



# Conference Sponsor Benefits

31<sup>st</sup> IRMI  
CONSTRUCTION  
RISK  
CONFERENCE

November 13–17, 2011  
San Diego, CA

 IRMI<sup>®</sup>  
Your Resource for Risk  
and Insurance Solutions™

## *Why you should be a Conference Sponsor...*

- Drive your brand and service message to over 1,000 of the industry's most influential leaders.
- Reinforce your relationship with valuable clients, and build relationships with prospects before, during, and after the conference
- Build positive brand and service recognition in the marketplace with your official support of the Conference:

### *Who Attends?*

- o Risk managers or financial officers of either construction companies or project owners
- o Insurance and bonding agents, brokers, consultants, underwriters, and other service providers
- o Developers, architects, and attorneys

Learn more about the Conference at [IRMI.com/Go/Conference](http://IRMI.com/Go/Conference)

## *Benefits for Conference Sponsors*

**Brochure**.....Company logo prominently displayed in the Conference Brochure (more than 50,000 mailed).

**IRMI.com**.....Company name listed in the Conference section of IRMI.com—more than 70,000 unique visitors viewed this part of IRMI.com in 2010. Includes your promotional copy and a link to your website.

**Workbook**.....10% discount for full-page advertisements on the tab dividers in the workbook.

**Signage**.....A sign, listing company names of all Conference sponsors, is placed in a common area to assure all participants see it continuously throughout the Conference.

If your agreement includes a sponsored event, you receive a sign at your event with your company name and logo.

**Collateral**.....Your promotional brochures, articles, or other handouts, are prominently visible to all 1,000+ attendees on the exclusive Conference Sponsor table. IRMI staff maintains your collateral for you.

**General Session**.....Recognition as a Conference Sponsor on projection screens displayed at the beginning of the Conference General Session.

**Registration Fees**.....Free registrations are provided for specific food events—number depends on the level of your sponsorship and type of event.

**Attendee List**.....You may mail materials (approved by IRMI) to the attendee list twice within 12 months from the date of your agreement. Only sponsors and official supporters (i.e. AGC, CFMA) are allowed to mail to the attendee list.

*(see page 2 for Premier Sponsor Benefits and contact information)*

## *Additional Benefits for Premier Sponsors*

**Brochure**.....Company logo with “Premier Sponsorship” prominently displayed in the Conference Brochure (more than 50,000 mailed)

**IRMI.com**.....Company name and logo prominently displayed as “Premier Sponsor” for one year in the Conference section of **IRMI.com** – more than 70,000 unique visitors viewed this part of IRMI.com in 2010. Includes your promotional copy and a link to your website.

An exclusive “Spotlight” ad with your company logo and promotional copy will appear for two weeks in a prominent portion of IRMI.com

**Workbook**.....A short description of your firm and its services is included in the printed workbook, distributed to all Conference attendees. You are also entitled to a 20% discount for full-page advertisements on the tab dividers in the workbook (\$500 value).

**Signage**.....An exclusive sign, for the company logos of Premier Sponsors, is placed in a common area to assure all participants see it.

Company logo displayed as “Premier Sponsor” at the Conference’s General Session. Special visibility during the three hour keynote session, which has the focus of all attendees. If your agreement includes a sponsored event, you receive a sign at your event with your company name and logo.



Contact Paul Murray at (800) 827-4242 ext. 313 or [Paul.M@IRMI.com](mailto:Paul.M@IRMI.com)

Learn more about the Conference at [IRMI.com/Go/Conference](http://IRMI.com/Go/Conference)