



SPONSORSHIP OPPORTUNITIES

2017



PMI[®]

PROJECT MANAGEMENT INSTITUTE
SOUTHERN ALBERTA CHAPTER



About PMI SAC

Welcome to the Project Management Institute - Southern Alberta Chapter (PMI- SAC) and thank you for your interest in our chapter.

The PMI-SAC is a voluntary, not-for-profit association dedicated to being the recognized leader in Project Management Excellence by developing passionate project managers through Professionalism, Mastery, and Involvement. The PMI-SAC remains one of the strongest and most vibrant chapters of PMI in North America. As of February 2017, we are the 3rd largest Canadian chapter.

With over 2,400 members across Southern Alberta, PMI-SAC has established a valued presence in the field of Project Management as the voice of project management professionals to their organizations, agencies, governments, and to the public. In addition to playing a vital advocacy role for the industry, the PMI-SAC offers its members a number of valuable services, including education, training, professional recognition, career resources, industry relations and acts as the representation of member interests in all industry areas in Southern Alberta.

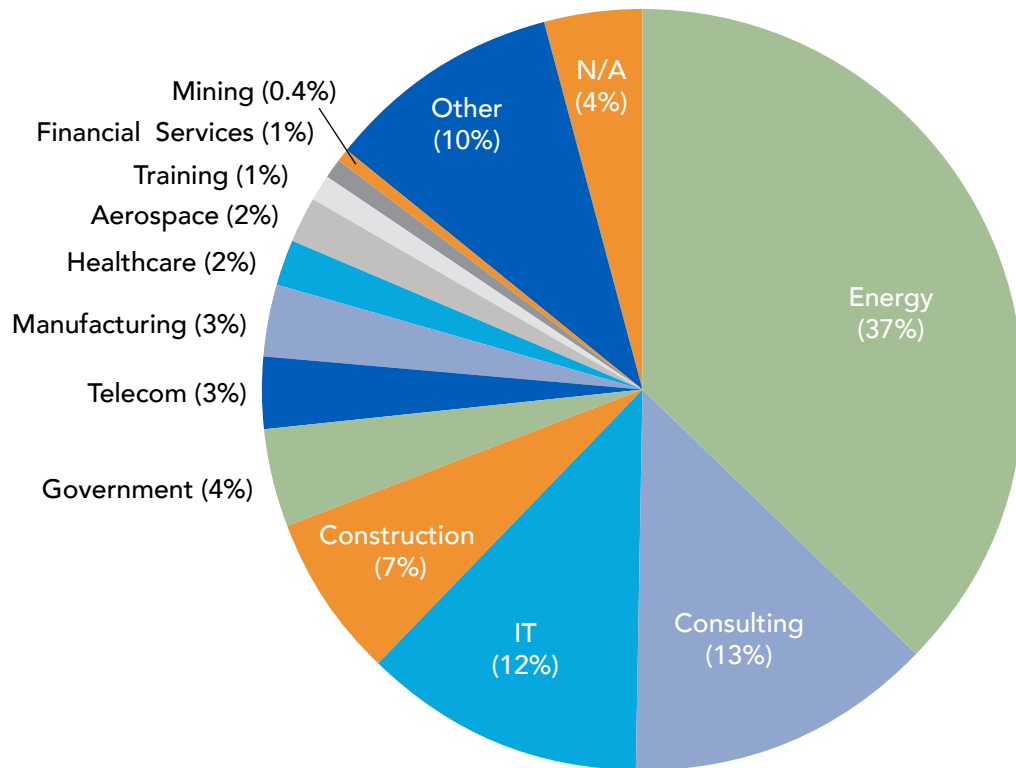
Our chapter's strength and success is due largely in part to the support from our corporate partners, so we thank you for your support and we look forward to working with you over this coming year.



Chapter Demographics

The PMI SAC is the 3rd largest Project Management Institute Chapter in Canada with more than 2,400 active members from various industries. A large portion of the PMI SAC members (37%) are involved in the energy industry. A breakdown of the top 20 industries is below.

Membership Demographics



ABOUT OUR EVENTS

In addition to evolving services and programs for members, the PMI-SAC has a proven track record of delivering great events that offer our partners a number of marketing and promotional channels.

We strive to add value and ensure return on investment for our partners and this year, we are committed to doing even more. To that end, we are excited to continue the PMI-SAC corporate partnership program to provide sponsors and partners unprecedented access to marketing and sponsorship benefits across Chapter activities and events –including the Golf Classic, our movie events, dinner meetings, networking events and the incredibly popular Professional Development Conference (PDC).

Monthly Meetings

The chapter hosts monthly dinner meetings and breakfast meeting opportunities where attendance varies between 75-150 attendees, depending on the topic and time of year. The meetings are an opportunity for members to network and earn Professional Development Units (PDUs) in alignment with the PMI Talent Triangle and Continuing Certification Requirements System.

Golf Tournament

The popular PMI Golf Classic tournament takes place every summer and is very well attended, attracting approximately 130-160 golfers each year. This event is a great way for our sponsors to network with participants while expressing their own brand and creativity through interactive activities at holes throughout the tournament.

Other Events

The chapter also stages a series of social events including movie premieres, stampede parties, and other networking events to get members out to meet each other and have some fun!



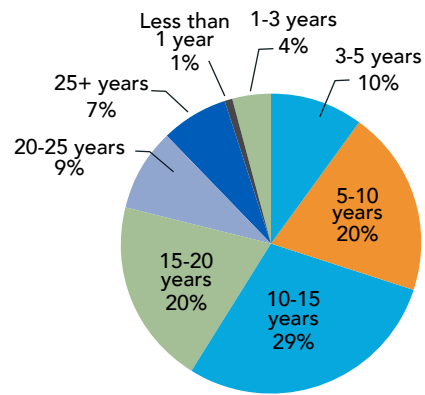
ABOUT OUR EVENTS

CONTINUED

Professional Development Conference

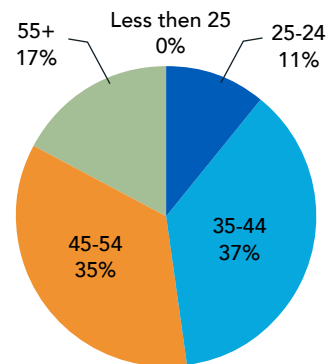
Since its inaugural PDC in 2007, the PMI-SAC has delivered an annual flagship event focused on providing its membership with valuable education, networking and learning opportunities to enhance their profession. With significant emphasis placed on professional development and growth, the annual PDC offers a unique forum for Project Management Professionals to take in relevant and leading-edge education to support advanced knowledge and performance in their tool kits.

The opportunity to network at this event fosters many intangible benefits including problem-solving, perspective building, empathy, shared learning and best practices. Since inception, the format of the event has grown throughout the years to now include a themed annual event which is fully supported by all our sponsors who actively participate in the theme, a sophisticated sponsorship program, and two full days of industry-leading educational and networking opportunities.



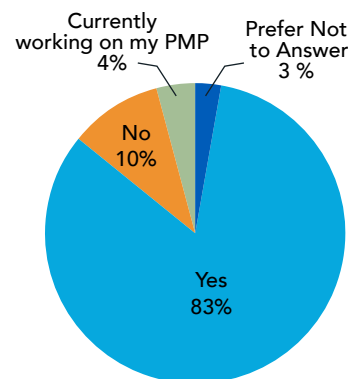
Years as a PM Professional

The majority of the attendees (65.2%) at the PMI-SAC PDC are senior project managers who have been in the profession for over 10 years.



Attendee Age Range

The majority of the attendees (52%) at the PMI-SAC PDC are over the age of 45.



Attendee Designations

The majority of the attendees (83%) at the PMI-SAC PDC have obtained their Project Management designation.



PAST EVENT ATTENDEES

4Phase Consulting
A&B Pipeliners
ABB Inc.
Abstract Tech
Access Pipeline Inc.
Adoxio
AECOM
Agile Perspective Inc.
Agile Recruiting
Agrium
ALANI Management Consultant
Alberta Agriculture and Forestry
Alberta Electric System Operator (AESO)
Alberta Energy Regulator
Alberta Health Services
Alberta Infrastructure
Alberta Transportation
AltaLink Management Ltd.
Altitude Projects Inc.
Aly Pain Professional Coaching
Applied4Sight
Arbutus Solutions
ARC Business Solutions
ARCADIS Canada
Arcurve Inc.
Arnett & Burgess Oilfield
Construction Ltd.
Arnett & Burgess Pipeliners
(a Quanta Services company)
ATCO
ATCO Structures & Logistics
Athabasca University
Autopro Automation Consultants Ltd.
AVEVA
Axia Netmedia
BaseCamp4 Inc
Bernelle Construction Management Ltd.
Betach Solutions
BICS Inc.
Blackstone Project Management
Bluegum & Maple Consulting Inc.
Bonnet Resources Ltd.
Brion Energy Corp.
Business Instincts Group
Caledonian Professional Services Inc.
Calgary Catholic School District
Calgary Co-op
Calgary Fire Department
Calgary Police Service
Calgary Zoo
CANA Limited100
Canadian Natural Resources Limited
Canadian Pacific Railway
Catherine Brownlee Inc.
Celero Solutions
Cenovus Energy Inc.
Cenozon Inc.
Centron Group of Companies
Certum Consulting Inc.
CGI
Chinook Solutions
Cisco Systems
City of Calgary
City of Chestermere
City of Lethbridge
ClearStream Energy Services
CoCentric Solutions Inc.
Cognera Corp.
Columbia Power Corporation
CompuCom
Comtech
ConocoPhilips Canada
Convergence Project Management Inc.
CORE Linepipe
Corporate Oasis Inc.
Corvelle Consulting
CP Rail
CPS
Data Management Group
Defence Construction Canada
Devon Energy
Drakken
Eagle
Emerson Process Management
Enbridge Inc.
Encana
Endeavor Consulting Ltd.
Endurance Consulting
Enerplus
ENMAX Energy Corporation
EPCOR Water Services
Ethier Associates
Exchanger Industries Ltd.
exp Services Inc.
Extreme Meetings
Ernst & Young
F.C.W.C. Consulting Inc.
FGL Sports/Marks
First Interstate Bank
Flexpipe Systems
Flyht Aerospace Solutions
Focus Environmental Consulting Ltd.
Folded Sky
Fortis Alberta Inc
Fujitsu Consulting
FWbuilders
Gamma Professional Solutions
Gas Liquids Engineering Ltd.
GE Canada
GE Grid Solutions
Gibson Energy ULC
Gilmore & Associates
Global Knowledge
Golder Associates
Government of Canada
Guidinger Military Insights Ltd.
Guru Consulting and Trading Inc.
GWC Projects Inc.
H&R Block Canada
Haskayne School of Business
HDF Insurance
Horizon North
Husky Energy
IBM Canada
IHS Global Inc.
Incito Consulting Inc.
Indian Oil and Gas Canada
Infinity Consulting
Inspiring Minds Consulting Ltd.
InSync Systems
InteliSystems Inc.
Inter Pipeline
InvenSense
Investor's Group
IRSNDT
Iwanski Architecture
Jacobs Canada Inc.
Jayman Modus
JEM WORKS
Jessica Soroky LLC
Jmp Engineering
John Miller
K C Automation Ltd.
Key Energy
Keyera Corp
Keywest Projects Ltd.
Know IT Consulting Inc.



PAST EVENT ATTENDEES

Kriedo
Lagrangian
Leading Answers
Lightstream Resources
LiveMore
Long View Systems
Lorna Murray Consulting Inc
Maidment Management Consulting Inc.
MapleSoft
MEG Energy
Mesh Organizational Services
mexsig Inc.
MMM Group Ltd.
Modis
Mount Royal University
Murphy Oil Company Ltd
National Energy Board
Nexen Energy
Niegle Project Services
Niska Gas Storage
Nobal Technologies
Node 3 Consulting
North West Redwater Partnership
NOVA Chemicals Corp.
NovAtel Inc.
NSE Coaching
Oliver Construction PM
Omicron
OnX Canada
Oracle
Orca Projects Inc.
PAK Consulting
Paramount Resources
Parkland Fuel Corporation
Parks Canada
Pathfinder
Peak Success Institute
Pembina Pipeline Corporation
Peritus Energy Consultants Ltd.
Pidherney's Inc.
Pivotal Projects
Plains Midstream Canada
PM Canvas
PMI Southern Alberta Chapter
PMI Northern Alberta Chapter
Poise PM Inc.

PPEI
Precision Drilling
Pretium Projects
Procom
Project Ironman
Project Management Skills, LLC
Public Works and Government Services Canada
Qscribe Inc
Quadrus Development Inc
Quantum Murray LP
Raven Bay Services
Raytheon Canada Limited
RCH Consulting Ltd.
Red Pearls IT Consulting Ltd.
Repsol
Rocky View County
RSI
RTL Consulting Inc.
RV & Associates
SAIT Polytechnic
SAIT School of Business
Saskatchewan Polytechnic
Schlumberger
Schneider Electric
Scott Ambler + Associates
SDG Consulting Inc.
Sentio Engineering
ServiceNow
Shaw Cablesystems
Shaw Communications Inc.
Shell Canada Ltd.
Shufelt & Associates
Sierra Systems Group Inc.
Silver Dart Project Management Inc.
SJSJ & Associates
SMART Technologies
Solstice Projects
Solutions For Resilience (Cocentric Solutions)
Solvera Solutions
Speakers' Spotlight
Spectra Energy
Spotlight Data Management Inc.
Stantec Consulting Ltd.
Stealth Energy
STRATEGYK

Stratus Force
Stuart Olson
Stuart-Berry, Tudgay, Tuckwell and Brown Associates
Studon
Suncor Energy Inc.
Syrnick Enterprises Ltd.
TACK Consulting Services
Taleo Project Services
Talisman Energy
Tall City Telecom
Tarka Consulting Inc.
Tarpon Energy Services
TCB Projects Ltd.
TELUS Communications
Tenaris
Tervita
The Bethany Group
The Calgary Airport Authority
The Tembo Group Ltd.
Thirteen Solutions
ThoughtWorks
Timberline Consulting Inc.
Town of Banff
TransAlta Corporation
TransCanada Pipelines Ltd.
Trebloc Management & Consulting
Trident Exploration
TripSpark Technologies
True Site View, Inc.
Tundra Process Solutions
Tykans Group / 480 Degrees
Quadrus
UFA Co-operative Limited
University of Calgary
Veris Canada
Vishwa Consulting Services Inc.
Volker Stevin Contracting
WCB-Alberta
Western Financial Group
WestJet Airlines
Williams Engineering Canada Inc.
Willow Bridge (Alberta) Inc.
Wood Group Mustang
WorleyParsons
Xerox



WHY SPONSOR?

PMI-SAC offers sponsors a dedicated marketing channel guaranteed to reach over 2,400 active members. We pride ourselves on strong partnerships with organizations that believe in the value of project management and our industry and there are many reasons for you to get involved:

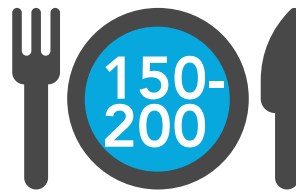
- Demonstrate your organization's commitment and dedication to the project management profession.
- Position your organization as vendor, educator or employer of choice for project management professionals.
- Reward and retain current employees, clients and partners through the networking opportunities provided by our annual events.
- Allow your organization and staff to network with the PMI-SAC community. There is at least one monthly event each year to build prospective client base and generate sales leads.



A tonne of other

networking and volunteer events where you can promote your services, products and brand to our membership

The PMI-SAC provides major touch points for our sponsors throughout the year include:



150-200 people at each of our monthly dinner meetings (year-round)

144+

people at our Golf Classic (June)



Over 700

people at our Professional Development Conference (November)

6 levels of sponsorship to match your marketing budget & objectives

6

In 2004
900 members,
4 sponsors

PMI-SAC membership has almost tripled in 12 years

In 2016
2500 members,
26 sponsors



How We'll Build Your Brand

As a PMI-SAC sponsor, you benefit from a wide variety of branding opportunities as we promote this year's events. Here is a breakdown of our marketing activities that will include your brand:



Website & Electronic Advertisements

Sponsor's logo will appear on our website, event pages and mobile app.



E-mail campaign

Our annual events and our sponsors will be promoted via a series of monthly email communications sent directly to the inboxes of thousands of industry professionals.



Event Programs

Every attendee of the PDC Conference, PMI-SAC Awards and Golf Classic will receive an event program featuring information about our sponsors (sample picture included on next page).



On-Site Displays

Sponsor logos will be featured on a variety of on-site signage and digital presentation formats (sample picture included on next page).



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.



Verbal Thank You & Recognition at Events

We will announce a verbal thank you to our sponsors at all events throughout the year.



Complimentary Passes to Events

As a sponsor you will be provided complimentary passes to our events that you can distribute to your staff, clients and consultants on behalf of your company.



Promote Company Expertise

As a sponsor you will have the opportunity to present at dinner meetings, the Professional Development Conference, and/or other events highlighting a project management topic in your company's expertise.



Social Media:

The chapter's programs, events, services and its sponsors will be promoted via the PMI-SAC Twitter, Facebook & LinkedIn accounts.



Sample Sponsorship Marketing from Events



Advertisements in event program materials.



Your logo included on the sponsorship page of our event materials.



Your logo included on event signage.



Display booth at the events.

Sample Sponsorship Marketing from Events



Keynote sponsored at the PDC.



Keynote + Breakfast Sponsor at the PDC.



Coffee Break Sponsor at the PDC.



Sponsorship of PDC registration bags.



Logo and exposure at the Golf Classic.



Logo and exposure at the Golf Classic.



2017-2018 Sponsorship Program

Sponsorship Sales Packages

BENEFITS	Bronze Partner (\$2,500)	Silver Partner (\$5,000)	Gold Partner (\$7,500)	Platinum Partner (\$10,000)	Sapphire Partner (\$12,500)	Diamond Partner (\$17,500)
Relative ranking to other spots	V	IV	III	II	II	I
PMI-SAC CHAPTER ANNUAL BENEFIT						
Right to use PMI-SAC name & logo in your promotions and communications	✓	✓	✓	✓	✓	✓
Logo on all sponsor recognition collateral	✓	✓	✓	✓	✓	✓
Logo & Link on chapter website	✓	✓	✓	✓	✓	✓
Complimentary PD opportunity listings on chapter website (www.pmisac.com)	6/yr	6/yr	6/yr	6/yr	6/yr	6/yr
Complimentary job opportunity listings on chapter website (www.pmisac.com) Additional postings \$200/each	2/yr	2/yr	4/yr	6/yr	6/yr	6/yr
Complimentary dinner meeting passes (can be used throughout the year) Value: \$50 each	2	4	6	8	10	12
Tickets to Sponsorship Summit	1	1	1	2	3	4
Opportunity to host a PMI-SAC Lunch & Learn on PMI and benefits of chapter membership for staff and clients	✓	✓	✓	✓	✓	✓
Organizational profile on sponsor page			✓	✓	✓	✓
Logo & Link on chapter website template (i.e. on every page of website)				✓	✓	✓
Logo & Link on all chapter emails as a "major chapter sponsor"			✓	✓	✓	✓
Opportunity to host a chapter dinner meeting (subject to availability)				✓	✓	✓
Opportunity to submit articles to the PMI-SAC electronic newsletter	1	1	1	2	2	2
Competitive category exclusivity						✓
Top ranking throughout all sponsor recognition collateral						✓



2017-2018 Sponsorship Program

Sponsorship Sales Packages

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PMI-SAC ANNUAL GOLF CLASSIC BENEFITS (JUNE 14, 2017)						
Opportunity to donate prizes to the golf tournament (subject to approval)	✓	✓	✓	✓	✓	✓
Complimentary spots at the PMI Golf Classic Tournament (additional spots available at early bird rate) Value: \$179 each	1	2	4	4	6	6
Dedicated hole at the Golf Classic to host a hole activity & prize. Value \$750 each	+\$750	✓	✓	✓	✓	✓
First right of refusal for Par 3 holes at the Golf Classic (based on availability)				✓	✓	✓
PMI-SAC PROFESSIONAL DEVELOPMENT CONFERENCE						
Logo & Link on Conference Website	✓	✓	✓	✓	✓	✓
Logo on Conference PPT Screen	✓	✓	✓	✓	✓	✓
Logo on Conference signage & collateral	✓	✓	✓	✓	✓	✓
Access to all picture taken at the PDC	✓	✓	✓	✓	✓	✓
Verbal thank you during plenary sessions	✓	✓	✓	✓	✓	✓
Right to offer discounted conference member rate to clients & affiliates	✓	✓	✓	✓	✓	✓
Tickets to speaker & sponsor dinner at PDC	1	1	1	2	2	3
Opportunity to have a display booth at conference venue	+\$1000	+\$1000	✓	✓	✓	✓
Advertisement in the conference program guide distributed to all attendees	1/8 page colour	1/4 page colour	1/2 page colour	Full-page colour	Full-page colour	Full-page colour
Opportunity to insert item(s) in PDC delegate bag given to every attendee	1	1	1	2	2	2
Opportunity to donate a door prize (prize subject to approval) (Not a booth prize)		✓	✓	✓	✓	✓
Right to provide additional signage for display throughout conference venue (pop up banner 7' x 2')		1	1	2	4	4
Complimentary passes to the PDC (additional passes offered at early bird rate) Value: \$1099 each		1	2	2	3	4
First right to refusal on same sponsorship level in following year			✓	✓	✓	✓
Social Media Mentions			1	1	2	4
Logo in all pre & post conference email and direct mail communications				✓	✓	✓



2017-2018 Sponsorship Program

Sponsorship Sales Packages

BENEFITS	Bronze Partner (\$2,500)	Silver Partner (\$5,000)	Gold Partner (\$7,500)	Platinum Partner (\$10,000)	Sapphire Partner (\$12,500)	Diamond Partner (\$17,500)
PMI-SAC PROFESSIONAL DEVELOPMENT CONFERENCE						
Opportunity to present a one-hour conference workshop (subject to availability)				✓	✓	✓
Opportunity to include a profile in a pre-conference HTML email blast				✓	✓	✓
Contribute questions to delegate post-conference survey & receive results					✓	✓
Rights to be the sponsor & exclusive host of a major PDC asset (see table 1.1 below)	None	Silver Asset	Gold Asset	Gold or Higher Asset	Awards	1st Choice of Asset

1.1 PMI-SAC MAJOR ASSET INVENTORY		
Asset	Level	Maximum Available
Movie Screening Sponsor (min. 3 per year)	Gold or higher	1
EPC Roundtable Sponsor (3 per year)	Gold or higher	1
IT PMO Town Hall Sponsor (min. 3 per year)	Gold or higher	1
Change Management Roundtable	Gold or higher	1
Business Relationship Management Roundtable	Gold or higher	1
Business Analysis Roundtable	Gold or higher	1
PM & BA Tools Roundtable	Gold or higher	1
PM & BA Consultants Roundtable	Gold or higher	1
PDC Laptop Provider Sponosr	Gold or higher	1
PDC Charging Station Sponsor	Gold or higher	1
PDC Meal and Keynote Sponsor	Gold or higher	5
PDC Registraton Sponsor	Gold or higher	1
PDC Evaluation Sponsor	Silver	1
PDC All Day Coffee Break Sponsor	Silver	2



10% discount
for signing up for a
3 year commitment
at same level.

