



2027 IRI Annual Conference

Sponsorship Opportunities

April 27–29, 2027
Orlando, FL

The IRI Annual Conference is the premier business meeting for the insured retirement industry.

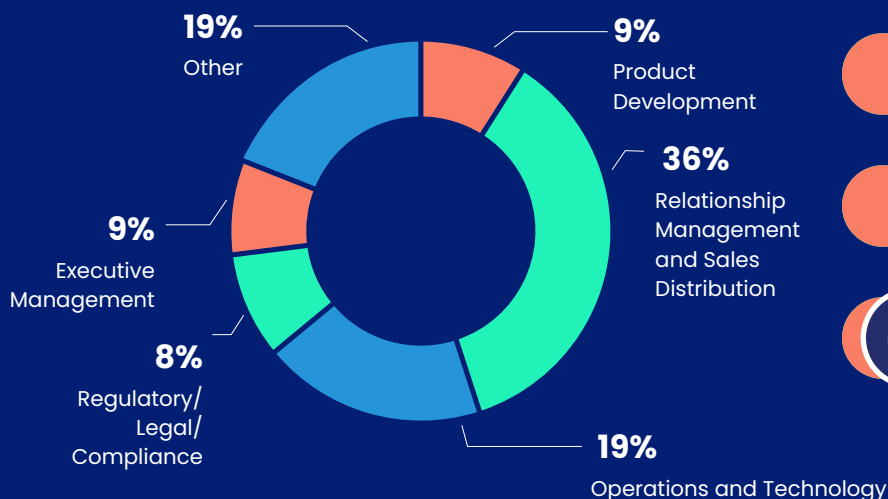
We look forward to welcoming you to the 2027 IRI Annual Conference, April 27-29, 2027 at the Signia by Hilton Orlando. Our 2026 Annual Conference saw record breaking registration of more than 950 industry professionals representing all member communities including insurers, asset managers, broker dealers, banks, marketing organizations, law firms, and solution providers and we expect more attendees for 2027. Our annual premier event

provides organizations unmatched exposure through sponsorship of program content, product and service promotion, brand visibility, and so much more! Explore our Marquis Packages for a bundled sponsorship or check out our 'Experience', 'Palate' and 'Exposure' à la carte opportunities.

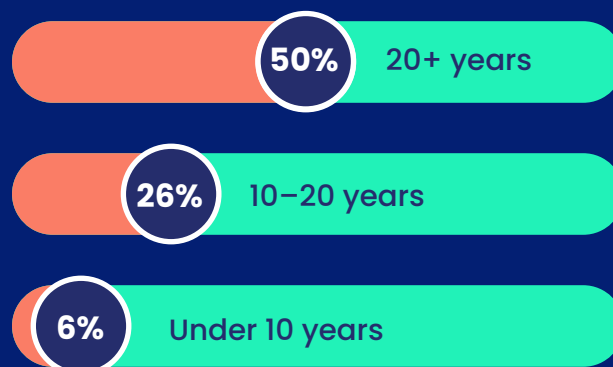
Attendee Profile

Our annual conference attracts a range of job functions, industry veterans, and decision makers that you want to connect with:

Attendees by Job Function



Attendees by Industry Experience



Thank you

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54

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Marquis Sponsorship Packages

Our Marquis Sponsorship Packages offer maximum impact and brand visibility through all conference promotion channels. Enjoy extra benefits when you take advantage of these bundled packages!

	Diamond <u>Limited availability</u> Member \$58,000+	Platinum <u>Limited availability</u> Member \$48,000	Gold <u>Unlimited</u> Member \$38,000	Silver <u>Unlimited</u> Member \$32,000
Attendee registrations	5	4	3	2
Tabletop Display	✓	✓	✓	
VIP Table for Keynote Sessions	✓	✓		
Video Ad (1 minute)	✓	✓		
Logo Recognition: Stage scenic, event website, on-site signage, general session slides	✓	✓	✓	✓ *
Mobile App — Company logo, company profile	✓	✓	✓	✓
Banner ad in Insight	✓	✓	✓	
Advance access to attendee list	✓	✓	✓	✓
Final attendee list and custom email to attendees post-conference	✓	✓	✓	✓ **

*Silver does not receive logo recognition on the stage scenic.

**Silver does not receive custom email.

For the Experience

Leverage your brand by sponsoring an 'experience' that attendees will remember, enjoy, and talk about with other attendees.

Sponsored Thought Leadership/ Legal Briefing Presentation

Limited availability

Member \$13,000 | Nonmember \$16,000

The Sponsored Thought Leadership and Legal Briefing Presentation opportunities provide a venue for firms to showcase their insured retirement expertise and products through 45-minute presentations including Q&A/networking with attendees.

- > One (1) complimentary registration
- > Presentation listed on conference program
- > Presentation reminder to be announced in general session room either verbally or on slide
- > Logo recognition on the conference website, signage, and general session slides
- > Logo recognition and company description included in the conference mobile app
- > IRI to provide room, audio-visual equipment, and light catering (up to \$3,000) for each presentation
- > Advance access to attendee list and one week post conference

General Sessions/Keynotes

Three opportunities available

\$48K+ Member Exclusive Opportunity

Inquire for specific speakers and pricing

Position your brand at the center of the conference program by sponsoring a general session! This is a high-visibility opportunity connecting your brand to thought leadership, innovation, and inspiration for some of our biggest moments.

- > Complimentary registrations aligned with Marquis package
- > Listed on conference program as sponsoring firm
- > IRI will draft one (1) push notification sent through mobile app to attendees promoting the presentation
- > Logo recognition on the conference website, signage, and general session slides
- > Logo recognition and company description included in the conference mobile app
- > Advance access to attendee list and one week post conference

Meeting Nooks

Two available

Member \$18,500 | Nonmember \$21,000

Provide attendees with a place to meet or check emails without heading back to their rooms.

- > One (1) complimentary registration
- > Logo recognition on the conference website, signage, and general session slides
- > Opportunity to distribute promotional items (provided by sponsor and subject to IRI approval)
- > Branding in Nook
- > Logo recognition and company description in the conference mobile app
- > Advance access to attendee list and one week post conference



For the Experience *continued*

Give Back Activity

One available

Member \$17,000 | Nonmember \$19,000

Attendees will pause from the programming to give back, assembling comfort kits for families served by the Ronald McDonald House who are navigating grief, loss, and difficult transitions. As the sponsor of this activity, your firm will be recognized as the driving force behind this act of generosity and provide an opportunity for community and connection.

- > One (1) complimentary registration
- > Logo recognition at Activity Station
- > Opportunity to provide additional items beyond those provided by IRI (subject to IRI approval)
- > Logo recognition on conference website, signage, and general session slides
- > Logo recognition and company description in conference mobile app
- > Advance access to attendee list and one week post conference

Networking Lounges

Two available

Member \$19,000 | Nonmember \$21,000

Provide attendees with a go-to space for meaningful conversations, new connections and a quick recharge between sessions.

- > One (1) complimentary registration
- > Logo recognition on the conference website, signage, and general session slides
- > Opportunity to distribute promotional items (provided by sponsor and subject to IRI approval)
- > Branding in Lounge
- > Logo recognition and company description in the conference mobile app
- > Advance access to attendee list and one week post conference



For the Palate

Treat attendees to delicious refreshments and meals throughout the conference.



Refreshment Break

Two available

Member \$10,000 | Nonmember \$12,000

- > Logo recognition on napkins and signage at break refreshment stations
- > Logo recognition on conference website, signage, and general session slides
- > Logo recognition and company description in conference mobile app
- > Advance access to attendee list and one week post conference

Welcome Reception

One or two available, per below

Member Exclusive Opportunity

Co-host \$45,000 | Sole Host \$75,000

Kick off the conference in style as the sponsor for the Welcome Reception on Tuesday evening. Enjoy premium visibility as attendees gather to connect, celebrate and set the tone for the days ahead.

- > Complimentary registrations aligned with Marquis package
- > Listed on conference program as sponsoring firm
- > IRI will draft one (1) push notification sent through the mobile app to attendees promoting the reception
- > Logo recognition on conference website, signage, and general session slides
- > Logo recognition and company description in conference mobile app
- > Advance access to attendee list and one week post conference

Wednesday Morning Breakfast

One available

Member \$23,000 | Nonmember \$25,000

- > One (1) complimentary registration
- > Branding recognition on the napkins and at food station
- > Logo recognition on conference website, signage, and general session slides
- > Logo recognition and company description in conference mobile app
- > Advance access to attendee list and one week post conference



Wednesday Happy Hour

One available

Member \$30,000 | Nonmember \$33,000

Cap off a full day of sessions and networking by hosting happy hour! As sponsor, your firm will put its brand front and center as attendees connect outside of the session room.

- > One (1) complimentary registration
- > Logo recognition on napkins and signage at food and beverage stations
- > Logo recognition on conference website, signage, and general session slides
- > Logo recognition and company description in conference mobile app
- > Advance access to attendee list and one week post conference



Wednesday All-Day Coffee Service Sponsor

One available

Inquire for pricing

- > One (1) complimentary registration
- > Logo recognition on napkins and signage at beverage stations
- > Logo recognition on conference website, signage, and general session slides
- > Logo recognition and company description in conference mobile app
- > Advance access to attendee list and one week post conference

For the Palate *continued*

Barista Station

One available

Member \$18,000 | Nonmember \$20,000

Refuel attendees by hosting a barista station with complimentary espresso drinks during the Wednesday morning breakfast and break.

- > One (1) complimentary registration
- > Logo recognition on the barista station, cups, and napkins
- > Logo recognition on conference website, signage, and general session slides
- > Logo recognition and company description in conference mobile app
- > Advance access to attendee list and one week post conference

Wednesday Lunch Dessert Bar

One available

Member \$10,000 | Nonmember \$12,000

Delight conference attendees by sponsoring the Lunch Dessert Bar. Associate your brand with joy and refreshment as attendees connect over decadent desserts.

- > Logo recognition on napkins and signage at dessert station
- > Logo recognition on the conference website, signage, and general session slides
- > Logo recognition and company description included in the conference mobile app
- > Advance access to attendee list and one week post conference

Wednesday Networking Lunch

One available

Member \$20,000 | Nonmember \$23,000

- > One (1) complimentary registration
- > Branding recognition on the napkins and at food station
- > Logo recognition on conference website, signage, and general session slides
- > Logo recognition and company description in conference mobile app
- > Advance access to attendee list and one week post conference

NEW Thursday Networking Breakfast

One available

Member \$15,000 | Nonmember \$18,000

- > One (1) complimentary registration
- > Branding recognition on the napkins and at food stations
- > Logo recognition on conference website, signage, and general session slides
- > Logo recognition and company description in conference mobile app
- > Advance access to attendee list and one week post conference

NEW IRI Unlocked Refreshment Sponsor

One available

Member \$10,000 | Nonmember \$12,000

Be the brand that welcomes new attendees and sets them up for success. This informative and casual event provides helpful conference tips, along with a networking opportunity to connect with other attendees.

- > Branding recognition on the napkins and at refreshment station
- > Logo recognition on conference website, signage, and general session slides
- > Logo recognition and company description in conference mobile app
- > Advance access to attendee list and one week post conference



For the Exposure

Maximize your exposure in front of your target audience. Below are just a few examples or contact us to create a custom sponsorship.

Mobile App Sponsor

One available

Member \$18,000 | Nonmember \$21,000

- > One (1) complimentary registration
- > One (1) splash screen ad on the conference mobile app
- > One (1) banner ad on the conference mobile app
- > Logo recognition on all dedicated mobile app promotions
- > Logo recognition on conference website, signage, and general session slides
- > Logo recognition and company description in conference mobile app
- > Advance access to attendee list and one week post conference

Portable Charging Stations

One available

Member \$12,500 | Nonmember \$14,500

- > Logo recognition at stations with portable chargers
- > Logo recognition on conference website, signage, and general session slides
- > Logo recognition and company description in conference mobile app
- > Advance access to attendee list and one week post conference

Water Bottles

One available

Member \$18,500 | Nonmember \$21,500

- > Logo recognition on water bottles
- > Logo recognition on conference website, signage, and general session slides
- > Logo recognition and company description in conference mobile app
- > Advance access to attendee list and one week post conference



Wi-Fi Sponsor

One available

Member \$15,000 | Nonmember \$17,000

- > One (1) complimentary registration
- > Wi-Fi password to feature sponsor's name
- > Logo recognition on conference website, signage, and general session slides
- > Logo recognition and company description in conference mobile app
- > Advance access to attendee list and one week post conference

Lanyards

One available

Member \$13,500 | Nonmember \$15,500

- > Logo recognition on lanyards to be distributed to all attendees at registration
- > Logo recognition on conference website, signage, and general session slides
- > Logo recognition and company description in conference mobile app
- > Advance access to attendee list and one week post conference

For the Exposure *continued*

Hotel Wristband Keycards*

One available

Member \$9,000 | Nonmember \$11,000

- > Logo recognition on room keys to be distributed to all Signia hotel guest attendees at check-in
- > Logo recognition on conference website, signage, and general session slides
- > Logo recognition and company description in conference mobile app
- > Advance access to attendee list and one week post conference

Table Top Exhibit

Limited availability

Member \$8,000 | Nonmember \$9,000

- > One (1) complimentary registration
- > One 6' draped table provided. Material must fit on top of table.
- > Logo recognition on conference website, signage, and general session slides
- > Logo recognition and company description in conference mobile app
- > Advance access to attendee list and one week post conference

Giveaway Item*

One available

Member \$8,500 | Nonmember \$10,000

Provide attendees a gift card to the Signia Hilton Orlando Lobby Coffee Shop featuring your company logo.

- > Logo recognition on conference website, signage, and general session slides
- > Logo recognition and company description in conference mobile app
- > Advance access to attendee list and one week post conference

NEW Branded Wall or Digital Signage Sponsor

Multiple available

Inquire for pricing

Make a lasting visual impression from the moment attendees walk in. As sponsor of branded wall signage, your firm's logo and messaging will be prominently displayed in high-traffic areas throughout the venue — putting your brand in front of attendees all conference long.

- > Company branding at desired location (design must be approved by IRI)
- > Logo recognition on conference website, signage, and general session slides
- > Logo recognition and company description in conference mobile app
- > Advance access to attendee list and one week post conference

Communication Package

Limited availability

Member \$4,500 | Nonmember \$6,500

- > One (1) push notification on mobile app
- > Logo recognition on conference website, signage, and general session slides
- > Logo recognition and company description in conference mobile app
- > Advance access to attendee list and one week post conference





The Insured Retirement Institute (IRI) is the leading association for the entire supply chain of insured retirement strategies, including life insurers, asset managers, broker-dealers, banks, marketing organizations, law firms, and solution providers.

IRI members account for 90 percent of annuity assets in the U.S., include the foremost distributors of protected lifetime income solutions, and are represented by financial professionals serving millions of Americans. IRI champions retirement security for all through leadership in advocacy, awareness, research, and the advancement of digital solutions within a collaborative industry community.

Learn more at www.IRIONline.org.



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