EXHIBITION AND SPONSORSHIP PROSPECTUS







Create New Relationships

Gain a competitive advantage by building new relationships with your risk management customers and prospects in one place, at one time. Become a 2018 RIMS Canada Conference exhibitor and/or sponsor, and gain valuable face time with your customers and prospects.

Be a business partner with the 2018 RIMS Canada Conference, which takes place on Sunday, September 23 – Wednesday, September 26 at the Mile One Centre. This industry focused event is well-known for providing keynote speakers, panel discussions and educational sessions with risk management experts. Our attendees have responsibilities in the areas of Enterprise and Strategic Risk Management, Risk Management, Internal Audit, Corporate Compliance, and much more. These experienced risk professionals attend this conference to seek solutions to the everyday challenges they face. Through education and networking, they'll walk away with new resources and techniques to demonstrate risk management value for their organizations.

GENERAL EXHIBIT INFORMATION

Mile One Centre 50 New Gower St. | St. John's NL A1C 1J3 | Canada

Exhibit Hall Dates and Hours

Setup

Saturday, September 22 12:00 pm - 6:00 pmSunday, September 23 8:00 am - 5:00 pm

Exhibit Hours

Monday, September 24 9:00 am - 5:30 pmTuesday, September 25 9:00 am - 3:00 pm

Teardown

Tuesday, September 25 3:00 pm - 8:00 pm

All exhibitors and sponsors are invited to join us at the Wednesday morning plenaries at no extra charge.

Matthew Whyte

Exhibitions and Sponsorship Manager

at mwhyte@RIMS.org or +1 212-655-6052

to heighten your visibility.



EXHIBITOR OPPORTUNITIES

Everything You Need To Reserve Space at the 2018 RIMS Canada Conference

What is included in each 10x10 booth?

Three exhibitor personnel badges

Company name and booth number listing in the "Exhibitor Location Guide"

Company name and booth number listing in the 2018 RIMS Canada Conference Guide

Professional floor management and daily security in exhibit hall

Invitation to the Wednesday morning plenary sessions for all exhibitor staff

Access to the Exhibitor Lounge throughout the show (includes refreshments)

Draped 8' back and 3' side walls

One Sunday "Community Celebration" Opening Reception ticket per single 10x10 booth

License to use the 2018 RIMS Canada Conference logo (with or in) your marketing material

Complimentary Pre-Conference Attendee Direct Mailing List (phone & email excluded)

Innovative show programs designed to increase hall traffic

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The exhibitor is responsible for ordering carpet (required). Electricity, lead retrieval rentals, or WiFi/Internet are not included in the booth package but can be ordered separately.

The full booth space fee is due within 30 days of invoice receipt. If the reservation is submitted after May 31, 2018, 100% of the booth fees must be paid in full. Please use the online booth space application form at https://events.rims.org/canada/2018/exhibit_sales.cfm.

How will space be assigned?

Exhibit space will be assigned in the order in which applications are received and a space confirmation will be sent within 1-2 business days of receipt of application.

BOOTH SPACE SIZE	PRICE	+1 CORNER	+2 CORNER	+4 CORNER
10'x10' inline (Single)	CAD \$4,000	CAD \$4,200	CAD \$4,400	N/A
10'x20' inline (Double)	CAD \$6,000	CAD \$6,200	CAD \$6,400	N/A
10'x30' inline (Triple)	CAD \$9,000	CAD \$9,200	CAD \$9,460	N/A
20'x20' inline (Quad)	N/A	N/A	N/A	CAD \$12,500



Drive Traffic. Raise the Stakes. Boost your Brand.

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 quickly.

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

RIMS Canada Conference sponsorship and promotional opportunities are designed to increase your sales and marketing strategy at the 2018 RIMS Canada Conference. Sponsor with the RIMS Canada Conference and watch your business grow! A variety of unique opportunities will help your organization achieve its sales and marketing objectives.

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Platinum | Investment CAD \$35,000

- > Up to 2,000 square foot booth on exhibit floor (40'x50')
- > Prominent logo placement on conference website sidebar
- > Logo link to sponsor page from conference website sidebar
- > Recognition on conference website "Sponsor Tab"
- > Tagline "Proud Supporter of RIMS Canada" logo must accompany all sponsor logo placement
- > Full page advertisement in the Conference Guide
- > Recognition as Platinum Sponsor at Sunday "Community Celebration" Opening Reception
- > Recognition on all conference "Thank You To Our Sponsors" signage
- > 15 Exhibitor Badges, 8 Exhibit Hall Only Guest Passes (any day), 6 Sunday "Community Celebration"
 Opening Reception Tickets, **3 Full Conference Badges**, 10 Passes to the Closing Ceremory on Wednesday
- > Ability to rent conference room (must have presence on show floor)

Gold | Investment CAD \$25,000

- > 400 square foot booth on exhibit floor (20'x20')
- > Prominent logo placement on conference website sidebar
- > Logo link to sponsor page from conference website sidebar
- > Recognition on conference website "Sponsor Tab"
- > Tagline "Proud Supporter of RIMS Canada" logo must accompany all sponsor logo placement
- > Recognition on all conference "Thank You To Our Sponsors" signage
- > Half page advertisement in the Conference Guide
- > Recognition as Gold Sponsor at Sunday "Community Celebration" Opening Reception
- > 10 Exhibitor Badges, 6 Exhibit Hall Only Guest Passes (any day), 4 Sunday "Community Celebration" Opening Reception Tickets, **Two Full Conference Badges**
- > Ability to rent conference room (must have presence on show floor)

SILVER | Investment CAD \$15,000

- > 200 square foot booth on exhibit floor (10'x20')
- > Prominent logo placement on conference website sidebar
- > Logo link to sponsor page from conference website sidebar
- > Recognition on conference website "Sponsor Tab"
- > Tagline "Proud Supporter of RIMS Canada" logo must accompany all sponsor logo placement
- > Recognition on all conference "Thank You To Our Sponsors" signage
- > Half page advertisement in the Conference Guide
- > Recognition as Silver Sponsor at Sunday "Community Celebration" Opening Reception
- > 7 Exhibitor Badges, 3 Exhibit Hall Only Guest Passes (any day), 2 Sunday "Community Celebration" Opening Reception Tickets
- > Ability to rent conference room (must have presence on show floor)

Bronze | Investment CAD \$10,000

- > 100 square foot booth on exhibit floor (10'x10')
- > Prominent logo placement on conference website sidebar
- > Logo link to sponsor page from conference website sidebar
- > Recognition on conference website "Sponsor Tab"
- > Tagline "Proud Supporter of RIMS Canada" logo must accompany all sponsor logo placement
- > Recognition on all conference "Thank You To Our Sponsors" signage
- > Half page advertisement in the Conference Guide
- > Recognition as Bronze Sponsor at Sunday "Community Celebration" Opening Reception
- > 5 Exhibitor Badges, 2 Exhibit Hall Only Guest Passes (any day), 1 Sunday "Community Celebration" Opening Reception Ticket
- > Ability to rent conference room (must have presence on show floor)

Please be advised that all levels of sponsorship are subject to applicable taxes. The dollar value of the sponsorship, with respect to gift-in-kind merchandise or services, will determine the level at which the sponsors will be recognized.

Exhibit space included in sponsorship opportunities is available while inventory permits. We strongly recommended booking early to avoid disappointment.



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.

Source:

Center for Exhibition Industry Research (CEIR) & Deloitte and Touche Consulting Group (2013).

Matthew Whyte

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to heighten your visibility.

Exhibitors who integrate at-show promotional opportunities increase qualified booth traffic by over 46%, increasing sales conversions by as much as 62%.



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A LA CARTE SPONSORSHIPS

REGISTRATION CAD \$15,000

Be the official sponsor of attendee registration at the 2018 RIMS Canada Conference. Your company logo will be on all registration units as well as have a custom ad on the registration page on the 2018 RIMS Canada Conference website. You also have the opportunity to have an ad sent out on all attendee registration confirmation emails which will reach over 10,000 attendees!

Conference Bag CAD \$10,000

The ultimate walking billboard! Let your target audience advertise for you during and long after the close of the conference. You company's logo will be printed on the bags distributed to each conference attendee on-site.

Shoe Shine CAD \$10,000

Achieve branding visibility by hosting the Shoe Shine Station at 2018 RIMS Canada Conference. Your company's logo will be on the station and you will provide attendees with a luxurious and pampered experience they won't soon forget. Must be in exhibit hall.

Hotel Keycards CAD \$9,000

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 St. John's. Your presence is guaranteed to be in most attendees' hands at least once each day as they enter their hotel rooms.

Lanyards CAD \$9,000

Printed exclusively with your logo and the RIMS Canada logo, these colorful lanyards are your company's chance to be on display to thousands of attendees at the 2018 RIMS Canada Conference. We handle the production and distribution, your company gets the exposure!

Exhibit Hall Aisle Signs CAD \$7,500

Everyone depends on the directional aisle signs at the event 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 assigns through the exhibit hall floor.

Exhibit Hall Reception CAD \$6,000

Put the 'happy' in Happy Hour as the sponsor of the Networking Reception. This reception, held right on the show floor on Monday afternoon, provides you with a great way to reinforce your presence. With full-color meter boards, napkins imprinted with your logo and complimentary drinks provided by you, attendees will remember your name.

Notepads CAD \$6,000

This is an easy and effective way to get your message in the hands of every registered attendee. Popular hard-covered notebooks will be included in the delgate bag. Place your logo on the cover of this notebook and get long-term exposure as attendees return to their offices and desks to review important notes, memory-joggers and names of contacts.

Closing Ceremony CAD \$5,000

Help close the conference and leave a lasting impression with attendees by Sponsoring the Closing Ceremonies on Wednesday, September 26th from 8:00am – 9:30am. Branded signage throughout the closing Plenary Session and verbal recognition.

WHY SPONSOR?

Drive Traffic | Stimulate Sales
Demonstrate Products



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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EVENING ENTERTAINMENT CAD \$5,000

Sponsor the live local entertainment at the official "Community Ceremony" Opening Reception After Party!

Hotel Welcome Newsletter CAD \$5,000

Be the first company to greet each 2018 RIMS Canada Conference 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.

Mobile App CAD \$5,000

Packed with features that support lead-generation, prospecting and brand visibility, the 2018 RIMS Canada Conference Mobile App will generate more traffic and clicks than ever.

Information Centre CAD \$4,000

"Where is the Sunday "Community Celebration" 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 2018 RIMS Canada Conference needs. RIMS representatives and two dedicated local representatives will be centrally positioned to assist conference attendees with locating exhibitors and navigating the Exhibition.

Know Before You Go Email CAD \$3,000

Reach every pre-registered attendee before they even go to the show! Your custom ad, company description, and logo linked to the website of your choosing will be included in the registration confirmation emails going to every pre-registered attendee.

Banners Price Varies

Get attendees excited before they hit the show floor by making use of one of our many banner locations. Strategically place a banner 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.

Conference T-Shirts Price Varies

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.

Convention Centre Signage Price Varies

Get attendees excited before they hit the show floor with one of our many banner locations throughout the convention centre. Strategically place your banner is to drive traffic to your booth space.

RIMS Canada Show Daily Full-Page Ad (ten available) \$1,000

The RIMS Canada Show Daily will be an easily-accessible digital publication distributed to conference attendees and the risk community at large via multiple delivery formats.