

RECORDS AND INFORMATION MANAGEMENT AWARENESS WORKSHOP, AWARDS & EXPOSITION



RIMAW & RIMA Awards 2011

(28th – 29th October 2011)

Sheraton Lagos Hotel

Ikeja, Lagos, Nigeria.

(<http://www.sheratonlagos.com>)



SPONSORSHIP/PARTNERSHIP OPPORTUNITY

Platinum Sponsorship

- Reserved Premium position for marketing/trade opportunities (Minimum 64m² exhibition space)
- Extensive branding throughout campaign and onsite
- 3 sessions in the main workshop programme
- Seat on a panel session within keynote presentation
- Repeat access to the attendee database (subject to terms and conditions)
- First refusal on Platinum Sponsorship for 2011 event
- 50% of all branding opportunities available at venue (both days)
- Full page colour advert on the cover of event guide & IM World Magazine
- Prominent mention (“event sponsored by” on Banners, Posters, Handbills, Television, Radio) in pre-event hype and post event reverberation in the media (Newspapers).

TOTAL PRICE = \$33,333 (+VAT)

Gold Sponsorship

- Reserved prime position for marketing/trade opportunities (Minimum 54m² exhibition space)
- Extensive branding throughout campaign and onsite
- 2 session in the main workshop programme
- One-time access to the attendee database for postal mailing (subject to terms and conditions)
- Internet listing
- First refusal on Gold Sponsorship for 2011 event
- 25% of all branding opportunities available at venue (both days)
- Full page colour advert on the inside cover of event guide & IM World Magazine
- Prominent mention (“event sponsored by” on Banners, Posters, Handbills, Television, Radio) in pre-event hype and post event reverberation in the media (Newspapers).

TOTAL PRICE = \$20,000 (+VAT)

Silver Sponsorship

- Reserved prime position for marketing/trade opportunities (Minimum 44m² exhibition space)
- Extensive branding throughout campaign and onsite
- 1 session in the main workshop programme
- One-time access to the attendee database for postal mailing (subject to terms and conditions)
- Internet listing
- First refusal on Silver Sponsorship for 2011 event
- 15% of all branding opportunities available at venue (both days)
- Full page colour advert on the inside of event guide & IM World Magazine
- Prominent mention (“event sponsored by” on Banners, Posters, Handbills, Television, Radio) in pre-event hype and post event reverberation in the media (Newspapers).

TOTAL PRICE = \$13,333 (+VAT)

Bronze Sponsorship

- Reserved position for marketing/trade opportunities (Minimum 34m² Exhibition space)
- Extensive branding throughout campaign and onsite
- One-time access to the attendee database for postal mailing (subject to terms and conditions)
- Internet listing
- First refusal on Bronze Sponsorship for 2011 event
- 10% of all branding opportunities available at venue (both days)
- Full page B&W advert on the inside of event guide & IM World Magazine
- Prominent mention (“event sponsored by” on Banners, Posters, Handbills, Television, Radio) in pre-event hype and post event reverberation in the media (Newspapers).

TOTAL PRICE = \$6,667 (+VAT)

Supporter

- Reserved position for marketing/trade opportunities (on first come, first serve basis)
- Branding throughout campaign and onsite
- One-time access to the attendee database for postal mailing (subject to terms and conditions)
- Internet listing
- 2% of all branding opportunities available at venue (both days)
- Mention on event guide & IM World Magazine
- Prominent mention (“event supported by” on Banners, Posters, Handbills, Television, Radio) in pre-event hype and post event reverberation in the media (Newspapers).

TOTAL PRICE = \$2,500 (+VAT)

SPONSORSHIP/BRANDING OPPORTUNITIES

Get the most from your show

Whatever your objectives for exhibiting, whether it is lead generation, networking, branding or launching new products and services, cost effective sponsorship can make your participation work over-time. It can help you achieve multiple goals and ensure visitors know you are there and remember you after the event.

PRE EVENT OPPORTUNITIES:

REGISTRATION PAGE SPONSOR

Enhance your brand prior to the show and sponsor our registration page on the website (over 90% of visitors register via the web) and you can let everyone know you'll be there. You will also receive a 'sponsored by' banner on the website and registration confirmation page, and sponsorship of an email to the pre-registered audience pre-show.

\$3,500

EMAIL CAMPAIGN SPONSORSHIP

Sponsor one of the prospect or registered RIMAW 2011 visitor emails. During the run up to the show we target a total of 20,000 contacts including past attendees/non attendees, and other target databases locally and internationally.

Each communication sent out would go to between 8,000 - 15,000 contacts and would include a banner on the side power bar and page footer but also include a link to your website. This is an excellent branding and lead generation opportunity.

\$2,500 (for one email shot)

\$6,500 (for 5 e-shots in the campaign)

FINAL PRE-REGISTERED VISITOR EMAIL

Sponsor the final pre-registered RIMAW 2011 visitor email. Gain access to the desktop of every registered visitor prior to the event and making sure your brand and presence at the show cannot be missed. Each communication would include a banner on the side power bar and page footer along with a link to your website. This is an excellent branding and lead generation opportunity.

\$2,500

CO-SPONSOR IM WORLD MAGAZINE (RIMAW 2011 EDITION)

Contact over 100,000 IT/IM professionals with media sponsors. A very good opportunity to co-sponsor the RIMAW 2011 edition of IM World Magazine. As a functional co-sponsor of the publication for the month, each sponsor will receive a full page colored advert, plus your company logo and "Sponsored by..." banner in the listing of sponsors, both in the print and online edition of the Magazine for a full month. All attendees will be given a copy of the Magazine (print) at the event and also will be circulated among our teaming readership in the IT/IM industry, across the nation.

\$4,000

SPONSOR A SEGMENT ON IM WORLD TELEVISION PROGRAMME (PRE-RIMAW 2011)

An opportunity to showcase your products/services and a possible television interview on IM World on Television series.

Available Segments: IM World on TV - (Industry Watch (News), Viewpoint, Product Review, IM Tips, Events)

\$1,500

VISITOR REGISTRATION PACK ENVELOPE

Gain maximum exposure to potential visitors when they receive their entrance badge. Have your logo and stand number on over 7,500 envelopes containing the RIMAW 2011 visitor badge. These will be sent to all visitors who have pre-registered to attend the event providing an excellent and unique point of access to qualified leads before the show even begins.

\$3,500

SPECIAL GUEST INVITATION CARD (AWARD NIGHT)

An opportunity to have your company logo on a very special RIMAW 2011 Awards night invites. The invites will be sent to over 1000 guests expected to grace the event, providing an excellent and unique point of access to top decision makers in various public and private organisations before the event even begins.

\$3,000

PRODUCT/SERVICES CATEGORY SPONSOR

This package offers your company top billing plus your company logo and "Sponsored by..." banner in the both the print and online edition of IM World Magazine (RIMAW 2011 EDITION)

\$1,500

SPONSORSHIP OF FULL EXHIBITOR LIST

Another opportunity for your company to showcase your company logo and "Sponsored by..." banner in the both the print and online edition of IM World Magazine (RIMAW 2011 EDITION)

\$1,500

BANNER ADVERTISING (ONLINE)

The RIMAW Foundation website received more than 20,000 unique users during the 2009 event cycle; this is a great tool to reach a large number of your target audience. Opportunities include high profile banners on the homepage, exhibitor listing pages and many more. Positions can be on rotation or exclusive. Banner would be placed on website for a period of six months, as soon as payment is received.

\$1,500

IM WORLD MAGAZINE SPECIAL RATES

We are pleased to offer RIMAW 2011 exhibitors a high profile integrated marketing packages reaching our information management/security focused readership. IM World Magazine is running a unique offer surrounding the exhibition.

The Package Deal

This is a high value integrated package that offers you the perfect opportunity to advertise your products, services and presence at the exhibition and target our readers via:

Full page advert in the Show Preview Report Full page (includes additional circulation at the exhibition)

Full package: \$2,500 (saving over \$1,000)

OPPORTUNITY DURING THE EVENT:

Wall Banners



Hung around the hall – this very distinctive and unbeatable value signage is excellent for announcing new product launches or directing visitors to your stand.

\$2,000 each

Hanging Banners



High profile hanging banners increase brand awareness and can be used to increase traffic to your stand.

\$1,800 each (inc. production & rigging)

Wifi Internet Access Sponsorship



The ideal way to get your company brand on one of the most frequently used visitor features.

\$2,550

Carrier Bags



Turn the visitors into 5,000 walking adverts for your company! With this opportunity you get to be the only exhibitor to hand out your company branded bags at registration. The bags will be made available to all visitors upon entrance to the show. This goes quickly!

\$4,500 (plus production costs)

Ushers Kits



Worn by Ushers and other members of the organizing committee members. Company branded kits ensure that every visitor is aware of your presence and sponsorship at the event. Branded kits feature your logo, company name and caption.

\$2,500 (plus production costs)

Lanyards - Badge Holders



Worn by the very people that you want to reach, company branded lanyards ensure that every visitor is aware of your presence at the show. Branded lanyards feature your logo and company name.

\$4,000 (plus production costs)

Event Guide/Programme of Event



The handy sized mini guide lists company specialist areas and will be used as a reference guide both during and after the show. Your company entry will be highlighted and you will have branding on each page as an exclusive sponsor.

\$4,500

Press Briefing Slot

Press briefings have proved to be very successful for exhibitors as they offer a unique opportunity to announce important news to a highly receptive press audience. The press briefing room is available to exhibitors for press events during the show at \$550 per session and will be released on a first come, first served basis. We will help you promote your press briefing to the journalists attending the event by including your briefing on the schedule, which will be mailed to the press prior to the event, advertising it.

\$800

Press Office

Make sure all visiting journalists know you are at RIMAW 2011 by including an insert and adding your logo and stand number to the press invitation pack. You will also benefit at the show from the extensive branding and promotion within the Press Office. This exclusive opportunity will also enable you to provide company promotional products (i.e. pens, mugs etc) for the press in attendance. Press Office sponsorship also includes branding within the 'Online Press Office' on the show website and your company logo will be printed on all press badges.

\$4,100

New Products & Service Guide

One of the best ways of letting visitors know about your new product or service is by taking a section in the **IM World Magazine Product Review**.

This full colour guide will be:

- Mailed directly to every pre-registered visitor pre-show (approx 7,000),
- Placed on the RIMAW 2011 Website
- Feature on the website prior to the event and 6 months afterwards
- Included in the Official Show Catalogue
- **For only \$2,000** you can have 150 words of description plus a full colour logo and showcase your products and services in front of every visitor before, during and after the RIMAW 2011 event.

Promoting yourself in as many places as possible will help to make sure RIMAW 2011 visitors come to see you on your stand rather than your competitors.

Slots in the Product Review are limited, so register your interest before your competitors do.

New Product and Service Presentation - 2 Slots Available

A purpose built presentation area on the show floor means not only will your company have an increased onsite presence, but your New Products or Services will be showcased to a live audience.

\$1,000 each (for a 2 min slot)

2 for \$1,975

Refreshment for Attendees



Get your message across at exactly the time when visitors are sitting down to plan their route around the show by sponsoring RIMA Foundation's Refreshment for attendees. Your sponsorship will include full branding within the area - exposing visitors to your brand as they sit and relax.

\$5,000 per day

Balloons



A fun but highly effective way to catch the visitors' eye, 2.5m diameter branded balloons positioned at the entrance to the hall are a great way to stand out from the crowd.

\$6,500 (excluding production)

Red Carpet/Walk way



A fantastic eye level opportunity to brand the entire staircase from the entrance to the event hall. Your company's name and logo will be printed on the carpet /rug along the walkway.

\$8,500

RIMAW Awards



An excellent opportunity to steal the show during the RIMAW 2011 presentation of awards to deserving organisations with continuous reference to your company/brand at the event as 'sponsor'; by sponsoring one or more awards categories.

Awards Category	No of Awards	Per Award
Project Awards	6	\$1,000
Product Awards	5	\$1,000
Special Awards	14	\$1,500

POST EVENT OPPORTUNITY:

RIMA Foundation Monthly Newsletter (RIM Guide)

Sent out monthly to approx. 6,500 subscribers, sponsorship of the RIMA monthly (online/print) newsletter gives you direct desktop access to end-users. Sponsorship includes your company logo, 30 words of text & link to the sponsor's website. The sponsors can also supply news, reports, white papers and case studies to be included in the newsletter.

\$4,500

- All prices exclusive of VAT
- *Limited to one sponsoring company
- *Negotiable

Going by the success of our previous events, we urge that you confirm your acceptance/place before your competitor does.

Call +234 -1-8940451, 8784548, +234-8023819008, +234-8169234244 or rimaw2011@rimaw.org for more information or to reserve any of these opportunities.

RIMAW 2011 is hosted annually by:

**RECORDS AND INFORMATION MANAGEMENT AWARENESS FOUNDATION
(RIMA FOUNDATION)**

www.rimaw.org, www