



## ABOUT PRMIA

### BLUE RIBBON PANEL

Dr Bob Mark, Chair  
*Black Diamond Consulting*

Tanya Styblo Beder  
*IAFE*

Dr Michel Crouhy

Dr Ron Dembo  
*Algorithmics Incorporated*

Dr Stephen Figlewski  
*NYU Stern School of Business*

Dr Dan Galai  
*Hebrew University*

Nicholas Hayes  
*Risk Management Assoc.*

Dr Stephen Kealhofer  
*KMV*

James Lam  
*James Lam & Associates*

Dr David Rowe  
*SunGard Trading & Risk Systems*

Dr Richard Sandor  
*Environmental Financial Products,  
LLC*

Dr Barry Schachter  
*Sac Capital*

Emmanuelle Sebton  
*ISDA*

Constantine Thanassoulas  
*European Financial Management  
Association*

Harry Panjer  
*Society of Actuaries, University of  
Waterloo*

[PRMIA](#) is a non profit organization operating for the benefit of its membership, serving emerging as well as more developed markets and promoting cross-cultural professional standards. The PRMIA mission is to provide a free and open forum for the promotion of sound risk management standards and practices globally. Founded in January 2002, the association has over 60 regional chapters around the world, which work at the grassroots level to serve the profession, and over 20,000 members from 5,000 organizations and 150 countries.

Regional chapters organise regular meetings on current risk management issues, offering local risk professionals outstanding educational resources and opportunities to network with colleagues.

The association offers the [Professional Risk Manager](#) (PRM) certification program, which sets the standard for assessing the knowledge, competence and integrity of risk professionals. The exam tests a candidate's knowledge and understanding of financial risk management in everyday, real-life situations in the workplace. It is offered daily in 140 countries and is rapidly becoming established as the leading form of certification in the risk profession.

### MEMBERSHIP INFORMATION

20,000+ members from 5,000 organizations and 150 countries  
Membership increased by 120% in 2004

#### Seniority:

Over 300 Chief Risk Officers  
Over 1,400 C-Suite Members

#### Members come from the following industries:

Banking	24%
Traditional Asset Management	15%
Insurance	11%
Energy	11%
Government/Regulation	7%
Alternative Investments	6%
Non-Financial/Corporate	5%
Student/Faculty/Academic	5%
Commodities (Non-Energy)	5%
Medical/Biological	2%

**To discuss how your organization could become a sponsor,  
please contact:**

**Chris Janos Tel +1-312-993-4117  
chris.janos@prmia.org for The Americas  
or**

**Yvonne Cooke Tel +33 (0)2 35 57 16 67  
yvonne.cooke@prmia.org for All Other Locations**



## SPONSORSHIP OPPORTUNITIES

PRMIA is looking for like-minded organizations – interested in promoting high industry standards, standard-setting and professional education in the risk field – to help PRMIA fulfill its mission by sponsoring the association. Our sponsors make PRMIA possible and help keep membership free of charge. We offer the following sponsorship packages:

### Annual Sponsorship Opportunities

#### Gold Sponsorship of PRMIA

US\$8,000 /year

Our Gold Sponsors make PRMIA possible and help keep membership in the association, and participation in most of its activities, free of charge. They fund the management and continued development of PRMIA's website and the member services which are delivered through the site. As a Gold Sponsor your company information reaches our 20,000+ members.

#### CORPORATE BENEFITS

- \* Logo on <http://www.prmia.org> and Members-Only menu (on a rotating basis)
- \* Logo and brief description of services in our Sponsors page (including hyperlink to your site)
- \* Announcement to the PRMIA membership via our email newsletter (including a sponsor quote)
- \* Opportunity to submit company research to be included (subject to PRMIA approval) on our members-only Research page

#### GOLD SPONSORSHIP WEB STATS (monthly)

- \* 26,000 impressions of your logo (on a rotating basis)

#### C-Suite Sponsorship

US\$10,000 /year

### The PRMIA *C-Suite*

The C-Suite is an invitation-only network of PRMIA members designed to provide governance support and to promote high-level, peer-to-peer, information sharing among top company officers. We provide access to essential educational tools and resources uniquely designed for senior executives. C-Suite is here to help you deliver to Regulators, Board members, and corporate stakeholders.

PRMIA C-Suite consists of over 1,400 senior executives in risk and finance from around the globe, including over 300 CROs and Heads of Risk.

C-Suite includes four key offerings for senior level risk professionals: Executive Reports, Executive Courses, Events & Roundtables, and a Corporate Governance Center. Our mandate is to offer a convenient means for senior executives to stay up-to-date on industry-best risk management practices. *Please note: C-suite sponsorship also requires a Gold Sponsorship agreement.*

#### CORPORATE BENEFITS

- \* Logo on the C-Suite Home Page (includes hyperlink) at <http://www.prmia.org/CSuite>
- \* Logo and brief description of services on the C-Suite Sponsors web page

## The Professional Risk Manager (PRM) Certification Program US\$10,000 /year

The [Professional Risk Manager](#) (PRM) program sets the standard for assessing the knowledge, competence and integrity of risk professionals. The exam tests a candidate's knowledge and understanding of the building blocks essential to success as a financial risk manager. Offered daily in over 140 countries, there is no other certification program for risk professionals that has such broad distribution or acceptance.

The program is rapidly becoming the industry benchmark for educating and certifying risk professionals worldwide. We're working closely with universities, regulators, industry and other important finance associations to create a broad and ambitious educational structure for the advancement of the profession.

### CORPORATE BENEFITS

- \* Logo on the PRM Home web page (on a rotating basis) at <http://www.prmia.org/certification/cert.html>
- \* Logo & brief description of services on the [Certification Sponsors](#) web page (includes hyperlink)
- \* Logo on the exam literature: Candidate Guidebook and Self-Study Guide (also found on the PRMIA web site)
- \* Announcement to all the members via the monthly newsletter (includes company quote)

### CERTIFICATION PROGRAM WEB STATS (monthly)

- \* 4,200 impressions of your logo

## Jobs Board Sponsorship

US\$3,000 /month or US\$6,000 /3 months

A free resource for risk and finance professionals, PRMIA's job board offers a comprehensive resource for both employers and job seekers in the risk and finance profession. PRMIA members are leaders in a variety of industries, have a broad range of experience, and hail from over 150 countries.

### CORPORATE BENEFITS

- \* Job of choice displayed on Today's Hot Job section of Jobs web page at <http://www.prmia.org/jobs/jobs.php>
- \* Company logo displayed next to Today's Hot Job text

### JOBS BOARD WEB STATS (monthly)

- \* Over 25,000 jobs board searches each month

## Members-Only Webpage Sponsorship

Prices vary (see below)

The [Members-Only Webpage](#) on the prmia.org website offers valuable services and products to our members. Included in this resource page are special promotions & conferences, exhibitions, books, magazines and other value-added resources available through third parties. This is a simple and inexpensive way to get access to PRMIA members to advertise your organization's special offering. Your organization must offer some sort of discount to PRMIA members in your listing in order to qualify for the sponsorship.

### COSTS (\$US)

	<u>Text Link Only</u>	<u>Banner Advertisement</u>
1 listing / 1 month	US\$200	US\$400
1 listing / 3 months	US\$500	US\$1,000
1 listing / 6 months	US\$900	US\$2,000

## Global Events Calendar Sponsorship

US\$8,000 /year

The Global Events Calendar page is the section of our web site that is most used by members to locate details for regional activities and monthly meetings. The events calendar can be found at <http://www.prmia.org/events/events.html>

### CORPORATE BENEFITS

- \* Logo on the [Events Calendar](#) web page (on a rotating basis)
- \* Logo and brief description of services in our [Global Events Sponsors](#) page (including hyperlink to your site)

### EVENTS CALENDAR WEB STATS (monthly)

- \* 2,000 impressions of your logo

## Publication Sponsorship Opportunities

### Newsletter Sponsorship

US\$5,000 /month or US\$12,000 /3 months

The monthly Members Update is PRMIA's primary way of communicating with its global membership. Sent to members via email monthly, it contains articles from members, news items, links to new risk resources, details of upcoming meetings, etc.

To see recent Member Updates please visit: [http://www.prmia.org/pdf/11\\_18\\_04.html](http://www.prmia.org/pdf/11_18_04.html)

### CORPORATE BENEFITS

- \* Logo displayed at the bottom of the monthly newsletter
- \* Brief description of services displayed alongside the logo
- \* Hyperlink to sponsor's website

### MEMBERS UPDATE NEWSLETTER STATS (monthly)

- \* 20,000+ members from 5,000 companies in 150 countries receive the newsletter

### The Professional Risk Managers' Handbook

US\$10,000 /year

*The Professional Risk Managers' Handbook: a Comprehensive Guide to Current Theory and Best Practices* is the official manual for the PRM certification and features over 40 chapters from 35 leading risk and finance experts. The Handbook is to be published as an e-book on the PRMIA web site and is unrivalled as a respected source of learning in the global risk community. Visit [http://www.prmia.org/PRM\\_Handbook/handbook\\_intro.php](http://www.prmia.org/PRM_Handbook/handbook_intro.php) for more details and a complete list of authors.

### CORPORATE BENEFITS

- \* Company logo, brief description of services and hyperlink on the [PRM Handbook](#) web page
- \* Company logo on the inside "front cover" of the PRM Handbook
- \* 2 complimentary copies of the PRM Handbook
- \* Announcement to the PRMIA membership via our email newsletter (including a sponsor quote)

## PRM Quarterly Update Sponsorship

US\$5,000 /issue

The PRM Quarterly Update goes to members and non-members who have downloaded materials about the PRM program.

An example is available at [http://www.prmia.org/pdf/8\\_11\\_04\\_PRM\\_Update.html](http://www.prmia.org/pdf/8_11_04_PRM_Update.html)

### CORPORATE BENEFITS

- \* Logo displayed at the bottom of the monthly newsletter
- \* Brief description of services displayed alongside the logo
- \* Hyperlink to sponsor's website

### PRM QUARTERLY UPDATE NEWSLETTER STATS (monthly)

- \* 15,000 current subscribers, growing approximately 2,000 per quarter

## Regional Chapter Meeting & Conference Sponsorship Opportunities

### Regional Chapter Meetings

Prices vary (see below)

Sponsorship of local chapter events can be arranged with the benefits below (subject to approval of the local Regional Director). Sponsorship can be in the form of financial sponsorship or a combination of financial sponsorship, a meeting venue and refreshments.

### CORPORATE BENEFITS

- \* Acknowledgement of sponsorship in invitations to chapter members, including a hyperlink to your webpage
- \* Acknowledgement of sponsorship on Events Calendar listing, including a hyperlink to your webpage
- \* Guaranteed space for up to 10 delegates to attend the meeting
- \* Time for a brief welcome to the delegates at the start of the meeting
- \* Logo on event webpage where presentation is posted (subject to speak approval of posting)

### COSTS (\$US)

<u>Platinum Chapters</u>	<u>Sponsorship</u>	<u>Sponsorship Plus Hosting</u>
New York	\$7,500 p/meeting	\$5,000 + venue & refreshments
London	\$7,500 p/meeting	\$5,000 + venue & refreshments
Paris	\$5,000 p/meeting	\$3,000 + venue & refreshments
Chicago	\$3,000 p/meeting	\$2,000 + venue & refreshments
Hong Kong	\$3,000 p/meeting	\$2,000 + venue & refreshments
Singapore	\$2,000 p/meeting	\$1,500 + venue & refreshments
<u>Premium Chapters</u>	<u>Sponsorship</u>	<u>Sponsorship Plus Hosting</u>
Boston	\$1,500 p/meeting	\$1,000 + venue & refreshments
Charlotte	\$1,500 p/meeting	\$1,000 + venue & refreshments
Bay Area, CA	\$1,500 p/meeting	\$1,000 + venue & refreshments
Washington, DC	\$1,500 p/meeting	\$1,000 + venue & refreshments
Montreal	\$1,500 p/meeting	\$1,000 + venue & refreshments
Toronto	\$1,500 p/meeting	\$1,000 + venue & refreshments
Milan	\$1,500 p/meeting	\$1,000 + venue & refreshments
Frankfurt	\$1,500 p/meeting	\$1,000 + venue & refreshments
Munich	\$1,500 p/meeting	\$1,000 + venue & refreshments
Warsaw	\$1,500 p/meeting	\$1,000 + venue & refreshments
Moscow	\$1,500 p/meeting	\$1,000 + venue & refreshments
Sydney	\$1,500 p/meeting	\$1,000 + venue & refreshments

All Others	Sponsorship	Sponsorship Plus Hosting
Other Cities	\$1,000 p/meeting	\$500 + venue & refreshments
See <a href="http://www.prmia.org/about/regional_directors.html">http://www.prmia.org/about/regional_directors.html</a> for a full list of chapters		

## Conferences

Prices vary

PRMIA is involved in industry events throughout the year. Each event has a variety of benefits and associated sponsorship costs. Please contact the appropriate PRMIA representative listed below for complete benefits and total cost.

Chicago          Enterprise Risk Management Symposium with SOA & CAS          May 2-3, 2005

The Americas / Chris Janos at +1-312-993-4117 / [chris.janos@prmia.org](mailto:chris.janos@prmia.org)  
All Other Locations / Yvonne Cooke 011 3323 5571667 / [yvonne.cooke@prmia.org](mailto:yvonne.cooke@prmia.org)