

Thank you for sponsoring the 2023 RIMS Western Regional Conference (#RIMSWRC). Saying this event wouldn't be possible without great sponsors isn't just hyperbole, it's absolute truth! We hope the below information will answer your questions related to your sponsorship of the conference. Please also view our "Guide to Sponsorship" video and additional resources located on our website resources center. www.rimswesternregional.com/resources

#RIMSWRC is working with Rhino Consulting to ensure you have the best sponsorship experience possible. We will be your point of contact for all conference logistics and can help you with any questions or special requests you have. Our goal is to ensure you receive every sponsorship benefit possible. If further assistance is needed, please contact the Rhino Consulting Team at events@consultrhino.com.

[All sponsor items are due July 15, 2023. Items submitted after July 15th may result in a loss of benefits.](#)

SPONSOR BENEFIT DESCRIPTIONS

[SPEAKER INTRODUCTION / WELCOME COMMENTS](#)

- Eligible sponsors receive the ability to provide welcome comments, introduce a keynote speaker, or introduce a concurrent speaker during the #RIMSWRC. Selection Assignment order will be determined by sponsorship level, repeat sponsorship, and date 2023 sponsorship confirmation was received. Introduction selections will be coordinated after July 15, 2023.
- Introductions should be no more than 5 minutes in length. A maximum of 2 minutes should be dedicated to introducing yourself and your company, i.e., your sponsor commercial. A maximum of 3 minutes should be dedicated to introducing the speaker. Please be mindful of this allotment. Any time spent on introductions past the 5 minutes encroaches upon the speaker's presentation.
- Here are some great tips on perfecting a speaker introduction; <http://sixminutes.dlugan.com/how-to-introduce-a-speaker/>.

[POP UP BANNER AT COCKTAIL RECEPTION](#)

- Eligible sponsors receive the ability to provide a self-standing banner for display at the Wednesday, Oct. 4th Welcome Reception and/or Thursday, Oct. 5th Offsite Networking Event.
- Banners should be delivered to the registration table 3 hours prior to the start of the evening events. It is the responsibility of the sponsor to collect the banner and remove it from the venue at the conclusion of the reception.

[#RIMSWRC ATTENDEE EMAIL](#)

- Eligible sponsors receive the ability to participate in a sponsorship email communication (before and/or after the conference). This is an email that will feature verbiage and images provided by the sponsor but sent directly from the #RIMSWRC email server. It will be sent to all registered attendees of the 2023 conference.
- Email verbiage should be provided in a Microsoft Word document format. #RIMSWRC will create the email based on the Word document formatting and send a draft to the sponsor contact for approval.
- Email dates are reserved on a first come first serve basis and can only be reserved once email verbiage has been received. Draft email will be provided for edits and approval before sending.

#RIMSWRC ATTENDEE LIST

- Eligible sponsors will receive the conference attendee list 2 weeks prior to the conference (September 20, 2023). It will be sent to one individual at the sponsor organization. #RIMSWRC requests that a sponsor contact coordinate distribution of the list to all internal recipients as needed. Important to note that the list sent prior to the conference does not include contact information. This is to reduce the pre-conference emails attendees may receive from various sources. We encourage sponsors to use LinkedIn and other means of connection if you don't have an attendee's contact information.
- Eligible sponsors will receive the conference attendee list 48 business hours after the conference concludes (October 10, 2023). It will be sent to one individual at the sponsor organization. #RIMSWRC requests that a sponsor contact coordinate distribution of the list to all internal recipients as needed. Sponsors will receive an excel file without emails for easy download into computer systems and a PDF file with emails. Please do not mass download emails into marketing lists or computer systems. #RIMSWRC asks sponsors to only reach out to attendees one time unless they receive a reply.

CONFERENCE ATTENDEES

- As a sponsor you are eligible for complementary conference attendee(s).
 - Title = 4 complementary conference attendees
 - Platinum = 3 complementary conference attendees
 - Gold = 2 complementary conference attendees
 - Silver = 2 complementary conference attendees
- #RIMSWRC will register these attendees on your behalf to ensure they are not charged for registration. They will receive all access and benefits as if they were a fully paid registrant. The following information is needed to process registration:
 - Name
 - Title
 - Company
 - Designation (if applicable)
 - Email
 - Mailing Address
 - Phone
- Once conference registration is completed, the individual will receive a confirmation email.
- The complementary conference attendees **MUST** log back into the registration system and modify their agenda to register for individual educational sessions, networking events and meals. Follow the "how to modify your registration guide" located on our website resources center. www.rimswesternregional.com/resources

ELECTRONIC BANNER DISPLAY

- Eligible sponsors receive the ability to provide an electronic banner display / advertisement. This is a rotating presentation that is played during all breaks, meals, and transition periods of the conference.
- These are full color design with no bleeds. Files should be delivered as a 300 dpi JPEG, 1920 pixels X 1080 pixels.
- Images will transition on an automatic loop after 7 seconds.
- Examples of past electronic banners can be located on our website resources center. www.rimswesternregional.com/resources

EXHIBIT HALL JUMBO SCREEN

- Eligible sponsors receive the ability to provide an electronic banner display / advertisement. This is a rotating presentation that is played ALL TIMES during the conference in the exhibit hall foyer.
- These are full color design with no bleeds. Files should be delivered as a 300 dpi JPEG, 2304 pixels X 960 pixels.
- Images will transition on an automatic loop after 15 seconds.
- Examples of past electronic banners can be located on our website resources center.
www.rimswesternregional.com/resources

WEBSITE VERBIAGE, CONTACT INFORMATION & HYPERLINK

- Based on your sponsorship level, organizations receive recognition on the RIMS Western Regional Conference website.
- Based on eligibility, sponsors will receive placement of verbiage, contact information, hyperlink, and/or logo on our conference website.
- Website verbiage is solely determined by the sponsor and maximum word lengths cannot be exceeded. Your sponsor welcome email will list the items needed specific to your sponsor level. You can also reference the #RIMSWRC Sponsor Opportunities and Benefits Guide located on our website to see a list of benefits by sponsor level.

LINKEDIN ANNOUNCEMENT

- To promote our sponsors via social media, eligible sponsor levels will be provided LinkedIn posts to the RIMS Western Regional account <https://www.linkedin.com/company/rimswesternregionalconference>.
- Please utilize the current character/word/image restrictions for a standard company profile on LinkedIn. Roughly, LinkedIn can accommodate 1,500 characters and we recommend an aspect ratio between 3:1 and 2:3 and images with at least 552 x 368 pixels to avoid cropping. We can use the sponsors electronic banner display as the LinkedIn image, this ratio works well.
- For sponsors that receive multiple posts, these can be individual posts with different content or the same post multiple times. It is the discretion of the sponsor to utilize posts as they prefer.
- #RIMSWRC will only post four times per day, twice in the morning and twice in the afternoon. LinkedIn post dates are reserved on a first come first serve basis and can only be reserved once image and post verbiage has been received.
- Examples of past LinkedIn posts can be located on our website resources center.
www.rimswesternregional.com/resources

PROGRAM ADVERTISEMENT

- The conference printed program will feature sponsorship advertisements. These are similar in style to advertisements you would see in a magazine.
- These are full color design with no bleeds. Files should be delivered as a 300 dpi JPEG.
- Advertisements are sized by sponsor level unless an increased advertisement has been purchased.
 - Title = 8.5 inches wide x 11 inches tall
 - Platinum = 8.5 inches wide x 5.5 inches tall
 - Gold = 4.25 inches wide x 5.5 inches tall
 - Silver = 8.5 inches wide x 1.5 inches tall

COMPANY RECOGNITION

- It is important to #RIMSWRC that we refer to your company within your organizations branding guidelines. Please provide the following specifics for your company.
 - Company name as you would like it to be read from the podium
 - Company name as you would like it printed in conference materials
 - Company #hashtag# used in social media posts
 - Company logo in JPEG and EPS format

SPONSOR DIRECTORY

- #RIMSWRC prints a sponsor directory which includes sponsor contact information for all attendees to reference.
- Space in the directory is limited to 7 lines, 30 characters per line (spaces are included as a character).
- Information is limited to the directory field types (i.e. you cannot omit an address, but print a tagline instead). You can omit information and print two names or two phones in place of the lines omitted.
- Please provide the information below exactly as it should be listed in the directory. Sponsors may omit any information you would not like printed.
 1. Company
 2. Name
 3. Address
 4. City, State Zip
 5. Phone
 6. Email
 7. Website

CONFERENCE "SWAG" BAG OPPORTUNITIES

- Responding to attendee feedback and being environmentally conscious RIMS Western Regional Conference has eliminated conference swag bags and other branded sponsorship opportunities, i.e., bottles, notepads, pens, etc.
- #RIMSWRC will focus our efforts on increasing attendee traffic to the exhibit areas. We encourage sponsors to showcase traditional swag items and high-quality raffle favors at their booths.
- We are expecting between 400 – 600 attendees.
- Swag item at your booth are the discretion of the sponsor organization. If you chose to provide a raffle item, you can "award" the winner in one of two ways highlighted below. This will be coordinated onsite at the conference, no need to coordinate this in advance.
 1. Hold a "business card" raffle independently of #RIMSWRC. Sponsor will take care of all items pertaining to the raffle (i.e. raffle winner selection, attendee announcement, coordinating award pick up, etc.).
 2. Provide #RIMSWRC the raffle winner's name and our emcee will reveal the award during a general session announcement. An example of this announcement is "ABC Company has generously raffled a \$500 Amazon gift card; the winner is Jane Doe. Please visit ABC Company's booth to claim your prize."