

ARF-9122

REGULAR SESSION AGENDA

Date: 12/11/2012

out of state travel

Submitted For: Sandy Kucera**Submitted By:**Kathryn Lowrey, Risk
Management**Department:** Risk Management**Type of Item:** Consent**Renewal Agreement/** No**Appointment:****Reviewed by County** No**Attorney's Office:****Multiple Originals****Y/N?:**

Information**SUMMARY OF ITEM**

Consider and approve out of state travel for Wyatt Scott to attend RIMS 2013 annual conference in Los Angeles, California on April 20- 24, 2013

SPECIAL HANDLING

AT RIMS '13 ANNUAL CONFERENCE & EXHIBITION | LOS ANGELES | APRIL 21-24

IMPROVE THE

BOTTOM LINE



 **RIMS** | 13
Los Angeles | April 21-24
WWW.RIMS.ORG/RIMS13

EXHIBITOR PROSPECTUS

Exhibition Dates: April 22-24
Los Angeles Convention Center



EXHIBIT AT RIMS '13 REDEFINE WHAT'S POSSIBLE

As the world of risk management expands with Enterprise Risk Management, and Strategic Risk Management, RIMS '13 will redefine the possibilities of the industry.

Introduce new products, establish your presence in the marketplace, reinforce relationships with existing clients, and discover new clients from your target audience—all for a great value—all at RIMS '13.

Reserve your booth space now for the industry's leading risk management and insurance event. No other industry exhibition can provide you with the same top-notch buying audience that produces stellar results year after year!

- Reach new prospects
- Introduce new products, solutions, and applications
- Demonstrate equipment to key buyers
- Build relationships with current customers
- Reap benefits of face-to-face time with customers
- Be part of a proven successful exhibition

**To reserve your booth space
at RIMS '13 visit**

www.RIMS.org/Exhibit

For more information contact:

Danielle SanMarco, Exhibition & Sponsorship Manager,
212.655.6052 or dsanmarco@RIMS.org

UNPARALLELED NETWORKING, AND DEALMAKING OPPORTUNITIES AROUND EVERY CORNER

SO MUCH MORE THAN AN EXPO

RIMS Annual Conference & Exhibition features not only the largest exhibition dedicated to risk management in the world, but also includes a full conference with more than 300 presenters covering the full spectrum of risk management. Attendees receive the most up-to-date content and networking opportunities in the industry.

EVERYONE IN RISK WILL BE AT RIMS

Decision makers and end users—RIMS connects you with directors, risk managers, CROs, CEOs, CFOs, risk analysts, managers and government officials responsible for managing their organization's risk portfolio.

MORE BUYERS EQUAL MORE SALES

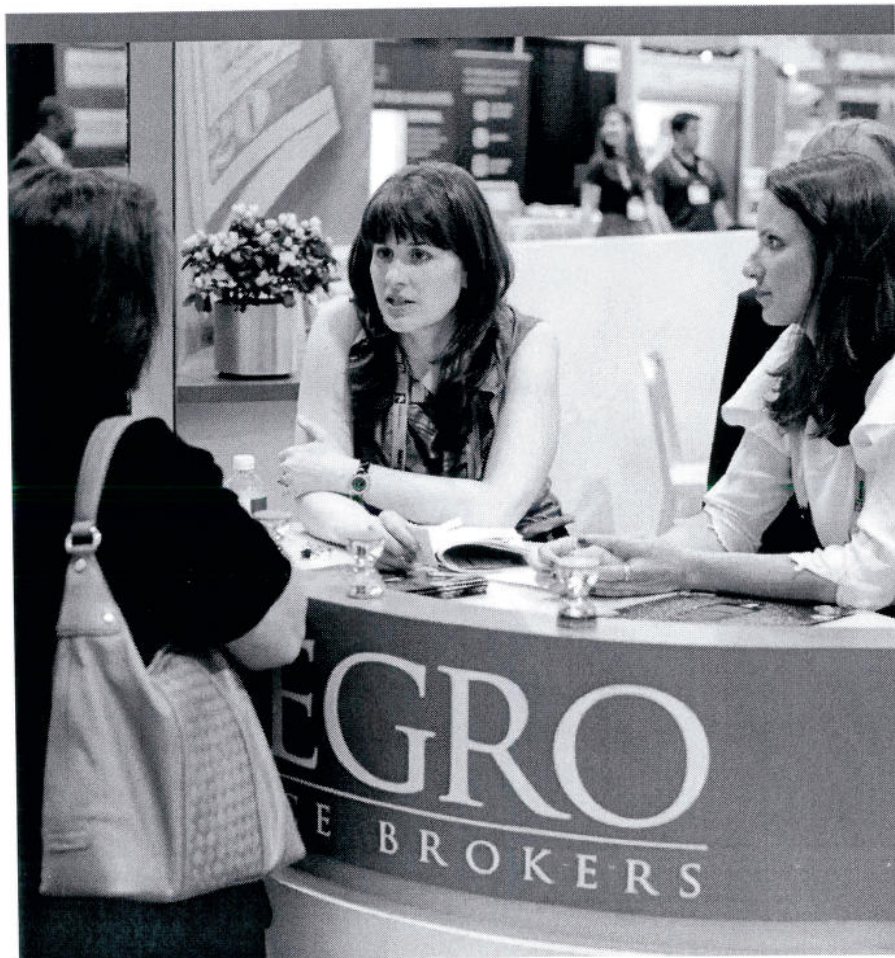
RIMS offers exhibitors more buyers than any other industry exhibition. In fact, over 9,000 risk professionals attended RIMS '12.

ACT FAST AND ACT NOW

Over 90,000 square feet of the exhibition for RIMS '13 has already been reserved.

Sign up now and join the elite roster of RIMS exhibitors who are redefining the possibilities for risk management with cutting-edge technology and innovative products.

www.RIMS.org/Exhibit



Face-to-Face Marketing Pays Off

The numbers speak for themselves. With more than 9,000 risk management professionals, RIMS '13 is your best opportunity to find new customers and expand your business.

- The cost of making first face-to-face contact with a potential customer through an exhibition lead is \$96, compared to \$1,039 without.

Source: The Cost-Effectiveness of Exhibition Participation: Part 1, Center for Exhibition Research (CEIR), 2009

- 77% of qualified attendees at exhibitions represent new customers.

Source: Research Report ACRR 1130.08, Center for Exhibition Industry Research (CEIR), 2008

- Nearly 40% of prospective customers become new customers with an in-person meeting, and just 16% without such a meeting.

Source: Oxford Economics Business Travel Study, Oxford Economics, 2009

MEET ATTENDEES WITH BUYING POWER

RIMS Annual Conference & Exhibition attracts an exclusive group of risk managers, senior executives and other decision makers from all corners of industry. Our impressive attendee demographics include:

Participating Companies:

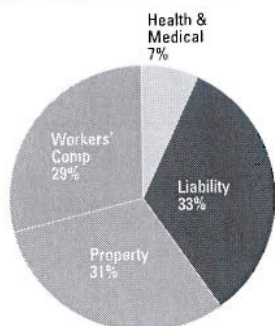
- 84% of RIMS members are Fortune 250 companies
- 87% of RIMS members are Fortune 500 companies
- 67% of RIMS members are Fortune 1000 companies

Participating Attendees:

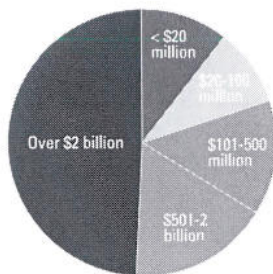
- 71% of attendees are risk managers, presidents, vice presidents or directors
- 85% of conference attendees have a role in the purchasing power of their company
- Nearly 80% of RIMS attendees make or influence purchase decisions related to their organizations risk management and insurance program
- Each year, approximately 30% of exhibit hall visitors are new attendees

Our members spend, on average, **over \$7 million annually** on commercial insurance and risk management services – exhibit at RIMS '13 and watch your business grow!

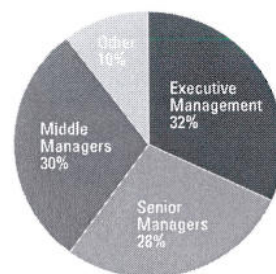
Reserve your space today
www.RIMS.org/Exhibit



Risk management functional responsibility of 2012 attendees



Asset size of 2012 attendee organizations



Management level of 2012 attendees



RIMS DELIVERS

OUR OUTSTANDING PROMOTIONAL CAMPAIGN IS DESIGNED TO
MAXIMIZE YOUR EXPOSURE AND GENERATE STRONG GLOBAL OUTREACH

RIMS '13 WEBSITE

www.RIMS.org/RIMS13 gives exhibitors and attendees an efficient way to plan their participation in RIMS '13, including easy online registration and up-to-date exhibitor and show information.

ADVERTISING CAMPAIGN

RIMS places hundreds of ads in key industry-related trade publications and websites the world over. A list of RIMS '13 ad placements will help exhibitors coordinate and optimize company advertising dollars.

SOCIAL MEDIA

Gain exposure with our active and engaging promotions on LinkedIn, Facebook and Twitter. We've got big plans for highlighting new exhibitors, long-time exhibitors, cool new products, great education sessions and exciting industry news.

RIMS '13 MOBILE APP

Get into their hands before they even arrive. The RIMS mobile app contains schedule information, exhibitor lists, networking tools, local information and so much more.

EDITORIAL COVERAGE

Informative pre-show articles in RIMS publications will spotlight exhibitors at RIMS.

DIRECT MAIL CAMPAIGN AND DIGITAL MARKETING PROMOTIONS

Multiple promotional mailings and e-mails target tens of thousands of risk professionals worldwide. In addition, there will be various on-going promotions on key social networking sites.

PRESS RELATIONS

Regular press releases will ensure that the latest information becomes available to the industry press. Exhibitors will have the use of pre- and post-show press lists.

ASSOCIATION PROMOTION

Special invitations will be sent to cooperating professional associations around the world to encourage members to attend.

TRADE SHOW PROMOTION

Information will be distributed at risk management events worldwide.

67% of sales and marketing managers say that
exhibitions increase corporate and/or brand recognition.
Center for Exhibition Industry Research (CEIR) Research Report PE 2.03 (2008)



EVERYTHING YOU NEED TO RESERVE SPACE AT RIMS '13

WHAT IS INCLUDED IN EACH 10X10?

- Inline spaces: 8' high back drape, 36" side dividers
- One Full Week Exhibitor Complimentary (ECOMP) Registration (per 10' X 10' booth – up to a \$1595 value!)
- Three exhibitor personnel badges (per 10' X 10' booth)
- Complimentary directory listing with logos in the RIMS '13 Mobile Application and online Exhibit Directory
- Complimentary Online Exhibitor Directory listing – includes a company description and four complimentary product category classifications with Bold print and corporate Logo
- Access to the pre-conference Attendee direct mailing list to drive traffic to your booth
- Company Name and Booth number listing in "Exhibitor Location Guide" and RIMS '13 Onsite Conference Guide
- Free admission to RIMS Opening Night Reception for all booth personnel
- Access to the Exhibitor Lounge throughout the show
- Discount on post-conference mailing list rental
- Priority access to meeting space and suites in the conference HQ hotels

The exhibitor is responsible for providing all booth furnishings, including carpet, tables, chairs, etc. Electricity and other utility connections are not provided with the space, but can be ordered.

HOW MUCH?

\$2800 per 10x10 booth

Additional \$125 per open corner

The full booth space amount is due within 30 days of invoice receipt. If the reservation is submitted after January 4, 100% of the booth fees must be paid. Please use the online booth space application form at www.RIMS.org/Exhibit

HOW WILL SPACE BE ASSIGNED?

Reservations will be assigned in date receipt order. If the requested space is not available, the most comparable space will be assigned. Space assignments will be e-mailed within 48 hours of receipt.

There is NO printed application and contract to exhibit at RIMS '13.

Log onto
www.RIMS.org/Exhibit
and reserve
your space today!

Executives cited
conference and trade show
participation returns
ranging from \$4.00 to
\$5.99 per dollar invested.

Source: Oxford Economics Business
Travel Study, Oxford Economics, 2009



EXHIBIT HALL DATES AND HOURS

Monday, April 22	10:00 am – 5:00 pm
	10:00 am – 12:15 pm*
	2:45 pm – 3:30 pm*
Tuesday, April 23	10:00 am – 5:00 pm
	11:45 am – 2:00 pm*
	3:30 pm – 5:00 pm*
Wednesday, April 24	10:00 am – 3:00 pm
	12:00 pm – 2:00 pm*

** Exclusive exhibit hall hours! No other sessions or competing events are scheduled during this time*

In the best interest of the Exhibition, RIMS reserves the right to alter the exhibit hall and event hours as necessary.

EXHIBITS INSTALLATION

Thursday, April, 18	8:00 am – 5:00 pm* (island booths only)
Friday, April 19	8:00 am – 5:00 pm
Saturday, April 20	8:00 am – 5:00 pm
Sunday, April 21	8:00 am – 5:00 pm

ALL BOOTHS MUST BE SHOW READY BY 5pm on SUNDAY, APRIL 21

Exhibits Dismantle

Exhibits Dismantling Begins	Wednesday, April 24	2:00 pm
Exhibits Dismantling Complete	Friday, April 26	12:00 pm



LOS ANGELES ROLLS OUT THE RED CARPET

Impress your customers with creative hospitality venues in one of the most vibrant cities in the world. Already known for its stellar restaurants and hotels, Los Angeles has raised the bar even higher with a tremendous downtown revitalization. Recent additions include Staples Center, Nokia Theater, The Grammy Museum, and J.W. Marriott.

Downtown's newest addition is L.A. LIVE, the 27-acre, \$2.5 billion sports and entertainment district, located adjacent to the Los Angeles Convention Center. L.A. Live features numerous restaurants, such as Wolfgang Puck, Trader Vic's and Katsuya; live music clubs, including the legendary Conga Room and Club Nokia. The latest addition to L.A. Live is Regal Cinemas Stadium 14, featuring 140,000 square feet of state-of-the-art cinemas.



GIVE YOUR BUSINESS AN EDGE WITH SPONSORSHIPS AND ADVERTISING

Make thousands of extra impressions with influential people beyond the show floor! We make it easy with the help of high-visibility sponsorship and promotional messaging options that yield even more value for your RIMS '13 investment.

Check out some of promotional opportunities available. The complete sponsorship brochure may be downloaded at www.RIMS.org/Sponsorships.

ONSITE HANGING BANNERS

The Convention Center provides endless opportunities for high-impact, targeted banner placement for exhibitors. A variety of locations and sizes exist for a high impact message. Banners are assigned on a first-come, first-served basis and the investment **INCLUDES** the costs of production and hanging. Visit www.RIMS.org/Banners

RIMS '13 MOBILE APP

The RIMS '13 Mobile Application puts your brand in the industry's hand. This free downloadable app will provide live updates, interactive floor maps, exhibitor collateral and Twitter exchanges to attendees.

ONLINE EXHIBIT DIRECTORY

With nearly 400 companies displaying the latest products and solutions, our attendees rely on the Online Exhibit Directory to plan time spent in the Exhibit Hall. Attendees can search exhibitors by company name, booth number, or product. Enhance your free listing by adding additional product classifications for a nominal fee.

ONSITE CONFERENCE GUIDE

The onsite Conference Guide highlights all conference events, session information, and exhibit hall functions. To be sure you are targeting ALL conference attendees to help stimulate business before, during and after the conference, take advantage of advertising in this important medium!

CLIENT MEETING ROOMS

Close deals behind closed doors! Once again, Client Meeting Rooms are being offered exclusively to exhibitors at RIMS '13!

They offer exhibitors a chance to break away from the active networking taking place on the busy show floor and get down to business – face to face and in a quiet setting. For an investment of \$2,000, all rooms are hard-walled with a lockable private door. RIMS will provide six chairs, a 6' skirted table, full carpet, electricity, and a company ID sign.

PUBLICATIONS DISPLAY AREA

RIMS would like to extend to you an opportunity to display your industry related publications at RIMS '13. Your publication will receive maximum exposure to these risk management professionals be placed at the Publications Display Area, accessible to all attendees during the Conference.

RIMS '13 SHOW DAILY

The RIMS Show Daily is the only official daily publication and is distributed at the convention center and at RIMS participating hotels. Published daily on Monday, Tuesday and Wednesday, it's an excellent way to capture the attention of attendees as the latest news breaks. For advertising opportunities, please contact Susan Stilwill at ssstilwill@businessinsurance.com.

RISK MANAGEMENT MAGAZINE AND RIMS.ORG

Risk Management magazine reaches over 87% of risk management executives in Fortune 500-tier companies and RIMS.org attracts 10,000 qualified buyers, 52,000 unique viewers per month, and 348,000 page views per month. For advertising opportunities, please contact Ted Donovan at tdonovan@RIMS.org.

For information on any of these promotional opportunities, contact:

Danielle SanMarco, Exhibition & Sponsorship Manager,
212.655.6052 or dsanmarco@RIMS.org



RIMS CONTACTS

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Exhibit Space, Sponsorship & Conference
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MEDIA RELATIONS & PRESS ROOM RENTALS

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MEMBERSHIP

Mark Anthony Pollydore
Member and Chapter Services Associate
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mpollydore@RIMS.org

RISK MANAGEMENT MAGAZINE AND RIMS.ORG ADVERTISING AND PROMOTIONAL OPPORTUNITIES

Ted Donovan
Account Manager, Risk Management Magazine
212.655.5917
tdonovan@RIMS.org

About RIMS

As the preeminent organization dedicated to advancing the practice of risk management, RIMS (the Risk and Insurance Management Society, Inc.) is a global not-for-profit organization representing more than 3,500 industrial, service, nonprofit, charitable and government entities throughout the world. Founded in 1950, RIMS brings networking, professional development and education opportunities to its membership of more than 10,000 risk management professionals who operate in more than 120 countries. For more information on RIMS, visit www.RIMS.org.

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RIMS '13 REGISTRATION OPEN

Sessions

No matter what your area of specialty, we have 120+ sessions for you to choose from and customize your education experience. Sessions cover [11 categories](#). To help you choose the best ones for you, we've identified each session by the primary category and included applicable categories in parenthesis.

NEW: Power Hour

Start your Tuesday morning off with a jolt and attend a Power Hour session. In just 60 minutes, you'll get top-notch, highly interactive education that will energize you for the day. Let us know what you think of this new format.

Sessions by Day

Sunday	Monday	Tuesday	Wednesday
<u>Sunday, April 21, 2013</u>			
8:30 AM - 3:00 PM			
RIMS '13 Community Service Day: Child Care Resource Center -			
9:00 AM - 12:00 PM			
Associate in Risk Management 54: Risk Management Principles and Practices Exam Review - RMG201 (FIN, LCT, SRM)			
Associate in Risk Management 56: Risk Financing Exam Review - FIN201 (INS, RMG)			
1:00 PM - 4:00 PM			

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Sunday	Monday	Tuesday	Wednesday
<u>Monday, April 22, 2013</u>			
<i>7:45 AM - 9:45 AM</i>			
General Session: Simon Sinek, Optimist and Author, Start With Why: How Great Leaders Inspire Everyone to Take Action -			
<i>10:00 AM - 12:15 PM</i>			
Exclusive Hall Hours -			
<i>10:15 AM - 11:00 AM</i>			
First Timers Orientation -			

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Tuesday, April 23, 2013			
9:00 AM - 10:00 AM			
How The New ANSI B101 Slip, Trip and Fall Prevention Standards Will Affect You - LCT201 (ERM, INS, LEG, RMG, SRM)			
How to Have the "Perfect Game" Plan: ERM in Public Entities - ERM101 (RMG, SRM)			
In Times of Disaster Will Your Employees Be There For You? - RMG107 (EMP, LCT)			
Keeping Yourself Professionally Competitive in Today's Workplace - RMG108			
Recent Developments in Medicare Secondary Payer Liability - CLM100 (LEG)			
Saving the City: Six Steps to Superhero Risk Management - LCT202 (ERM, RMG, SRM)			

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Sessions by Day

Sunday	Monday	Tuesday	Wednesday
<u>Wednesday, April 24, 2013</u>			
9:00 AM - 10:15 AM			
A Statistical Approach to Validating Your Program Differentiation - FIN200 (RMG)			
Advanced D&O Concepts and Practices - INS301 (RMG)			
Advanced Insurance Issues in Corporate Merger and Acquisition Transactions -			
INS300 (RMG)			
Aftershock! The Aftermath of History-Making 2011 Catastrophes - CLM203 (RMG)			
Confused Yet? How Do Risk Professionals Know They Are Doing the Right Things? -			
RMG200			
ERM: Taking the Right Risks - ERM102			