



# ALARM

embrace risk

## SPONSORSHIP AND EXHIBITION BROCHURE



# ABOUT ALARM

ALARM is a not-for-profit professional membership association that has supported risk management professionals since 1991. We provide our members with outstanding support to achieve professional excellence including education, training, guidance and best practice, information and insight, networking, and industry recognition for excellence across risk management.



**ALARM**

Contact us for more  
information about ALARM  
and membership

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[alarmrisk.com](http://alarmrisk.com)

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# WHO WE ARE

ALARM is a not-for-profit professional membership association that has supported risk and insurance professionals since 1991. We provide our members with outstanding support to achieve professional excellence including education, training, guidance and best practice, information and insight, networking, and industry recognition for excellence across risk management.

With over 900 members ALARM is unique in that it is run by members, for members, so everyone can get involved. **We support practitioners that have a responsibility for (but not limited to) risk, insurance, business continuity, emergency planning, governance, health & safety, assurance, audit and anti-fraud, across the following:**

- Local government - councils, unitary, mayoral offices, combined and devolved authorities
- Blue light - police, crime commissioner offices, fire & rescue services, and ambulance services
- Education - schools, colleges, universities, and exam boards
- Central and devolved government departments and agencies
- Health & social care - NHS trusts, GP surgeries, and care providers
- Housing - registered providers, arm's length management organisations, for-profit housing providers, and councils
- Third sector - charities and not-for-profit organisations
- Other organisations commissioned to provide services to communities and citizens.

## Our key strategic objectives

- Be a highly valued, respected and influential professional membership association to members and other stakeholders.
- Address the needs of risk practitioners in their professional development and recognise excellence in their use of risk management.
- Sustain and build membership.
- Be recognised as an excellent provider of risk management guidance and best practice products and services.
- Be a responsible, resilient and sustainable organisation.



## Our vision

ALARM's vision is that professionals with the responsibility for the management of risk are trained, supported, and recognised for the excellent work they do. ALARM's vision is to raise the profile of risk management professionals.

## Our mission

ALARM's mission is to promote excellence in risk management, support career development in risk management and be the member organisation of national influence, with good depth of membership, high levels of member and sponsor engagement, quality events, education and training.

## Our voice

ALARM sets the professional standard on what strong risk management looks like. The purpose of ALARM is to help risk practitioners be the best in their roles, develop professionally, and support their organisations in embracing risk. ALARM also represents members and lobbies on their behalf across all elements of risk management in the UK.

## Our structure

### ALARM MEMBERS

Individual and corporate members from various regions, disciplines and sectors who learn and share best practice together

### ALARM BOARD

Elected or appointed directors who, as volunteers, look after the organisation's strategic management and resilience

### SPONSORS

Partners that provide professional, technical and financial support to help ALARM achieve key strategic objectives

### ADMINISTRATION & SUPPORT SERVICES

Our contractors and suppliers who provide a range of specified services to support ALARM and our members





## GET INVOLVED



We're delighted to work with a wide range of market leading partners and sponsors, helping us lead the way for risk management professionals across the UK.

Sponsorship drives our work forward, helping us to achieve our goals, embrace risk and provide unrivalled support to our members. Our sponsors play a huge part in allowing us to share our experience and forward-thinking guidance to others.

We offer two types of sponsorship, Corporate and Conference, each divided into four tiers; Platinum, Gold, Silver and Bronze, with varying costs and benefits. Our packages are flexible and can help boost your company's profile with industry decision-makers across the UK.

**Contact [julie.gray@alarmrisk.com](mailto:julie.gray@alarmrisk.com) to discuss.**

# WHAT OUR MEMBERS SAY



Attending the 2023 National Conference was a really valuable experience. It provided beneficial networking opportunities with industry experts. The Conference empowered me with insights to navigate uncertainty, strengthen resilience, and drive effective risk management in my organisation.

**VICTORIA ADAMS**

*Strategic Risk Manager,  
Staffordshire Fire & Rescue Service*



I've found ALARM to be really helpful to me as a risk professional in higher education. Similar to many higher education institutions, we have very little resource dedicated to risk, so the opportunity to meet others from the same sector has been invaluable. ALARM also gives me the opportunity to network and share best practice with people outside of the sector too, which has been really useful for me. I attended the Conference for the first time this year and really enjoyed meeting others working in risk in a face-to-face environment.

**CLARE FOYLE**

*Planning Manager,  
University College London*



ALARM's quarterly journal, *stronger* is just one much appreciated member benefit. It is an excellent and engaging resource, full of interesting, topical and timely articles, and I always find something of relevance to my role. It's well presented and easily accessible, which is great for busy people.

**ALISON WEIR**

*Risk and Insurance Manager,  
Warrington Borough Council*



ALARM has helped me immensely. The support network is invaluable, giving you the ability to call on other members and sponsors for help and advice. The seminars have been extremely useful and always very relevant to my day-to-day role.

**SUE RUDDOCK**

*Corporate Risk & Insurance Manager,  
Transport for Wales*



Principally ALARM is a great platform to network with fellow practitioners. The published guidance, events and thought leadership helps us to ensure that our insights are relevant, practical and reflect leading practice.

**RUSSELL HEPPLESTON**

*Risk Manager,  
UK National Audit Office*



# CORPORATE SPONSORSHIP

Our corporate package can help your organisation engage with ALARM members regularly. **With a wide range of benefits, sponsorship enables your company to:**

- Gain direct access to our members
- Demonstrate you're committed to supporting individuals and organisations in the industry
- Partner with us on our industry discussions and reports, technical or best practice papers, and regular publications
- Make the most of our in-person and virtual national and regional events, and sector specific seminars, to showcase your expertise
- Feature in our quarterly journal
- Participate in regular and varied networking opportunities with industry wide professionals.

**For more information, see page 10.**

“

RMP is proud to have been a Platinum Sponsor of ALARM for the past 15 years. As well as supporting ALARM in providing education and training to its members across our communities, our sponsorship gives RMP the opportunity to get closer to practitioners and better understand the issues they are facing.

*Risk Management Partners  
Platinum Sponsor*

”

“

Because of its focus, yet expansive range of hugely experienced speakers, the ALARM Conference always attracts a wide range of delegates that provides an incredible platform for us as sponsors to have access to.

*Forbes Solicitors  
Silver Sponsor*

”





# CONFERENCE SPONSORSHIP

The ALARM National Conference is a popular industry event. Conference sponsorship is a unique opportunity to network with your customers and potential customers, and enhance your company's reach and reputation.

With around 500 practitioners and influencers attending every year, our National Conference offers substantial learning and networking opportunities for all, including workshops and exhibition space. Delegates attend from across the UK, and we also welcome delegates from Australia, Europe and America.

We'd be delighted to discuss how we can work with you to help maximise your Conference exposure.

**See page 16 for more information.**

# AWARDS SPONSORSHIP

The ALARM Risk Awards present a chance for teams and individuals to promote and share ideas and learnings, and to accept accolades publicly for the excellent work they do.

A sponsored award not only offers recognition and encouragement to your customers, but also puts your company in front of a wider professional audience at our Risk Awards dinner.

**See page 20 for more information.**

# EXHIBITION OPPORTUNITIES

Showcase your company and what it has to offer this specialist market. Greet your customers in a relaxed and professional setting, and meet potential customers among the 500 attendees across various sectors delivering public services.

Choose your exposure according to budget and relevance with our flexible exhibitor offering. Or upgrade to Conference sponsorship increase opportunities to raise your profile.

**See page 21 for more information.**



“The ALARM Conference is a huge success, bringing together many public service organisations with potential suppliers in an environment where sharing knowledge and skills is considered positively. Regionally, nationally and within niche groups ALARM drives innovation, skills improvement and networking to a very high level.

*Gallagher  
Gold Sponsor*

”

# CORPORATE SPONSORSHIP

## PLATINUM CORPORATE

£23,500 +VAT

### Membership

- 12 associate memberships plus one website login for marketing contact
- Option to purchase additional associate memberships.

### Events

- Delegate places for all ALARM events (excluding National Conference) as per number of memberships
- First choice speaker invitations for ALARM events
- Option to co-host events with ALARM
- Two virtual lunchtime sessions
- Exhibition stand at ALARM Scotland Conference
- Exhibition stand at ALARM South Conference.

### Marketing

- Logo displayed on sponsor page on all event slides
- Logo displayed in *stronger* masthead
- Logo and link displayed on sponsor page on website
- Logo and link displayed in website footer
- Logo displayed in email footer of ALARM Office and Board
- Supplier directory listing on website
- Sponsor listing in app
- Featured sponsor in app
- Ten job adverts on website, social media and in e-news

- 12 event listings on website and in e-news
- Four targeted mailouts
- Website advertising opportunities
- Metrics from adverts and content
- Use of ALARM Platinum Sponsor logo.

### Content

- Resources shared with members on website and in e-news
- Three LinkedIn posts
- Four web articles
- Article in each edition of *stronger*
- Full page advert in each edition of *stronger*
- First choice invitation to participate in one publication
- Option to co-host a themed campaign
- Opportunity to engage and bring awareness to strategic national and sector issues through sponsored campaigns.

### Networking & development

- Monthly virtual meeting with ALARM
- Two tickets to sponsor networking events
- One representative invited to annual ALARM business planning day
- Access to discussion forums
- Access to ALARM member app
- First choice invitation to participate in roundtables and subsequent outputs.

# GOLD CORPORATE

£15,000 +VAT

## Membership

- Six associate memberships plus one website login for marketing contact
- Option to purchase five additional associate memberships.

## Events

- Delegate places for all ALARM events (excluding National Conference) as per number of memberships
- Second choice speaker invitations for ALARM events
- Two virtual lunchtime sessions
- Exhibition stand at ALARM Scotland Conference
- Exhibition stand at ALARM South Conference.

## Marketing

- Logo displayed on sponsor page on all event slides
- Logo and link displayed on sponsor page on website
- Supplier directory listing on website
- Sponsor listing in app
- Six job adverts on website, social media and in e-news

- Ten event listing on website and in e-news
- One targeted mailout
- Website advertising opportunities
- Metrics from adverts and content
- Use of ALARM Gold Sponsor logo.

## Content

- Resources shared with members on website and in e-news
- One LinkedIn post
- Three web articles
- Article in two editions of *stronger*
- Half page advert in each edition of *stronger*
- Second choice invitation to participate in one publication
- Opportunity to engage and bring awareness to strategic national and sector issues through sponsored campaigns.

## Networking & development

- Bi-monthly virtual meetings with ALARM
- Two tickets to sponsor networking events
- Access to discussion forums
- Access to ALARM member app
- Second choice invitation to participate in roundtables and subsequent outputs.



## Membership

- Three associate memberships
- Option to purchase two additional associate memberships.

## Events

- Delegate places for all ALARM events (excluding National Conference) as per number of memberships
- Opportunity to present sessions at ALARM events
- Opportunity to present virtual lunchtime session
- Discounted rate for exhibition stand at ALARM Scotland Conference\*
- Discounted rate for exhibition stand at ALARM South Conference\*.

## Marketing

- Logo displayed on sponsor page on all event slides
- Logo and link displayed on sponsor page on website
- Supplier directory listing on website
- Sponsor listing in app

- Two job adverts, social media and in e-news
- Six event listings on website and e-news
- Website advertising opportunities
- Metrics from adverts and content
- Use of ALARM Silver Sponsor logo.

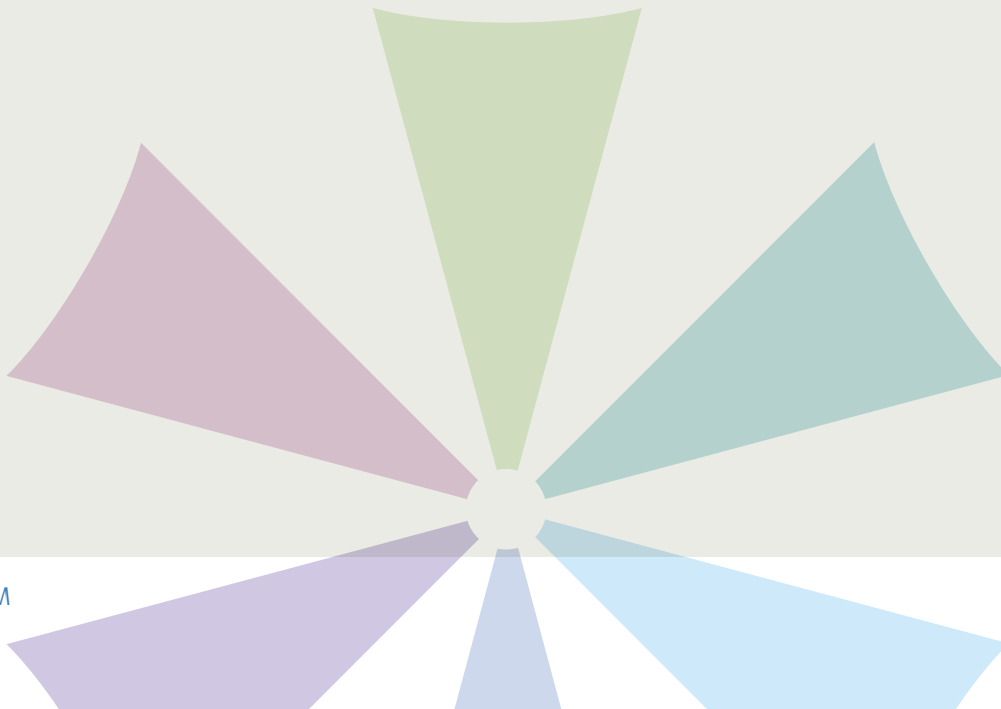
## Content

- Resources shared with members on website and in e-news
- Two web articles
- Article in one edition of *stronger*
- Discounted rate for *stronger* adverts
- Opportunity to participate in publications.

## Networking & development

- Quarterly virtual meetings with ALARM
- One ticket to sponsor networking events
- Access to discussion forums
- Access to ALARM member app
- Opportunity to participate in roundtables and subsequent outputs.

\*Subject to availability.



# BRONZE CORPORATE

£3,250 +VAT

## Membership

- One associate membership
- Option to purchase one additional associate membership.

## Events

- Delegate places for all ALARM events (excluding National Conference) as per number of memberships
- Opportunity to present sessions at ALARM events\*
- Opportunity to present virtual lunchtime session\*.

## Marketing

- Logo displayed on sponsor page on event slides at sponsored regional events
- Logo and link displayed on sponsor page on website

- Supplier directory listing on website
- Sponsor listing in app
- One job advert on website, social media and in e-news
- Two event listings on website and e-news
- Use of ALARM Bronze Sponsor logo.

## Content

- Resources shared with members on website and in e-news
- Discounted rate for *stronger* adverts.

## Networking & development

- Option to have virtual meetings with ALARM
- One ticket to sponsor networking events
- Access to discussion forums
- Access to ALARM member app.

\*Subject to availability.



# CORPORATE SPONSORSHIP AT A GLANCE

	PLATINUM	GOLD	SILVER	BRONZE
Associate memberships	12 + 1 marketing contact	6 + 1 marketing contact	3	1
Option to purchase additional associate memberships	Unlimited	5	2	1
Delegate places for all ALARM events (excluding National Conference)	✓	✓	✓	✓
Speaker invitations for ALARM events	1st	2nd	3rd	4th
Option to co-host events with ALARM	✓	X	X	X
Virtual lunchtime sessions	2	1	*	*
Exhibition stand at ALARM Scotland Conference	✓	✓	Discounted Rate	Discounted Rate
Exhibition stand at ALARM South Conference	✓	✓	Discounted Rate	Discounted Rate
Logo displayed on sponsor page on all event slides	✓	✓	✓	X
Logo displayed in <i>stronger</i> masthead	✓	X	X	X
Logo and link displayed on sponsor page on website	✓	✓	✓	✓
Logo and link displayed in website footer	✓	X	X	X
Logo displayed in email footer of ALARM Office and Board	✓	X	X	X
Supplier directory listing on website	✓	✓	✓	✓
Sponsor listing in app	✓	✓	✓	✓
Featured sponsor in app	✓	X	X	X
Job adverts on website, social media and e-news	10	6	2	1
Event listings on website and e-news	12	10	6	2



\*Note: These benefits may be available at the discretion of ALARM, but are not guaranteed as part of this sponsorship package.

	PLATINUM	GOLD	SILVER	BRONZE
Targeted mailouts	4	1	X	X
Website advertising opportunities	✓	✓	✓	✓
Metrics from adverts and content	✓	✓	✓	✓
Use of ALARM Sponsor logo	✓	✓	✓	✓
Resources shared with members on website and e-news	✓	✓	✓	✓
LinkedIn posts	3	1	X	X
Web articles	4	3	2	*
<i>stronger</i> articles	4	2	1	*
Adverts in <i>stronger</i>	4 full page	4 half page	Discounted Rate	Discounted Rate
Invitation to participate in publications	1st	2nd	3rd	*
Option to co-host a themed campaign	✓	X	X	X
Opportunity to engage and bring awareness to strategic national and sector issues through sponsored campaigns	1st	2nd	X	X
Virtual meetings with ALARM	MONTHLY	BI-MONTHLY	QUARTERLY	*
Tickets to sponsor networking events	2	2	1	1
Representative invited to ALARM business planning day	✓	X	X	X
Access to discussion forums	✓	✓	✓	✓
Access to ALARM app	✓	✓	✓	✓
Invitation to participate in roundtables and subsequent outputs	1st	2nd	3rd	*



# CONFERENCE SPONSORSHIP

## PLATINUM CONFERENCE

£20,500 +VAT

### Exhibition

- Premium double exhibition space\*
- First choice of exhibition stand position\*
- Ten exhibitor places including lunch and refreshments
- Professional photography of stand.

### Networking

- Option to host Sunday evening networking event after welcome drinks, advertised as part of Conference agenda
- Eight welcome drinks tickets
- Access to event app
- Three branded Risk Awards dinner tables (ten seats per table)
- Four VIP Risk Awards dinner tickets, on the ALARM top tables with the Board.

### Delegates & sessions

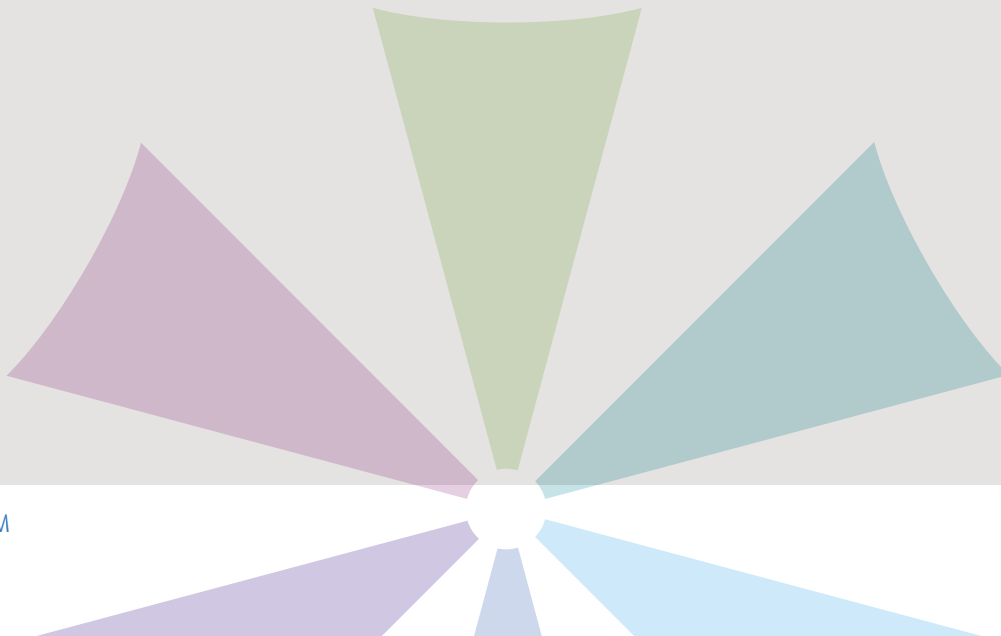
- Keynote session
- Two premier workshop sessions

- First choice invitation to join sponsor panel session
- Five full delegate places
- Option to purchase further delegate places at discounted rate
- Weekly delegate lists.

### Marketing

- Sponsor of delegate breakfast on Tuesday morning
- Logo displayed on delegate badges
- Logo and link displayed on Conference sponsor page on website
- Logo displayed on all Conference mailouts
- Sponsor listing in event app
- Featured sponsor in event app
- Two event app push notifications
- Digital rolling advert at Conference
- Website advertising opportunities
- Metrics from adverts and content
- Use of Platinum Conference Sponsor logo.

\*Subject to availability.





# GOLD CONFERENCE

£11,000 +VAT

## Exhibition

- Standard double exhibition space\*
- Option to upgrade to premium exhibition space\*
- Second choice of exhibition stand position
- Six exhibitor places including lunch and refreshments
- Professional photography of exhibition stand.

## Networking

- Four welcome drinks tickets
- Access to event app
- Two branded Risk Awards dinner tables (ten seats per table)
- Two VIP Risk Awards dinner tickets, on the ALARM top tables with the Board.

## Delegates & sessions

- Two workshop sessions
- Second choice invitation to join sponsor panel session

- Second choice invitation to join sponsor panel session
- Three full delegate places
- Option to purchase further delegate places at discounted rate
- Weekly delegate lists.

## Marketing

- Logo displayed on sponsor page on all event slides
- Logo and link displayed on Conference sponsor page on website
- Logo displayed on all Conference mailouts
- Sponsor listing in event app
- Featured sponsor in app
- One event app push notification
- Digital rolling advert at Conference
- Website advertising opportunities
- Metrics from adverts and content
- Use of ALARM Gold Conference Sponsor logo.

\*Subject to availability.



# SILVER CONFERENCE

£7,250 +VAT

## Exhibition

- Standard single exhibition space\*
- Option to upgrade to premium exhibition space\*
- Third choice of exhibition stand position
- Four exhibitor places including lunch and refreshments
- Professional photography of exhibition stand.

## Networking

- Two welcome drinks tickets
- Access to event app
- One branded Risk Awards dinner table (ten seats per table)
- One VIP Risk Awards dinner ticket, on the ALARM top tables with the Board.

## Delegates & sessions

- One workshop session
- Opportunity to join sponsor panel session
- One full delegate place
- Option to purchase further delegate places at discounted rate
- Weekly delegate lists.

## Marketing

- Logo displayed on sponsor page on all event slides
- Logo and link displayed on Conference sponsor page on website
- Sponsor listing in event app
- Digital rolling advert at Conference
- Use of ALARM Silver Conference Sponsor logo.

\*Subject to availability.

# BRONZE CONFERENCE

£4,250 +VAT

## Networking

- One welcome drinks ticket
- Access to event app
- One branded Risk Awards dinner table (ten seats per table)
- One VIP Risk Awards dinner ticket, on the ALARM top tables with the Board.

## Delegates & sessions

- One workshop session
- Opportunity to purchase further delegate places at discounted rate
- Weekly delegate lists.

## Marketing

- Logo displayed on sponsor page on all event slides
- Logo and link displayed on Conference sponsor page on website
- Sponsor listing in event app
- Digital rolling advert at Conference
- Use of ALARM Bronze Conference Sponsor logo.



# CONFERENCE SPONSORSHIP AT A GLANCE

	PLATINUM	GOLD	SILVER	BRONZE
Exhibition space	Premium double	Standard double	Standard single	X
Choice of exhibition stand position	1st	2nd	3rd	X
Exhibitor places including lunch and refreshments	10	6	4	X
Professional photography of exhibition stand	✓	✓	✓	X
Option to host Sunday networking event after welcome drinks, advertised as part of Conference agenda	✓	X	X	X
Welcome drinks tickets	8	4	2	1
Access to event app	✓	✓	✓	✓
Branded Risk Awards dinner table (ten seats per table)	3	2	1	1
VIP Risk Awards dinner tickets	4	2	1	1
Keynote session	✓	X	X	X
Workshop sessions	2 Premium	2	1	X
Invitation to join sponsor panel session	1st	2nd	3rd	X
Full delegate places	5	3	1	1
Option to purchase further delegate places at discounted rate	✓	✓	✓	✓
Weekly delegate lists	✓	✓	✓	✓
Option for branding to be included on Conference delegate gift	✓	X	X	X
Sponsor of delegate breakfast on Tuesday morning	✓	X	X	X
Logo displayed on delegate badges	✓	X	X	X
Logo displayed on sponsor page of all event slides	✓	✓	✓	✓
Logo and link displayed on Conference sponsor page on website	✓	✓	✓	✓
Logo displayed on all Conference mailouts	✓	X	X	X
Sponsor listing in app	✓	✓	✓	✓
Featured sponsor in app	✓	✓	X	X
App push notifications	2	1	X	X
Digital rolling advert at Conference	✓	✓	✓	✓
Website advertising opportunities	✓	✓	✓	✓
Metrics from adverts and content	✓	✓	✓	✓
Use of ALARM Sponsor logo	✓	✓	✓	✓

# AWARDS SPONSORSHIP

£5,000 +VAT

## Networking

- Option to select one of nine categories to sponsor
- Company representative invited to participate in judging of entries
- Award presented by company representative
- One branded Risk Awards dinner table (ten seats per table)
- One VIP Risk Awards dinner ticket, on the ALARM top tables with the Board.

## Marketing

- Logo and link displayed on Awards page on website
- Logo and link displayed in all category mailouts
- Logo displayed on AV screens at Risk Awards dinner
- Award announced in association with your company
- Full page advert in Risk Awards table brochure
- Featured in all post-event press releases
- Photos of Awards presenter and winners
- Use of ALARM Risk Awards Sponsor logo.



# EXHIBITION OPPORTUNITIES

## PREMIUM EXHIBITION

£5,300 +VAT\*

- 3m x2m stand in a premium position
- Shell scheme\* to include:
  - Double electric sockets
  - Two spotlights
  - Carpet
  - Velcro compatible wall panels
  - Fascia board with name and stand number
- Four exhibitor places, including lunch and refreshments
- Exhibitor listing in app.

## STANDARD EXHIBITION

£4,700 +VAT\*

- 3m x 2m stand
- Shell scheme\* to include:
  - Double electric sockets
  - Two spotlights
  - Carpet
  - Velcro compatible wall panels
  - Fascia board with name and stand number
- Four exhibitor places, including lunch and refreshments
- Exhibitor listing in app.

## SMALL EXHIBITION

£3,200 +VAT\*

- 2m x 2m stand
- Shell scheme\* to include:
  - Double electric sockets
  - Two spotlights
  - Carpet
  - Velcro compatible wall panels
  - Fascia board with name and stand number
- Two exhibitor places, including lunch and refreshments
- Exhibitor listing in app.

Contact [julie.gray@alarmrisk.com](mailto:julie.gray@alarmrisk.com) for the exhibition floor plan and details of available stand space.



**NOTE:** There is no deduction in fees for space only.



# ALARM

Contact us for more  
information about ALARM  
and membership

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[alarmrisk.com](http://alarmrisk.com)

