

Be visible. Build relationships. Foster growth.

Project Management National Conference, India

PROJECT MANAGEMENT *for sustainable Competitive Advantage*

28-30 September, 2012, Chennai

SPONSORSHIP TARIFF BROCHURE



PROJECT MANAGEMENT *for Sustainable Competitive Advantage*

ABOUT PMI

Project Management Institute (PMI) is the world's largest not-for-profit membership association for the project management profession, with more than half a million members and credential holders in 185 countries.

PMI's worldwide advocacy for project management is supported by the organization's globally recognized standards and credentials, extensive research program, professional development and networking opportunities.

PMI INDIA

PMI has 8 Chapters in India (Delhi, Mumbai, Bangalore, Chennai, Hyderabad, Pune, Trivandrum and Kolkata). The PMI India community has approximately 19,000* members and 26,000* credential holders. The charter of PMI India office is to promote project management across Government, academia & organizations and to strengthen the project management community. PMI India constantly engages and interacts with professionals across industries through roundtables, seminars, events and development programs for advocacy of project management profession.

Note - *Membership and credential details are as of December 2011

WHY SHOULD YOU BE A SPONSOR

Over the last three years blue chip companies from across a wide spectrum of industries have been our sponsors. In fact, most of our sponsors in the first year, came back in the second and third year because of the immense benefits they enjoyed. Benefits include:

- ▶ Increased loyalty
- ▶ Increased exposure
- ▶ Changing or reinforcing brand image
- ▶ Highlighting commitment to community
- ▶ Showcasing products and service attributes

DELEGATE PROFILE

Over 1000 delegates from diverse industries attended the conference in 2011. These included:

- ▶ Project and Program Management Practitioners from all industries and government
- ▶ Certified project management professionals
- ▶ Business leaders
- ▶ NGOs and academia

PLATINUM SPONSOR

₹ 15,00,000

Benefits

- ▶ Exclusive co-branding with PMI
- ▶ 5 complimentary delegate registrations
- ▶ 1 speaker slot - in a breakout session, on Day 2 before lunch
- ▶ Banner advertisement for 30 days before and after conference on www.pmi.org.in
- ▶ Full page advertisement in 4 issues of Manage India - PMI's e-zine
- ▶ 1 exhibition booth
- ▶ Company logo prominently displayed on the conference backdrop side panels and at registration desk
- ▶ 4 display standees at strategic locations at venue
- ▶ Company brochure (not more than 12 pages) to be provided by sponsor will be placed in delegate kit



GOLD SPONSOR

2 sponsorships available

₹ 10,00,000

Benefits

- ▶ 3 complimentary delegate registrations
- ▶ 1 speaker slot - in a breakout session, on Day 2 post lunch
- ▶ Banner advertisement for 30 days before and after conference on www.pmi.org.in
- ▶ Full page advertisement in 3 issues of Manage India - PMI's e-zine
- ▶ 1 exhibition booth
- ▶ Company logo on the conference backdrop side panels
- ▶ 3 display standees at strategic locations at venue
- ▶ Company brochure (not more than 8 pages) to be provided by sponsor will be placed in delegate kit



SILVER SPONSOR

2 sponsorships available

₹ 7,50,000

Benefits

- ▶ 2 complimentary delegate registrations
- ▶ 1 speaker slot - in a breakout session, on Day 3 before lunch
- ▶ Banner advertisement for 10 days before and after conference on www.pmi.org.in
- ▶ Full page advertisement in 2 issues of Manage India – PMI's e-zine
- ▶ Company logo on the conference backdrop side panels
- ▶ 1 display standee at a strategic location at venue
- ▶ Company brochure (not more than 4 pages) in delegate kit



PROMOTIONAL SPONSORS

DELEGATE KIT SPONSOR

₹ 5,00,000

The Delegate Kit is a functional souvenir that participants use during the conference and after they return home. Your brand continues to be seen long after the closure of the conference.

Benefits

- ▶ Sponsor's logo and website URL with Project Management National Conference 2012 logo on the bag
- ▶ One page, high quality colour flyer inserted into conference bag (supplied by sponsor and approved by PMI)
- ▶ 2 complimentary delegate registration
- ▶ Sponsor's name and logo on www.pmi.org.in with a direct link to sponsor's website

NAME TAG SPONSOR

₹ 3,00,000

The sponsor will get their branding on the name tag which will be provided to all delegates.

Benefits

- ▶ Sponsor's logo and website URL with Project Management National Conference 2012 logo on the name tag
- ▶ One page, high quality colour flyer inserted into conference bag (supplied by sponsor and approved by PMI)
- ▶ 1 complimentary delegate registration
- ▶ Sponsor's name and logo on www.pmi.org.in with a direct link to sponsor's website

LUNCH SPONSORS

₹ 4,00,000

Help delegates rejuvenate by sponsoring a luncheon at the venue. Enhance and reinforce your organization's brand image during the time when conference delegates convene.

Benefits

- ▶ Sponsor's logo on luncheon signage
- ▶ Sponsor's logo on luncheon signage at food stations
- ▶ 2 complimentary delegate registrations
- ▶ Sponsor's name and logo on www.pmi.org.in with a direct link to sponsor's website

DINNER SPONSORS

₹ 5,00,000

Help delegates rejuvenate by sponsoring dinner and drinks at the venue. Enhance and reinforce your organization's brand image during the time when conference delegates convene.

Benefits

- ▶ Sponsor's logo on signage at food stations
- ▶ 2 complimentary delegate registrations
- ▶ Sponsor's name and logo on www.pmi.org.in with a direct link to sponsor's website



STALL SPONSORS

10 sponsorships available

₹ 3,00,000



Your organization will get stall space of size 3 x 3 metres at the venue with organization's name on fascia board and will gain unparalleled exposure at the largest project management conference in India.

Benefits

- ▶ Exhibit space of size 3m x 3m with organization name on fascia board on all 3 days
- ▶ 2 delegates allowed – complimentary with each booth space allocated
- ▶ Complimentary lunch for 2 booth personnel
- ▶ Sponsor's name and logo on www.pmi.org.in with a direct link to sponsor's website

Also, available are other sponsorship opportunities which can be customized to the sponsor's requirements.

SUPPORTING ORGANISATIONS

25 sponsorships available

₹ 1,00,000

- ▶ 1 complimentary delegate registration
- ▶ Standee on ground (provided by sponsor/ 1 number)
- ▶ Full page advertisement in the Conference special issue of Manage India - PMI's e-zine
- ▶ Sponsor's name and logo on www.pmi.org.in with a direct link to sponsor's website

OVERVIEW OF SPONSORSHIP BENEFITS

| Opportunity | Amount (in ₹) | No. of Sponsors | Co-branding with PMI | Complimentary Delegate Registration | Speaker Slot | Banner advertisement on www.pmi.org.in |
|-------------------------|-------------------|--------------------|-------------------------|---|-----------------|--|
| Type of Sponsor | | | | | | |
| Platinum | 15,00,000 | 1 | YES | 5 | 1 | Till 30 days before & after conference |
| Gold | 10,00,000 | 2 | | 3 each | 1 | Till 30 days before & after conference |
| Silver | 7,50,000 | 2 | | 2 each | 1 | Till 30 days before & after conference |
| Promotional Sponsors | | | | | | |
| Delegate Kits | 5,00,000 | 2 | | 1 | | |
| Name Tags | 3,00,000 | 1 | | 1 | | |
| Lunch Sponsors | 4,00,000 | 2 | | 1 each | | |
| Dinner | 5,00,000 | 2 | | 1 | | |
| Stalls | 3,00,000 | 10 | | 2 per stall | | |
| Supporting Organization | 1,00,000 | 25 | | 1 each | | |

| Recognition at Opening Ceremony | Full-page advertisement in Manage India | Exhibition booth | Company logo on the conference backdrop and signage at registration desk | Display of standees (each of 3x6 ft size) at strategic locations in the venue | Company / product brochure in delegate kit |
|---------------------------------|---|------------------|--|---|--|
| | | | | | |
| Yes | For 4 issues | 1 | Yes | 4 | Yes (Max. 12 pages) |
| | For 3 issues | 1 | Yes | 3 | Yes (Max. 8 pages) |
| | For 2 issues | | Yes | 1 | Yes (Max. 4 pages) |
| | | | | | |
| | | | | | |
| | | | | 1 | |

SNAPSHOTS OF EARLIER PROJECT MANAGEMENT CONFERENCES



FEW OF THE SUPPORTERS OF PREVIOUS PMI INDIA CONFERENCES

Microsoft®



IBM



ORACLE®
PRIMAVERA

SABCONS
Your project management potential, realised

Business India
THE MAGAZINE OF THE CORPORATE WORLD

 **Mphasis**
an HP company



SUPPORTED BY

Ministry of Statistics and
Programme
Implementation



INTERNATIONAL
Institute for Learning, Inc.



If a sponsorship opportunity to suit your needs is not listed, please do not hesitate to discuss your specific requirements.

For further enquiries, contact Jacob Varghese: jacob.varghese@pmi.org / conf.sponsor2012@pmi-india.org

For further details, log on to www.pmi.org.in/conference2012



Jointly hosted by:

