

# 2018 PMI CWCC

Conference & Career Fair

# Dare to Innovate. Plan to Transform.

## Sponsorship Package

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October 16-17, 2018  
Fairmont Pacific Rim  
Vancouver, B.C.





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## 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 has two primary goals:

- To help our 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 nearly 40 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 2,500 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 2018, 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. At the chapter-level, these priorities shall remain critical in 2018 and rely heavily on the annual conference to support their fruition.



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## About the PMI CWCC Conference & Career Fair

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 & Career Fair. This event, formerly known as the Conference & Industry Showcase, 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.

This year, the conference planning committee has implemented a number of exciting changes, including rolling out an updated event brand and theme: *Dare to Innovate. Plan to Transform.* PMI CWCC envisions the conference as a gathering of project management professionals from key industries throughout the west coast and British Columbia, including healthcare, public private partnerships, high tech, and construction.

This year, the conference will challenge attendees to embrace the change and disruption that is being faced by many

industries and organizations. PMI CWCC has put together a program and event that will dare attendees to challenge the status quo and become agents of change, growth and innovation within their spheres of influence. In today's rapidly changing environment, it is no longer about being a part of the pack, it's about positioning yourself to lead this change in your teams and organizations. It is about pushing the limits that lead to transformation.

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.

# WHY SPONSOR?

The PMI CWCC Conference & Career Fair offers sponsors a dedicated marketing channel that is guaranteed to reach over 300 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 experienced project managers in British Columbia.**
- **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.**



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## How We'll Build Your Brand

As a PMI CWCC Conference & Career Fair 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 Facebook, Twitter and LinkedIn accounts



**Event Collateral:** Every attendee of the PMI CWCC Conference & Career Fair will receive event information and collateral 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

**Ask us about our combined Chapter and Conference sponsorships for improved benefits.**

<b>BENEFITS</b>	<b>Community Partner *</b>	<b>Bronze Sponsor (\$2,500)</b>	<b>Silver Sponsor (\$4,000)</b>	<b>Gold Sponsor (\$6,000)</b>	<b>Platinum Sponsor (\$7,500)</b>
Maximum number allowed	Unlimited	Unlimited	6	5	1
Logo & link on event website	✓	✓	✓	✓	✓
Logo in event collateral	✓	✓	✓	✓	✓
Logo on event signage displayed in venue	✓	✓	✓	✓	✓
Logo on PowerPoint screens during event	Grouped	Grouped	Grouped	Grouped	Isolated
Right to use the PMI CWCC logo & name	✓	✓	✓	✓	✓
Opportunity to donate a door prize	✓	✓	✓	✓	✓
Foyer display booth	✓	✓	✓	✓	✓
Verbal recognition during keynotes & plenary sessions		✓	✓	✓	✓
Mentions in pre-conference social media promotion		1	3	5	8
Primary advertising exposure in event collateral			✓	✓	✓
Right to provide additional signage			1	2	3
Opportunity to insert an item in delegate bag			✓	✓	✓
Logo in all pre and post-event advertising			✓	✓	✓
Corporate profile in pre-conference email blast			1	1	2
Invite to our exclusive Speaker Board networking dinner event			2	2	2
Complimentary Conference Registrations			2	2	2
Logo & link on template (every page) of website				✓	✓
Sponsorship of Speaker Board networking dinner event					✓

\*Community Partner level is only available to not-for-profit organizations or associations



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## Sponsorship Assets

### Platinum Level Sponsorship Asset

Platinum Level sponsorship includes **both** of the assets below:

#### PMI CWCC Conference – Post Conference Event Sponsor (Available – 1)

- Presenting name rights of the PMI CWCC Post Conference Social Event (“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 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.



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## Sponsorship Assets

### Gold Level Sponsorship Asset

Gold Level sponsorship includes **one** of the assets below:

#### 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 your organization”).





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## Sponsorship Assets

### Silver Level Sponsorship Asset

Silver Level sponsorship includes **one** of the assets below:

#### Stream Sponsor (Available – 8)

- Your logo on all session signage for the stream that you are sponsoring.
- Opportunity for a representative to address the session audience to deliver some key corporate messages.
- 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.
- Corporate recognition on the evaluations that will be provided to each delegate.
- Corporate recognition 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.



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## Table Sponsorship

As a sponsor, you will be provided with an opportunity to have your logo displayed at a “sponsored” table during a meal or keynote session

- Regular Table – An additional \$250 on top of your sponsorship
- VIP Table – An additional \$500 on top of your sponsorship.

# 2018 PMI CWCC

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## Contact Information

To become a sponsor or for more information about sponsoring the PMI CWCC 2018 Conference & Career Fair, please contact **Andrea Zurawicz** at [conference@pmi.bc.ca](mailto:conference@pmi.bc.ca)