

IT STARTS WITH US

CHANGE YOURSELF. CHANGE YOUR ORGANIZATION.

CHANGE THE WORLD.



The world we live in is changing. And it is changing rapidly. It is no longer about keeping up, it's about positioning yourself to be a part of the change.

The Southern Alberta Chapter of the Project Management Institute (PMI-SAC) is pleased to announce the launch of the 2018 Professional Development Conference (PDC), **It Starts With Us**.

We are shaking things up this year and this includes changing our traditional Professional Development Conference. In 2018, we want you to join us as we disrupt the status quo. We want you to join us as we tackle change head on. We want to inspire, educate and motivate you to create change. Change does not just happen. It starts with you. It starts with us.

How can you change yourself? How can you impact change at your organization? How do you change the world? Join us on May 2, 2018 to find out.

WHAT ARE WE CHANGING?

In 2018, the PDC will feature interactive, cutting edge and innovative content. Packed into one day of learning, attendees will be able to maximize their education and networking opportunities while immersing themselves in the same world class event experience they've become accustomed to with the PDC. The event will also take place on May 2, 2018 at The Westin Calgary, offering PMI-SAC members and conference attendees a chance to fast track their professional development in 2018.

HOW DOES THIS AFFECT SPONSORSHIP?

By hosting the PDC in May, we can offer sponsors an extra touchpoint with PMI-SAC members in 2018. Coming off the highly successful 2017 conference, sponsors will have the opportunity to align their brand with the 2018 PDC, taking place only 6 months after the 2017 event.

The PMI-SAC sponsorship program will undergo a transition year in 2018, as we change the sponsorship cycle to align with the calendar year. In 2018, the current sponsorship cycle will change from a full year starting on June 1 (ending May 31) to a full calendar year starting on January 1 (ending December 31).

The first, new, full sponsorship year will be January 1, 2019 to December 31, 2019. During the 2018 transition year, current 2017-2018 sponsorship benefits will be extended until December 31, 2018. Sponsors will be provided with an extra six months of sponsor recognition on the PMI-SAC chapter website as well as receiving an extended period to ensure they have an opportunity to take advantage of all sponsorship benefits from the 2017-2018 year at no additional cost.

Due to the unique timing of the 2018 PDC, which falls in between two sponsorship years, a host of a la carte sponsorship benefits are available for the 2018 PDC as it falls before the start of the annual sponsorship cycle.

A LA CARTE SPONSORSHIP OPPORTUNITIES

OPENING BREAKFAST & KEYNOTE SPONSOR

\$5,000

- Presenting name rights of the opening keynote (“Presented by your organization”)
- Opportunity for a representative to address the entire conference audience to introduce the speaker
- Opportunity to provide décor, signage, electronic displays, etc. during the keynote presentation
- Opportunity to provide promotional materials that will be placed on table settings during your keynote
- An opportunity to conduct a door prize during the sponsored event
- Additional sponsorship benefits include:
 - One (1) complimentary full conference pass
 - Opportunity to purchase additional passes at discounted, member pricing
 - One full-page colour advertisement in the conference program guide
 - An opportunity to have a display space in the conference sponsor lounge
 - Opportunity to place an item in the delegate bag

NETWORKING RECEPTION SPONSOR

\$5,000

- Presenting name rights of the closing networking reception (“Presented by your organization”)
- Opportunity for a representative to address the entire conference audience during the reception
- Opportunity to provide décor, signage, electronic displays, etc. during the reception
- Opportunity to provide promotional materials that will be distributed during the reception
- An opportunity to conduct a door prize during the sponsored event
- Additional sponsorship benefits include:
 - One (1) complimentary full conference pass
 - Opportunity to purchase additional passes at discounted, member pricing
 - One full-page colour advertisement in the conference program guide
 - An opportunity to have a display space in the conference sponsor lounge
 - Opportunity to place an item in the delegate bag

REGISTRATION SPONSOR

\$4,000

- 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 & tent cards)
- Opportunity to provide a delegate registration gift branded with your logo
- Branding the online registration system header with your logo
- Additional sponsorship benefits include:
 - One (1) complimentary full conference pass
 - Opportunity to purchase additional passes at discounted, member pricing
 - One full-page colour advertisement in the conference program guide
 - An opportunity to purchase a display space in the conference sponsor lounge for \$250.00
 - Opportunity to place an item in the delegate bag

A LA CARTE SPONSORSHIP OPPORTUNITIES (CONTINUED)

LUNCH KEYNOTE SPONSOR

\$4,000

- Presenting name rights of the lunch keynote (“Presented by your organization”)
- Opportunity for a representative to address the entire conference audience to introduce the speaker
- Opportunity to provide décor, signage, electronic displays, etc. during the keynote presentation
- Opportunity to provide promotional materials that will be placed on table settings during your keynote
- An opportunity to conduct a door prize during the sponsored event
- Additional sponsorship benefits include:
 - One (1) complimentary full conference pass
 - Opportunity to purchase additional passes at discounted, member pricing
 - One full-page colour advertisement in the conference program guide
 - An opportunity to purchase a display space in the conference sponsor lounge for \$250.00
 - Opportunity to place an item in the delegate bag

CLOSING KEYNOTE SPONSOR

\$4,000

- Presenting name rights of the closing keynote (“Presented by your organization”)
- Opportunity for a representative to address the entire conference audience to introduce the speaker
- Opportunity to provide décor, signage, electronic displays, etc. during the keynote presentation
- Opportunity to provide promotional materials that will be placed on table settings during your keynote
- An opportunity to conduct a door prize during the sponsored event
- Additional sponsorship benefits include:
 - One (1) complimentary full conference pass
 - Opportunity to purchase additional passes at discounted, member pricing
 - One full-page colour advertisement in the conference program guide
 - An opportunity to purchase a display space in the conference sponsor lounge for \$250.00
 - Opportunity to place an item in the delegate bag

COFFEE BREAK SPONSOR

\$2,000

- An opportunity to provide signage (e.g. banners or rollups) for display during the coffee breaks
- Verbal thank you during the breakout sessions before and after your coffee breaks
- Tent card signage provided by the conference that will be displayed during your coffee breaks
- Additional sponsorship benefits include:
 - Opportunity to purchase additional passes at discounted, member pricing
 - An opportunity to purchase a display space in the conference sponsor lounge for \$250.00
 - An opportunity to purchase a full-page program guide ad for \$500.00
 - Opportunity to place an item in the delegate bag

A LA CARTE SPONSORSHIP OPPORTUNITIES (CONTINUED)**EVALUATION SPONSOR****\$1,400**

- Verbal thank you during the breakout sessions to remind delegates to fill out their evaluations
- 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
- Additional sponsorship benefits include:
 - Opportunity to purchase additional passes at discounted, member pricing
 - An opportunity to purchase a display space in the conference sponsor lounge for \$250.00
 - An opportunity to purchase a full-page program guide ad for \$500.00
 - Opportunity to place an item in the delegate bag

STAND ALONE OPTIONS

Organizations who wish to participate in the 2018 PDC as a sponsor but who do not wish to purchase one of the a la carte options can purchase the following, standalone benefits.

Booth Only	\$1,000
Full Page Colour Advertisement Only	\$500
Place an Item In the Delegate Bag Item	\$250

CONTACT INFORMATION

To become a sponsor or for more information about sponsoring the 2018 PMI-SAC Professional Development Conference please contact Mark Perry at pr@pmisac.com.

