

Annual Conference 2022



Partnership Prospectus

September 28 - 30

20

22

Overview

ACLI Annual Conference brings together senior executives from life insurance and financial services companies to examine today's business and political issues. This prestigious conference combines networking opportunities among industry peers with a cutting-edge program focused on the industry's most pressing topics.

Participating in the **Annual Conference 2022** as a Partner is the ideal way to promote your company in a networking, educational, and professional setting.

The educational component features fast-paced general sessions with **well-known keynote** speakers combined with **more than 12 breakout sessions** on specific industry topics. These wide-ranging sessions address legal/compliance, investment/financial, reinsurance, retirement security, emerging trends and technology, and legislative and regulatory issues. Most breakout sessions are eligible for CLE (Continuing Legal Education) and CPE (Continuing Professional Education) credits.

ACLI's Annual Conference is the leading event for senior-level insurance executives to collaborate, and engage in an atmosphere tailored to the overall industry as well as to specific business interests.

Partnerships

ACLI offers four distinct tiers of partnerships. Each tier is customized at different price levels and touchpoints:

Executive Partnership: \$35,000 +

- Three COMPLIMENTARY Annual Conference 2022 REGISTRATIONS and discounted member rate for additional registrations (valued at \$1,895 per registration)
- Eligible to provide a 1-minute commercial to be played during the conference. (subject to review and approval by ACLI)
- Company logo will be included on all pre/post marketing emails and logo, description, and contact information included on virtual platform
- COMPLIMENTARY full-page ad, logo, and company description featured in the Conference Program Guide
- Eligible to send electronic publication that will be available on the virtual app and ACLI's LMS "ACLI Learning"
- Eligible to host personalized sponsor page on event virtual platform
- ACLI to promote session and partnership in advance of conference on social media
- Company logo and hyperlink on the ACLI Annual Conference website
- Company logo on ACLI's website year-round with hyperlink to your site
- Copy of pre-registration attendee list (emails not included)

Partnerships Continued

Strategic Partnership: \$25,000 +

TUESDAY GENERAL SESSION

- Two COMPLIMENTARY Annual Conference 2022 REGISTRATIONS and discounted member rate for additional registrations (valued at \$1,895)
- Eligible to have a senior company representative present up to a two-minute introduction for Keynote Speaker (No commercial speech allowed; script to be provided and/or approved by ACLI)

OR

BREAKOUT SESSION

- Two COMPLIMENTARY Annual Conference 2022 REGISTRATIONS and discounted member rate for additional registrations (valued at \$1,895)
- Sponsor eligible to provide recommendations for session topic/speaker(s) (Subject to approval by ACLI)
- Company logo will be included on all pre/post marketing emails and logo, description, and contact information included on virtual platform
- COMPLIMENTARY full-page ad, logo, and company description featured in the Conference Program Guide
- Virtual signage at sponsored event with your company logo
- Eligible to send electronic publication that will be available on the virtual platform and ACLI's LMS "ACLI Learning"
- Eligible to host personalized sponsor page on event virtual platform
- ACLI to promote session and partnership in advance of conference on social media
- Company logo and hyperlink on the ACLI Annual Conference website
- Company logo on ACLI's website year-round with hyperlink to your site
- Copy of pre-registration attendee list (emails not included)

Conference Partnership: \$12,500 - \$20,000 +

- Two COMPLIMENTARY Annual Conference 2022 REGISTRATIONS and discounted member rate for additional registrations (valued at \$1,895)
- COMPLIMENTARY half-page ad, logo, and company description featured in the Conference Program Guide
- Virtual signage at sponsored event with your company logo
- Recognition in pre-marketing and virtual conference materials
- Eligible to send electronic publication that will be available on the virtual platform
- Eligible to host personalized sponsor page on event virtual platform
- Company logo and hyperlink on the ACLI Annual Conference website
- Copy of pre-registration attendee list (emails not included)

Supporting Partnership: \$12,000 and below

- One COMPLIMENTARY Annual Conference 2022 REGISTRATIONS and discounted member rate for additional registrations (valued at \$1,895)
- Virtual signage at sponsored event with your company logo
- Recognition in pre-marketing and virtual conference materials
- Eligible to host personalized sponsor page on event virtual platform
- Company logo and hyperlink on the ACLI Annual Conference website
- Copy of pre-registration attendee list (emails not included)

Partnership Opportunities

Executive Partner \$35,000 +

Executive Partners receive the highest conference exposure with additional benefits both pre and post-conference. (**EXCLUSIVE OPPORTUNITY ONLY ONE SLOT AVAILABLE**)

- Sponsor is eligible to have a senior company representative present up to a two-minute introduction for the Keynote Speaker (No commercial speech allowed; script to be provided and/or approved by ACLI)

Strategic Partner \$25,000 +

Strategic Partners sponsor a general session or a breakout session and includes high visibility for your company. (**LIMITED SLOTS AVAILABLE**)

- Sponsor is eligible to provide recommendations for session topic/speaker(s) (Subject to approval by ACLI)

Conference Partner \$12,500 - \$24,999 +

Registration Sponsor \$20,000 NEW

- The sponsor will be the sole sponsor of the registration information
- The sponsor is eligible to send a banner to be displayed at the registration desk during the conference.
- Company logo will be included on program guide and badge

Networking Lounge Area - Exclusive Opportunity \$20,000 NEW

- The sponsor will serve as networking lounge "host" for the conference

Wednesday Welcome Reception \$20,000

- Sponsor is eligible to have branded items displayed during reception.

Thursday Luncheon Session \$20,000

- Sponsor is eligible to have branded items displayed during luncheon.

Friday Luncheon \$18,000

- Sponsor is eligible to have branded items displayed during luncheon.

Friday Hot Issue Breakfast \$18,000

- Sponsor is eligible to provide title/topic, description, and recommended speakers (Subject to approval by ACLI)
- Sponsor is eligible to have branded items displayed during breakfast

Wi-Fi Sponsor \$15,000

- The network password for the event will be branded with company and name and attendees will be directed to company's website after log-in (depending on hotel a/v provider)

Mobile App \$12,500

- The sponsor logo will be branded on the mobile app
- Company logo featured on any pre-event communication specific to mobile app

Thursday Networking Reception \$12,500

- Sponsor is eligible to have branded items displayed during reception.

** Sponsors are required to purchase/provide sponsored items with approval from ACLI.

Partnership Opportunities

Supporting Partner \$12,500 and below

Conference Networking Hub \$10,500

- A lounge in the registration area with company branding
- Company name and logo placed on event signage

Portable Chargers \$8,500

- The sponsor logo will be branded on charging station during event.

Wednesday Breakfast \$8,000

- The sponsor is eligible to send a banner and branded items to be displayed during the breakfast.

Thursday Networking Breakfast \$8,000

- The sponsor is eligible to send a banner and branded items to be displayed during the breakfast.

Custom Lanyards \$8,500

- The sponsor logo will be branded on attendee lanyards.

Wednesday Reinsurance Reception \$8,500

- Sponsor is eligible to have branded items displayed during the reception.

Hydration Station \$7,500 (Wednesday - Friday Available) NEW

- The sponsor is eligible to send a banner and branded items to be displayed at the station.

Electronic Program Guide \$8,000

- The sponsor logo will be on the cover of the program guide
- Sponsor will receive full page ad in prominent location.

Refreshment Breaks \$7,500 (Wednesday - Friday Available)

- The sponsor is eligible to send a banner to be displayed during the break

All Day Coffee Sponsor \$7,500 (Wednesday - Friday Available) NEW

- The sponsor is eligible to send a banner to be displayed next to the coffee stations

50" Interactive Touchscreens \$6,500 NEW

- The sponsor logo and branded interactive content will be available on the custom-designed touchscreen.

Electronic Registration List \$5,500

- The sponsor logo and website will be on the registration list.

Daily Conference Emails \$5,500 (Wednesday - Friday Available)

- The sponsor will be the sole sponsor of the daily confirmation emails to attendees.
- Sponsor logo will be branded on the email.

Thank You Email to Attendees \$5,500 (Post Conference) NEW

- The sponsor will be the sole sponsor of the Thank You Email.
- Sponsor logo will be branded on the email.

Wednesday Reception Entertainment \$5,500

- The sponsor is eligible to send a banner to be displayed during the break

** Sponsors are required to purchase/provide sponsored items with approval from ACLI.

Partnership Opportunities Continued.

Thursday Reception Entertainment \$5,500

- The sponsor is eligible to send a banner to be displayed during the break

Registration Gift ** \$3,500

- The sponsor supplies registration gift (subject to approval) *sponsored pens, pads, candies, hand sanitizers etc.

Starbucks Gift Card ** \$3,000

- The sponsor supplies branded gift card distributed at registration (branding subject to approval)

Wednesday Room Drop ** \$2,500

- The sponsor is eligible to send branded item to attendee guest rooms. (Sponsor is also responsible for covering hotel delivery fee per room. Price varies \$4-\$7 based on hotel.)

Thursday Room Drop ** \$2,000

- The sponsor is eligible to send branded item to attendee guest rooms. (Sponsor is also responsible for covering hotel delivery fee per room. Price varies \$4-\$7 based on hotel.)

Tuesday Room Drop ** \$1,500

- The sponsor is eligible to send branded item to attendee guest rooms. (Sponsor is also responsible for covering hotel delivery fee per room. Price varies \$4-\$7 based on hotel.)

** Sponsors are required to purchase/provide sponsored items with approval from ACLI.

2021 PARTNERS

Accenture
AM Best
Brighthouse Financial
Carlton Fields
Debevoise
EY
Eversheds Sutherland
Faegre Drinker
Fasano Associates
Federal Home Loan Bank (FHLB)

FINEOS
Jackson
Mayer Brown LLP
Milliman
RGA
SCOR Global Life
S&P Global Ratings
Talcott Resolution
Willis Towers Watson

About ACLI

The American Council of Life Insurers (ACLI) is the leading trade association driving public policy and advocacy on behalf of the life insurance industry. 90 million American families rely on the life insurance industry for financial protection and retirement security. ACLI's member companies are dedicated to protecting consumers' financial wellbeing through life insurance, annuities, retirement plans, long-term care insurance, disability income insurance, reinsurance, and dental, vision, and other supplemental benefits. ACLI's 280 member companies represent 94 percent of industry assets in the United States.

FOR MORE INFORMATION

For more information about partnership benefits and opportunities at the ACLI Annual Conference 2022 or other events, please contact:

Geneva Barber | Director, Conference Services

American Council of Life Insurers
202.624.2312 or GenevaBarber@acli.com

Sponsorship opportunities are limited, please reach out at your earliest convenience to ensure your first choice is available