

**RISK**  
**THE**  
**AGENCY**  
**STRIKES BACK**  
**WARS**



**FEBRUARY 10 - 13, 2019**  
**DISNEYLAND® HOTEL • ANAHEIM, CA**

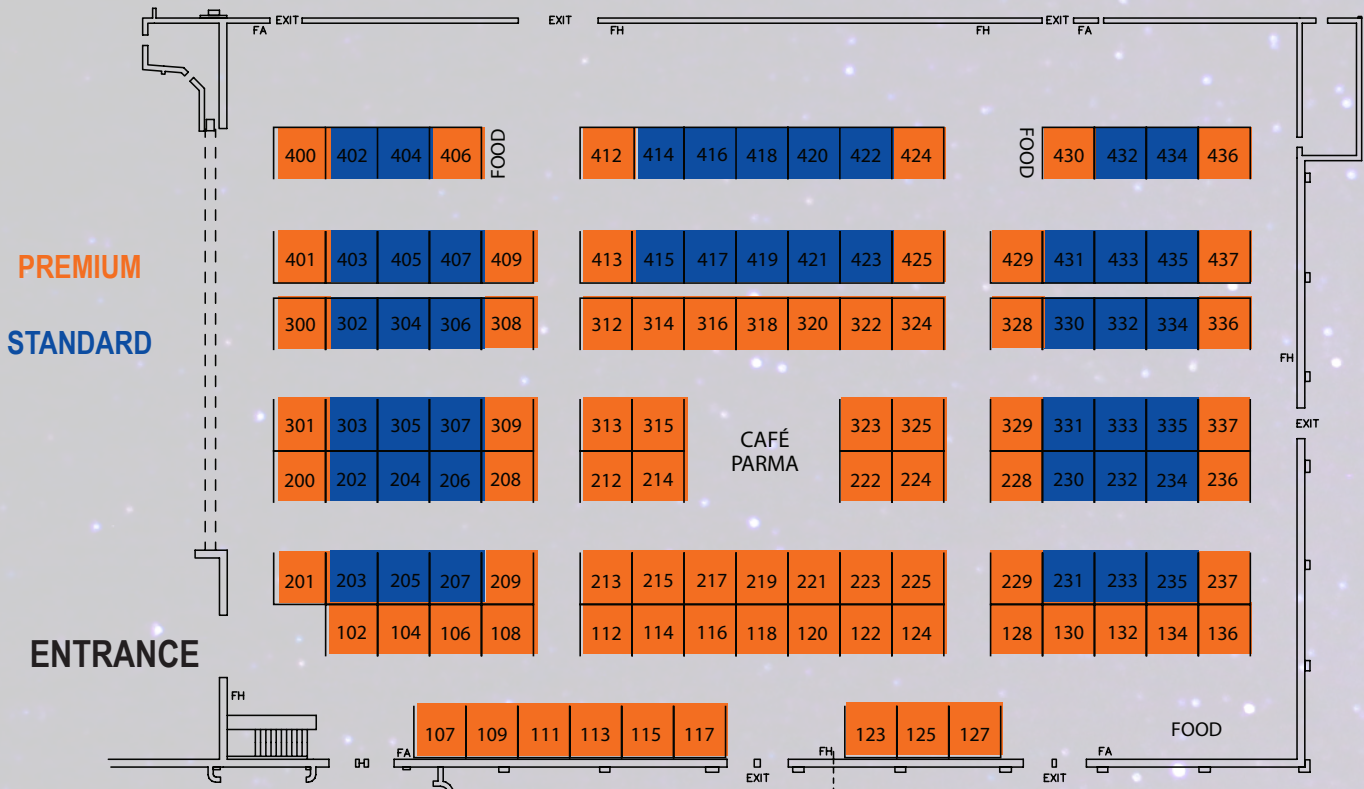
**45th Conference & Expo • Exhibitor Prospectus**

# RISK WARS - THE AGENCY STRIKES BACK



**FEBRUARY 10 - 13, 2019**  
**DISNEYLAND® HOTEL**  
**ANAHEIM, CA**

## Exhibitor Information



### Exhibitor Pricing for 2019

PARMA Members:	Before 12/7/18	After 12/7/18
Standard Booth	\$1,800	\$2,000
Premium Booth	\$2,300	\$2,500

Nonmembers:	Before 12/7/18	After 12/7/18
Standard Booth	\$2,800	\$3,300
Premium Booth	\$3,000	\$3,500

### Additional Personnel for Exhibitors & Sponsors

\$425 pre-registered      \$525 onsite

### Included in Booth Fee

- 10' 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

### Insurance

If you exhibit, you will need to provide a Certificate of Insurance to PARMA. Public Agency Risk Management Association (PARMA). Please email to: [exhibit@parma.com](mailto:exhibit@parma.com)

### How to Register

All registration forms and the exhibitor rules and regulations are online at [www.PARMA.com](http://www.PARMA.com).

### Important Dates and Deadlines

**Early December 2018:** Exhibitor Kits emailed from TriCord

**December 7, 2018:** Deadline for sponsors to submit high resolution logo and other deliverable items needed.

Please send to [exhibit@parma.com](mailto:exhibit@parma.com).

**December 7, 2018:** Exhibitor booth fees increase.

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 beginning in December 2018 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.

# Sponsorship Levels

Sponsorship Level	Titanium \$18,500	Platinum \$14,000	Gold \$10,000	Silver \$5,500	Bronze \$3,500	Patron \$2,500
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 <b>\$15,000 Value</b>	Combination of sponsor items up to \$10,000 <b>\$10,000 Value</b>	Combination of sponsor items up to \$7,500 <b>\$7,500 Value</b>	Combination of sponsor items up to \$5,000 <b>\$5,000 Value</b>	Combination of sponsor items up to \$3,500 <b>\$3,500 Value</b>	Combination of sponsor items up to \$2,500 <b>\$2,500 Value</b>
Electronic Conference Attendee List	✓	✓	✓	✓	✓	✓
Recognition at Sponsor Appreciation Lunch	Announcement & LOGO	Announcement & LOGO	Announcement & LOGO	Announcement & LOGO	Announcement & LOGO	Announcement & LOGO
Banner in Exhibit Hall*	✓	✓	✓	Banner included if booth is purchased	<b>TOTAL PACKAGE VALUE \$3,500</b>	<b>TOTAL PACKAGE VALUE \$2,500</b>
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, contact info, with live link for 1 year. Banner ad on home page with: Logo, contact info, live link, & description for 2 months. <b>\$2,000 Value</b>	Premium placement of logo, contact info, live link, & description for 1 year.	On supporting vendor tab, logo, contact info, live link, & description for 1 year.	Sponsorship acknowledgment on event homepage with company logo.		
Complimentary Registration for Annual Conference	6 additional registrations <b>up to \$2,550 Value</b>	6 OR x 1 standard booth <b>up to \$2,550 Value</b>	4 <b>\$1,700 Value</b>	3 <b>\$1,275 Value</b>		
Conference Booth	1 Premium booth + 1 Standard booth (Includes 4 conference registrations) <b>\$4,100 Value</b>	1 Premium booth (Includes 2 conference registrations) <b>\$2,300 Value</b>	Standard booth (Includes 2 conference registrations) <b>\$1,800 Value</b>	<b>TOTAL PACKAGE VALUE \$6,275</b>		
Full Page Ad in Advertisement Supplement * *Ads must be submitted by 12/7/18	1 <b>\$1,500 Value</b>	1 <b>\$1,500 Value</b>	<b>TOTAL PACKAGE VALUE \$11,000</b>			
Associate Membership in PARMA for One Year	<b>\$350 Value</b>	<b>\$350 Value</b>				
Golf Tournament Foursome	1 - <b>\$600 Value</b>	1 - <b>\$600 Value</b>				
Conference Mobile App Banner Ad	1 - <b>\$2,500 Value</b>	1 - <b>\$2,500 Value</b>				
Reserve Tables at Conference Hosted Meal Functions	✓	✓				
Promotion of Sponsor's Educational Opportunities to PARMA Members for One Year	✓	✓				
Press Release to all PARMA Members	✓	<b>TOTAL PACKAGE VALUE \$19,800</b>				
Company Logo with Link to Company Website Used in All Conference Email Marketing Pieces	✓					
	<b>TOTAL PACKAGE VALUE \$28,600</b>					

\*Subject to change based upon Disneyland® Hotel rules.

# Sponsorship Opportunities

## An Unforgettable Reception Monday or Tuesday

(Three Opportunities) - \$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. You will be given five minutes to address the attendees.

## Badge Holder with Your Company Logo – \$10,000

Your company name and logo on the official badge holder which is provided to all attendees includes the badge holder. Sponsorship commitment must be made no later than December 7, 2018.

## Keynote Speaker - \$10,000

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.

## Lunch Sponsor (Two Available) - \$10,000

The sponsoring company will be prominently recognized in marketing materials, onsite signage and at the event and an opportunity for brief remarks.

## Conference Tote Bags - \$10,000

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 December 7, 2018.

## Professional Portrait Lounge - \$10,000

The Professional Portrait Lounge offers attendees the opportunity to have headshots taken by professional photographers free of charge and the sponsor receive one on one time with the attendees. Sponsorship includes signage at the Portrait Lounge location, email notifications to encourage attendees to sign up for their headshot during conference hours, and your company information on the PARMA website. Sponsorship commitment must be made no later than December 7, 2018.

## Conference T-Shirts - \$10,000

Have your company logo worn by all conference attendees for years to come. This style item is an annual hit with attendees. The t-shirt sponsor will be a part of the design process for the t-shirt. Includes price of t-shirts. Sponsorship commitment must be made no later than December 7, 2018.

## WiFi Sponsorship - \$10,000

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

## Cyber PARMA - \$7,500

Setup near conference registration, Cyber PARMA is equipped with laptop computers, a printer, seating and power strips. It offers conference attendees a place to relax and recharge during the busy conference. The sponsoring company will be recognized in marketing materials, event signage and in the Cyber PARMA area.

## Café PARMA - \$7,500

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 name and logo and an opportunity for a company liaison to walk around the area, put out promotional material and discuss the company.

## Mini Pocket Agenda - \$7,500

Attendees love the pocket schedule and use it throughout the event as their guide to conference activities. Your company name and logo will be displayed prominently on the Mini Pocket Agenda. Sponsorship commitment must be made no later than December 7, 2018.

## Breakfast (Two Opportunities) - \$7,500

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

## Conference AM Break (Three Opportunities) - \$5,000

Your company name and logo on signage near break stations.

## Conference PM Break (Two Opportunities) - \$5,000

Your company name and logo on signage near break stations.

## 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 December 7, 2018.

## NEW! Exhibitor Stamp Card Sponsorship - \$5,000

Have your company name and logo prominently placed on the Exhibitor Stamp Card. Each attendee will receive a stamp card to get stamped by exhibitors to be entered in several prizes and your logo will be seen every time they get a stamp!

## Closing Speaker - \$5,000

Sponsor will be given five minutes to address attendees and will introduce the closing speaker.

## Conference Pens - \$5,000

Pens for attendees will be placed in the tote bags for all attendees. Sponsor provides the pens.

## Sponsorship Opportunities

### Conference Highlighters - \$5,000

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

### Dessert Reception in Exhibit Hall (One Opportunity left) - \$5,000

After the lunch on Monday and Tuesday take this opportunity to sweeten conference attendees toward your company by sponsoring the Dessert Reception in the exhibit hall.

### Conference Prizes - \$5,000

Recognition as conference awards sponsor during reception as well as introduction by Emcee or one staff member to pull the winning card and special thank you by Emcee.

### Registration Area Sponsor - \$5,000

Sponsorship of registration area includes your company's logo on the registration desk kiosk panels. Giving your company premium visibility throughout the conference.

### Conference Signs - \$5,000

Company name and logo on all session signage throughout the conference. Sponsorship commitment must be made no later than December 7, 2018.

### Massage Station (One Opportunity) - \$3,500

A very popular PARMA conference feature that allows attendees to receive special treatment. Your sponsorship includes recognition throughout the day of the conference that includes signage at massage station, massage therapists will wear your company's shirt (if provided), and the ability to place your company's materials on the station table.

### AV Sponsor Monday or Tuesday (Two Opportunities) - \$3,500

Recognition on signage and the Conference Program.

### Morning Walk Sponsor - \$3,500

Great take home branding opportunity. Your company logo placed on refillable water bottles provided to all the morning walkers. Sponsorship includes the water bottle. Sponsorship commitment must be made no later than December 7, 2018.

### Promotional Item in Tote Bag - \$2,500

You provide promotional items with your logo on them and we will add them in the conference tote bag.

### AV Sponsor Wednesday - \$2,500

Recognition on signage and the Conference Program.

## PARMA Conference Smart Phone App Sponsorship Opportunities

### Overall Application Sponsorship - \$4,500

- Sponsorship includes logo at startup, logo in watermark for schedule, one banner ad with video and green package.

### Exhibitor Multimedia Package (Three Opportunities) - \$2,500

- Located in landing page for exhibitor:
- Includes a rotating banner ad linked to a full page ad or exhibitor detail information page with video.

### Exhibitor Banner Advertisement with Landing Page (Three Opportunities) - \$2,000

- Includes rotating banner ad into full-page ad or exhibitor detail information page.

### Trade Show Alerts 5 per Day - \$1,000

- Alerts on the PARMA App sent to all attendees.

### 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!



# Advertising Opportunities

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

**Full page ad in conference Advertising Brochure - \$1,500**

**Ad will be 8.5 x 11 and full color**

**Half Page Ad in Advertising Brochure - \$750**

**Ad will be 8.5 x 5.5 and full color**

**Quarter Page Ad in Advertising Brochure - \$375**

**Ad will be 4.25 x 5.5 and full color**

**\*Ads must be submitted by Friday, December 7th**

## Hotel Details

Upon full payment of your exhibit booth and registration of your booth representatives you will receive a link to make your hotel room reservations. The PARMA group rate is guaranteed until the cut-off date of Wednesday, January 16, 2019, or until our roomblock is full, whichever comes first. The special rate for the PARMA conference is \$174.00, \$194.00 and \$254.00 based on the Disneyland® Resort Hotel you choose. Parking is \$10.00 per night for self-parking or \$22.00 for valet parking. Last, but not least, you will receive a link for Discounted Special Group Theme Park Tickets.

## PARMA Annual Golf Tournament February 10, 2019 - Coyote Hills Golf Course

Sponsorships Available!

[Click here for more information](#)

**Questions:**

**Brenda Johnson**

**johnson@parma.com**

**(209) 832-6961**

# 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. 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 December 7, 2018, all fees paid with the exception of 25% will be returned. In addition, cancellation of a booth after December 7, 2018, 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.

## Installation/Dismantling of Exhibits

Installation of exhibits may begin at 1:00 pm, Sunday, February 10, 2019, and all exhibits must be erected and completely arranged by 6:00 pm, Sunday, February 10, 2019. 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 after 2:00 pm, Tuesday, February 12, 2019. All exhibit material must be removed by 4:00 pm, Tuesday, February 12, 2019.

## Electrical, Drayage & Material Transportation

PARMA has contracted with TriCord Trade Show Services to provide electrical and drayage needs for the 2019 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 Disneyland® Resort premises for the PARMA 2019 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 Disneyland® Resort. 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 Disneyland® Resort 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 31, 2018. 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 Disneyland® Resort.

## 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 unearned 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. The first Exhibitor to phone the PARMA office and mention that they read these rules and regulations will receive a complimentary 1/4 page ad in the 2019 conference advertisement supplement.

## 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.

## How to Register for an Exhibit Booth and/or Sponsorship

If you exhibited with PARMA in 2017 and/or 2018 please contact [exhibit@parma.com](mailto:exhibit@parma.com) for your personalized link to register for a booth and/or sponsorship.

If you did not exhibit with PARMA in 2017 or 2018 please click [here](#) to register for your booth and/or sponsorship.

Please contact [exhibit@parma.com](mailto:exhibit@parma.com) for any questions or assistance.