

# EXHIBITOR & SPONSORSHIP PROSPECTUS



# RIMS2022

APRIL 10–13 | SAN FRANCISCO

## Reach risk professionals all year long

RIMS offers sponsorship packages that go beyond RIMS 2022. Expand your reach and maximize your lead generation efforts by reaching risk professionals where they spend their time. There are several packages available at many price points. Choose the one that is best for your organization and business goals.

EXHIBITION DATES: APRIL 10–13, 2022  
GEORGE R. MOSCONE CONVENTION CENTER

All sponsorships include sponsorship recognition and appreciation in the following far-reaching mediums:

- RIMS 2022 Digital Show Daily
- RIMS 2022 Official Sponsor Web Site
- *Risk Management Magazine*
- RIMS 2022 Mobile App Sponsor page

Contact Matt Whyte, Exhibitions and Sponsorships Sales Manager, +1.212.655.6052 or [mwhyte@RIMS.org](mailto:mwhyte@RIMS.org).

# RIMS Partnerships Drive Results



**"Our members are your customers.**

By partnering with us, you'll be able to reach decision makers at your target companies. And ultimately, by offering them innovative products and services you'll help our global risk management community deliver better results – a true win/win."

**Mary Roth**  
RIMS Chief Executive Officer

**Our members are decision makers**

**72%** are manager or higher

**RIMS member organizations represent**

**78%** of the  
**Fortune 1000**

**85%** of the  
**Fortune 500**

**90%** of the  
**Fortune 250**



We have **10k active members**  
from over **3500 companies**



Our marketing efforts reach a list size of  
**over 45k unique subscribers**



Over 50% of member companies generate \$1B+ in revenue.  
**The median company is \$4.2B in annual revenue**

# 2022 Year-Long Sponsorship Packages At-A-Glance

		365 Partner	Marquee	Diamond
		\$500,000	\$275,000	\$110,000
2022 Year-Long Benefits				
Content	Survey to RIMS Members	✓		
	Sponsored Webinars	✓	✓	✓
	Sponsored Podcasts	✓	✓	✓
	Sponsored Whitepapers	✓	✓	✓
Event	Sponsored Roundtables	✓	✓	
	ERM Conference Sponsorship	✓	✓	✓
	NextGen Forum Sponsorship	✓	✓	✓
	Risktech Forum Sponsorship	✓	✓	✓
Online	RIMS.org Banner Ads (728x90 ATF)	✓	✓	✓
	RiskWire Digital Advertising	✓	✓	✓
	<i>Weekend Read</i> Digital Advertising	✓	✓	✓
	Sponsored Video Content	✓		
	RIMS Mobile App Advertising	✓		
Print	<i>Risk Management Magazine</i> ads	✓	✓	✓
RIMS 2022 Annual Conference Benefits				
Event	Hospitality Space/Meeting Rooms	✓		
	Booth Space	✓	✓	✓
	Banner in Convention Center Lobby	✓	✓	✓
	Keynote Speaker Sponsorship	✓		
	Sponsored Content Track	✓	✓	
	Show Daily Advertisement	✓	✓	

# The RIMS Year-Long 2022 Partner Package



**\$500,000**

Sponsorship runs from January 1 to December 31, 2022

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## Benefits Outside of RIMS 2022

- > Delivery of four sponsored webinars (average of 350-500 leads)
- > Delivery of four sponsored podcasts (average of 125-200 leads)
- > Distribution of your content/white paper to our full database (4 pieces)
- > ERM Conference Platinum Sponsorship
- > NextGen Forum Platinum Sponsorship
- > RiskTech Forum Platinum Sponsorship
- > Digital advertising on [www.RIMS.org](http://www.RIMS.org) for three months
- > Digital advertising on RiskWire email blasts (sent to RIMS members twice a week) and Weekend Read email blasts (sent to full database once a week) for three months
- > Ten full page ads in *Risk Management* magazine

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## RIMS 2022 Benefits

- > Booth space up to 1,600 sq ft
- > Banner inside main lobby of Moscone Center
- > Delivery of three 20-minute sessions or two 60-minute session
- > Advertisement in Show Daily
- > Keynote Speaker Sponsorship
- > Content Track Sponsorship
- > Convention center meeting room rental

# The RIMS Year-Long 2022 Marquee Package



**\$275,000**

Sponsorship runs from January 1 to December 31, 2022

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## Benefits Outside of RIMS 2022

- > Delivery of two sponsored webinars (average of 350-500 leads)
- > Delivery of two sponsored podcasts (average of 125-200 leads)
- > Distribution of your content/white paper to our full database (2 pieces)
- > ERM Conference Gold Sponsorship
- > NextGen Forum Platinum Sponsorship
- > RiskTech Forum Gold Sponsorship
- > Digital advertising on [www.RIMS.org](http://www.RIMS.org) for two months
- > Digital advertising on RiskWire email blasts (sent to RIMS members twice a week) and Weekend Read email blasts (sent to full database once a week) for two months
- > Four full page ads in *Risk Management* magazine

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## RIMS 2022 Benefits

- > Booth space up to 1,600 sq ft
- > Banner inside main lobby of Moscone Center
- > Delivery of two 20-minute sessions or one 60-minute session
- > Advertisement in Show Daily

# The RIMS Year-Long 2022 Diamond Package



**\$110,000**

Sponsorship runs from January 1 to December 31, 2022

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## Benefits Outside of RIMS 2022

- > Delivery of one sponsored webinar (average of 350-500 leads)
- > Delivery of one sponsored podcast (average of 125-200 leads)
- > Distribution of your content/white paper to our full database (1 piece)
- > ERM Conference Silver Sponsorship
- > NextGen Forum Silver Sponsorship
- > RiskTech Forum Silver Sponsorship
- > Digital advertising on [www.RIMS.org](http://www.RIMS.org) for one month
- > Digital advertising on RiskWire email blasts (sent to RIMS members twice a week) and Weekend Read email blasts (sent to full database once a week) for one month
- > Three full page ads in *Risk Management* magazine

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## RIMS 2022 Benefits

- > Booth space up to 1,200 sq ft
- > Banner inside main lobby of Moscone Center
- > Delivery of one 20-minute session

# Everything You Need To Reserve Space At **RIMS 2022**

Log onto [www.RIMS.org/RIMS2022Marketplace](http://www.RIMS.org/RIMS2022Marketplace)

## 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 2022
- > Access to meeting room rentals in the Moscone Center
- > Access to our Exhibitor Marketing Toolkit including RIMS 2022 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/2022/exhibit\\_map.cfm](https://events.rims.org/annual/2022/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

### 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 during RIM 2022
- > Branding inside the room as well as on RIMS 2022 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 2022 website and mobile app.
- > Branding throughout the interior and exterior of the Thought Leader Theater.
- > Thirty second commercial/advertorial 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:*

- > Official Sponsor of one content track at RIMS 2022
- > All sessions within the sponsored track will take place in the same room at the Moscone Center
- > 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 2022 website, on RIMS 2022 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 the 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 2022

## 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 2022 conference bag
- > Signage near all water fountains inside the Boston Convention & Exhibition Center (BCEC)

### 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)

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## Countdown Clock on RIMS.org | US \$5,000

*Sponsorship Includes:*

- > Sponsor logo on RIMS 2022 homepage under the Countdown to RIMS 2022 clock
- > Logo can be linked to URL of sponsor's choosing

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## Show Floor Signage | US \$6,000

*Sponsorship Includes:*

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

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## Exhibitor & Session Locator Guide | US \$7,500

*Sponsorship Includes:*

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

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## General Session Table Sponsorship | US \$10,000

*Sponsorship Includes:*

- > Reserved table of ten during the RIMS 2022 General Session and Opening Keynote, Award Luncheon and Leadership Keynote and the Conference Finale
- > Table sign including logo on table
- > Recognition as a RIMS 2022 sponsor during Conference Finale (logo on screen)

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## General Session Collateral Distribution | US \$10,000

per general session (3 opportunities available)

*Sponsorship Includes:*

- > Have collateral distributed on every seat at one of the general sessions (sponsor to provide collateral)

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## Marketplace Aisle Signs | US \$10,000

*Sponsorship Includes:*

- > Your company logo or message on every aisle sign (double sided) in the exhibit hall (22 aisle signs means 44 areas of exposure!)

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## 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)

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## Exhibit Hall Lunches (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)

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## Hotel Welcome Newsletter | US \$12,500

*Sponsorship Includes:*

- > Custom ad in hotel welcome newsletter handed to all RIMS 2022 attendees during check in at their respective RIMS 2022 official conference hotel

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## Information Centers | US \$15,000

*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)

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## Bag and Coat Check | US \$15,000

*Sponsorship Includes:*

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

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## Face Mask | US \$15,000

*Sponsorship Includes:*

- > Co-branded face mask handed out to all attendees at the registration desk

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## Conference Pen | US \$15,000

*Sponsorship Includes:*

- > Branded pen placed in all RIMS 2022 conference bags given to full conference attendees
- > Pens will also be placed in all educational session rooms

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## Hand Sanitation | US \$20,000

*Sponsorship Includes:*

- > Branding on all hand sanitizing stations throughout the Moscone Center
- > Branded hand sanitation bottles handed out to all attendees at the registration desk

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## Notepads | US \$22,500

*Sponsorship Includes:*

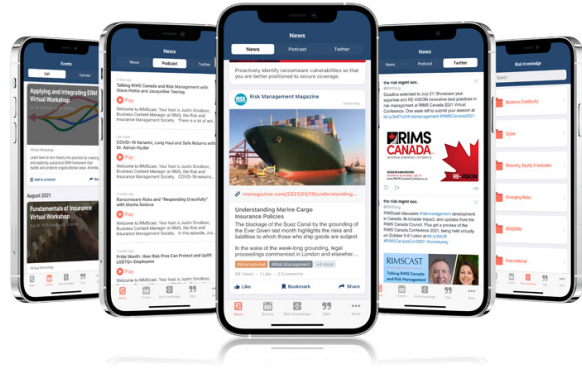
- > Sponsor logo on all conference notebooks given out in the RIMS 2022 full conference attendee bag

## RIMS 2022 Mobile App

### Gold Sponsor | US \$22,500

*Sponsorship Includes:*

- > Two rotating splash page ad on RIMS 2022 mobile app
- > Two rotating banner ads on RIMS 2022 mobile app
- > Six mobile app push notifications throughout RIMS 2022
- > 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



### Silver Sponsor | US \$15,000

*Sponsorship Includes:*

- > One rotating banner ad on RIMS 2022 mobile app
- > One rotating banner ad on RIMS 2022 mobile app
- > Three mobile app push notifications throughout RIMS 2022
- > 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

## Keynote Speaker Introduction | US \$25,000

per general session (3 opportunities available)

*Sponsorship Includes:*

- > Representative from sponsoring company will be invited on stage to introduce the keynote speaker of their choosing
- > Ability to play :30 second video during the sponsored general session

## Conference T-Shirt | US \$37,500

*Sponsorship Includes:*

- > Custom design on all RIMS 2022 conference t-shirts handed out in conference bag

## Badge Holders | US \$50,000

*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)

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## Hotel Key Card Sponsorship | US \$45,000

*Sponsorship Includes:*

- > Custom design on hotel key cards distributed to all RIMS 2022 attendees staying within the top 5 hotels within the RIMS 2022 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 2022 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 conference 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 2022 What's New Registration website page.

## Conference Bags | US \$70,000

*Sponsorship Includes:*

- > Sponsor logo on all conference bags given to RIMS 2022 full conference attendees

## Transportation Sponsorship | US \$70,000

*Sponsorship Includes:*

- > Sponsorship includes branding ribbon banner on all buses. Additionally, RIMS will provide hotel signage indicating buses, as well as signage in the convention center and signage dedicated to each route.

## LEAD GENERATION

### RIMS Treasure Trek | US \$3,000

*Sponsorship Includes:*

- > Booth participation in RIMS Treasure Trek game on show site. Logo appears in RIMS 2022 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 2023 Booth Selection)

*Sponsorship Includes:*

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

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### Student Breakfast | US \$4,000 (Sponsor receives 5 Priority Points towards RIMS 2023 Booth Selection)

*Sponsorship Includes:*

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

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### Student Roundtable | US \$4,000 (Sponsor receives 5 Priority Points towards RIMS 2023 Booth Selection)

*Sponsorship Includes:*

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