitor or those holding under the exhibitor, and further, exhibitor shall at all times protect, indemnify, save and hold harmless David L. Lawrence Convention Center against and from any and all losses, costs (including attorneys' fees), damage, liability, judgments or expense arising from or out of or by reason of any accident or bodily injury or other occurrence to any persons or person, including the exhibitor, its agents, employees and business invitees which arises from or out of or by reason of said exhibitor occupancy and use of the exhibition premises or a part thereof.

C. In addition, exhibitor acknowledges that the Society of Actuaries and David L. Lawrence Convention Center do not maintain insurance covering exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor.

21. In the event of cancellation or disruption of the Exhibit for any cause, this agreement shall terminate and the exhibitor waives any claim for damages or compensation, except that the exhibitor will be entitled to a refund of the amount paid for space less all costs incurred by the SOA and sponsor.

22. Exhibitors will be liable for any damage caused by marking, defacing, damaging by fastening fixtures/other items to floors, walls or columns of David L. Lawrence Convention Center and for any damage to equipment furnished by the SOA or its service suppliers.

23. **Compliance:** In addition to this Agreement, all exhibitors will be bound by and subject to the rules and regulations of David L. Lawrence Convention Center and the Society of Actuaries. The exhibitor further agrees to comply with all fire rules, electrical codes, union jurisdictions and all other applicable federal, state, municipal and county laws and regulations. Exhibitors agree to adhere to guidelines established by the SOA and/or provided by public health officials regarding social distancing and any other protective measures to ensure the safety of attendees. Failure to do so will subject exhibitor to cancellation of the Agreement to occupy booth space and forfeiture of any monies paid on account thereof. Upon due notice of such cancellation, the SOA shall have the right to take possession of the exhibitor's space, remove all persons and properties of the exhibitor and hold the exhibitor accountable for all risks and expenses incurred in such removal. Such expulsion additionally may, at the discretion of the SOA, bar participation in future exhibits. If an exhibitor continues to be in violation of any rules, regulations or Exhibit policy, or if for any reason the SOA deems a booth or its contents objectionable or contrary to the well-being of the Exhibit, the SOA may alter or remove the booth as described above. In such an event, the SOA will not be liable for refunding rental fees or for funds paid for exhibit space or any related costs thereof.

24. **Hospitality Suites/Meeting Space:** Hospitality Suites and/or meeting space at the venue will be available to exhibitors, based on meeting room availability. Exhibitors should contact **lscaramella@soa.org** to obtain an approval form. Functions in a hospitality suite and/or meeting room may not be scheduled to conflict with exhibit or program hours. All social activities (i.e., concerts, theatre events, sports outings, etc.) sponsored by exhibitors must be in good taste and conform to the purpose of the meeting. Notification of such activities to the Society's Professional Development Department is required 60 days in advance of the Exhibit. The SOA has the right to disapprove any social activities it determines is not in good taste and does not conform to the purpose of the meeting. Any disapproval will be communicated to the exhibitor within 3 days of notification of the activities.