

TURNING TIDES

A graphic of stylized white waves on a blue background, positioned behind the word 'TIDES' in the main title.

 RIMS CANADA CONFERENCE
SEPTEMBER 11-14 | HALIFAX **2022**

EXHIBITION AND SPONSORSHIP PROSPECTUS
HALIFAX CONVENTION CENTRE



Create New Relationships

Gain a competitive advantage by building new relationships with your risk management customers and prospects in one place, at one time. Becoming a 2022 RIMS Canada Conference exhibitor and/or sponsor will allow you to have meaningful face time with your customers and prospects.

Be a business partner with the 2022 RIMS Canada Conference, which takes place on Sunday, September 11 - Wednesday, September 14 at the Halifax Convention 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

Halifax Convention Centre
1650 Argyle St | Halifax, NS B3J 0E6 | Canada

Exhibit Hall Dates and Hours

Setup

Saturday, September 10	12:00 pm – 6:00 pm
Sunday, September 11	8:00 am – 5:00 pm

Exhibit Hours

Monday, September 12	9:00 am – 5:30 pm
Tuesday, September 13	9:00 am – 3:00 pm

Teardown

Tuesday, September 13	3:00 pm – 8:00 pm
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All exhibitors and sponsors are invited to join us at the Wednesday morning plenaries at no extra charge.

Stuart Ruff-Lyon, VP Events & Exhibitions, stuff-lyon@rims.org or 212-655-6051 to heighten your visibility.



Exhibitor Opportunities

Everything You Need To Reserve Space at the 2022 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 2022 RIMS Canada Conference Guide
- > Professional floor management and daily security in exhibit hall
- > Invitation to the Wednesday morning plenary session for all exhibitor staff
- > Access to the Exhibitor Lounge throughout the show (includes refreshments)
- > Draped 8’ back and 3’ side walls
- > One Sunday Welcome Reception ticket per single 10x10 booth
- > License to use the 2022 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
- > Furniture Package: 6’ skirt table with two chairs (one package per company)
- > 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 June 30, 2022, 100% of the booth fees must be paid in full. Please use the online booth space application form at https://events.rims.org/canada/2022/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 \$9,400	N/A
20'x20' inline (Quad)	N/A	N/A	N/A	CAD \$12,500

Additional 15% HST Tax will be added on to the above totals.

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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 2022 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.

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" must accompany all sponsor logo placement
- > Full page advertisement in the Conference Guide
- > Recognition as Platinum Sponsor at Sunday Welcome Reception
- > Recognition on all conference "Thank You To Our Sponsors" signage
- > 15 Exhibitor Badges, 8 Exhibit Hall Only Guest Passes (any day), 6 Sunday Welcome Reception Tickets, 3 Full Conference Badges, 10 Passes to the Closing Ceremony on Wednesday
- > 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 Welcome Reception
- > 7 Exhibitor Badges, 3 Exhibit Hall Only Guest Passes (any day), 2 Sunday Welcome Reception Tickets
- > 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" 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 Welcome Reception
- > 10 Exhibitor Badges, 6 Exhibit Hall Only Guest Passes (any day), 4 Sunday Welcome Reception Tickets, 2 Full Conference Badges
- > 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" 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 Welcome Reception
- > 5 Exhibitor Badges, 2 Exhibit Hall Only Guest Passes (any day), 1 Sunday Welcome 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.

Stuart Ruff-Lyon, VP Events & Exhibitions, sruff-lyon@rims.org or 212-655-6051 to heighten your visibility.

A LA CARTE SPONSORSHIPS

Thought Leader Theatre \$25,000

RIMS Canada Thought Leader Theatre (TLT) is an educational Theatre delivering twenty minute succinct, interactive presentations on a variety of topics.

Sponsorship includes:

- > Four separate 20 minute TLT sessions delivered by the sponsor in the Thought Leader Theatre inside the Exhibition Hall. Sponsor to create content for their four sessions and provide speakers. All sponsor content must be approved by RIMS. One session per morning and afternoon networking events in the Exhibition Hall. RIMS to present ideas for sessions based on conference theme and education content. This space will also be used for concurrent education sessions with visual of sponsor branding.
- > Branding in the TLT section of the RIMS 2023 Canada Conference website and mobile app.
- > Branding throughout the interior and exterior of the Thought Leader Theatre.
- > Thirty second commercial/advertorial broadcast at the beginning of each sponsored TLT session. (Sponsor provides the video).

Registration \$15,000

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 2022 RIMS Canada What's New Registration website page.

DE&I Sponsor \$15,000

RIMS Canada is committed to DE&I. Attendees will visit the DE&I lounge, located in the exhibition hall, to participate in Coffee Chats that will address top DE&I issues, including allyship, talent revolution, and measuring metrics. Sponsoring will show your support for DE&I in the industry and the critical role it plays in all organizations.

Sponsorship includes:

- > Branding in DE&I Lounge in exhibit hall
- > Participation in the DE&I Lounge Coffee Chats that will address top DE&I issues in the industry
- > Ability to deliver 60-minute DE&I focused session (topic and speakers subject to RIMS approval)
- > Recognition/promotion in the 2022 RIMS Canada Conference Know Before You Go email sent to all attendees prior to the event

Conference T-Shirt \$12,000

Sponsorship Includes:

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

Badge Holders \$10,000

Sponsorship Includes:

- > Sponsor logo on all attendee badge holders (given to all of conference attendees).

Conference Bags \$10,000

Sponsorship Includes:

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

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A LA CARTE SPONSORSHIPS

Hotel Key Card Sponsorship \$10,000

Sponsorship Includes:

- > Custom design on hotel key cards distributed to all 2022 RIMS Canada attendees within the 2022 RIMS Canada housing block (sponsor creates design).

Lanyards \$10,000

Sponsorship Includes:

- > Sponsor logo on all attendee lanyards (given to all conference attendees).

Charging Stations \$7,500

Sponsorship Includes:

- > Branding in the charging lounge/station areas.

Exhibit Hall Aisle Signs \$7,500

Sponsorship Includes:

- > Your company logo or message on every aisle sign (double sided) in the exhibit hall.

RIMS Canada 2022 Mobile App \$7,500

Sponsorship Includes:

- > Two rotating splash page ads on 2022 RIMS Canada mobile app.
- > Two rotating banner ads on 2022 RIMS Canada mobile app.
- > Six mobile app push notifications throughout 2022 RIMS Canada.
- > All ads linked to URL of sponsor's choice.

Notepads \$7,500

Sponsorship Includes:

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

Professional Development \$7,500

- > Professional Headshot area for all attendees.

Countdown Clock on RIMS.org \$5,000

Sponsorship Includes:

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

Exhibit Hall Reception (Monday Afternoon) \$5,000

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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A LA CARTE SPONSORSHIPS

Show Floor Signage \$5,000

Sponsorship Includes:

> 6'x6' custom designed graphic on exhibit floor or in the lobby of the Halifax Convention Centre.

Conference Bag Inserts \$2,500

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).

Local sponsorship for Opening Night Reception at Pier 21

Opening Night Reception Entertainment - Sept 11 commemoration - (10 minute musical commemoration. Currently in discussion with Entertainers from The Come From Away cast) **\$10,000**

Opening Night Reception Fireworks, barge, permits (\$1500/minute/pyro) (5-7 minute fireworks show set off from a barge in Halifax Harbour. Delegates will watch from banks of windows inside of Pier 21) **\$20,000**

After Party, Waterfront Warehouse (entertainment) **\$2,500**

Shuttle Buses to Pier 21 (including signage) - working with Marquee Tour to use 48 passenger Activity School Bus to shuttle guests to Pier 21 **\$3,000**

After party at waterfront warehouse (Pride Theme) **\$10,000**

Signature drink such as sparkling wine, cocktail or cider served from a moving table (mobile table, decorated and staffed with Servers which will continuously move throughout the venue) **\$7,500**

Other Local Sponsorship

"Step and Go" Photo booth at the Convention Centre **\$3,200**

YETI Mugs for attendees , 20oz Tumbler @ \$46 each **\$36,800**

Halifax Convention Centre Dory/Boat Selfie Vignette – Conference Logo Sou'westers, & taffy **\$5,000**

Make sure to check back for additional sponsorship opportunities that will be added in the near future!

If you don't see an opportunity that fits your brand or investment appetite, let's find something that works.



Outboarding and Suitcasing hurts the show!

Outboarding is when sponsors or exhibitors plan off site meetings /networking events during show hours.

Suitcasing is when an organization that does not participate at the show but follows as a shadow population to book meetings with delegates during show hours.

We have heard from both delegates as well as exhibitors and sponsors that they are losing out on the show experience due to these practices. Working together, we can ensure delegates can be part of our thought leadership program and we can find space within the convention center for meetings and other engagement opportunities.

Please help us be part of the solution. Thank you in advance for your consideration.

Sincerely,
The 2022 RIMS Canada Conference Committee

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