



THE

*Sweet  
Success*

OF RISK MANAGEMENT

PARMA ANNUAL CONFERENCE

FEBRUARY 7-10, 2023

SACRAMENTO CONVENTION CENTER

# The Sweet Success

## OF RISK MANAGEMENT



## 49th Conference & Expo

FEBRUARY 7-10, 2023 • SACRAMENTO CONVENTION CENTER

### EXHIBITOR INFORMATION

#### Exhibitor Pricing for 2023:

PARMA Members:	Before 11/7/22	After 11/7/22
Standard Booth	\$1,800	\$2,000
Premium Booth	\$2,300	\$2,500

Nonmembers:	Before 11/7/22	After 11/7/22
Standard Booth	\$2,800	\$3,300
Premium Booth	\$3,000	\$3,500

#### Additional Personnel for Exhibitors or 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
- **Carpeting not included and can be purchased for an additional cost.**

#### 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 2022:** Exhibitor Kits emailed from TriCord.

**December 12, 2022:** Deadline for sponsors to submit high resolution logo and other deliverable items needed. Please send to [ayang@amgroup.us](mailto:ayang@amgroup.us).

**November 7, 2022:** 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 2022 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
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 <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>
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	<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, 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, 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 <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 11/18/2022	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>				
Two Reserved Tables at Special Events.	✓	✓				
Promotion of Sponsor's Educational Opportunities to PARMA Members for One Year	✓	✓				
Press Release to all PARMA Members	✓	<b>TOTAL PACKAGE VALUE \$21,300</b>				
Company Logo with Link to Company Website Used in All Conference Email Marketing Pieces	✓ <b>TOTAL PACKAGE VALUE \$30,100</b>					



# SPONSORSHIP OPPORTUNITIES

## Signature Conference Reception

~~(Two Available)~~ <sup>One</sup> – \$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.

## Welcome Reception ~~(Two Available)~~ <sup>One</sup> – \$10,000

The Welcome Reception is a fantastic way to start off the event. Cocktails, hors d'oeuvres, and networking set the mood. The sponsoring companies will be recognized in marketing materials, onsite signage, and at the event.

## Networking Lounge (One Available) – \$10,000

Set up in a booth next to yours, the Networking Lounge is equipped with bar height charging / power tables with nice stools where people can plug in and do a little work. Also, a couch and end/coffee table to make it cozy. Attendees can relax and get organized for their next meeting or session. Charging tables will be wrapped with your logo, marketing material can be displayed, and you can have a company representative "manning" the area. Signage will be displayed throughout the event.

## Keynote Speaker (One Available) – \$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. 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.

## Conference Tote Bags (One Available) – \$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 November 18, 2022.

## 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 sign up for their headshot during conference hours, and your company information on the PARMA website. Sponsorship commitment must be made no later than November 18, 2022.

## Badge Holder with Your Company Logo

(One Available) – \$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 November 18, 2022.

## Welcome/Registration Amenity Station

(One Available) – \$10,000

Once attendees have registered and picked up their badge they will be able to help themselves to a variety of welcoming and refreshment products. For example: shout wipes, chapstick, breath mints, mini lint brushes, charging cube, hand lotion, etc. Includes signage.

## 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.

## Hydration Station (One Available) – \$10,000

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

## Ribbon Wall (One Available) – \$8,000

Located by registration, 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. Signage will be displayed throughout the event.

## SPONSORSHIP OPPORTUNITIES

### **Key Card** (One Available) – \$6,000

While checking into the hotel, each attendee will receive their room key with your company logo.

### **Café PARMA** (One Available) – \$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 logo and an opportunity for a company liaison to walk around the area, put out promotional material and discuss the company.

### **Mini Pocket Agenda** (One Available) – \$7,500

Attendees love the pocket schedule and use it throughout the event as their guide to conference activities. Your company logo will be displayed prominently on the Mini Pocket Agenda. Sponsorship commitment must be made no later than November 18, 2021.

### **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) – \$5,000

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), and the ability to place your company's materials on the station table.

### **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, 2022.

### **Closing Speaker** (One Available) – \$5,000

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

### **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.

### **Exhibitor Stamp Card Sponsorship**

(One Available) – \$5,000

Have your company 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 everytime they get a stamp!

### **Dessert Reception in Exhibit Hall**

(Two Available) – \$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.

### **Registration Area Sponsor** (One Available) – \$5,000

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

### **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, 2022.

### **AV Sponsor Two Full Days**

(Two Available) – \$3,500

Recognition on conference signage.

### **Conference AM Break** (One Available) – \$2,500

Your company logo on signage near break stations.

*Continues on next page*

## SPONSORSHIP OPPORTUNITIES

### Conference PM Break ~~(Two Available)~~ <sup>One</sup> – \$2,500

Your company name and logo on signage near break stations

### Promotional Item in Tote Bag (Multiple Available) – \$2,500

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

### AV Sponsor Last Day (One Available) – \$2,500

Recognition on conference signage.

### Sanitizer Stations Sponsor – \$1500

(each station, unlimited availability)

Provide attendees the comfort of knowing they are in a safe and clean environment with your company name and logo on sanitizer stations around the PARMA Conference.

### Badge Recycle ~~(Three Available)~~ <sup>Two</sup> – \$1,500

The badge recycle stations will be branded with your logo and placed at the entrance/exit of the exhibit hall and outside of sessions. This sponsorship will allow attendees to see your logo and commitment to the environment.

## PARMA CONFERENCE SMART PHONE APP SPONSORSHIP OPPORTUNITIES

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

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

### Exhibitor Multimedia Package

~~(Three Opportunities)~~ <sup>Two</sup> – \$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

2 each day ~~(Five Opportunities)~~ <sup>Two</sup> – \$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 Supplement - \$1,500**

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

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

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

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

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

**Ads must be submitted by November 18, 2022**

## Hotel Details

Details to come

## HOW TO REGISTER FOR AN EXHIBIT BOOTH AND/OR SPONSORSHIP

If you exhibited with PARMA in 2021 and/or 2022 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 2021 or 2022 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.



# 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 7, 2022, all fees paid with the exception of 25% will be returned. In addition, cancellation of a booth after November 7, 2022, 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, February 7, 2023, and all exhibits must be erected and completely arranged by 6:00 pm, February 7, 2023. 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, February 9, 2023. All exhibit material must be removed by 4:00 pm, February 9, 2023.

## Electrical, Drayage & Material Transportation

PARMA has contracted with TriCord Trade Show Services to provide electrical and drayage needs for the 2023 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 2023 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 31, 2022. 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 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.

## 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.