



Life Insurers Council 2024 Sponsorship Commitment Form

Subject to Change (rev. Feb. 2024)

Sponsorships are limited and may sell out. As dates and locations are updated, they will be posted at www.loma.org/LICEvents. For more information, please contact LIC Associate Director Audrey Wittenburg at lic@loma.org.

LIC Annual Conference Sponsorships

Affiliates/Vendors are not required to be a sponsor, can attend LIC Conferences at individual rates.

LIC Annual Conference, San Diego, CA, February 7-9, 2024 – www.loma.org/LIC2024

Includes one registration (two for Elite) – additional registrations at individual attendee rates.

- Contributing Sponsor Level: \$3,750 LIC Member (\$4,750 Nonmember)
 Elite Conference & Banquet Sponsor Level: \$6,750 (LIC Member (\$7,750 Nonmember)

LIC Final Expense Workshop hosted by RGA, St. Louis, June 5-6, 2024

Includes one complimentary registration (two for Premier) – additional registrations at individual attendee rates.

- Contributing Sponsor Level: \$2,100 LIC Member (\$3,100 Nonmember)

LIC Preneed Forum hosted by Physicians Mutual, Omaha, November 6-7, 2024

Includes one complimentary registration – additional registrations at individual attendee rates.

- Contributing Sponsor Level: \$2,100 LIC Member (\$3,100 Nonmember)

LIC 2024 Committee Sponsorships

Affiliates/Vendors must be a sponsor in order to participate in LIC Committee events and must be an LIC member to participate in the Online Communities.

Includes one registration (two for Premier), additional registrations at individual attendee rates.

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|---|--------------------------------|
| <input type="checkbox"/> Annuity – Spring Networking Meeting, Online Community | \$850 LIC Member (\$1,350 Non) |
| <input type="checkbox"/> ERM – Spring Networking Meeting, Online Community | \$850 LIC Member (\$1,350 Non) |
| <input type="checkbox"/> Investment & Capital Management – Fall Networking Meeting, Online Community | \$850 LIC Member (\$1,350 Non) |
| <input type="checkbox"/> Operations – Fall Networking Meeting, Online Community | \$850 LIC Member (\$1,350 Non) |
| <input type="checkbox"/> Technology – Fall Networking Meeting, Online Community (Spring Call Only: \$80/160) | \$850 LIC Member (\$1,350 Non) |
| <input type="checkbox"/> Home Service – Summer Networking Meeting, Online Community | \$525 LIC Member (\$1,025 Non) |
| <input type="checkbox"/> HR – Spring Networking Meeting, Online Community | \$525 LIC Member (\$1,025 Non) |
| <input type="checkbox"/> Financial & Tax Accounting – Spring Virtual Meeting, Online Community | \$275 LIC Member (\$475 Non) |
| <input type="checkbox"/> Marketing & Distribution – Summer Virtual Meeting, Online Community | \$275 LIC Member (\$475 Non) |
| <input type="checkbox"/> Supplemental Products – Fall Virtual Meeting, Online Community | \$275 LIC Member (\$475 Non) |
| <input type="checkbox"/> Laws & Legislation – Spring/Fall Calls, Online Community (Spring Call Only: \$80/160) | \$160 LIC Member (\$320 Non) |
| <input type="checkbox"/> Project Management – Spring Conference Call, Online Community | \$80 LIC Member (\$160 Non) |

Premier LIC Sponsorship for 2024 – Wait List in Effect

- \$15,500 – Includes 2024 LIC Annual Conference Elite-Level Sponsorship benefits, option to participate as a sponsor at any other 2024 LIC Conferences and Committees, and a full page in the LIC Membership Directory. Available to LIC Member companies only. Currently sold out; contact lic@loma.org to inquire about availability.

My company agrees to pay the applicable sponsorship fee(s) selected above: TOTAL: _____

Signed: _____ Print Name: _____

Company: _____

Send completed form and a high-resolution company logo to lic@loma.org. LIC will invoice upon receipt.



LIC Sponsorship Benefits – 2024

Improving Performance Through Shared Excellence

Is your business targeted to small-to-midsize life insurance companies? Those that may have limited resources but may be more agile in working creatively with service providers to solve their business challenges.

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. Sponsorship opportunities include a wide variety of committee meetings, workshops/forums, and the LIC Annual Conference. LIC member companies receive discounted sponsorship rates.

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 attached LIC Sponsorship Commitment Form. Questions? Contact LIC at lic@loma.org.

LIC Annual 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 Conference 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.

Benefit	LIC Member Company	Nonmember Company
Cost	Elite Level Conference & Banquet Sponsorship \$6,750 Contributing Level Conference Sponsorship \$3,750 <i>(Elite includes 2 registrations, Contributing includes 1)</i>	Elite Level Conference & Banquet Sponsorship \$7,750 Contributing Level Conference Sponsorship \$4,750 <i>(Elite includes 2 registrations, Contributing includes 1)</i>
Introduction to attendees	A personal introduction to the participants, including a brief statement about your company's value proposition	
Marketing exposure	<ul style="list-style-type: none"> * Logo in the conference program, logo with description on the meeting website * Attendee List 1-2 weeks in advance and single-use email opportunity * Ability to place brochures and/or logo items in the LIC Registration Area * Elite Only: Recognition as Banquet sponsors, including signage with logo at the Annual Member Banquet 	

LIC Workshop/Forum Sponsorship Benefits

These mid-sized meetings draw a more diverse and larger audience of 30-50 attendees and focus on product areas such as the Final Expense Workshop in June and Preneed 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. 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.

Benefit	LIC Member Company	Nonmember Company
Cost	\$2,100 (Includes 1 attendee registration)	\$3,100 (Includes 1 attendee registration)
Introduction to attendees	A personal introduction to the participants, including a brief statement about your company's value proposition	
Marketing exposure	<ul style="list-style-type: none"> * Logo in meeting agenda and in LIC's post-event email to attendees * Attendee List 1-2 weeks in advance and single-use email opportunity * Ability to place brochures and/or logo items in the LIC Registration Area * Virtual Conference Sponsors will get a single-use email list after the meeting. 	

LIC Committee Sponsorship Benefits

Small groups of approximately 10–25 attendees with a focus on a specific functional area (e.g., marketing, technology, etc.) will each meet once or twice annually for education, information sharing, and networking dinners. LIC committees 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. These meetings are only open to insurance company home office employees, plus sponsoring vendors/service providers and speakers.

Benefit	LIC Member Company	Nonmember Company
Cost	Varies based on event types and group size.	
Event access for sponsors	Ability to attend networking dinners and participate in meeting sessions.	
Marketing exposure	Attendee introduction to your value proposition via slide, handouts, or introductions session.	

Premier LIC Sponsorship Benefits

Premier Sponsorship is LIC's elite level, demonstrating the highest commitment to serving the needs of LIC member companies. LIC Premier Sponsorships are limited and may sell out – no new Premier Sponsors are currently being accepted for 2024. Contact lic@loma.org to inquire about availability.

Benefit	LIC Member Company	Nonmember Company
Cost	2024 Premier LIC Sponsorship \$15,500	Available to LIC Members only.
Includes All Events	<ul style="list-style-type: none"> * 2024 Elite Annual Conference and Banquet Sponsorship benefits, with 2 registrations * 2024 Final Expense Workshop and Preneed Forum Sponsorship, with 2 registrations each * Option to participate in any additional 2024 LIC Committees, with 2 registrations and sponsor recognition * Full page in LIC Membership Directory 	