

The background of the cover features a stylized mountain range with blue and white peaks and a dense forest of green and brown trees. The text is overlaid on this background.

 **RIMS2020**

DENVER

MAY 3-6

EXHIBITOR & SPONSORSHIP PROSPECTUS

**EXHIBITION DATES: MAY 4-6, 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

Contact Matt Whyte, Exhibitions and Sponsorships Sales Manager, +1.212.655.6052 or mwhyte@RIMS.org.

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

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. 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 Opis-Ed post event

CAREER CENTER US \$10,000

Sponsorship Includes:

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

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

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)

SHOW FLOOR SIGNAGE US \$7,500

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)

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 LUNCHESES (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

INFORMATIONAL 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 Center, 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

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

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