



# PRIMA 18

CONFERENCE  
INDIANAPOLIS

JUNE 3-6, 2018



# REVVING UP

## RISK MANAGEMENT

## SPONSORSHIP OPPORTUNITIES

**INCREASE YOUR BRAND RECOGNITION AND INCREASE BUSINESS**

Place your products and services in front of key decision makers • Promote your organization to more than 1,800 risk management professionals



## 2018 SPONSORSHIP OPPORTUNITIES

### ● INCREASE VISIBILITY IN THE PUBLIC RISK MANAGEMENT INDUSTRY

PRIMA is the only association dedicated solely to the practice of risk management in the public sector. Investing your sponsorship dollars with PRIMA puts your products and services in front of more than 1,800 public entity members and more than 1,100 conference attendees!

PRIMA's mission is to advance the knowledge and practice of public risk management. This goal could not be reached without the generous support of our corporate members. Sponsorship of PRIMA not only furthers the mission of PRIMA, but gives you, a PRIMA supporter, access to PRIMA's extensive pool of members.

### ● CONNECT WITH EXISTING CLIENTS AND REACH POTENTIAL CUSTOMERS

PRIMA's members and conference attendees coordinate risk management, purchase insurance, manage human resources, administer safety and environmental programs, manage labor issues, handle parks and recreation programs and much more.

### ● GENERATE POSITIVE IMPACT

Supporting PRIMA is a great way to increase your exposure to current and future PRIMA members as well as to show your support of the public risk management industry. Your generous support earns you formal recognition of your commitment to public risk managers in a variety of ways, including but not limited to:

- Acknowledgement in conference programs, marketing materials and certain issues of *Public Risk* magazine, and on the PRIMA Conference Web site.
- Recognition on signage at the PRIMA Annual Conference or other PRIMA-coordinated events (depending on the item sponsored).
- Complimentary full conference registrations and exhibit hall staff badges (quantity dependent on item sponsorship purchased and sponsorship level).
- Complimentary tickets for certain conference events (quantity and events determined by sponsorship purchased and sponsorship level).

[conference.primacentral.org](http://conference.primacentral.org)



## LEVELS OF SPONSORSHIP

**PLATINUM LEVEL**  
\$20,000 AND HIGHER

**GOLD LEVEL**  
\$13,000 - \$19,999

**SILVER LEVEL**  
\$7,500 - \$12,999

**BRONZE LEVEL**  
\$7,499 AND UNDER

### BENEFITS OF ANNUAL CONFERENCE SPONSORSHIP

SPONSOR LEVEL	PLATINUM	GOLD	SILVER	BRONZE	PATRON
Recognition in Marketing Materials	LOGO	LOGO	LOGO	LOGO	TEXT
Recognition on Conference Signage	LOGO	LOGO	LOGO	LOGO	TEXT
Listing on PRIMA Web Site with Link to Your Company's Web Site	LOGO	LOGO	LOGO	LOGO	TEXT
Recognition at Annual Conference General Session	LOGO	LOGO	LOGO	LOGO	TEXT
Listing in <i>Public Risk</i> Magazine Annual Conference Issue	LOGO	LOGO	LOGO	LOGO	TEXT
Authorized Use of the PRIMA 2018 Annual Conference Sponsor Logo	✓	✓	✓	✓	✓
Conference Banner Ad-Recognizing Your Company as a Conference Sponsor-for Use on Your Web Site	✓	✓	✓	✓	✓
Complimentary Electronic Conference Attendee List (Subject to Restrictions)	✓	✓	✓	✓	✓
Able to Reserve Hospitality Suite/Meeting Room at Official PRIMA Conference Venues**	✓	✓	✓		
Company Logo with Link to Company Web Site Used in All Conference Email Marketing Pieces	✓				
Complimentary Registration for Annual Conference	3 \$1,920 value	2 \$1,280 value	1 \$640 value		
Complimentary Annual Conference Welcome Reception Tickets	7 \$525 value	5 \$375 value	3 \$225 value	2 \$150 value	1 \$75 value
Additional Staff Badges to Work Exhibit Booth for Annual Conference	8 \$400 value	6 \$300 value	4 \$200 value	3 \$150 value	1 \$50 value

**SPECIAL NOTES:** Rewards are determined by the total dollar amount of contributions.  
Benefits for non-conference related sponsorships will be noted with the individual sponsorship item.

\*\*All requests for hospitality suites at the PRIMA Annual Conference must be submitted to PRIMA no later than March 30, 2018. Requests for hospitality suites sent directly to the hotel will be forwarded to PRIMA for approval. Hospitality suites are subject to room availability and, if available, offered on a first come, first served basis.



# ANNUAL CONFERENCE SPONSORSHIP OPTIONS

The PRIMA 2018 Annual Conference, June 3-6, 2018, in Indianapolis is the industry’s premier face-to-face educational and networking forum for risk managers in the public sector, with more than 1,100 risk management professionals in attendance. Conference sponsorships offer a wide variety of highly visible options designed to increase your brand recognition among public sector risk management professionals and give your organization access to key decision makers in the risk management field.

## PLATINUM LEVEL SPONSORSHIPS (\$20,000 and higher)

### **TUESDAY NIGHT SOCIAL EVENT – TUESDAY, JUNE 5** ..... **\$60,000**

A perennial favorite of conference attendees, this signature conference event is held at a venue representative of the conference host city and is included in the cost of full registration. The sponsoring company will be prominently recognized in marketing materials, onsite signage and at the event.

**Event specific recognition and benefits:** Sponsor logo on cocktail napkins; 20 additional tickets (\$1,500 value); opportunity to address audience

### **WELCOME RECEPTION – SUNDAY, JUNE 3** ..... **\$30,000**

The Welcome Reception, included with a full conference registration, kicks off the Annual Conference with style. The event is the perfect opportunity for attendees to reconnect with old friends and meet new ones. The sponsoring company will be prominently recognized in marketing materials, onsite signage and at the event.

**Event specific recognition and benefits:** Sponsor logo on cocktail napkins and 15 complimentary tickets (\$1,125 value)

### **PUBLIC RISK MANAGER OF THE YEAR** ..... **\$20,000**

Support PRIMA’s most outstanding and prestigious annual award for achievement and success!

**Sponsor Recognition:** company logo in event marketing materials and PRMY video.

**Sponsor Benefits:** reserved sponsor table and the opportunity to address the audience at the Awards Luncheon; Five (5) complimentary tickets to the Awards Luncheon—a \$250 Value!

## GOLD LEVEL SPONSORSHIPS (\$13,000 – \$19,999)

### **PRIMA AWARDS LUNCHEON** ..... **\$15,000**

Support public risk management excellence! The awards luncheon on Monday, June 4, honors the 2018 award winners and their achievements. This popular event is included with a full conference registration. The sponsoring company will be prominently recognized in marketing materials, onsite signage and at the event.

**Event specific recognition and benefits:** Two (2) reserved tables and seven (7) complimentary tickets (\$350 value) to the Awards Luncheon. A representative from the sponsoring company will also have an opportunity for brief remarks.



**WIFI INTERNET ..... \$15,000**

Sponsorship of WiFi internet access within PRIMA’s conference space offers a unique opportunity to deliver your company’s message directly to your key customers via a splash page. Gain enhanced exposure through this critical channel by working with PRIMA to incorporate your company brand and promotional message into the PRIMA Annual Conference internet splash page.

**REGISTRATION & WELCOME AREA ..... \$13,500**

Located in a central, highly trafficked area, this is the main gathering location for registration and general conference information. Greet attendees upon their arrival to PRIMA’s Annual Conference, and capture their attention throughout the conference and socialize between programmed events.

**CONFERENCE T-SHIRTS ..... \$13,000**

Have your company logo worn by all conference attendees for a great way to come. This stylish t-shirt is an annual hit with attendees. The t-shirt sponsor will be a part of the design process for the t-shirt.

**SILVER LEVEL SPONSORSHIPS**

**(\$7,500 – \$12,999)**

**KEYNOTE SPEAKER SERIES ..... \$10,000 PER DAY (1 REMAINING)**

The PRIMA Annual Conference kicks off each conference day (Monday, Tuesday, Wednesday) with an inspiring general session. The sponsoring company will be prominently recognized in marketing materials, onsite signage and at the event.

**Event specific recognition and benefits:** Two (2) reserved tables and an opportunity for brief remarks each day and distribute company materials

**CHARGING TOWER ..... \$10,000**

Plug it in...lock it up...walk away. Attendees will come back to a fully charged device branded with your company logo! The sponsoring company will be recognized in marketing materials, event signage and on the charging towers. Sponsorship is for two charging towers.

**HOTEL KEY CARDS ..... \$10,000**

PRIMA 2018 will house conference attendees in two hotels. This is your opportunity to put your brand in the hands of every attendee for their entire stay in Indianapolis. PRIMA will produce approximately 2,400 keys (2 per room) with the sponsor company logo, web site and tagline (if available).

**CONTINENTAL BREAKFAST ..... \$10,000 PER CO-SPONSORSHIP (2 REMAINING)**

PRIMA will offer a continental breakfast before the general sessions each morning. The sponsor company will receive recognition in all marketing materials and event signage.

**Event specific recognition and benefits:** company logo on coffee cups distributed to all attendees.

**PRIMA ANNUAL 5K FUN RUN/WALK ..... \$10,000**

Sponsor the official PRIMA 5k Fun Run! Participants will receive T-shirts with your company logo showing your support of this fun event!

**CONFERENCE TOTE-BAGS ..... \$7,500 PER CO-SPONSORSHIP (1 REMAINING)**

Prominently display your company logo while providing a helpful tool to attendees. Sponsors of the conference tote-bags will have their company logo displayed prominently on the bags given to all conference attendees.



**LUNCH IN THE EXHIBIT HALL ..... \$7,500**

The boxed lunch on Tuesday afternoon takes place in the PRIMA 2018 exhibit hall. Take this opportunity to encourage attendees to stop by your booth for a thank you! The sponsoring company will be prominently displayed in marketing materials and event signage. **Event specific recognition and benefits:** company logo on napkins included with lunch and four (4) complimentary lunch tickets (\$200 value).

**ONSITE POCKET GUIDE ..... \$7,500**

Be the exclusive sponsor of the Pocket Guide, the essential guide to the show containing an A to Z exhibitor list, detailed floor plan and event program.

**B2B LOUNGE (INSIDE EXHIBIT HALL) ..... \$7,500 (2 AVAILABLE)**

When attendees need a place to sit and rest for a minute, make sure it's YOUR brand that they are thinking about by sponsoring one of the Lounges on the tradeshow floor. Get creative and work with PRIMA to put your company's individual stamp on this area.

**CONFERENCE MOBILE APP ..... \$7,500**

Recognition on PRIMA welcome screen and dedicated landing page, logo and message in circulating web banner (with hyperlink). Premier listing within the mobile app exhibitor directory as well as two push notifications to promote your brand and drive traffic.

**PARTICIPATE WITH PRIMA AS A CORPORATE PARTNER.**

Sponsorships in the amount of \$10,000 or higher qualify you to explore being a PRIMA Corporate Partner. The CP program allows you the opportunity to meet with the PRIMA Board, staff, and other corporate partners as well as participate in the planning for the PRIMA 2019 Annual Conference, or in other PRIMA committees. Your participation would run June 2018 through June 2019. Contact [meetings@primacentral.org](mailto:meetings@primacentral.org) for more information.

**BRONZE LEVEL SPONSORSHIPS (\$7,499 and under)**

**BADGE HOLDERS ..... \$6,500**

Your company name will be displayed on the badge holder of each attendee at the conference. Badge holders are a great way to gain exposure at the PRIMA Annual Conference. Sponsorship commitment must be made no later than March 30, 2018.

**LANYARDS ..... \$6,500**

Have your company name around the necks of all attendees! Sponsorship commitment must be made no later than March 30, 2018.

**EXHIBIT HALL RECEPTION ..... \$6,500**

Attendees will enjoy cocktails in the exhibit hall Monday evening. Signage recognizing your company will be placed throughout the exhibit hall for this event on June 4. The sponsoring company will be prominently displayed in marketing materials and event signage. **Event specific recognition and benefits:** Company logo on napkins included on all bars.

**DESSERT RECEPTION IN THE EXHIBIT HALL ..... \$6,500**

Monday afternoon—after the awards and before sessions begin—take this opportunity to sweeten conference attendees toward your company by sponsoring the Dessert Reception. The sponsoring company will receive recognition in conference marketing materials, and their logo will be displayed prominently on event signage. **Event specific recognition and benefits:** Company logo on napkins included on all dessert stations.





**MORNING BREAK ..... \$3,500 (1 REMAINING)**

PRIMA will offer morning breaks in between sessions each morning. The sponsor will receive recognition in all marketing materials and event signage.

**AFTERNOON BREAK ..... \$3,500 (1 REMAINING)**

PRIMA will offer afternoon breaks in between session. The sponsor will receive recognition in all marketing materials and event signage.

**PATRON LEVEL SPONSORSHIPS (\$2,999 to \$500)**

**CONFERENCE BAG INSERTS ..... \$2,000**

Sponsor companies can place a one-page flyer in the registration tote bag distributed to all conference attendees. This is an ideal opportunity to advertise your booth location, invite attendees to your cocktail party or supply all attendees with your product brochure.

**Insert requirements:** The sponsor company is responsible for design production and shipping of the insert. Inserts must be 1-page only (it can be double-sided) and no larger than 8.5” x 11”. PRIMA must approve all bag inserts. Approval will take no more than 2 business days. The final insert must be received at the PRIMA office by May 18, 2017.

**PUBLIC RISK MANAGER SCHOLARSHIP ..... \$1,500/SCHOLARSHIP**

With the economic challenges that public entities across the country are still facing, professional development has taken a hard hit. The Educational Scholarship Fund supports PRIMA public entity members with a scholarship to attend the PRIMA Annual Conference. Scholarship recipients are provided with complimentary conference registration, four nights lodging and a \$250 stipend. Each \$1,500 scholarship brings one (1) public risk manager to the conference.

**Sponsor Recognition:** Sponsors will be recognized on the PRIMA conference website, through e-marketing of the scholarship program to PRIMA membership and as a patron level sponsor (or higher if sponsoring more than one scholar)

**CONFERENCE APP BANNER AD WITH HYPERLINK ..... \$1,500**

The PRIMA conference app is popular with attendees with more than 20,000 dashboard visits and more than 3,300 downloads. Features include a rotating banner ad that will appear on the app dashboard page that opens to a full-screen landing page with your ad, coupon or product information when tapped by the user.

**SEE SAMPLES OF THE 2017 APP BANNER ADS HERE**

**SPONSOR AN IPAD ..... \$1,000 PER IPAD**

Conference attendees will be encouraged to visit exhibitor booths to meet company representatives and pick up raffle tickets, which offer them an opportunity to win prizes during 2 raffle drawings. Sponsors of an iPad will receive recognition in conference materials and in the PRIMA Booth (where drawings take place). They will also receive specific recognition with the iPad they sponsor.

**MOBILE APP PUSH NOTIFICATIONS ..... \$500 (6 AVAILABLE)**

Push notifications are the optimal way for your company to make important announcements and promotional offerings to attendees directly.



**OTHER SPONSORSHIP OPTIONS**

**PRIMA CYBRARY ..... \$5,000**

Be the company to host one of PRIMA’s most highly valued (as per a recent survey of members) member benefits. This technologically advanced tool puts risk management resources at the fingertips of all PRIMA members day or night, and your company will be highly visible on the PRIMA Cybrary homepage and recognized in all PRIMA Cybrary marketing for one year!

**PRIMA WEBINAR SERIES ..... \$2,500 PER WEBINAR**

The PRIMA Webinar Series is enormously popular, averaging 150 attendees per Webinar. Add visibility to your brand by sponsoring a PRIMA Webinar in 2018.

**Recognition and benefits:** company logo displayed throughout webinar marketing materials, including emails and website, as well as on the live Webinar. You will also get a post-Webinar attendee list.

**NOTE: PRIMA 2017 sponsors have the right of first refusal to the same sponsored event or item. Also, exhibitors may not provide a giveaway item on their own that is listed as an official PRIMA sponsorship item.**

**BECOME A CORPORATE AFFILIATE MEMBER OF PRIMA**

Support PRIMA public entity members and receive subscriptions to *Public Risk*, access to the members-only area of Web site and program announcements, access to the PRIMA Cybrary, plus discounts on PRIMA seminars, conferences and publications. Contact Dannieka Williams at [dwilliams@primacentral.org](mailto:dwilliams@primacentral.org) for more information

**SPONSORSHIP DEADLINES**

Due to print, production and other time restraints, PRIMA has issued the following deadlines for sponsorship submissions in order for you to receive the full benefit of sponsoring with PRIMA:

<b>SPONSOR AGREEMENT RECEIVED BY:</b>	
December 1, 2017	Company name/logo included in first conference brochure. PDF document emailed to prospective attendees and placed online
February 16, 2018	Company name/logo included in the printed conference brochure mailed to potential conference attendees
March 30, 2018	Any promotional product sponsorship
Ongoing	Conference website. Company name/logos will be added to the PRIMA conference website as they are received.

To become a sponsor, or for additional information concerning sponsorship opportunities, benefits received and custom-designed packages, please contact [meetings@primacentral.org](mailto:meetings@primacentral.org).

[conference.primacentral.org](http://conference.primacentral.org)





# PRIMA SPONSORSHIP AGREEMENT

### TERMS AND CONDITIONS

**Agreement.** This agreement shall become effective on \_\_\_\_\_ (date signed) and will remain in effect until all responsibilities set out are fulfilled. The parties acknowledge that they will use their best good faith efforts to negotiate and resolve subsequent issues that may arise from this agreement as a result of unforeseen occurrences and that may alter the conditions of this agreement.

**Term.** This agreement shall remain in effect until the event or the end of 2018, whichever is applicable as per the sponsored agreement.

**Cancellation Policy.** PRIMA will refund 50% of the total sponsor fee for cancellations received in writing 120 days before the first day of the event. 25% of the sponsorship fee will be refunded for cancellations received in writing 60 days before the 1st day of the event. **Promotional items**—once the promotional item is in production, there shall be no refunds. In the unlikely event of the cancellation of the conference, the liability of the Public Risk Management Association is limited to the return of fees.

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

### PRIMA SPONSORSHIP AGREEMENT

**Company/Contact Information.** Please provide information for the person PRIMA staff will be primarily working with for this sponsorship.

Name: \_\_\_\_\_

Primary Contact Title: \_\_\_\_\_

Company Name: \_\_\_\_\_  
(please list company name as it should appear in marketing materials)

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website (for conference site link): \_\_\_\_\_

Total Sponsorship Amount: \$ \_\_\_\_\_

Selected Sponsorship(s): \_\_\_\_\_

Payment information  Send invoice  Check  Visa  MasterCard  AMEX

Name on Card: \_\_\_\_\_

Card No.                      Exp. Date   (Month)   (Year) Security code:

Signature: \_\_\_\_\_

Billing address (if different than above): \_\_\_\_\_

Email form to: [meetings@primacentral.org](mailto:meetings@primacentral.org)  
Fax form to: 703.739.0200  
Mail form and payment to: 700 S. Washington Street #218, Alexandria, VA 22314