

EXHIBITOR & SPONSORSHIP PROSPECTUS



RIMS 2020
DENVER MAY 3-6

EXHIBITION DATES: MAY 4–MAY 6, 2020
COLORADO CONVENTION CENTER

ALL SPONSORSHIPS INCLUDE SPONSORSHIP RECOGNITION AND APPRECIATION IN THE FOLLOWING FAR-REACHING MEDIUMS:

- RIMS 2020 DIGITAL SHOW DAILY
- RIMS 2020 OFFICIAL SPONSOR WEB SITE
- *RISK MANAGEMENT* MAGAZINE
- RIMS 2020 MOBILE APP SPONSOR PAGE

EVERYTHING YOU NEED TO RESERVE SPACE AT RIMS 2020

Log onto www.RIMS.org/RIMS2020Marketplace

WHAT IS INCLUDED IN EACH 10X10?

- > One Complimentary Full Conference (ECOMP) Registration (up to a US \$1,595 value!) per 10' X 10' booth
- > Three exhibitor booth personnel badges per 10' X 10' booth (access to exhibit hall only)
- > Access to food and networking events in the exhibit hall, as well as complimentary access to the Conference Finale and Closing Keynote
- > Online Directory listing, including a company description and four product classifications
- > Exposure on RIMS Virtual Marketplace featuring exhibitors, floor plan and link to Online Exhibit Directory
- > Complimentary Pre-Conference Attendee Direct Mailing List (upon acceptance of terms of agreement). Phone, fax and email excluded
- > Draped 8' back and 3' side walls (in-line booths only)
- > 7" X 44" sign identifying your company's name and booth number
- > Professional floor management and daily security in Exhibit Hall
- > Online Exhibitor Services Manual
- > Exclusive access to RIMS In-Site Tour, the Official Site Inspection Tour for RIMS 2020
- > Access to meeting room rentals in the Colorado Convention Center
- > Access to our Exhibitor Marketing Toolkit including RIMS 2020 promotional text, logos, banners ads and more

*The exhibitor is responsible for providing all booth furnishings, including carpet, tables, chairs, etc. Electricity and other utility connections are not provided with the space, but can be ordered. *Deadlines apply.*

HOW MUCH?

US \$3,150 per 10x10 booth

Additional US \$125 per open corner

HOW WILL SPACE BE ASSIGNED?

Booth space is assigned on a first come, first serve basis. To view the live floor plan to see available booths please click here: https://events.rims.org/annual/2020/exhibit_map.cfm. All available booths are in blue. To sign up for booth space, please use the "Become an Exhibitor" link on the left side of the floor plan link.

THOUGHT LEADERSHIP

RIMS LIVE STUDIO US \$50,000

Sponsorship Includes:

STUDIO COMPETENT

- > Branded studio on RIMS 2020 show floor in Connection Café
- > Live daily headlines show and interviews from studio that will be broadcast live on-line as well on RIMS TV monitors throughout the convention center
- > Live in-person interview with sponsor senior executives on Monday and Tuesday

RIMS TV LIVE STUDIO US \$75,000

Sponsorship Includes:

RIMS TV OVERVIEW

- > Guaranteed news coverage offers up to 60 seconds of editorial coverage of an exhibitor's product or service within the daily TV news report;
- > Verbal mention of sponsor's name during the introduction of the daily TV news report
- > Recording of the TV report from the sponsor's exhibit floor booth (i.e. product placement)
- > Insertion of a sponsor provided commercial of up to 30 seconds;
- > Sponsor logo placed as a 'watermark' on the lower right corner of screen for the majority of the broadcast when appropriate
- > Daily Headlines including any sponsor branded videos emailed to RIMS database each day for three days of the event

ADVERTORIAL

- > A completed TV broadcast quality interview video of up to three minutes
- > Additional video recorded at the sponsor booth during the interview
- > A professional TV host who appears on camera and facilitates the discussion
- > A continuous, non-scripted discussion of up to 3-5 minutes in which the hosts asks pre-approved questions designed to highlight key sponsor messages
- > Up to 60-minute total production time at sponsor booth
- > Up to two interview subjects in one, 3-5 minute interview
- > Sponsor call to action (i.e. visit booth #)
- > Sponsor TV graphic elements to identify the name, title and company of the interviewee
- > Approval by either the sponsor team or the sponsoring company;
- > Coordination and planning with the CNTV Content Manager in advance.

PROGRAM DISTRIBUTION

All advertorials and commercials will be distributed as follow:

- > Looping in top RIMS 2020 hotels
- > Emailed daily to entire RIMS database (60,000 plus)
- > Included in RIMS 2020 Mobile App
- > Looping on TV monitors in Convention Center

INNOVATION HUB US \$70,000

What is the Innovation Hub? An educational experience on the exhibit floor that features exciting 20-minute presentations on developments in emerging risks, claims and cyber risks.

Sponsorship Includes:

- > Three sessions in the Innovation Hub on RIMS 2020
- > Branding inside the room as well as on RIMS 2020 Innovation Hub web page
- > Ability to play :30 commercial at the conclusion of every session (sponsor must provide video)

THOUGHT LEADER THEATER US \$55,000

The RIMS Thought Leader Theater is an educational theater delivering twenty minute succinct, interactive presentations on a variety of topics.

Sponsorship Includes:

- > Three separate 20 minute TLT sessions delivered in the Thought Leader Theater inside the RIMS HQ on the trade show floor. Sponsor to create content for the sessions and provide speakers. All content must be approved by RIMS. One session per day. RIMS to present ideas of rejected session submissions by sponsor to help in the creation of this content.
- > Branding on the TLT section of the RIMS 2020 website and mobile app.
- > Branding throughout the room and on the Thought Leader Theater.
- > Thirty second commercial broadcast at the beginning of each sponsored TLT session. (Sponsor provides the video).
- > All attendees who enter the TLT will be scanned and all generated leads will be provided to Sponsor after the event.
- > One :30 story from a Thought Leader Theater session will be included in RIMS-TV daily headlines.
- > Sponsored Session where sponsor creates custom session. Sponsor to choose the subject and choose the speaker(s)/panel as long as all speaker guidelines are followed. Session is included in conference agenda/program. The session is held in an educational session room on the second or third level of the convention center (exact room is still being determined). All content must be approved by RIMS.

Optional Add On: Sponsor has the option to have all sessions recorded. Post event sponsor will receive a copy of all raw footage video for their use. RIMS will also post recorded sessions on RIMS.org website which will include the sponsor logo watermarked on all video. Sponsor :30 commercial will also play prior to each video. Recording package is \$15,000.

SPONSORED CONTENT TOPIC SESSIONS US \$30,000

Sponsorship Includes:

- > One 60-minute session on topic within the track you are sponsoring
Tracks Open: 1) Claims Management 2) Cyber and Technology Risk. 3) Trending Topics. Sessions are May 6th at 11:00am.
- > Official Sponsor of one content track at RIMS 2020
- > All sessions within the sponsored track will take place in the same room at the CCC
- > Sponsor will be allowed to introduce each session in this room, introducing the speakers and delivering RIMS housekeeping reminders
- > Sponsor will receive branding inside and outside room, on the RIMS 2020 website, on RIMS 2020 mobile app, as well as ability to create sponsor survey sent to all attendees who sat in a session within the track
- > Sponsor is able to play one :30 second video clip at the conclusion of the session
- > Session track will be offered to virtual audience around the world (live) as well as available on demand through RIMS Opus-Ed post event

CAREER CENTER/HEADSHOT LOUNGE US \$10,000

Sponsorship Includes:

- > Three twenty minute educational sessions in Career Center
- > Logo in Career Center/Headshot Lounge area

WELLNESS ZENTER **US \$35,000**

The Wellness Zenter will be a theater style set up within RIMS HQ where education content will be delivered throughout the event.

Sponsorship Includes:

- > Custom sessions created by sponsor to be delivered on show-site
- > Branding within Wellness Zenter (sponsor to design)
- > Three mobile app push messages throughout RIMS 2020



SOCIAL MEDIA **US \$35,000**

Sponsorship Includes:

- > Branding on social media feed pre-conference, on show-site and post-conference
- > Analytics report of all social media at event
- > Logo on site on social media feed display
- > Sponsored tweets



GLOBAL CENTER **US \$10,000**

Visit the Global Lounge (part of RIMS HQ) to network with attendees from all over the world and learn about RIMS' global development activities. Attend one of the globally-focused educational sessions below that will be held in the lounge.

Sponsorship Includes:

- > Three twenty minute educational sessions in the Global Center
- > Branding throughout Global Center

BRAND AWARENESS

HYDRATION **US \$5,000**

Sponsorship Includes:

- > Bag insert in the RIMS 2020 conference bag
- > Signage near all water fountains inside the Colorado Convention Center (CCC)



OLD REPUBLIC INSURANCE GROUP

CONFERENCE BAG INSERTS **US \$5,000**

Sponsorship Includes:

- > Sponsor can provide giveaways to be placed in conference bag given to all full conference attendees at check in (sponsor responsible for cost of production of items and of shipping items to stuffing warehouse)

COUNTDOWN CLOCK ON RIMS.ORG **US \$5,000**

Sponsorship Includes:

- > Sponsor logo on RIMS 2020 homepage under the Countdown to RIMS 2020 clock
- > Logo can be linked to URL of sponsor's choosing

SHOW FLOOR SIGNAGE **US \$6,000**

Sponsorship Includes:

- > 13'x10' custom designed graphic in the lobby of the CCC

EXHIBITOR & SESSION LOCATOR GUIDE US \$5,000*Sponsorship Includes:*

- > Ad on back panel of the Exhibitor & Session Location Guide handed out to all full conference attendees

GENERAL SESSION TABLE SPONSORSHIP US \$10,000*Sponsorship Includes:*

- > Reserved table of ten during the RIMS 2020 General Session and Opening Keynote, Award Luncheon and Leadership Keynote and the Conference Finale. Risk Manager of the Year presentation is included in the Award Luncheon.
- > Table sign including logo on table
- > Recognition as a RIMS 2020 sponsor during Conference Finale (logo on screen)

MARKETPLACE AISLE SIGNS US \$10,000*Sponsorship Includes:*

- > Your company logo or message on every aisle sign in Exhibit Hall (24 aisle signs means 48 areas of exposure!)

**EXHIBIT HALL RECEPTIONS (MONDAY AND TUESDAY) US \$10,000***Sponsorship Includes:*

- > Custom signage at all food and beverage stations during Exhibit Hall Receptions
- > Ability to provide giveaways at food and beverage stations during receptions (sponsor must provide)

EXHIBIT HALL LUNCHEES (TUESDAY AND WEDNESDAY) US \$10,000*Sponsorship Includes:*

- > Custom signage in the exhibit hall luncheon area on show site
- > Ability to provide giveaways in exhibit hall luncheon area (sponsor must provide)

HOTEL WELCOME NEWSLETTER US \$10,000*Sponsorship Includes:*

- > Custom ad in hotel welcome newsletter handed to all RIMS 2020 attendees during check in at their respective RIMS 2020 official conference hotel

INFORMATION CENTERS US \$10,000*Sponsorship Includes:*

- > Custom kick panel on all Info Center locations (minimum of three locations)
- > Ability to provide collateral to be handed out at the Info Centers (sponsor must provide giveaways)

BAG AND COAT CHECK US \$10,000*Sponsorship Includes:*

- > Sponsor branding on bag and coat check area on show site
- > Sponsor logo on tickets given out during bag/coat check

NOTEPADS US \$22,500

Sponsorship Includes:

- > Sponsor logo on all conference notebooks given out in the RIMS 2020 full conference attendee bag

CONFERENCE T-SHIRT US \$37,500

Sponsorship Includes:

- > Custom design on all RIMS 2020 conference t-shirts handed out in conference bag



BADGE HOLDERS US \$40,000

Sponsorship Includes:

- > Sponsor logo on all attendee badge holders (given to all 10,000+ conference attendees)



LANYARDS US \$40,000

Sponsorship Includes:

- > Sponsor logo on all attendee lanyards (given to all 10,000+ conference attendees)



HOTEL KEY CARD SPONSORSHIP US \$45,000

Sponsorship Includes:

- > Custom design on hotel key cards distributed to all RIMS 2020 attendees within the RIMS 2020 housing block (sponsor creates design)



HOUSEKEEPING VIDEOS US \$40,000

Sponsorship Includes:

- > Housekeeping video will be played prior to all educational sessions on the main conference agenda (video will not play prior to educational sessions in the Thought Leader Theater, Wellness Zenter, Innovation Café, Global Lounge, or Sponsored Session Room). There will be up to three different videos in total, with one different one being played the duration of each day or one video playing all three days. Sponsorship will include verbal sponsor acknowledgement as well as branding and messaging throughout each video
- > Sponsor will have the opportunity to play a :15 second commercial/video that will play during the RIMS 2020 housekeeping videos
- > RIMS has full creative control of the housekeeping video, however sponsor has full creative control over the :15 second commercial/video that they are creating that will be played during the housekeeping video

REGISTRATION US \$50,000

Sponsorship Includes:

- > Know Before You Go Email: Sponsor will have an ad with link on all attendee confirmation emails.
- > Sponsor will also have logo on all registration counters on show site (counter graphic to be designed by RIMS with sponsor logo branding requirements kept in mind)
- > Sponsor logo will also be on the RIMS 2020 What's New Registration website page.



CONFERENCE BAGS US \$70,000

Sponsorship Includes:

- > Sponsor logo on all conference bags given to RIMS 2020 full conference attendees

TRANSPORTATION SPONSORSHIP **US \$70,000**

Sponsorship Includes:

- > Sponsorship includes branding on all buses. Additional RIMS will provide signage indicating buses, as well as signage in the convention center and signage mediate to each route.



**ROSENBERG
& PARKER | SURETY**

LEAD GENERATION

RIMS TREASURE TREK **US \$3,000**

Sponsorship Includes:

- > Booth participation in RIMS Treasure Trek game on show site. Logo appears in RIMS 2020 passport book, attendees who visit your booth will be stamped for a chance to win a prize

RIMS 2019 MOBILE APP SILVER SPONSOR **US \$15,000**

Sponsorship Includes:

- > One rotating banner ad on RIMS 2020 mobile app
- > One rotating banner ad on RIMS 2020 mobile app
- > Three mobile app push notifications throughout RIMS 2020
- > Branding on Mobile App kiosk on show site
- > Logo in Mobile App section of Conference Guide
- > All ads linked to URL of sponsor's choice

RIMS 2019 MOBILE APP **GOLD SPONSOR US \$20,000**

Sponsorship Includes:

- > Two rotating splash page ad on RIMS 2020 mobile app
- > Two rotating banner ads on RIMS 2020 mobile app
- > Six mobile app push notifications throughout RIMS 2020
- > Branding on Mobile App kiosk on show site
- > Logo in Mobile App section of Conference Guide
- > All ads linked to URL of sponsor's choice



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STUDENT SPONSORSHIPS

STUDENT WELCOME RECEPTION **US \$4,000** (SPONSOR RECEIVES 5 PRIORITY POINTS TOWARDS RIMS 2020 BOOTH SELECTION)

Sponsorship Includes:

- > Logo on all event signage
- > Opportunity to address all students during event

STUDENT BREAKFAST **US \$4,000** (SPONSOR RECEIVES 5 PRIORITY POINTS TOWARDS RIMS 2020 BOOTH SELECTION)

Sponsorship Includes:

- > Logo on all event signage
- > Opportunity to address all students during event

STUDENT ROUNDTABLE **US \$4,000** (SPONSOR RECEIVES 5 PRIORITY POINTS TOWARDS RIMS 2020 BOOTH SELECTION)

Sponsorship Includes:

- > Logo on all event signage
- > Opportunity to address all students during event