

October 3 – 5, 2022
Hilton Long Beach | Long Beach, CA

RIMS WESTERN REGIONAL CONFERENCE

Shaping the World Ahead for a Brighter Future



Thank you for sponsoring the 2022 RIMS Western Regional Conference. 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 on our website at www.rimswesternregional.com.

RIMS 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 August 1, 2022. Items submitted after August 1st 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 Western Regional Conference. Selection order is based on the date sponsorship confirmation is received. Introduction selections will be coordinated after July 15, 2022.
- Introductions should be no more than 5 minutes in length. A maximum of 2 minutes should be dedicated to introducing yourself and your company, 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 Monday, Oct. 3rd Welcome Reception and/or Tuesday, Oct. 4th Networking Reception.
- Banners should be delivered to the registration table 3 hours prior to the start of the reception. It is the responsibility of the sponsor to collect the banner and remove it from the venue at the conclusion of the reception.

WRC 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 WRC email server. It will be sent to all registered attendees of the 2022 conference.
- Email verbiage should be provided in a Microsoft Word document format. WRC 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.

WRC ATTENDEE LIST

- Eligible sponsors will receive the conference attendee list 1 week prior to the conference (September 26, 2022) and 48 hours after the conference concludes (October 7, 2022).
- WRC will send the list in excel format to one individual. WRC requests that a sponsor coordinate distribution of the list to all internal recipients as needed.
- The list will contain the name, title, company, and mailing address of all registered attendees. (Information provided when available.)
- To reduce excessive outreach to conference attendees prior to the conference, the pre-conference list will not include email addresses. We encourage sponsors to reach out to attendees via LinkedIn, etc. to directly contact conference individuals prior to the event.

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
 - Exhibitor = 1 complementary conference attendee
- WRC 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 attendee MUST log back into the registration system and modify their agenda to register for individual educational sessions, networking events and meals. To modify an attendee's agenda, visit <https://cvent.me/qz7oPo> and select the orange "Already registered?" link in the top left-hand corner of the screen. You will need the email address and confirmation number to access the attendee's registration profile.

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.
- Document provided should be a single slide widescreen format (16:9) PowerPoint document.

- Examples of past electronic banners can be found on the resources page of our conference website www.rimswesternregional.com.

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 WRC 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.
- 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.
- WRC will only post twice per day, once in the morning and once 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 found on the resources page of our conference website www.rimswesternregional.com.

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 inch tall

COMPANY RECOGNITION

- It is important to WRC 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

- WRC 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., water bottles, notepads, pens, etc.
- WRC will focus our efforts on increasing attendee traffic to the exhibit hall. 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 WRC. 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 WRC 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."