GIVE YOURSELF AN EDGE

AT RIMS 2013 ANNUAL CONFERENCE & EXHIBITION | LOS ANGELES | APRIL 21-24

ADVERTISING AND SPONSORSHIP OPPORTUNITIES

WWW.RIMS.ORG/RIMS13
Announce yourself to 10,000 of the risk management and insurance industry’s top decision-makers from around the world with a sponsorship at RIMS ‘13 Annual Conference & Exhibition.

As a sponsor, you’ll immediately identify yourself as an active participant in the industry’s largest, most important event of the year. Through a variety of unique opportunities, you’ll…

- **Improve the Bottom Line.** Studies show that sponsorships can increase your exhibit’s efficiency by a whopping 104%—generating more traffic per square foot, which means more contacts, more leads, more prospective sales and more value for your marketing dollar.

  Certain RIMS ‘13 sponsorships include recognition in print and on www.RIMS.org (the industry’s leading online resource, year-round)— extending your investment both before the show and long afterwards.

- **Stay Ahead of the Curve.** Sponsorships naming a specific product or service magnify its visibility for the whole industry—turbo-charging a new-product introduction or sales of your signature service.

- **Give Yourself an Edge.** Along with sponsorship comes the invaluable prestige of industry leadership—establishing you not only as an important presence in the marketplace, but also as an investor in the risk management community.

- **Extend Your Impact Beyond Your Booth.** We can tailor our sponsorships to match any budget and marketing strategy with our ONSITE, ONLINE, and PRINT options. Act quickly as many high-profile sponsorships are exclusive and sell out. Or, customize your opportunities and tell us how we can make your sponsorship experience with RIMS a success.

  Contact
  Danielle SanMarco, Senior Manager, Exhibition & Events
dsanmarco@RIMS.org or 212-655-6052
to heighten your visibility.
RIMS ‘13 is an exciting, interactive and multi-sensory experience—be a high-profile part of the show experience with sponsorship options that boost attendee recognition of your company.

More than two dozen sponsorship programs—available before, during and after the show—are designed to help you amplify brand awareness and credibility. Partner with RIMS to customize your program, or select any of the available sponsorship options, including:

**RE-VIBE! EXHIBIT HALL ENERGY BREAK **$15,000 NEW!
This new event held on the exhibit hall floor during exclusive hours from 2:45 to 3:30pm on Monday, April 22, is sure to revive the crowd! With “pick me ups” like iced coffees, energy drinks and cocktails, you’re sure to leave a lasting impression. Imprinted napkins and full color recognition signage will make your impression even more energizing.

**VINE VIBE IN EXHIBIT HALL NEW!**
- Single Station $4,000
- Eight Stations $25,000 Exclusive!

Transport yourself to wine country, even if only for a short while. Savor California wines and cheeses while you mingle with exhibitors and your peers. This reception, held right on the show floor during exclusive hours on Tuesday, April 23 from 3:30 – 5:00pm, provides you with a great way to reinforce your presence. With full-color meter boards, napkins imprinted with your logo, and signage on each table during the Tuesday luncheon, they’ll remember your name.

**EXHIBIT HALL NETWORKING LUNCH NEW!**
- Good Vibrations Luncheon in Exhibit Hall—Tuesday $22,500
- Elevate Luncheon in Exhibit Hall—Wednesday $22,500
- Both Days: $35,000

Drive traffic to your booth! This heavily-promoted and highly-attended event during exclusive exhibit hall hours provides your company stand-out recognition in a hall of nearly 400 exhibitors. With full-color signage and lead capture machines placed in the luncheon areas, attendees interested in winning a fabulous prize each day (provided by RIMS!) will scan their badge and the leads are yours to keep!

**EXHIBIT HALL AISLE SIGNS - $30,000 NEW!**
- Shared (10 aisles – double sided) $17,500
- Exclusive (20 aisles – double sided) $32,000

Everyone depends on the directional aisle signs at RIMS to navigate through the floor effectively. Elevate YOUR company’s brand among thousands of risk professionals and remind attendees of YOUR booth location by displaying your company name, logo, and booth number on aisle signs throughout the show. Two-sided aisle signs let attendees see your logo every time they look up. Visibility outside your booth doesn’t get any better than that!

**RIMS READING ROOM - $35,000**
Located in a high-traffic area, your company can be the exclusive host of the RIMS Reading Room. This area is a staffed kiosk with displays offering newspapers and industry trade publications. RIMS will distribute your publication and build the newsstand without cost to you. Your company will receive recognition on newsstand signage.

**DID YOU KNOW?**
Exhibitors who integrate other non-booth event marketing vehicles into their exhibition participation are far more successful at attracting target visitors and converting sales than those who do not.

Visit www.RIMS.org/Sponsorships
SOLD

RIMS BOULEVARD SHOW FLOOR SIGNAGE - $7,500
Put your logo on high-impact graphics on the Show floor! The RIMS Boulevard allows thousands of attendees to pass easily through the exhibit hall. This 20-foot-wide aisle offers attendees a place to stop, network and take a break. Custom 10’ x 10’ floor graphics along the Boulevard will remind attendees where YOUR Booth is located and lead them there! A maximum of six 10’x10’ floor graphics are available. Limit one per exhibitor.

RIMS TREASURE TREK - $2,700
Participate in the ultimate booth traffic builder! Limited to an exclusive audience of 30 exhibitors, the Treasure Trek ensures you have a steady flow of attendees coming by your booth to become eligible to win prizes such as an Apple product suite, a premium flat screen TV, or $10,000 in cash!

RIMS SHOW FLOOR SHUTTLE TRANSIT SYSTEM - $28,500  NEW!
This sponsorship offers maximum exposure by creating a total of 180,000 estimated impressions as six person golf carts transport attendees throughout the exhibit hall floor. Attendees will view “taxi cab” type advertisement signs, traveling more than 350,000 sq. ft. of exhibit space, for three days!

CONFERENCE GUIDE BOOKMARK - $4,000
Everybody has that page they DO NOT want to lose. Make your organization’s logo, brand or message stand out by helping the reader keep their spot—with your company name. This useful bookmark helps guide buyers at the show, is handy for notes and keeps your booth number foremost in everyone’s minds.

HOTEL WELCOME NEWSLETTER - $10,000
Be the first company to greet each RIMS ‘13 attendee! Every participant will receive an official “Welcome Newsletter,” sponsored by you, upon check-in at each of our official Hotel Properties. Helpful information about Registration, Badge Pick-up, Special Events Schedule, Registration Hours, Exhibit Hall Hours and more will be provided; along with a personalized welcome message from your company.

BOOKSTORE BAG AND BOOKMARK - $5,000
The RIMS ’13 Bookstore is a high profile opportunity to promote your brand throughout the Conference. The popular Bookstore offers a large selection of industry related titles including releases from some of our Conference speakers and is sure to draw large crowds throughout the Conference. Transform the quest for knowledge into a powerful marketing tool for your company!

INFORMATION CENTER - $8,000
“Where is the Opening Reception?” “Do you know what time the keynote presentation begins?” “Where is the business center?” Attendees and guests need to know the who, the what, the when, the where and the how of the Conference. Your company can sponsor the helpful representatives who assist them with their RIMS ’13 needs. RIMS representatives will be centrally positioned to assist Conference attendees with locating exhibitors and navigating the Exhibition.
CONFERENCE BAGS - $60,000
The ultimate walking billboard! Let your target audience advertise for you during and long after the close of the Conference. Your company’s logo will be printed on the bags distributed to each Conference attendee on-site.

LANYARDS - $30,000
Printed exclusively with your logo and the RIMS logo, these colorful lanyards are your company’s chance to be on display to thousands of attendees at RIMS ‘13. We handle the production and distribution, your company gets the exposure!

NECK WALLETS - $32,000
Literally hang your company logo around the necks of attendees. Providing highly visible recognition, neck wallets are supplied to all attendees and exhibitors. Your company logo appears on the front of the neck wallet, directly above the name badge!

LUGGAGE TAGS - $10,000
Allow your message to tag along with every RIMS ‘13 attendee! Placed in the Conference bag, this premium luggage tag emblazoned with your corporate logo will receive repeated use, on business or leisure travel. Your logo will be seen at the conference and beyond!

Contact
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NOTE PADS - $20,000
This is an easy and effective way to get your message in the hands of every registered attendee. Popular hard-covered notebooks will be distributed to all attendees in their Conference bag. Place your logo on the cover of this notebook and get exposure at and beyond the show as attendees return to their offices and desks to review important notes, memory-joggers and names of contacts.

CONFERENCE PENS - $12,500
It’s a long-lasting sponsorship opportunity that’s definitely worthy of some ink. Place your logo on high-quality click-to-write pens that will be distributed in each Conference bag. When attendees reach for a pen, your company logo will be on it…at the show and beyond.

EXHIBITOR LOCATOR GUIDE - $22,500
This alphabetical listing and floor plan of exhibitors is provided to over 5,000 attendees. Many bring it to their office for future reference and rate it as one of the best “takeaways” from the Conference.

SESSION LOCATOR GUIDE - $22,500
Make your company’s branding stand out on this colorful, user-friendly guide to the Conference Sessions that fits easily into the pocket of the attendees’ neck wallets. The complete RIMS ’13 experience in Los Angeles “unfolds” before you as this piece expands to show each day’s activities in detail including the layout of the convention center.

CONFERENCE T-SHIRT - $29,500
One exclusive T-Shirt Sponsor will have the opportunity to emblazon quality T-Shirts with their company logo for all registered attendees and press. This promotional item is used during the week and long after the Conference concludes, providing maximum marketing impact.

MIRROR CLINGS - $20,000 NEW!
With over 50 restrooms in the Los Angeles Convention Center, you’ll have a captive audience as 3’ x 4’ full color clings are splashed on each restroom mirror—guaranteed exclusivity!

CONFERENCE BAG INSERTS (LIMIT 5) - $3,500
Put your brochure or promotional item directly into the hands of over 5,000 risk management professionals.

SHUTTLE BUSES
Get your message in front of the attendees as they ride shuttle buses to and from the convention center every day. Buses run throughout the Conference giving you extraordinary impressions and maximum exposure in the city. The captive audience on the bus will have full visibility of your logo placed on every headrest. This is also offered as an exclusive sponsorship.

CYBER STATIONS - $52,000
Our attendees love to stay connected. Be in the center of the action as attendees check their e-mail at nearly 25 stations! Each computer is ready for your screensaver and logo which means even passers-by don’t overlook your brand! The overhead signage of this unique café will set your sponsorship apart and welcome attendees into the area.

DID YOU KNOW?
Over 76% of all attendees have a preconceived buying agenda prior to arriving at the show
Sponsorships increase qualified booth traffic by as much as 104%
Source: Center for Exhibition Industry Research (CEIR) and Deloitte and Touche Consulting Group

Visit www.RIMS.org/Sponsorships
DID YOU KNOW?
90% of attendees use exhibitions as the #1 source of purchasing information.
Source: Center for Exhibition Industry Research (CEIR)

MASSAGE STATION - $15,000
Reach out and touch attendees with this feel-good sponsorship that builds brand value and creates positive associations with your company. You’ll generate booth traffic and create outstanding visibility by sponsoring the RIMS Massage Station, located in a high-traffic area of the exhibit hall. You can choose to have attendees stop by your booth to pick up a coupon for a free massage, or you can make the lounge open to everyone!

EXHIBITOR LOUNGE - $10,000
Each year, RIMS arranges a private area away from the show floor for Exhibitors to make phone calls, have a refreshing beverage or just sit awhile in a relaxed setting away from hectic business dealings. If RIMS ’13 Exhibitors are your market, sponsorship of the Exhibitor Lounge provides excellent exposure for your company.

HOTEL KEYCARDS - $32,500
Take advantage of the key to successful convention marketing – and we mean that literally! Key cards unlock the perfect opportunity for you to make an opening impression as you welcome attendees to Los Angeles. Your presence is guaranteed to be in most attendees’ hands at least once each day as they enter their hotel rooms.

IN-ROOM HOTEL DROPS
Achieve an inside advantage by delivering your materials and messaging straight to the rooms of Conference delegates. Arranged in concert with official Show hotels, room drops deliver you-are-there presence that amplifies your message. RIMS can customize an in-room drop with any or all of the RIMS hotels! Cost is based on the specifications of the program.

BANNERS
Get attendees excited before they hit the show floor with one of our many banner locations. Strategically place it close to your booth or maybe on the other end of the convention center so they will make a point to head your way as soon as they get on the floor. Visit www.RIMS.org/Banners for exact locations and pricing.

PRESS ROOM SPONSORSHIP – $8,500
Got a new product you are launching or looking to have one-on-one face time with the industry’s most influential media? Don’t miss the chance to be front and center in our press room. As the sponsor, your logo will be displayed on Press Room signage, all computer screensavers and your company literature will be handed out to each attending press member as they register.

Contact
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DON’T SEE WHAT YOU’RE LOOKING FOR?
Call us and we’ll be happy to create an opportunity that specifically addresses your goals!

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ONLINE AND PRINT OPPORTUNITIES

HOUSING EMAIL/WEB SPONSORSHIP
Something almost every attendee must participate in at RIMS’13 is hotel booking. As attendees confirm their travel plans, your company brand will accompany them through a banner on the website. Once they have confirmed, an email is sent to them with their conference specifics. Included in that email is an exclusive banner from your company.
Housing confirmation email: $2,500
Housing page banner ad: $4,500
Bundle both for $6,000 (only available as an exclusive)

RIMS ’13 DAILY RECAP EMAIL: $5,000 EACH NEW!
Reach RIMS ’13 attendees while they’re onsite and over 45,000 industry professionals and drive traffic to your booth and website. Emails include daily RIMS ’13 highlights and key conference information for the following day as well as recaps for those not in attendance. Sponsors receive a 100 character headline, sponsor name, booth number and link at the top of the email; and a logo, link and description up to 75 words at the bottom of the email. This unique opportunity will be limited to only one sponsor per onsite email blast. Only three available!

PRE-REGISTRATION EMAIL SPONSORSHIP – ONLY 1 EMAIL AVAILABLE $5,000
Reach over 4,000 pre-registered attendees before they even go to the show! Your company’s 50-word description and logo with link will be included in the registration confirmation emails going to every pre-registered attendee.

RIMS ONSITE CONFERENCE GUIDE
The RIMS ’13 Conference Guide is the one book to which attendees will turn for information on exhibitors, conference schedules, session descriptions and special events. It is a must-keep resource for anybody shopping for industry services all year long. Place your ad in the Conference Guide, and get maximum visibility during and after the show – that’s twelve months of advertising impact with the industry’s most important buyers!
www.RIMS.org/CGAdform

RIMS ’13 MOBILE APPLICATION
Packed with features that support lead-generation, prospecting and brand visibility, the RIMS ’13 Mobile App generates more traffic and clicks than ever. Visit www.RIMS.org/mobileapp to learn about ways to make it a focal point of your RIMS ’13 presence.

RISK MANAGEMENT MAGAZINE AND RIMS.ORG WEB ADVERTISING
Risk Management magazine reaches over 87% of risk management executives in Fortune 500-tier companies and RIMS.org attracts 10,000 qualified buyers, 52,000 unique viewers per month, and 348,000 page views per month. Contact Ted Donovan, Account Executive at 212-655-5917 or tdonovan@RIMS.org.

RIMS SHOW DAILY
The RIMS ’13 Show Daily is the only official daily conference publication distributed during the RIMS ’13 Annual Conference and Exhibition. Published by Business Insurance on Monday, Tuesday and Wednesday, it’s an excellent way to capture the attention of attendees at the show as the latest news breaks. For advertising opportunities, please contact Susan Stilwill at ssstilwill@businessinsurance.com or 312-649-5224.