

RIMS2020

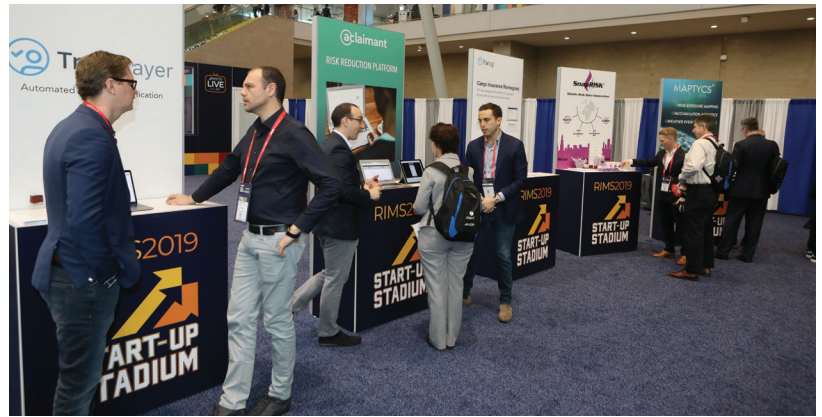
DENVER

MAY 3-6

START UP STADIUM PACKAGE US \$1,999

BENEFITS

- >> One branded kiosk located in the Start-Up Stadium next to the Technology Pavilion. Artwork/creative can be on front of kiosk space provided that creative is sent into RIMS by March 13.
- >> Two Exhibit Hall Only conference badges. *(Value: \$400)*
- >> Five-minute optional interview featured in a special, widely promoted podcast, RIMScast, Start-Up Stadium episode which will air ahead of your appearance at RIMS 2020. This is an opportunity to announce your presence, drive traffic to your kiosk and have a senior executive of the organization speak to the company's strengths, goals, products, and services. Interview must be complete by April 10.
- >> The RIMScast interviews will be promoted before and during RIMS 2020, through multiple RIMS marketing and media outlets, including the RIMS Events app. There will be additional value via a post-event RIMS email that will reach all members and attendees directing them to the RIMScast Start-Up Stadium episode.
- >> Inclusion in the gaming feature for the mobile app.
- >> Free company listing in the Exhibitor Location Guide (March 13 deadline).
- >> Access to meeting room rentals in the convention center and hotels.
- >> Access to exclusive RIMS Denver hotel room block. Guaranteed lowest hotel rates in the city.
- >> Access to lunch served in the Marketplace Exhibit Hall on Tuesday and Wednesday.
- >> Access to opening reception on Sunday.
- >> Access to the Marketplace Networking Reception on Monday and Tuesday.
- >> Access to attendee list post event (no emails or phone numbers will be included).
- >> Opportunity to participate in RIMS Tech: *the* InsurTech Competition, subject to eligibility requirements (see attached).



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RIMSTech: *the* InsurTech Competition

PITCH COMPETITION GUIDELINE FOR START-UP STADIUM KIOSK SPONSORS

As a Start-up Stadium Kiosk Sponsor, you have the opportunity to pitch your company's value prop to the estimated 10,000+ attendees of the 2020 RIMS Annual Conference (the "Event") in Denver, CO. This will be an opportunity to share your value proposition with potential customers, investors and other industry collaborators during the conference and to pitch your company to a live audience and a panel of seasoned risk professionals who will judge the finalist Live Pitch competition.

COMPETITION STRUCTURE

There will be **two rounds** to the competition:

- 1. INITIAL APPLICATIONS:** all applications will be reviewed and evaluated by a panel of judges consisting of seasoned risk professionals. Selected finalists will qualify for the final round – The Live Pitch - based upon judging criteria outlined below.
- 2. LIVE PITCH:** the final round will be a live pitch competition held at the 2020 Annual RIMS Conference in Denver, CO on Wednesday, May 6th, 2020.

ELIGIBILITY

The Competition is open to all start-ups which are participating in the 2020 RIMS Start-up Stadium and will be screened by RIMS for eligibility based upon the following criteria:

- > Company shall be engaged in business for a period of **6 years or less**.
- > Outside funding or capital of **less than US \$5 Million** (or equivalent)
- > **Less than 50% owned** by an outside investor and/or corporation
- > Company should have a **technology product or solution that is geared towards the insurance and risk management industry**
- > Must have a **Minimum Viable Product (MVP)** that has been launched or has a planned launch

APPLICATION DEADLINES AND INSTRUCTIONS

- FEB 10** RIMS will begin accepting applications for the Competition. A link will be supplied upon confirmation by RIMS of acceptance to Start-Up Stadium.
- MAR 15** **Deadline for Applications** – all applications must be received by this date in order to be eligible for the on-line judging process.
Note: RIMS Start-up Stadium kiosk agreement and payment must be received by RIMS before applications are considered for the competition.
- APR 6** **On-line judging concludes** and will result in selection of 5 finalists who are the top scoring companies.
- APR 13** **Announcement of the 5 Finalists** selected for the live pitch competition. Finalists will receive further instructions and timeline for live pitch competition.
- MAY 6** **Live Pitch at RIMS 2020 Annual Conference & Exhibition in Denver!**

RIMSTech: *the* InsurTech Competition

INITIAL APPLICATION OUTLINE

- > **DESCRIPTION OVERVIEW:** A short, concise description of your tech solution and the compelling reason to be considered. This is your “elevator pitch” to the judges.
- > **CATEGORY:** Which innovation category best describes your solution?
 - > Insurance:
 - Indicate area of industry (underwriting, claims, etc) and
 - Line of coverage (Property, Liability, Worker’s Comp, etc)
 - > Risk Management
 - > Safety
 - > Other (Specify)
- > **TARGETED SECTOR & MARKET:** What part of the industry are you appealing to? Who is your solution applicable to – be specific. (Insurers, Brokers, Risk Managers, etc).
- > **PAIN POINT:** What pain point are you solving? Describe how.
- > **DIFFERENTIATION:** How and why is your solution different from others and/or competitors? Why should it be considered?
- > **GEOGRAPHIC REACH:** List US states and countries where you currently have customers and/or users.

ON-LINE JUDGING CRITERIA & SCORING

A panel of judges will use on-line voting using a scale of 1 to 5 to score your responses for five criteria:

- 1. PAINPOINT:** Is there a real risk management / industry problem that this is solving?
- 2. INGENUITY:** Are the key concepts within this solution unique enough?
- 3. FEASIBILITY:** The viability of success vis-a-vis the potential target audience for this solution.
- 4. IMPACT:** What is the potential of this solution to create a meaningful improvement in the operational, economic, technical, and/or professional journey of the risk professional?
- 5. PRESENTATION:** How well explained and polished was the application in conveying the vision?

The five top scoring start-ups will be selected as Finalists for the Live Pitch event

LIVE PITCH

Results from the On-Line Judging will determine the participating Finalists for the Live Pitch event at the 2020 RIMS Annual Conference in Denver. Finalists will be supplied specific details, including instructions, timeline and guidelines, for the Live Pitch competition upon conclusion of On-Line Judging.

PRIZES

Bragging rights, of course! In addition, the prizes for the winning start-up will be:

- > A 10’ x 10’ exhibit space (including 1 full access conference pass and 3 Exhibit Hall access passes) to the 2021 RIMS Annual Conference
- > Dedicated 1x1 RIMScast podcast episode
- > RIMS Press Release
- > Social Media release announcing winner to 50,000+ subscribers/followers
- > Cash Prize to be announced!