

**RECORDS AND INFORMATION MANAGEMENT AWARENESS WORKSHOP,
AWARDS & EXPOSITION
(RIMAW 2009)
(www.sheraton.com/Lagos)
Sheraton Hotels & Towers
Ikeja, Lagos, Nigeria.
28th – 29th August, 2009**

SPONSORSHIP 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 2010 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 = N 2,000,000 (+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 2010 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 = N 1,500,000 (+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 2010 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 = N 1,000,000 (+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 2010 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 = N 500,000 (+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.

	Sponsorship Opportunities	Status
Pre Show	Registration page sponsor*	Available
	Email Campaign	Available
	Final Pre-registration email	Available
	IM World Magazine (RIMAW 09' edition)	Available
	IM World TV (RIMAW 09' edition)	Available
	Visitor Registration Pack Envelope	Available
	Special Guest Invitation Card	Available
	Product/Services Category Sponsor	Not Available
	Exhibitor list sponsor	Not Available
	Banner Advertising (Online)	Not Available
	IM World Magazine Special Rates	Available
During the Show	Wall Banners	Available
	Hanging Banners	Available
	Wifi Internet Access Sponsorship*	Available
	Carrier Bags*	Available
	Ushers Kits	Available
	Lanyards - Badge Holder*	Not Available

	Mini Event Guide*	Available
	Press Briefing Slot	Available
	Press Office*	Available
	New Product & Services Guide	Available
	New Product & Services Presentation	Available
	Refreshment for Attendees	Available
	Balloons	Available
	Stair Risers (Red or Yellow or Green carpet)	Available
	Awards Sponsorship	Available
Post Show	RIMA Foundation Newsletter/Media promo	Available

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

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.

N350, 000

EMAIL CAMPAIGN SPONSORSHIP

Sponsor one of the prospect or registered RIMAW 2009 visitor emails. During the run up to the show we target a total of 20,000 contacts including RIMAW 2009 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.

N250, 150 (for one email shot)

N650, 000 (for 5 e-shots in the campaign)

FINAL PRE-REGISTERED VISITOR EMAIL

Sponsor the final pre-registered RIMAW 2009 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.

N250, 000

CO-SPONSOR IM WORLD MAGAZINE (RIMAW 08' EDITION)

Contact over 100,000 IT/IM professionals with media sponsors. A very good opportunity to co-sponsor the RIMAW 08' 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.

N400, 000

SPONSOR A SEGMENT ON IM WORLD TELEVISION PROGRAMME (PRE-RIMAW 08')

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

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

N150, 000

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 2009 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.

N350, 000

SPECIAL GUEST INVITATION CARD (AWARD NIGHT)

An opportunity to have your company logo on every special RIMAW 08' 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.

N300, 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 08' EDITION)

N150, 000

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 08' EDITION)

N150, 000

BANNER ADVERTISING (ONLINE)

The RIMAW Foundation website received more than 20,000 unique users during the 2007 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.

N150, 000

IM WORLD MAGAZINE SPECIAL RATES

We are pleased to offer RIMAW 2009 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: N250, 000 (saving over N100, 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.

N200, 000 each

Hanging Banners



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

N180, 000 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.

N255, 000



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!

N450, 000 (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.

N250, 000 (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.

N400, 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.

N450, 000

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 **N80, 000** 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.

N80, 000

Press Office

Make sure all visiting journalists know you are at RIMAW 2009 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.

N410, 000

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 2009 Website

Feature on the website prior to the event and 6 months afterwards

Included in the Official Show Catalogue

For only N200,000 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 2009 event.

Promoting yourself in as many places as possible will help to make sure RIMAW 2009 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

N100,000 each (for a 2 min slot)

2 for N197, 500

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.

N500, 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.

N650, 000 (excluding production)

Stair Risers/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.

N850, 000

RIMAW Awards



An excellent opportunity to steal the show during the RIMAW 2009 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
Projects Awards	6	100,000
Products Awards	5	100,000
Special Awards	14	100,000

POST EVENT OPPORTUNITY:

RIMA Foundation Online event Newsletter

Sent out monthly to approx. 6,500 subscribers, sponsorship of the RIMAW Online monthly 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.

N450, 000

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

Call (01) 8940451, 08023819008, 07030565037 or info@rimaw.org for more information or to reserve any of these opportunities.

RIMAW 2009 is hosted annually by:

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

www.rimaw.org, www.rimafoundation.org