

2017 PMI CWCC
Conference & Industry Showcase



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SPONSORSHIP OPPORTUNITIES

The Evolution of West Coast Project Management
September 11-12, 2017 | Four Seasons Hotel Vancouver



About PMI Canadian West Coast Chapter

Established in 1979, PMI Canadian West Coast Chapter (“PMI CWCC”) is a leading proponent of successful project management and project practices throughout the west coast of Canada.

PMI CWCC is a vibrant contributor to the west coast project management community, with two primary operational mandates:

- To help its members build their project management careers
- To provide a community for the project management industry in BC.

As the leading project management association in the Vancouver area, PMI CWCC fulfills a distinct need for individuals and organizations to further develop the project management industry. With over 30 years of history, PMI CWCC has witnessed steady growth as an organization while remaining focused on professional development, education, training, networking and industry advancement. Mandated by a vision to increase the awareness, effectiveness and value of professional project management for practitioners and organizations, PMI CWCC is a leader in the industry, inspiring individuals and organizations to embrace project management and attribute their success to it.

With over 2,000 members in Vancouver and throughout mainland British Columbia, PMI CWCC has established a valued presence in the project management community. As the Chapter looks ahead to 2017, targets for new membership growth, diversity and the creation of new industry relationships are considered paramount to sustaining the PMI CWCC brand and its respected position in the west coast. Attracting a younger membership demographic drawn from students and recent graduates while diversifying the chapter as a whole have also been mandated as top priorities for PMI CWCC in 2017. At the chapter-level, these priorities shall remain critical in 2017 and rely heavily on the annual conference to support their fruition.



About the PMI CWCC Conference & Industry Showcase

As an organization, PMI CWCC delivers a number of services and resources to its membership base located throughout Vancouver and the west coast, including training, certification, career services, mentorship, volunteer opportunities, and a strong networking and events program.

Cornerstone to its professional development and events program is the Conference & Industry Showcase. The event has become a well-respected forum to gain valuable knowledge, networking opportunities and required Professional Development Units (“PDUs”), in an educational, interactive and engaging setting.

Having implemented a number of exciting changes, and rolling out an updated event brand, PMI CWCC envisions the conference as a representation of project managers from key industries throughout the west coast and British Columbia, with the involvement of a strong base of current and up-and-coming project management practitioners. This group may include post-secondary students and those new to the project management field working directly or indirectly in project management roles.

This year, the conference will focus on the evolution of project management in Vancouver and the west coast. Marrying the time-tested best practices of our project management community with the new ideas, innovations and knowledge that is entering the industry, we will set out to create a forum for growth, exchange and dialogue where attendees can leverage each other’s strengths and skills to better the profession.

Although a stand-alone event, the conference plays a significant role in the overall branding and positioning of PMI CWCC as a chapter throughout the west coast. There is a significant opportunity to expand the scope of the conference to engage broader audiences and better serve the needs of PMI CWCC’s membership.

With these objectives in mind, PMI CWCC envisions a fresh, dynamic conference that embraces diversified audiences and offers enhanced programming to distinguish this event as the project management forum for west coast professionals.



Why Sponsor?

The PMI CWCC Conference & Industry Showcase offers sponsors a dedicated marketing channel that is guaranteed to reach over 250 attendees at our event. We pride ourselves on strong partnerships with organizations that believe in the value of project management and there are many reasons for you to get involved:

- **Demonstrate your organization's commitment and dedication to the Project Management industry and community in Vancouver and the West Coast.**
- **Position your organization as an employer of choice for project managers.**
- **Gain access to the top project management students that are entering the work force.**
- **Reward & entertain current employees, clients, and partners.**
- **Allow your organization and your staff to network with the PMI Community and conference attendees to build prospective client base and generate sales leads.**



How We'll Build Your Brand

As a PMI CWCC Conference & Industry Showcase sponsor, you benefit from a wide variety of branding opportunities as we promote this year's event.

Here is a breakdown of our marketing activities that will include your brand:



Website & Electronic Advertisements: Event advertisements will appear across a selection of industry and association magazines and websites



E-mail Campaign: The event and its sponsors will be promoted via a series of email communications sent directly to the inboxes of hundreds of industry professionals



Social Media: The event and its sponsors will be promoted via the PMI CWCC Twitter and LinkedIn accounts



Event Program: Every attendee of the PMI CWCC Conference & Industry Showcase will receive an event program featuring information about our sponsors



On-Site Displays: Sponsor logos will be featured on a variety of on-site signage and digital presentation formats



On-Site Integration of Brand: Branding of the event venues using décor, signage, and electronic displays to ensure excellent brand recognition and connection with the audience



Complimentary Networking Opportunities: Your sponsorship package will include various complimentary passes so your staff can connect with attendees to generate sales leads and potential clients



BENEFITS	Showcase Sponsor (\$1000)	Bronze Sponsor (\$2500)	Silver Sponsor (\$4000)	Gold Sponsor (\$6000)	Platinum Sponsor (\$7500)
Maximum Number Allowed	Unlimited	Unlimited	6	5	1
Logo & link on event website	√	√	√	√	√
Logo in event program guide	√	√	√	√	√
Logo on event signage displayed in venue	√	√	√	√	√
Logo on PowerPoint screens during event	√	√	Grouped	Grouped	Isolated
Unmanned Display Booth	√	√	√	√	√
Verbal recognition during event		√	√	√	√
Right to use the PMI CWCC logo & name		√	√	√	√
Opportunity to donate a door prize		√	√	√	√
Opportunity to purchase discounted conference pass		√	√	√	√
Mentions in pre-conference social media promotion		1	3	5	8
Ad in event program booklet			Quarter Page Color Ad	Half-Page Color Ad	Full Page Color Ad
Right to provide additional signage			1	2	3
Opportunity to insert an item in delegate bag			√	√	√
Exclusive Host of an Event Asset (See Below)*			Silver	Gold	Platinum
Logo in all pre and post-event advertising			√	√	√
Corporate profile in pre-conference email blast			1	1	2
Complimentary Conference Registrations				1	2
Opportunity to present a 1-hour workshop				1	2
Logo & link on template (every page) of website				√	√
Sponsorship of PMI CWCC Conference Wine & Cheese					√



Sponsorship Assets | **Platinum Level Sponsorship Asset**

Platinum Level sponsorship includes both of the assets below:

PMI CWCC Conference – Wine & Cheese Event Sponsor (Available – 1)

- Presenting name rights of the PMI CWCC Wine & Cheese Social Event (“Presented by _____”).
- Opportunity for a representative to address the entire conference audience to welcome the crowd, deliver some key corporate messages, and introduce the program.
- We will work with you to “brand” the room through décor, signage, electronic displays, etc. that tastefully fuse both your brand and the PMI CWCC brand into the event.
- Opportunity to provide promotional materials that will be distributed during your exclusive event.
- An opportunity to conduct a door prize during the sponsored event.

Conference Meal & Keynote Sponsorship (Available – 1)

- Presenting name rights of the keynote (“Presented by your organization”)
- Opportunity for a representative to address the entire conference audience to welcome the crowd, deliver some key corporate messages, and introduce the keynote speaker
- We will work with you to “brand” the room through décor, signage, electronic displays, etc. that tastefully fuse both your brand and the PMI CWCC brand into the event
- Opportunity to provide promotional materials that will be placed on table settings during your exclusive event
- An opportunity to conduct a door prize during the sponsored event



Sponsorship Assets | Gold Level Sponsorship Asset

Conference Meal & Keynote Sponsorship (Available - 2)

- Presenting name rights of the keynote (“Presented by your organization”)
- Opportunity for a representative to address the entire conference audience to welcome the crowd, deliver some key corporate messages, and introduce the keynote speaker
- We will work with you to “brand” the room through décor, signage, electronic displays, etc. that tastefully fuse both your brand and the PMI CWCC brand into the event
- Opportunity to provide promotional materials that will be placed on table settings during your exclusive event
- An opportunity to conduct a door prize during the sponsored event

Networking Lunch Sponsorship (Available - 2)

- Presenting name rights of the networking lunch & showcase (“Presented by your organization”)
- Opportunity for a representative to address the entire conference audience to welcome the crowd, deliver some key corporate messages.
- We will work with you to “brand” the room through décor, signage, electronic displays, etc. that tastefully fuse both your brand and the PMI CWCC brand into the event
- Opportunity to provide promotional materials that will be placed on table settings during your exclusive event
- An opportunity to conduct a door prize during the sponsored event

Registration Sponsor (Available - 1)

- Your logo on the delegate bag
- Your logo on the conference badges designated as the “Registration Sponsor”
- Branding of the registration desk (we will provide basic signage and tent cards but will work with you to incorporate additional signage/décor if you wish)
- Branding of the delegate badge with your logo and a message saying, “Registration Sponsor”.
- Opportunity to provide a delegate registration gift branded with your logo.
- Branding the online registration system header with your logo and a message that says “Online registration sponsored by _____”



Sponsorship Assets | Silver Level Sponsorship Asset

Stream Sponsor (Available - 3)

- Your logo on all session signage for the stream that you are sponsoring
- Opportunity to introduce (host) the speakers in the session room for the stream you are sponsoring.
- An opportunity to provide two (2) additional stock corporate signage (e.g. banners or rollups) from your own company stock for displaying in the session room for the stream you are sponsoring.

Evaluation Sponsor (Available - 1)

- Verbal thank you during the breakout sessions to remind delegates to fill out their evaluations for a chance to win a prize, donated by your organization.
- Your logo on the evaluations that will be provided to each delegate.
- Your logo on the electronic post-conference evaluation that is sent out to all delegates.

Coffee Break Sponsor (Available - 2)

- An opportunity to provide additional stock corporate signage (e.g. banners or rollups) from your own company stock for display during the coffee breaks that you are sponsoring
- Verbal thank you during the breakout sessions before and after your coffee breaks on the day you are sponsoring the breaks
- Tent card signage provided by the conference that will be displayed during your coffee breaks