



PRIMA Annual Conference

PRIMA25 Early Bird registration deadline extended



Sign up today for PRIMA25! This once-a-year opportunity is your chance to connect with industry leaders, sharpen your professional skills, and learn about the latest trends. Over four days, you'll have access to:

55+ education sessions

7+ networking events

75+ vendors

New for 2025! PRIMA will be offering onsite Enterprise Risk Management training, May 31 – June 1. [Learn more here.](#)

Great news! The Early Bird registration deadline has been extended! Sign up by April 14 to get the lowest rates. [Register here.](#)

REGISTRATION CATEGORIES	EARLY BIRD REGISTRATION RATES	REGULAR RATES After April 14	ONSITE
PRIMA GOVERNMENT RATE	\$725	\$825	\$850
GOVERNMENT NON-MEMBER	\$925	\$1,025	\$1,050
PRIMA CORPORATE AFFILIATE MEMBER	\$825	\$925	\$950
CORPORATE NON-MEMBER	\$1,025	\$1,050	\$1,075

Download the Annual Conference brochure

Get a sneak peek at what's ahead! [Check out the PRIMA Conference Brochure](#) to see our exceptional speaker lineup, thought-provoking sessions, and exciting opportunities to expand your professional network.

Updated hotel information

Please note the Sheraton Grand Seattle is sold out. Rooms are still available at The Westin Seattle, where PRIMA has secured a negotiated rate. In an effort to support our host city of Seattle and keep registration fees lower, PRIMA asks that you stay at the Westin.

[Click here to reserve your room by May 9](#) in order to secure PRIMA's special rate.



The Westin Seattle

Shuttle service provided

1900 5th Avenue | Seattle, WA 98101

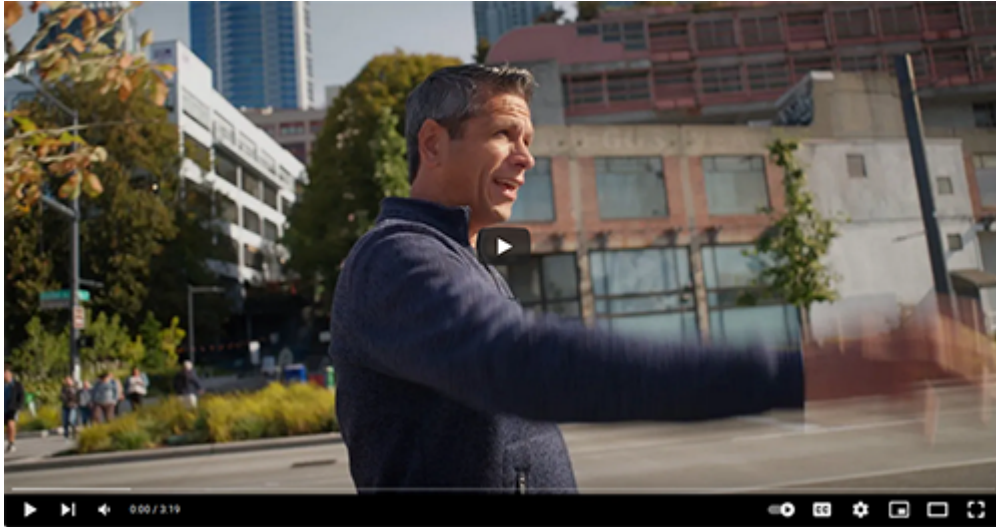
(.3 miles | 7 min. walk)

Room Rate: \$239 + taxes

PRIMA's Destination Guide to Seattle

Join us in Seattle for PRIMA25 — and make the most of your trip by exploring one of the most beautiful and vibrant cities in the U.S.! We've created a guide to help you make the most of your time while visiting the Emerald City.

But first, watch this short video to see how easy it is to navigate around downtown Seattle, from Pike Place Market to the Waterfront.



Experience Seattle and the Pacific Northwest



Seattle has something for everyone - whether you love sightseeing, museums, outdoor adventures, or sports. Below are a few recommended experiences to get you started. For more travel tips and ideas, visit PRIMA's [Visit Seattle site](#).

Attractions

- [Space Needle](#) – Enjoy breathtaking views of the city, Puget Sound, and Mount Rainier.
- [Pike Place Market](#) – A must-visit for fresh seafood and the famous flying fish.
- [Chihuly Garden and Glass](#) – Stunning glass art installations by Dale Chihuly.

Museums

- [Museum of Pop Culture](#) – Explore exhibits on music, film, and gaming.
 - [The Museum of Flight](#) – A fascinating look at aviation history, with real aircraft and space exhibits.
 - [Seattle Art Museum](#) – A diverse collection of art, from contemporary to Indigenous works.
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Live Sports and Outdoor Activities

- [Watch the Seattle Mariners](#) - Enjoy a Mariners game at T-Mobile Park, with the Seattle skyline as the backdrop. The Mariners will play home games from May 27 - June 5.
 - [Take a Ferry Ride](#) - See a spectacular view of the Seattle skyline on your way to Bainbridge Island or take one of the other ten ferry routes to the destination of your choice.
 - [Whale Watching](#) - The southern resident Orcas typically travel through the San Juan Islands from May through October, and Seattle is lucky enough to spot gray and humpback whales year-round.
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Extend Your Stay

See the best of what Washington state has to offer. Here are a few suggestions

- [Olympic National Park](#) - Explore lush rainforests, rugged mountain peaks, and scenic coastlines - all in one park.
- [Whidbey Island](#) - After taking the ferry to this island just northwest of Seattle, it's a quick drive to the charming and walkable downtowns of Langley, Freeland, and Coupeville.
- [Woodinville Wine Country](#) - Explore one of the West Coast's leading wine towns where you'll find over 100 wineries and tasting rooms showcasing diverse pours from all over the state.
- [Portland, Oregon](#) - Drive or take the train to Portland, known for its vibrant food scene, craft breweries, and eclectic arts culture.

Upcoming PRIMA educational opportunities

You don't need to be a PRIMA member to participate in PRIMA's events. However, you'll save on the cost of registration if your entity or organization is a PRIMA member.

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Add in-person ERM training to your PRIMA Annual Conference registration



Prior to the Annual Conference, PRIMA is offering a two-day, in-person ERM training at the Sheraton Grand Seattle. When signing up for PRIMA25, **you can add ERM training to your registration for an additional \$475.**

Don't miss this opportunity! [Learn more and register.](#)

PRIMA education/resources

Please check out [PRIMA's website](#) to learn more about additional educational opportunities and resources available.

Volunteer to serve on a PRIMA committee

By joining one of PRIMA's committees, you can help shape our approach and activities. PRIMA's committees are comprised of you - the PRIMA member.

The first step in joining a PRIMA committee is to complete a volunteer interest form, where you select which committee or committees on which you are interested in serving, including:

- Chapter Relations and Membership Enhancement
- Education
- Task Forces

If you would like to be considered for a committee appointment, please complete the PRIMA volunteer interest form by **Friday, April 18**, to be considered for this year's committees. [Complete the Volunteer Interest Form.](#)

Note: You must be a PRIMA public entity member in order to participate.

PRIMA membership

The Public Risk Management Association (PRIMA) is the one-stop resource for education and training, risk resources, and networking opportunities for public sector risk managers.

For more information about PRIMA membership, please contact Paul Gerard, Manager of Membership, at (703) 253-1266 or membership@primacentral.org.

Please also check out PRIMA's [membership brochure](#).

If you aren't already doing so, please follow PRIMA on our social media channels through the links below!



700 S.Washington Street, Suite 218, Alexandria, VA 22314