



National Underwriter P&C to have Money Machine at RIMS 2010

Hoboken, NJ, March 29, 2010 - *National Underwriter P&C*, published by Summit Business Media, announced they will have a money machine at [RIMS 2010 Annual Conference & Exhibition](#) in Boston on April 26 and 27. The money machine is part of a promotion to attract [risk managers](#) to the *National Underwriter P&C* booth #1719.

The Risk and Insurance Management Society, Inc. (RIMS) is a not-for-profit organization dedicated to advancing the practice of [risk management](#). RIMS Annual Conference and Expo is the premier risk management learning experience and the largest gathering of risk management practitioners in the world. Approximately ten thousand participants, including more than 400 exhibitors, will attend the RIMS 2010 Annual Conference & Exhibition, held April 25-29 in Boston.

NU P&C will invite RIMS attendees to enter a drawing for the money machine, with an option to sign-up for its [Daily eNewsletter](#). Seven lucky professionals will be chosen to grab for cash in a morning and afternoon session on Monday, April 26 and Tuesday, April 27. In addition to \$200 singles, a \$100 bill will be up for grabs. Any \$100 bills not won in earlier sessions will be thrown into the grand finale on April 27 at 4pm EST.

"We are very excited about the money machine at RIMS this year," said Chris Luke, Publisher of *NU P&C*. "As the No. 1 publication for risk managers*, it was important for us to stand out at the most important risk show in 2010. We wanted to do something big and attract a lot of attention to our booth - offering a chance to win cash is a fun way to do just that."

*July 2009 Flaspöhler Commercial Lines Survey

About [National Underwriter P&C](#)

National Underwriter P&C provides complete coverage of the events and issues affecting the property and casualty insurance industry – both commercial and personal lines. We report on the top stories of the week, give perspective on the latest news shaping the market, examine trends in technology, provide updates on specialty markets and summarize proprietary research results. Unique from niche publications, *National Underwriter P&C* is the definitive source for the three audience segments driving the industry:

- Independent agents and brokers
- Risk managers and corporate buyers of insurance
- Insurance company executives, managers and staff

About [Summit Business Media](#)

Summit Business Media is the leading B2B media and information company serving the insurance, investment and professional services markets through a variety of channels, including online, print and live events. SBM provides breaking news and analysis, in-depth practice management strategies, business-building techniques and actionable data to the markets it serves. Through its Media and Reference Divisions, the company publishes 17 magazines and 150 reference titles. The Events Division hosts a dozen conferences in support of Summit's magazine brands and sponsors the International Investment Conferences on global mining investment. SBM's Data Division, comprised of Highline Data and Judy Diamond Associates, is the leading data provider of financial and marketing information on insurance companies, life and property-casualty agents and investment advisors.

[Summit](#), a Wind Point Partners company, employs 400 employees in a dozen offices across the United States. For more information, please visit [SBMedia.com](#).

Media Contact:

Chris Luke
National Underwriter P&C
Publisher
908-859-0893
cluke@sbmedia.com

###