

The Sea of **RISK MANAGEMENT**

PARMA's 52ND Annual Conference

FEBRUARY 24-27, 2026

Monterey Conference Center

The Sea of RISK MANAGEMENT

PARMA's 52ND Annual Conference

Exhibitor Information

Exhibitor Pricing for 2026:

PARMA Members:	Before 11/13/25	After 11/13/25
Standard Booth	\$2,400	\$2,600
Premium Booth	\$2,900	\$3,100

Nonmembers:	Before 11/13/25	After 11/13/25
Standard Booth	\$3,400	\$4,100
Premium Booth	\$3,900	\$4,300

Exhibitor Registration (after the first two comps)

	Before 11/13/25	After 11/13/25
Member	\$549	\$649
Nonmembers	\$749	\$849

Included in Booth Fee

- 8' deep by 10' wide by 8' high draped booth
- One 6' draped table
- Two chairs
- One waste basket
- 3' high draped side rails
- Standard one-line company sign
- Two full conference registrations for booth personnel

The Attendee List is NOT included with the purchase of a booth. It is a sponsor only benefit. If interested in sponsoring please see pages 3-6.

Insurance

If you exhibit, you will need to provide a Certificate of Insurance to Public Agency Risk Management Association.

Please email to: exhibit@parma.com

Installation/Dismantling of Exhibits

Installation of exhibits may begin at 1:00 PM on Tuesday, February 24, 2026, and must be completely arranged by 6:00 PM. PARMA will not allow any installation of exhibits after the opening of the show unless permission is received from PARMA management. Dismantling and removal of material by Exhibitors may begin at 2:00 PM, February 26, 2026. All exhibit material must be removed by 4:00 pm, February 26, 2026.

How to Register

All registration forms and the exhibitor rules and regulations are online at www.PARMA.com.

Important Dates and Deadlines

November 13, 2025: Exhibitor booth fees increase.

Early December 2025: Exhibitor Kits emailed from TriCord.

December 15, 2025: Deadline for sponsors to submit high resolution logo and other deliverable items needed. Please send to exhibit@parma.com.

All items ordered through TriCord are the responsibility of the exhibiting company. Order forms for all items will be found in the Exhibitor Kit. The Exhibitor Kit will be sent out via email in early December 2025 from TriCord Trade Show Services.

Shipping of materials and installation fees are not included in the exhibit booth fee.

Arrangements for shipping and storage of displays and materials must be made through TriCord. The necessary forms will be emailed to you.

Please note: Early breakdown is NOT permitted and exhibiting company will be fined. For more details see terms & conditions on page 8.

If you exhibited with PARMA in 2024 and/or 2025 please contact exhibit@parma.com for your personalized link to register for a booth and/or sponsorship. If you did not exhibit with PARMA in either of those two years, please [click here](#) to register for your booth and/or sponsorship.

Please contact exhibit@parma.com for any questions or assistance.

Sponsorship Levels

SPONSORSHIP LEVEL	Titanium \$21,500	Platinum \$16,000	Gold \$11,500	Silver \$6,500	Bronze \$4,000	Patron \$3,000
Participation in the PARMA Conference Planning Meeting	✓	✓				
Recognition in Marketing Materials	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO
Recognition on Conference Signage	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO
Sponsorship Value	Combination of sponsor items up to \$15,000 \$15,000 Value	Combination of sponsor items up to \$10,000 \$10,000 Value	Combination of sponsor items up to \$7,500 \$7,500 Value	Combination of sponsor items up to \$5,000 \$5,000 Value	Combination of sponsor items up to \$3,500 \$3,500 Value	Combination of sponsor items up to \$2,500 \$2,500 Value
Attendee List Electronically - Exclusive to Sponsors Only	✓	✓	✓	✓		
Recognition at Sponsor Appreciation Lunch	Announcement & LOGO	Announcement & LOGO	Announcement & LOGO	Announcement & LOGO	Announcement & LOGO	Announcement & LOGO
Banner placed in exhibit hall based on facility availability.	✓	✓	✓	Banner included if booth is purchased	TOTAL PACKAGE VALUE \$3,500	TOTAL PACKAGE VALUE \$2,500
PARMA Electronic Newsletter	Placement of banner ad in quarterly e-newsletter with company logo & link to company website for 1 year + 1 x article placement.	Premium placement of company logo & link to company website on the side bar of the quarterly e-newsletter for 1 year + 1 x article placement.	Premium placement of company logo & link to company website on the side bar of the quarterly e-newsletter for 1 year + 1 x article placement.	Company logo & link to company website at the bottom of the e-newsletter for 1 year.		
Website Sponsor Listing	Premium placement of logo, with live link for 1 year. Banner ad on home page with: Logo, contact info, live link, & description for 2 months. \$2,000 Value	Premium placement of logo, live link, & description for 1 year.	On supporting vendor tab, logo, live link, & description for 1 year.	Sponsorship acknowledgment on event homepage with company logo.		
Complimentary Registration for Annual Conference	6 additional registrations up to \$3,894 Value	6 OR x 1 standard booth up to \$3,894 Value	4 \$2,596 Value	3 \$1,947 Value		
Conference Booth	1 Premium booth + 1 Standard booth (Includes 4 conference registrations) \$7,496 Value	1 Premium booth (Includes 2 conference registrations) \$3,988 Value	Standard booth (Includes 2 conference registrations) \$3,498 Value	TOTAL PACKAGE VALUE \$8,225		
Icon/Logo listed in the event app	✓	✓	TOTAL PACKAGE VALUE \$16,000			
Company listing highlighted in the exhibitors section of the app	✓	✓				
Associate Membership in PARMA for One Year	\$1,099 Value	\$1,099 Value				
Golf Tournament Foursome	1 - \$800 Value	1 - \$800 Value				
Conference Mobile App Banner Ad	1 - \$2,500 Value	1 - \$2,500 Value				
One reserved table at special events. No exceptions.	✓	✓				
Promotion of Sponsor's Educational Opportunities to PARMA Members for One Year	✓	✓				
Press Release to all PARMA Members	✓	TOTAL PACKAGE VALUE \$28,000				
Company Logo with Link to Company Website Used in All Conference Email Marketing Pieces. Recognition at all 6 PARMA Chapter events annually. This is a Titanium benefit only.	✓ TOTAL PACKAGE VALUE \$44,000					

Sponsorship Opportunities

Monterey Bay Aquarium Dinner/Reception

(Two available) **\$15,000**

A favorite of conference attendees, this signature conference event is held at a venue representative of the conference host city and is included in the cost of full registration. The sponsoring company will be prominently recognized in marketing materials, onsite signage and at the event.

Hotel Keycards (One available) **\$15,000**

Increase your visibility by branding the hotel keycards. Attendees will be reminded of your company each time they retrieve their keycard to enter their hotel room. Sponsorship includes your company logo on a custom designed keycard for both the Monterey Marriott and the Portola Plaza hotels. Sponsorship commitment must be made no later than November 18, 2025.

Keynote Speaker (One Available) – **\$15,000**

In addition to recognition during the event, a representative from your company will introduce the keynote speaker and be given a photo opportunity with the speaker.

Welcome/Recovery Amenity Station

(One Available) – **\$15,000**

Once attendees have registered and picked up their badge they will help themselves to a variety of welcoming and refreshing products for arrival. For example – shout wipes, chapstick, breath mints, liquid IV, hand lotion, etc. Includes signage with your logo.

Water Bottle Sponsorship (One Available) – **\$15,000**

Stations will be placed around the exhibit hall with water and your company logo on water bottle (chosen by PARMA) and your company logo on the water bottle.

Conference Tote Bags (One Available) – **\$15,000**

Prominently display your company logo while providing a helpful hand to attendees. Sponsors of the conference tote-bags will have your company logo displayed prominently on the bags given to all conference attendees. Includes cost of bags. Sponsorship commitment must be made no later than November 18, 2025.

Lunch Sponsor (One Available) – **\$10,000**

The sponsoring company will be prominently recognized in marketing materials, onsite signage at the event, and an opportunity for brief remarks. If a box lunch is served a sticker with your company name and logo will be placed on each lunch box provided to all attendees.

Professional Portrait Lounge (One Available) – **\$10,000**

The Professional Portrait Lounge offers attendees the opportunity to have headshots taken by professional photographers free of charge and the sponsor receives one-on-one face time with the attendees. Sponsorship includes signage at the Portrait Lounge location, email notifications to encourage attendees to get their pictures taken. Sponsorship commitment must be made no later than November 18, 2025.

Your Company Logo on the Lanyard

(One Available) – **\$10,000**

Your company logo on the lanyard which is provided to all attendees. Sponsorship includes the lanyards. Sponsorship commitment must be made no later than November 18, 2025.

WiFi Sponsorship (One Available) – **\$10,000**

All conference attendees will have WiFi access throughout the event, where guests can log in on their own laptops or smart phones. Enjoy high-profile brand exposure while giving attendees the necessary service of WiFi.

Closing Speaker (One Available) – **\$10,000**

Sponsor will be given five minutes to address attendees and will introduce the closing speaker as well as have a photo opportunity with the speaker.

Café PARMA (One Available) – **\$10,000**

Café PARMA is a welcome treat in the exhibit hall for all attendees. The Café features a barista making pick me up beverages. Sponsorship includes beverage sleeves with your company logo and an opportunity for a company liaison to walk around the area, put out promotional material and discuss the company.

Sponsorship Opportunities

Registration Area Sponsor (One Available) – \$10,000

Sponsorship of registration area includes your company logo on the registration desk kickplates. This will give your company premium visibility throughout the conference.

Ribbon Wall (One Available) – \$7,500

The ribbon wall will be wrapped with your logo and will offer attendees a variety of fun and whimsical ribbons to stick onto their name badge. This is a fun way for attendees to break the ice and discuss their ribbons.

Breakfast (Two Available) – \$7,500

PARMA will offer a continental breakfast each morning. The sponsoring company will receive recognition in all marketing materials and event signage.

Massage Station (Two Available) – \$7,500

A very popular PARMA conference feature that allows attendees to receive special treatment. Your sponsorship includes recognition throughout one day of the Conference that includes signage at massage station, massage therapists will wear your company's shirt (if provided). Massage Station must be located in your booth.

Elevator Clings (Two Available) – \$7,500

Your logo will meet the eyes of all attendees on the elevator doors of the Monterey Conference Center. Leave a lasting impression with your message centrally located near educational sessions, exhibits and meals.

Balloon Arch (One Available) – \$7,500

Enhance the event with a stunning balloon arch featuring your company logo, designed to create a memorable centerpiece. Perfect for photo opportunities and adding a festive touch, this customized arch highlights your brand while welcoming guests in style.

Popcorn at Your Booth (One Available) – \$7,500

Draw in the crowd with the irresistible aroma of freshly popped popcorn at our booth! A fun and tasty treat, it's the perfect way to engage visitors, spark conversations, and leave a lasting impression.

Create your Own Sponsorship (Unlimited) – \$5,000

Interested in sponsoring an item for the attendees but it's not outlined? Give us a call to customize your perfect sponsorship. The cost of the sponsored item is not included. Sponsorship commitment must be made no later than November 18, 2026.

Conference Highlighters/Pens (One Available) – \$5,000

Highlighters for attendees will be placed in the tote bags for all to use. Sponsor provides the highlighters/pens.

Dessert Reception in Exhibit Hall – \$5,000

After the luncheons, take this opportunity to sweeten conference attendees toward your company by sponsoring the Dessert Reception in the exhibit hall.

Attendee Cash Prizes (One Available) – \$5,000

Recognition as conference CASH prize sponsor during reception as well as introduction by Emcee of one staff member to pull the winning name and special thank you by Emcee.

Conference Signs (One Available) – \$5,000

Company name and logo on all session signage throughout the conference. Sponsorship commitment must be made no later than November 18, 2026.

Conference AM Break (Three Available) – \$5,000

Your company logo on signage near break stations.

Conference PM Break (Two Available) – \$5,000

Your company name and logo on signage near break stations.

Promotional Item in Tote Bag

(Multiple Available) – \$3,000*

You provide promotional items with your logo on them and we will add them in the conference tote bag. Item must be approved by Sponsorship Manager and no item containing any liquid substances will be permitted.

**Sponsorship of this item does not qualify for the Attendee List.*

Advertising Opportunities

Banner Ad on PARMA.com – \$1,000 per month

Smart Phone App Sponsorship Opportunities

Overall Phone App Sponsorship – \$4,500*

- Your logo prominently displayed when an attendee opens the app, a watermark logo (if provided by sponsor) will display on the schedule page of the app, and one banner ad that will scroll across the app.

Banner Advertisement (Three Available) – \$2,000*

This banner ad will scroll at the top of the app. Upon clicking the banner ad, the attendee will be taken to your company/exhibit booth in the app.

- This sponsorship is included in all Titanium & Platinum Sponsorships.

Trade Show Alerts (Five Available) – \$1,000*

- Via the app, PARMA will send two alerts that you develop, per day, to all attendees.

* Sponsorship of this item does not qualify for the Attendee List.

Official App for the PARMA Annual Conferences

Continue to use the PARMA app throughout the year to refer back to sessions you attended and find handouts that were downloaded. Our app is not just a “once a year” tool for you!



Register for an Exhibit Booth and/or Sponsorship

If you exhibited with PARMA in 2024 and/or 2025 please contact exhibit@parma.com for your personalized link to register for a booth and/or sponsorship.

If you did not exhibit in 2024 or 2025 please contact exhibit@parma.com.

Please contact exhibit@parma.com for any questions or assistance.

Monterey Convention Center, Monterey California

One Portola Plaza, Monterey, CA 93940

You will receive the hotel booking link upon paying for your booth and registering your booth personnel. Please note that you must do both to receive the hotel links.



Upon FULL PAYMENT of your exhibit booth you will receive a link to make your hotel reservations. The PARMA group rate and room block are guaranteed until the cut-off date of Friday, January 23, 2026, at 5:00pm, OR UNTIL THE BLOCK IS FULL, whichever comes first. The special rate for the PARMA conference is \$274 at the Portola Hotel and \$289 at the Monterey Marriott.

Branding Opportunities

Column Graphics (Four Available) \$2,500 each*



Your logo applied to the interior column at the entrance of the Monterey Conference Center. The graphic measures 30" wide x 60" high.

Interior Wall Graphic (One Available) \$10,000



Your logo applied to the interior wall at the entrance of the Monterey Conference Center. The graphic measures 450" wide x 78.5" high.

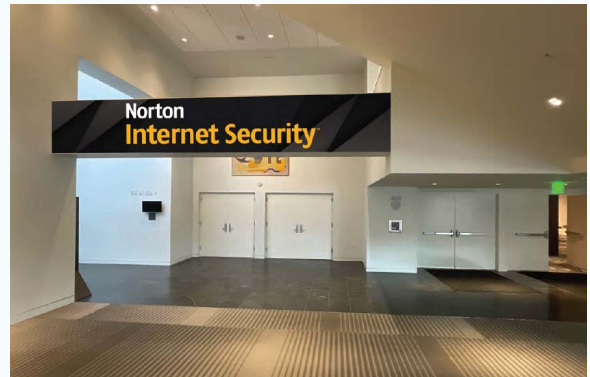
Mezzanine Banner (One Available) \$7,000



Your logo to appear on a banner that is on the Mezzanine level of the Conference Center. The banner measures 120" wide x 120" high.

There may be additional opportunities available.
Please email exhibit@parma.com for more details.

Level One Banner DeAnza 1/Portola Ballroom (One Available) \$5,000



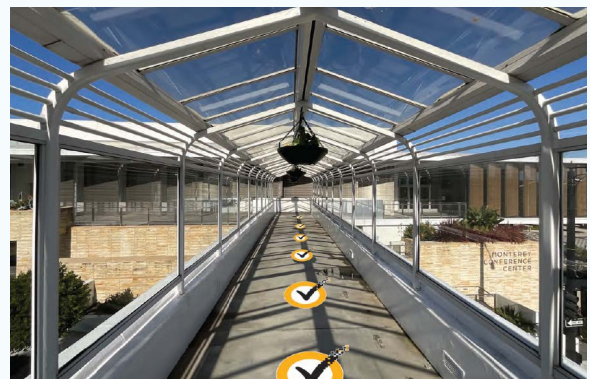
Your logo to appear on a banner that is facing the Portola Ballroom of the Conference Center. The banner measures 219" wide x 35" high.

Glass Partition Banner (One Available) \$4,000



Your logo to be applied to the glass partition overlooking the Mezzanine Level. The banner measures 350" wide x 41" high.

Vinyl Floor Graphics on the Skywalk Bridge (One Available) \$5,000



Your logo guides our attendees from the Monterey Marriott to the Monterey Conference Center. Includes eight graphics.

Exhibitor Rules and Regulations

Contract for Space

The exhibit contract and booth space request, the formal notice of space assignment, and the full payment of rental charges together constitute a contract between PARMA and the Exhibitor for the right to use the assigned booth space in compliance with these rules and regulations.

PARMA will follow CDC guidelines. Exhibitors shall be bound by the rules and regulations set forth herein and by such amendments or additional rules and regulations which may be established by PARMA.

Space Assignment

Space assignment is made on a first-come basis for Exhibitors, and is confirmed when the firm sends in their contract and booth space payment. However, PARMA does reserve the right to place, move or relocate any Exhibitor in cases of necessity for the total benefit and operation of the conference. PARMA will make every effort to place Exhibitors in the areas of their choice and, once a space is paid for, confirm that space to that Exhibitor.

Cancellation

If an Exhibitor cancels a booth space contract prior to November 14, 2025, all fees paid with the exception of 25% will be returned. In addition, cancellation of a booth after November 14, 2025, will result in a full forfeiture of monies collected as of that date. If an Exhibitor rents a booth, pays in full, but does not attend the conference, no refund of the booth rental will be allowed.

Exhibitor Admission

Admission shall be by badge. Identification badges shall not be transferable. Rights of an Exhibitor shall not be assignable to any other firm or person. Security will be monitoring the door for badges.

Care of Exhibit Space

The exhibit floor, and each booth space occupied by Exhibitors, will be cleaned daily. Exhibitors, however, must cooperate by not throwing refuse on the floor, or any other material which will endanger public safety or inconvenience other Exhibitors during exhibition hours. Exhibits must be put in proper shape and in order before the opening hours of the show day. Booths not in order before the opening hour may be straightened by PARMA at the expense of the Exhibitor.

Booth Decoration

PARMA will supply standard booth equipment consisting of a rear background of curtains on a frame not to exceed eight feet in height, two side dividers of curtains on frames not to exceed three feet and one one-line name sign, with booth number, unless Exhibitor has more than one booth and requests to have additional signs. Also included is a draped table, two chairs and a waste basket. All other booth equipment and decorations will either be supplied by the individual Exhibitor or may be rented from the official PARMA decorator.

Exhibitor Solicitations

Exhibitors must limit their activities to within the confines of their booth space. Exhibitor activities must be conducted in a manner consistent with non-interference of activities legitimately exercised by other Exhibitors. The distribution of Exhibitor's products, catalogues, pamphlets, printed materials, souvenirs, etc., must remain within the confined area of the booth space and at no time should protrude into the exhibit hall aisles. No Exhibitor's promotional activities will be permitted outside the confines of the Exhibitor's booth space. Any firm or organization without an assigned booth space will not be permitted to solicit business within the trade show area.

Penalty for Early Break Down:

Please note: Early breakdown is NOT permitted and exhibiting company may be ineligible to exhibit in future PARMA conferences. If there are extreme circumstances please contact events@parma.com for manager approval.

Electrical, Drayage & Material Transportation

PARMA has contracted with TriCord Trade Show Services to provide electrical and drayage needs for the 2026 PARMA Conference. Exhibitors are responsible for their own electrical, drayage, and the transportation of materials to and from the exhibit hall.

Hold Harmless & Indemnity

The Exhibitor assumes all responsibility for any loss, theft, or damage to Exhibitor's displays, equipment, and all other property while on the Hotel premises for the PARMA 2026 Conference and hereby waives any and all claims and/or demands it may have against the Public Agency Risk Management Association, its Officers, Board Members and Consultants and the Hotel. In addition, the Exhibitor agrees to defend, indemnify and Hold Harmless the Public Agency Risk Management Association, its Officers, Board Members and Consultants and the Hotel from and against any and all liabilities, obligations, claims, damages, suits, costs and expenses, including, without limitation all attorney fees and costs, arising from directly or indirectly and/or in connection with the Exhibitor's occupancy and/or use of the exhibition premises or any part thereof and/or any act, error and/or omission of the Exhibitor or its employees, subcontractors and/or agents. Exhibitor shall provide to Public Agency Risk Management Association (PARMA) a Certificate of Insurance with General Liability, Auto, Workers' Compensation (if there are employees) and an Additional Insured Endorsement by December 20, 2025. The certificate and endorsement should be issued to: Public Agency Risk Management Association, c/o PARMA Exhibit Sales, 1 Capitol Mall, Suite 800, Sacramento, CA 95814 and must name PARMA, its Officers, Directors and Consultants as additional insureds. Coverage limits shall be \$1,000,000 per occurrence/\$1,000,000 aggregate for GL, \$1,000,000 for Auto and Statutory limits for Workers' Compensation. All coverage limits and insurers must be acceptable to PARMA.

Labor

Exhibitors are required to comply with the labor regulations as determined between PARMA, the local unions, and the Hotel.

Security

PARMA will provide security service for the exhibit area during non-show hours. As further protection, PARMA management encourages each Exhibitor to have at least one employee in their booth during the hours of move-in and particularly during the hours of move-out, so that each Exhibitor will assist in the security of their individual materials. PARMA management also encourages that the exhibit booth should be staffed at all times during the regular show hours by qualified regular employees of the Exhibitor. However, in all cases, the ultimate responsibility of security lies with the Exhibitor at all times, and PARMA will not be held liable for the loss or theft of any or all items from an exhibit booth.

Hospitality Suites/Conflict with PARMA Sanctioned Events

It is strictly forbidden for any sponsor, Exhibitor or non-Exhibitor to establish a hospitality suite for promotional purposes or for direct sales. Any sponsor, Exhibitor observing a non-Exhibitor promoting products should notify PARMA management immediately. Sponsor, Exhibitor or non-Exhibitor is not allowed to hold any event during PARMA sanctioned event times. All non PARMA events need to be approved by PARMA.

Non-Compliance to Rules & Regulations

Each Exhibitor, and all employees, agree to abide by the rules and regulations given herein and by subsequent amendments and additions, considered by PARMA management to be in the best interest of all Exhibitors. Upon non-compliance with the rules formulated, PARMA management reserves the right to prohibit, reject, or eject an Exhibitor, Exhibitor's representatives, or exhibit in whole or part, with or without giving cause. If cause is not given, PARMA's liability shall not exceed the return to the exhibiting company of the rental at the time of ejection. If an Exhibitor is ejected for violation of these rules, or for any other reason, no return of rental money shall be made.

Amendment to Rules

These rules, regulations and conditions have been drawn for the purpose and intention of providing a well-balanced, well-regulated, attractive and successful exposition. Any and all matters, or questions, not specifically covered by the preceding rules and regulations shall be subject solely to the decision of PARMA management. In an effort to provide the greatest good to the greatest number, PARMA management shall have full power to so interpret the rules and regulations or make such rulings as may appear to be for the best interest of the entire exposition and all amendments of the foregoing rules shall bind the Exhibitors.