



**ATLANTA 2023**

**RISKWORLD®**

APRIL 30–MAY 3



**EXHIBIT, SPONSORSHIP AND  
BRANDING OPPORTUNITIES**

Contact: **Kris Wolcott, CAE, IOM** | Director of Sales

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RIMS, *the risk management society*®, is a global professional association committed to advancing the practice of risk management throughout the world. The Society brings networking, professional development, certification, and education opportunities to our membership of 10,000 risk management professionals in over 60 countries. Founded in 1950, RIMS represents more than 3,500 industrial, service, nonprofit, charitable, and government entities throughout the world.

RISKWORLD® 2023 will bring together approximately 10,000 risk management professionals, as well as partner companies that provide solutions, services and support for organizations to address today's challenges and leverage tomorrow's opportunities. Beyond navigating disruption, more than ever, the world is looking to the global risk management community to support innovation and help pave the way for organizational growth.

From networking events, keynote sessions, education sessions and the Marketplace – RISKWORLD provides a wide selection of opportunities to connect with your clients in one place.

## Join us at RISKWORLD 2023 to connect with the RIMS community whose professional titles include:

- >> Chief Risk Officer
- >> Chief Financial Officer
- >> Chief Information Officer
- >> Director, Corporate Insurance and Risk Management
- >> Director of IT Security
- >> Director of Human Resources, Talent and Culture
- >> Enterprise Risk Leader
- >> Executive Directors, Insurance
- >> General Counsel
- >> Risk Analyst
- >> Safety, Health and Environment Manager
- >> Senior Director, Corporate Risk and Resilience
- >> Senior Manager, Claims Management
- >> Senior Vice President, Healthcare
- >> Treasurer

Majority of RIMS member companies generate \$1B+ in revenue.

The median company is \$4.2B in annual revenue.



### **"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."

**Gary LaBranche**

RIMS Chief Executive Officer

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## EXHIBIT AT RISKWORLD

As risk management continues to evolve, RIMS RISKWORLD® is your key to a vast network of risk management professionals and boundless opportunities to elevate your company's brand and reach the next level of success.

Reserve your booth space now for the leading risk management and insurance event in the world. No other industry exhibition provides you with access to a top-notch buying audience year after year!

Log onto [https://events.rims.org/annual/2023/exhibit\\_map.cfm](https://events.rims.org/annual/2023/exhibit_map.cfm) to view the floorplan and available space(s).

### BOOTH SPACE INVESTMENT (All Prices are in US Dollars)

Booth Space Size	Inline Booth Cost (One side of booth faces an aisle)	1 Corner (Two sides of booth face an aisle)	2 Corner (Three sides of booth face an aisle)	4 Corner (All sides of booth face an aisle)
10' x 10'	US \$3,495	US \$3,690	US \$3,885	N/A
10' x 20'	US \$6,990	US \$7,175	US \$7,380	N/A
10' x 30'	US \$10,485	US \$10,680	US \$10,875	N/A
20' x 20'	N/A	N/A	N/A	US \$14,760
20' x 30'	N/A	N/A	N/A	US \$21,750
20' x 40'	N/A	N/A	N/A	US \$28,740
20' x 50'	N/A	N/A	N/A	US \$35,730
20' x 60'	N/A	N/A	N/A	US \$42,720
20' x 70'	N/A	N/A	N/A	US \$49,710
20' x 80'	N/A	N/A	N/A	US \$56,700

### WHAT IS INCLUDED IN EACH 10 x 10 EXHIBIT SPACE?

- >> 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 on Wednesday
- >> Online Directory listing, including a company description and four product classifications
- >> Single Usage of Pre-Conference Attendee Direct Mailing List Only (Phone 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 RISKWORLD In-Site Tour, the official site inspection tour for RISKWORLD 2024 San Diego
- >> Access to meeting room rentals in the Georgia World Congress Center
- >> Access to our Exhibitor Marketing Toolkit including RISKWORLD 2023 promotional text, logos, banners ads and more...

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# GENERAL EXHIBIT INFORMATION



Georgia World Congress Center  
285 Andrew Young International Blvd NW, Atlanta, GA 30313

## HALL HOURS (time in EDT)

Monday, May 1	9:30 AM – 5:00 PM
Tuesday, May 2	9:30 AM – 5:00 PM
Wednesday, May 3	9:30 AM – 1:30 PM

## MOVE-IN HOURS

Thursday, April 27	8:00 AM – 4:30 PM
Friday, April 28	8:00 AM – 4:30 PM
Saturday, April 29	8:00 AM – 4:30 PM
Sunday, April 30	9:00 AM – 4:30 PM

## MOVE-OUT HOURS

Wednesday, May 3	1:30 PM – 10:00 PM
Thursday, May 4	8:00 AM – 4:30 PM
Friday, May 5	8:00 AM – 12:00 PM

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# SPONSORSHIP OPPORTUNITIES

(MUST BE AN EXHIBITOR TO PARTICIPATE AS A SPONSOR)

Partner with RIMS at RISKWORLD to strategically position your company in front of current clients and prospective customers and turn your investment into business success. As a sponsor you impress upon the risk community your company's commitment to advancing the industry and supporting their professional home.

**All sponsorships include recognition and appreciation in the following platforms:**

- >> RISKWORLD 2023 Digital Show Daily
- >> RISKWORLD 2023 Website
- >> *Risk Management Magazine*
- >> RISKWORLD 2023 Mobile App Sponsor page

## THOUGHT LEADERSHIP / SPEAKING OPPORTUNITIES



### Innovation Hub | 1 Available | US \$75,000

Position your company the industry's preeminent thought leader. The Innovation Hub is an education experience on the Marketplace floor that features 20-minute presentations on developments in emerging risks, claims and cyber risks. The Innovation Hub is located next to RIMS HQ.

*Sponsorship Includes:*

- (3) Twenty-minute education sessions each day of the conference. Tuesday and Wednesday (for a total of 9 sessions)
  - > Sponsor selects education topic and speaker. Education topic must be approved by RIMS Annual Conference Program Committee
- Sponsor recognition on Innovation Hub web page on RISKWORLD 2023 website
- Sponsor recognition on Innovation Hub promotion in RISKWORLD 2023 conference program
- Sponsor recognition at Innovation Hub on the Marketplace floor
- All attendees who enter the Innovation Hub will be scanned and generated leads will be provided to the Sponsor after the conference.

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## Thought Leader Theater | 1 Available | US \$60,000

Link your organization's name and share your solutions at one of RISKWORLD's educational experiences. The Thought Leader Theater is located next to RIMS HQ on the Marketplace floor, and each day of the conference delivers 20-minute presentations covering the hottest topics in risk management.

### Sponsorship Includes:

- (4) Twenty-minute education sessions during the duration of the conference
  - > Sponsor selects education topic and speaker(s). Education topic must be approved by RIMS Annual Conference Program Committee
- Sponsor recognition on Thought Leader Theater web page on RISKWORLD 2023 website
- Sponsor recognition at Thought Leader Theater on the Marketplace floor
- All attendees who enter the Thought Leader Theater will be scanned and generated leads will be provided to Sponsor after the conference.
- Sponsor recognition on Thought Leader Theater promotion in RISKWORLD 2023 conference program



## Wellness ZENter | 1 Available | US \$35,000

Provide attendees a moment of zen during a busy conference through discussions on health and wellness and activities such as chair massages and interactive therapy dogs. Wellness ZENter is located within the RIMS HQ building on the Marketplace floor.

### Sponsorship Includes:

- Opportunity to customize education and present 20-minute sessions at Wellness ZENter
- Sponsor recognition on Wellness ZENter web page on RISKWORLD 2023 website
- Sponsor recognition at Wellness ZENter on the Marketplace floor
- Sponsor recognition on Wellness ZENter promotion in RISKWORLD 2023 conference program





## Education Track | 8 Available | US \$33,000/each

The RIMS community highly values RISKWORLD'S educational experiences and looks to them for the strategies and best practices to navigate an evolving world of risk, acquire new skills and exceed professional expectations. The education track topics that will be discussed at RISKWORLD 2023 are:

- Career Development
- Claims Management **SOLD**
- Cyber and Technology Risk **SOLD** 
- Diversity, Equity and Inclusion **SOLD** 
- Environmental, Social and Governance **SOLD** 
- Risk Modification/Mitigation and Loss Control **SOLD** 
- Strategic and Enterprise Risk Management **SOLD** 

### Sponsorship Includes:


- (1) Sixty-minute education session within the track
- Sponsor selects education topic and speaker(s). Education topic must be approved by Annual Conference Program Planning Committee
- Opportunity for Sponsor to introduce each session in their dedicated education track room, including introduction of speakers
- Sponsor recognition on signage outside of education track room
- Sponsor recognition on education track web page on RISKWORLD 2023 website
- Sponsor recognition on education track promotion in RISKWORLD 2023 conference program
- Opportunity for a sponsor-produced 30-second commercial to play at the beginning of each session



## Keynote Speaker Introduction

3 Available | US \$25,000/each

Take center stage with this opportunity to introduce RISKWORLD's Keynote speakers.

- > General Session and Opening Keynote (Monday, May 1, 8:00 AM–9:30 AM EDT) **SOLD** 
- > Awards and Leadership Keynote (Monday, May 1, 12:00 PM–1:15 PM EDT)
- > Conference Finale and Closing Keynote (Wednesday, May 3, 3:00 PM–4:30 PM EDT)

### Sponsorship Includes:

- Representative from sponsoring company to introduce Keynote speaker
- (1) 30-second video/commercial that will be played prior to the Keynote (sponsor to produce video)
- Opportunity for sponsor to hand-out (1) piece of sponsor company's collateral at entrance to Keynote session
- Sponsor recognition on selected Keynote session web page on RISKWORLD 2023 website
- Sponsor recognition at selected Keynote session
- Sponsor recognition on selected Keynote session in RISKWORLD 2023 conference program

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## Diversity, Equity & Inclusion Lounge

1 Available | US \$25,000

RIMS is committed to DE&I. Attendees will visit the DE&I Lounge, located in the Marketplace, to participate in thought-provoking conversations and other powerful networking experiences. Sessions will focus on top DE&I issues, including diversity, talent, verification and measuring metrics. This is an opportunity for you to demonstrate your organization's commitment to action.



### Sponsorship Includes:

- Branding in DE&I Lounge
- Opportunity to host DE&I discussions in Lounge
- Sponsor recognition where the DE&I Lounge is promoted
- (2) Coffee Chats per day, speaker(s)/topic(s) to be selected by Sponsor and RIMS DE&I Council



## Global Studio | 1 Available | US \$20,000

Network with attendees from all over the world and help prepare and educate them on the latest in risk management.

The Global Studio is located at the RIMS HQ booth on the Marketplace floor.



### Sponsorship Includes:

- (4) Twenty-minute education sessions during the duration of the event
  - > Sponsor selects education topic and speaker(s). Education topics are approved by Annual Conference Program Planning Committee
- Sponsor recognition on Global Studio web page on RISKWORLD 2023 website
- Sponsor recognition at Global Studio on the Marketplace floor
- Sponsor recognition on Global Studio promotion in RISKWORLD 2023 conference program



## RIMS-TV SPONSORSHIP OPPORTUNITIES

### Expand your presence at RISKWORLD

Custom video solutions to ensure you make an impact.



### Title Sponsorship of Live Studio Production | US \$75,000

The RIMS-TV Live Studio draws the attention of attendees and provides long-term video footage for year-round engagement. Through Title Sponsorship you will receive 10-15 interviews conducted by CNTV. The interviews capture thought leaders and are recorded onsite for immediate distribution. Videos are distributed through RIMS Mobile App.



### Title Sponsorship of Daily Headlines | US \$75,000

Showcase your brand in front of ALL attendees in an engaging and dynamic way. Daily videos will highlight the best moments of the event and will be distributed to all registered attendees, as well as those who are unable to attend the event through digital channels. Videos are also displayed in the top RISKWORLD headquarters hotels on the hotel tv and played throughout the Georgia World Congress Center.

Features include, but are not limited to:

- Verbal mention of company name & inclusion of your logo in all videos
- Company watermark displayed throughout videos (where applicable)
- Daily video taped in front of your booth
- Guaranteed inclusion within the daily video coverage

### Advertorials | US \$5,000

Demonstrate new products or services with a 2-3 minute video capturing your unique value proposition. Advertorials are recorded at your booth then distributed as a part of the RIMS-TV daily videos and provided for your own marketing use. The videos can either be filmed, produced, edited and delivered on site, or they can be taped in advance from a digital set.

## EXPAND YOUR PRESENCE BEYOND RISKWORLD

### Content-Quarterly Episodes | US \$60,000

Through content distributed to the RIMS community quarterly, you will have the opportunity to showcase your brand in front of prospective industry professionals in an engaging and dynamic way, delivering value long after the event ends.

Features include, but are not limited to:

- Verbal mention of company name & logo in all quarterly videos
- Company watermark displayed in quarterly videos (where applicable)
- Editorial coverage in each quarterly video
- Interview with company representative from digital set (via Zoom)
- Insertion of a company message and/or commercial of up to 30 seconds in each quarterly video

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## SUPPORT THE FUTURE OF RISK MANAGEMENT

Support future risk manager leaders by providing students the opportunity to travel to RISKWORLD and learn about the industry while making connections with future employers and colleagues.

### Anita Benedetti Student Involvement Program (ABSIP)

2 Available | **US \$25,000**

An annual scholarship program which allows (20) students to attend RISKWORLD complimentary.

*Sponsorship Includes:*

- Opportunity to speak to students and address a panel at the RISKWORLD Reception on Friday evening, April 29
- Opportunity to mentor up to 10 students
- Access to student applications and resumes
- Recognition on Welcome Reception signage and pre-conference emails to students
- Recognition at Opening Session as a supporter of ABSIP and student programs at RIMS
- Sponsor representative to participate as (1) of (10) industry experts at Speed Networking, Tuesday, May 2, 11:45 AM – 1:45 PM



### RIMS Student Advisory Council Speed Networking Session

1 Available | **US \$15,000**

Provides students and risk management professionals the opportunity to connect so students can gain valuable insights on the role/responsibilities of a risk management professional

*Sponsorship Includes:*

- Sponsor representative to participate as (1) of (10) industry experts at speed networking
- Opportunity to address students at Speed Networking lunch
- Recognition on Speed Networking event signage

>> *Sponsorships can be combined*

## BRAND AWARENESS



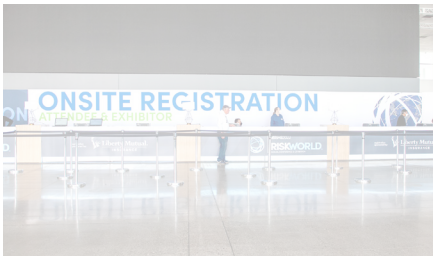
### Transportation | 1 Available | US \$75,000

- Sponsor recognition on all buses transporting RISKWORLD attendees to the Georgia World Congress Center and the RiskWorld Opening Reception
- Sponsor recognition on signage outlining transportation schedule placed at Georgia World Congress Center



### Conference Bag | 1 Available | US \$75,000

- Sponsor logo on conference bag distributed to all RISKWORLD attendees
- (1) Sponsor-produced insert to be included in each attendee bag



### Registration | 1 Available | US \$55,000

- Sponsor logo on (6) RISKWORLD registration and exhibitor signs to be designed by RIMS
- Sponsor logo on registration confirmation email distributed to each attendee
- Sponsor logo on "Know Before You Go" email



### Badge Holders | 1 Available | US \$55,000

- Sponsor logo on all RISKWORLD attendee badge holders



### Badge Lanyard | 1 Available | US \$44,000

- Sponsor logo on all RISKWORLD attendee badge lanyards





**Hotel Key Cards | 1 Available | US \$45,000**

- Sponsor to custom design hotel key cards to be distributed to all RISKWORLD attendees staying within the top (5) hotels within the housing block



**Conference T-Shirt | 1 Available | US \$40,000**

- Sponsor to custom design t-shirt to be distributed to all RISKWORLD attendees
- T-shirt to be included in conference bag distributed to every full conference attendee



**Social Media | 1 Available | US \$35,000**

Get in front of the RIMS community before RISKWORLD through posts on RIMS social media channels (Twitter, LinkedIn and Facebook).

- Sponsor recognition on social media walls in Georgia World Congress Center
- Sponsor to receive analytics reports on traffic of social media channels during duration of posts



**Charging Station | 1 Available | US \$25,000**

- Sponsor recognition at the Charging Station that will be located in a high-traffic area in the Georgia World Congress Center



**RISKWORLD 2023 Mobile App | Gold Sponsor**

**1 Available | US \$25,000**

- (2) rotating Splash Page advertisement
- (2) rotating Banner advertisement
- (6) Mobile App push notifications during RISKWORLD
- Ads hot linked to sponsor's website, sponsor-produced articles/content



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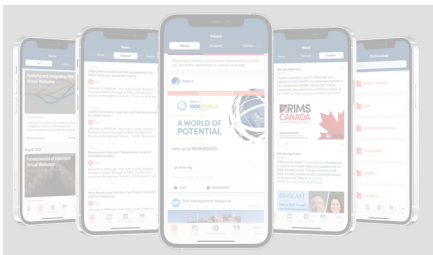
**Community Service | 1 Available | US \$25,000**

- Community Service project will give conference attendees the opportunity to unselfishly take time out of their schedule to participate in an activity that will benefit others.
- > Previous activity involved an assembly of hygiene kits for children for the organization Cradles to Crayons
- Community Service partner company is selected by Sponsor and RIMS
- Sponsor recognition at activity that is hosted onsite at the Georgia World Congress Center



**WiFi | 1 Available | US \$25,000**

- Sponsor to name the password attendees to use to log-in
- Sponsor recognition on signage to log into network
- Sponsor recognition on signage with logo throughout Georgia World Congress Center
- Sponsor recognition in "Know Before You Go" email with log-in instructions highlighted



**RISKWORLD 2023 Mobile App | Silver Sponsor**

**1 Available | US \$17,500**

- (1) rotating Splash screen
- (1) rotating logo
- (3) Mobile App push notifications during RISKWORLD
- Ads hot linked to sponsor's website, sponsor-produced articles/content



**Notebooks | 1 Available | US \$15,000**

- Sponsor logo on cover of notebook included in conference bag distributed to all RISKWORLD attendees



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## Marketplace Reception

2 Available | **US \$15,000/each**

- > Monday, May 1, 4:00 PM–5:00 PM EDT
- > Tuesday, May 2, 4:00 PM–5:00 PM EDT

- Sponsor receives custom signage at all food and beverage stations during reception



## Marketplace Luncheon

2 Available | **US \$15,000/each**

- > Tuesday, May 2, 12:00 PM–1:15 PM EDT
- > Wednesday, May 3, 12:00 PM–1:30 PM EDT

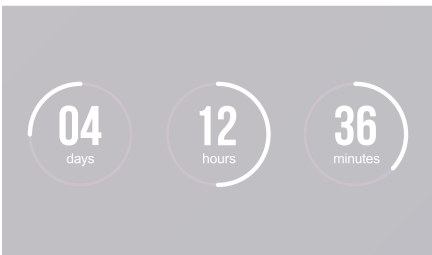
- Sponsor receives custom signage at all food and beverage stations during luncheon



## Reserved Table for General Session, Awards Luncheon and Conference Finale

Many Available | **US \$10,000/each**

- Reserved table during the RISKWORLD 2023 General Session/Opening Keynote, Awards Luncheon/Leadership Keynote, and Conference Finale/Closing Keynote
- Sponsorship recognition on table sign including logo
- Recognition as a RISKWORLD 2023 sponsor on the RISKWORLD website



## Countdown Clock on RIMS.org

1 Available | **US \$7,500**

- Sponsor logo on RISKWORLD 2023 homepage under the Countdown to RISKWORLD 2023 clock
- Extreme close-up are featured on the RISKWORLD page when clock launches in December
- Logo hot-linked to sponsor's website



## Risk Management Hall of Fame

1 Available | **US \$7,000**

Founded in 2011, the Risk Management Hall of Fame (RMHF) was established to maintain the history and tradition of the field of risk management, and serves as a means to recognize and commemorate those professionals who have made significant contributions to advancing the discipline. The Hall of Fame acknowledges the services and accomplishments of the individuals to their employer, their peers and the discipline in general and the indelibility of his/her impact.

- Sponsor will present the award to the inductee(s) during the Awards Luncheon.

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## Conference Bag Insert

Many Available | **US \$5,500/each**

- Sponsor to produce and provide giveaway or 1-page informational piece to be placed in conference bag given to all full conference attendees



## Conference Program Advertising

Reach attendees before they even arrive. The conference program is the most complete guide to planning for RISKWORLD 2023. It is mailed to more than 14,000 prospects and past attendees in December 2022. **Plus, get DOUBLE the exposure** as part of the E-Book, an interactive, fully-searchable publication on [www.RIMS.org](http://www.RIMS.org). Your ad will link directly to your website!

- > 3-Page Front Cover Gatefold (one available) | **US \$5,500**
- > Inside Back Cover (one available) | **US \$4,500**
- > Outside Back Cover (one available) | **US \$5,000**
- > Full Page Interior (many available) | **US \$3,675**

**For Conference Program advertising, contact:**

Ted Donovan, Senior Business Development Manager | [tdonovan@rims.org](mailto:tdonovan@rims.org) | +1 (917) 318-2155



## RISKWORLD Show Daily Advertising

Many Available | Full-Page Ad | **US \$4,500**

- Digital vehicle provides your company with a platform to deliver your branding messages to all conference attendees
- Ad is included in all (3) issues during the conference (Monday, Tuesday, Wednesday)
- Links will be posted to the Show Daily PDFs on all RIMS social media pages

**For Show Daily advertising, contact:**

Ted Donovan, Senior Business Development Manager | [tdonovan@rims.org](mailto:tdonovan@rims.org) | +1 (917) 318-2155

# DIGITAL BRANDING AT GEORGIA WORLD CONGRESS CENTER



AB Lobby B Side



B Building Admin



AB Lobby A Side



B 400 Level



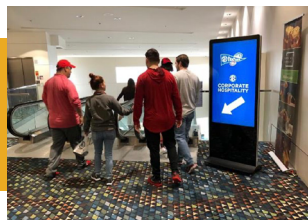
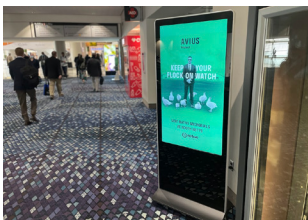
A Building Lobby

## LED Wall

4 Available | ~~\$20,000~~ each

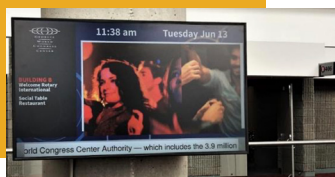
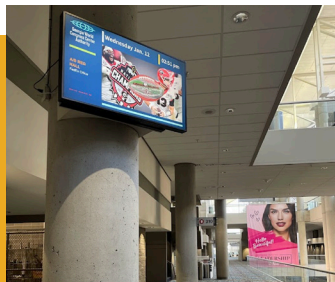
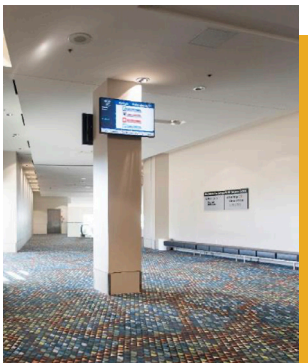
**SOLD**

- 11.5ft x 6.5ft
- 100 second video played out of a 180 second loop



## 55" Mobile Monitor

20 Available | ~~\$6,000~~/monitor



## Building B Monitors

26 Available | ~~\$5,000~~/monitor

- 46"
- 100 second video played out of a 180 second loop

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## STATIC BRANDING AT GEORGIA WORLD CONGRESS CENTER

### Banner

#### RISKWORLD Registration Area

10 Available | **Contact RIMS for Pricing**

#### Level 2 – Hospitality Meeting Rooms

33 Available | **Contact RIMS for Pricing**

#### Level 3 – Session Rooms and Hospitality Meeting Rooms

13 Available | **Contact RIMS for Pricing**

#### Level 4 – Session Rooms

43 Available | **Contact RIMS for Pricing**

### Column Wrap

#### RISKWORLD Registration Area

4 Available | **\$7,000/each**

### Escalator Runner

#### Level 1 – RISKWORLD Marketplace

4 Available | **\$4,000/each**

#### Level 2 – Hospitality Meeting Rooms

3 Available | **\$4,000/each**

#### Level 3 – Session Rooms and Hospitality Meeting Rooms

3 Available | **\$4,000/each**

#### Level 4 – Session Rooms

2 Available | **\$4,000/each**

**SOLD**

## MOMENTUM OPPORTUNITIES BEFORE AND AFTER RISKWORLD

Get the RIMS community talking about your company before being onsite at RISKWORLD and then keep the momentum going after the event. RIMS offers a myriad of opportunities from brand awareness to educating the membership year-round.

*For non-events sales offerings, contact:*

Ted Donovan, Senior Business Development Manager | [tdonovan@rims.org](mailto:tdonovan@rims.org) | +1 (917) 318-2155

### RIMS Webinar Sponsorship | \$9,000

60-minute webinar hosted by the sponsoring company on hot topics such as emerging risks, data privacy and cyber-security, property/casualty insurance, enterprise risk management, ESG, benchmarking, workplace safety, third-party vendor risk and crisis management. These hot topics may command webinar attendance from 250 to 300 executives, on average.

### RIMS White Paper Sponsorship | \$7,500

RIMS will publish your white paper on Risk Knowledge (online library) and distribute your co-branded email to 50,000+ risk professionals. Additionally, the white paper will be promoted on RIMS' LinkedIn, Facebook and Twitter to help drive traffic among our corporate risk management audience.

### RIMScast Sponsorship | \$5,000

RIMScast is RIMS' official podcast. In a conversation-style format, these 20-minute episodes explore different topics impacting the global risk management community. A topic is explored through interviews with an expert or experienced risk professional. From new laws and international risk guidelines to emerging trends and opportunities, RIMScast informs the audience of developments in various industries and how risk professionals might consider and act on them.

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