

RIMSLIVE APRIL 19-30 2021

RIMS ANNUAL CONFERENCE | A VIRTUAL EXPERIENCE

Reach risk professionals all year long

RIMS offers sponsorship packages that go beyond RIMS Live. 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.

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www.RIMS.org/RIMS2021

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

Sponsorships At-A-Glance

		365 Partner	Marquee	Diamond	Platinum	Gold	Silver
		Call for pricing	\$250,000	\$100,000	\$60,000	\$25,000	\$10,000
2021 Year-Long Benefits							
Content	Survey to RIMS Members	✓					
	Sponsored Conversation on Opis	✓	✓				
	Sponsored Webinars (200-600 lead average)	4	2	1			
	Sponsored Podcasts (125 lead average)	4	2	1			
	Distribution of Content/White Papers (average of 200 leads)	4	2	1			
Event	Sponsored Roundtables	3	1				
	ERM Conference Sponsorship	Platinum	Gold	Silver			
	Additional RIMS Event Sponsorship	Platinum	Gold	Silver			
Online	Sponsor of the Month Ads	✓					
	Custom Microsite on RIMS.org	✓					
	Digital advertising on RiskWire and RIMS.org	3 months	2 months	1 month			
Print	Risk Management Magazine ads	10	5	3			
RIMS 2021 Annual Conference Benefits							
Content	Content Document Downloads	7	7	7	7	4	2
	Video Content	5	5	5	3	2	1
Event	Badges to Event	100	75	60	45	30	15
	Full Conference Badges to Event	30	20	15	10	12	8
	Sponsored Educational Session	60 min (2)	60 min (1)	20 min (2)	20 min (1)		
	Sponsored Education Track	✓	✓				
	Additional A La Carte Sponsorship of Your Choice	✓					
	Exhibitor Package and Listing	✓	✓	✓	✓	✓	✓
Online	Product Categories	✓	✓	✓	✓	✓	✓
	Schedule A Meeting Link	✓	✓	✓	✓	✓	✓
	Live Chat	✓	✓	✓	✓	✓	✓
	Event Homepage Hero Banner	✓	✓	✓	✓		
	Event Homepage Tower Ad			✓	✓		
	Event Homepage Sub Page Banner					✓	
	Conference Attendee Mailing Lists	Pre & Post	Pre & Post	Pre & Post	Pre & Post	Pre	Pre
Print	Conference Program Ad	Full Page	Full Page	Full Page	Half Page	Half Page	

Virtual Exhibit Microsite Booth Includes:

Company Name, Hero Banner (Gold and higher only), Company Logo, Description, Address/Location, Website Link, Contact Information, Social Media Handles. Also includes Company Logo On Exhibitor Listing Page (sized by tier)

A La Carte Sponsorship Opportunities:

Registration Sponsorship, Innovation Hub Sponsorship, Thought Leader Theater Sponsorship, Sponsored Content Session Track, Wellness Zenter Sponsorship, Social Media Sponsorship, Virtual Assistant Sponsorship, Global Center Sponsorship, Hero Banner Ad on RIMS Live Homepage, Bottom Banner Ad on Event Homepage, Keynote Speaker Sponsorship, Networking Breaks Sponsorship, Virtual Conference Bag Sponsorship, RIMS TV Sponsorship, Treasure Trek

The RIMS 365 Partner Program



Call For Pricing

Sponsorship runs from January 1 to December 21, 2021

		Top Marketing Objectives			
		Branding & Exposure	Thought Leadership	Lead Generation	Networking
2021 Year-Long Benefits					
Content	Survey to RIMS Members		✓		
	Sponsored Conversation on Opis	✓	✓		
	Sponsored Webinars (200-600 lead average)	✓	✓	✓	
	Sponsored Podcasts (125 lead average)	✓	✓	✓	
	Distribution of Content/White Papers (average of 200 leads)		✓	✓	
Event	Sponsored Roundtables	✓	✓		✓
	ERM Conference Sponsorship	✓			
	Additional RIMS Event Sponsorship	✓	✓	✓	✓
Online	Sponsor of the Month Ads	✓			
	Custom Microsite on RIMS.org	✓	✓	✓	
	Digital advertising on RiskWire and RIMS.org	✓			
Print	Risk Management Magazine ads	✓			
RIMS 2021 Annual Conference Benefits					
Content	Content Document Downloads	✓	✓		
	Video Content	✓	✓		
Event	Badges to Event				✓
	Full Conference Badges to Event				✓
	Sponsored Educational Session	✓	✓	✓	
	Sponsored Education Track	✓	✓	✓	
	Additional A La Carte Sponsorship of Your Choice	✓	✓	✓	
Online	Exhibitor Package and Listing	✓			
	Product Categories	✓	✓		
	Schedule A Meeting Link			✓	✓
	Live Chat			✓	✓
	Event Homepage Hero Banner	✓			
Print	Conference Attendee Mailing Lists			✓	
	Conference Program Ad	✓			

The RIMS 365 Partner Program

Benefits Outside of RIMS Live 2021

- > Sponsored Roundtable
 - Three-article series in *Risk Management* magazine
- > Ten full page ads in *Risk Management Magazine* (one ad in 10 separate editions; 4 of which will run on the inside front or outside back cover)
- > Opportunity to partner with RIMS on sending a survey to full database (topic of the survey must be approved in advance by RIMS)
- > Digital advertising on RiskWire and www.RIMS.org for 3 months (650 x 90 banner, running in first content well on RiskWire and 728 x 90 ROS ATF leaderboard banner on www.RIMS.org)
- > Sponsored conversation in Opis that is shared with all RIMS members
- > ERM Conference Platinum Sponsorship
- > RiskTech Forum or other 2021 conference (excluding Canada) Platinum Sponsorship
- > Sponsor of the Month—included during your sponsored month:
 - Banner ad on Weekend Read emails sent to full distribution list
 - Back cover ad in *Risk Management* magazine
- > RIMS Webinars (a series of four events; average of 200–600 leads, depending on topic)
- > RIMS Podcasts (a series of four episodes; average of 125 leads)
- > Distribution of your content/white papers to our full database (4 pieces; average of 200 leads)

RIMS Live 2021 Benefits

- > Virtual Exhibit Booth

<ul style="list-style-type: none"> • Hero banner • Company Name • Company Logo • Description 	<ul style="list-style-type: none"> • Website Link • Contact Info • Social Media Handles • Content Downloads (maximum 5) 	<ul style="list-style-type: none"> • Video Content (maximum 5) • Product Categories (maximum 10) • Schedule a Meeting link • Live Chat
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- > Sponsorship of one a la carte opportunity
- > Sponsorship of an education track at the event (limited to first 10). Includes:
 - Custom rotating homepage tower ad in virtual event lobby
 - Branded education slides
 - Leads
 - Ability to deliver two 60-minute sessions within track
- > Logos featured on all RIMS marketing material for the event
- > Full-page ad in conference program
- > Premier placement on exhibitor list in the Exhibitor Directory
- > One-hundred (100) badges to event
- > Company logo on sponsor banner
- > Pre- and post-conference attendee mailing lists (excludes emails and phone numbers)
- > Acknowledgement and thank you from RIMS Leadership during the Opening Session, Leadership Luncheon and Conference Finale

The RIMS Year-Long 2021 Marquee Package



\$250,000

Sponsorship runs from January 1 to December 31, 2021

Benefits Outside of RIMS Live 2021

- > Five full-page ads in *Risk Management* magazine (one ad in 5 separate editions)
- > Sponsored conversation in Opis, shared with all RIMS members
- > ERM Conference Gold Sponsorship
- > RiskTech Forum Gold Sponsorship
- > RIMS Webinars (a series of two events; average of 200-600 leads, depending on topic)
- > RIMS Podcasts (a series of two episodes; average of 125 leads)
- > Distribution of your content/white papers to our full database (2 pieces; average of 200 leads)
- > Banner ad in Opis Risk Professionals digest emails (2 months)
- > Sponsored Roundtable
- > Digital advertising on RiskWire and www.RIMS.org for 2 months (650x90 banner, running in first content well on RiskWire, and 728x90 ROS ATF leaderboard banner on www.RIMS.org)

RIMS Live 2021 Benefits

- > Sponsorship of an education track at the event (limited to first 10)
Includes: Branded education slides / Leads / Ability to deliver one 60-minute session within track
- > Custom rotating homepage tower ad in virtual event lobby
- > Virtual Exhibit Booth
 - Hero banner
 - Company Name
 - Company Logo
 - Description
 - Website Link
 - Contact Info
 - Social Media Handles
 - Content Downloads (maximum 5)
 - Video Content (maximum 5)
 - Product Categories (maximum 10)
 - Schedule a Meeting link
 - Live Chat
- > Logos featured on all RIMS marketing material for the event
- > Full-page ad in conference program
- > Premier placement on exhibitor list in the Exhibitor Directory (all sponsors on same level are listed alphabetically)
- > Seventy-five (75) badges to event
- > Company logo on sponsor banner
- > Pre- and post-conference attendee mailing lists (excludes emails and phone numbers)
- > Acknowledgement and thank you from RIMS Leadership during the Opening Session, Leadership Luncheon, and Conference Finale

RIMS Diamond Sponsor | \$100,000

Benefits Outside of RIMS Live 2021

- > Three full page ads in *Risk Management* magazine (one ad in 5 separate editions)
- > Sponsored conversation in Opis, shared with all RIMS members
- > ERM Conference Silver Sponsorship
- > RiskTech Forum Gold Sponsorship
- > RIMS Webinars (a series of two events; average of 200-600 leads, depending on topic)
- > RIMS Podcasts (one podcast, average of 125 leads)
- > Distribution of your content/white papers to our full database (1 piece; average of 200 leads)
- > Digital advertising on RiskWire and www.RIMS.org for 1 month (650x90 banner, running in first content well on RiskWire, and 728x90 ROS ATF leaderboard banner on www.RIMS.org)

RIMS Live 2021 Benefits

- > Virtual Exhibit Booth
 - Hero banner
 - Company Name
 - Company Logo
 - Description
 - Website Link
 - Contact Info
 - Social Media Handles
 - Content Downloads (maximum 5 documents)
 - Video Content (maximum 5 videos)
 - Product Categories (maximum 10)
 - Schedule a Meeting link
 - Live Chat
- > Logos featured on all RIMS marketing material for the event
- > Premier placement on exhibitor list in the Exhibitor Directory (all sponsors on same level are listed alphabetically)
- > Sixty (60) badges to event
- > Company logo on sponsor banner
- > Pre- and post-conference attendee mailing lists (excludes emails and phone numbers)
- > Acknowledgement and thank you from RIMS Leadership during the Opening Session, Leadership Luncheon, and Conference Finale
- > Custom rotating homepage tower ad in virtual event lobby
- > Two 20-minute educational sessions delivered by sponsor included in package (limited to first 5 diamond sponsors; session topic must be approved by RIMS)
- > Full-page ad in Conference Program

RIMS Platinum Sponsor | \$60,000

- > Virtual Exhibit Booth
 - Hero banner
 - Company Name
 - Company Logo
 - Description
 - Website Link
 - Contact Info
 - Social Media Handles
 - Content Downloads (maximum 3)
 - Video Content (maximum 3)
 - Product Categories (maximum 8)
 - Schedule a Meeting link
 - Live Chat
- > Top placement on exhibitor list in the Exhibitor Directory (all sponsors on same level are listed alphabetically)
- > Forty-five (45) badges to event
- > Company logo on sponsor banner
- > Pre and post conference attendee mailing lists (excludes emails and phone numbers)
- > Acknowledgement and thank you from RIMS Leadership during conference opening session
- > Custom rotating homepage tower ad in virtual event lobby (see below)
- > 20-minute educational session delivered by sponsor included in package (limited to first 10 platinum sponsors; session topic must be approved by RIMS)
- > Half-page ad in Conference Program

RIMS Gold Sponsor | \$25,000

- > Virtual Exhibit Booth
 - Hero banner
 - Company Name
 - Company Logo
 - Description
 - Website Link
 - Contact Info
 - Social Media Handles
 - Content Downloads (maximum 2)
 - Video Content (maximum 2)
 - Product Categories (maximum 6)
 - Schedule a Meeting link
 - Live Chat
- > Placement on exhibitor list in the Exhibitor Directory (all sponsors on same level are listed alphabetically)
- > Thirty (30) badges to event
- > Company logo on sponsor banner
- > Pre- and post-conference attendee mailing lists (excludes emails and phone numbers)
- > Acknowledgement and thank you from RIMS Leadership during the Opening Session
- > Custom rotating session tower ad in virtual event lobby

RIMS Silver Sponsor | \$10,000

- > Virtual Exhibit Booth
 - Hero banner
 - Company Name
 - Company Logo
 - Description
 - Website Link
 - Contact Info
 - Social Media Handles
 - Content Downloads (maximum 1)
 - Video Content (maximum 1)
 - Product Categories (maximum 4)
 - Schedule a Meeting link
 - Live Chat
- > Fifteen (15) badges to event
- > Company logo on sponsor banner
- > Pre- and post-conference attendee mailing lists (excludes emails and phone numbers)
- > Acknowledgement and thank you from RIMS Leadership during the Opening Session
- > Basic listing on RIMS 2021 Buyer's Guide platform. The RIMS Buyer's Guide is the most comprehensive list of solution providers for risk professionals. It is a content-driven network that will help you connect with your target audience, while enhancing the end user experience. RIMS Buyer's Guide provides opportunities to deliver your organization's products, content, marketing materials and much more—all in one location.

RIMS Bronze Sponsor | \$5,000

- > Virtual Exhibit Booth
 - Hero banner
 - Company Name
 - Company Logo
 - Description
 - Website Link
 - Contact Info
 - Social Media Handles
 - Content Downloads (maximum 1)
 - Video Content (maximum 1)
 - Product Categories (maximum 4)
 - Schedule a Meeting link
 - Live Chat
- > Four (4) badges to event
- > Company logo on sponsor banner
- > Pre- and post-conference attendee mailing lists (excludes emails and phone numbers)
- > Acknowledgement and thank you from RIMS Leadership during the Opening Session

Additional Sponsorship Opportunities

Registration Sponsorship | \$50,000

- > Know Before You Go Email: an ad with link on all attendee conference confirmation emails
- > Sponsor logo will be on the RIMS Live 2021 "What's New" registration webpage

Innovation Hub Sponsorship | \$75,000

- > Five 20-minute sessions in the Innovation Hub track
- > Advertisement on virtual screen during all sessions held within Innovation Hub track
- > Recognition as sponsor on RIMS Live 2021 event page and mobile app
- > Content available on RIMS Live 2021 website for 60 days post event

Thought Leader Theater Sponsorship | \$55,000

- > Five 20-minute sessions in the Thought Leader Theater track
- > Advertisement on virtual screen during all sessions held within TLT track
- > Recognition as sponsor on RIMS Live 2021 event page and mobile app

Sponsored Content Session Track | \$40,000

- > Official sponsor of one content track at RIMS Live 2021
- > One 60-minute session on topic within the track you are sponsoring
- > Logo on track webpage
- > Advertisement on virtual screen during all sessions held within track

Wellness Zenter Sponsorship | \$35,000

- > Three 20-minute sessions in the Wellness Zenter track
- > Advertisement on virtual screen during all sessions held within Wellness Zenter track
- > Recognition as sponsor on RIMS Live 2021 event page and mobile app

Social Media Sponsorship | \$35,000

- > 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

Virtual Assistant Sponsorship | \$15,000

- > Customize chatbot avatar and titles
- > A sponsored message displayed after a successful answer is provided
- > Logo on shortcut button
- > Logo and link at bottom of chat box

Global Center Sponsorship | \$50,000

- > Three 20-minute sessions in the Global Center track
- > Advertisement on virtual screen during all sessions held within Global Center track
- > Recognition as sponsor on RIMS Live 2021 event page and mobile app

Additional Sponsorship Opportunities

Hero Banner Ad on RIMS Live Homepage | \$25,000 (only two available)

> Rotating banner ad on RIMS Live 2021 event homepage

Homepage Bottom Banner Ad on Event Homepage | \$10,000 (10 available)

> Rotating banner ad on RIMS Live 2021 event homepage

Keynote Speaker Sponsor | \$40,000

> Advertisement on virtual screen during Keynote Speaker session

> Representative from sponsoring company can introduce speaker and/or play a 15-second video prior to the introduction

Daily Welcome Message | \$5,000 (8 available)

> Sponsor the opening video message that will kick off each day of the event

Networking Breaks | Call for pricing (10 opportunities)

Virtual Conference Bag | Call for pricing

Publications Page | Call for pricing

RIMS TV | \$75,000

Treasure Trek | \$3,000

**For more information on sponsorship packages,
please contact:**

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