

May 2010 – Milan, Italy

PMI® Global Congress 2010—EMEA (Europe-Middle East-Africa), being held in Milan, Italy in May 2010 is the perfect vehicle to drive your brand to 14,000 regional prospects in nearly 50 countries!

This knowledge and networking event will allow professionals to gain knowledge and exchange information regarding the management of projects.

Your presence in Milan will ensure **your CORPORATE IDENTITY** and **your UNIQUE KNOWLEDGE** is best represented to a worldwide audience!

Opportunities for Exhibitors and Sponsors

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SPONSORSHIP OPPORTUNITIES

Educational Sponsorship Opportunities

Sponsorship of an educational event expresses your desire to align your organisation with a likeminded ideology of advancement and innovation in project management.

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Hospitality Sponsorships

Maximise direct contact with potential customers through a variety of hospitality sponsorships. These popular events allow you to make a strong and lasting impression on all congress delegates.

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Promotional Sponsorships

PMI has a selection of sponsorship opportunities that enable you to put your brand name and logo on a variety of items that congress delegates will see at the event.

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Keynote Speaker

(Exclusive Sponsorship)

Your organisation will be the sole sponsor of the opening keynote address on Monday afternoon during the congress's General Session. This sponsorship places your company brand prominently at the start of the region's premier event.

Sponsorship Benefits:

- Sponsor will introduce keynote speaker (introduction written by PMI)
- Sponsor's logo displayed during the keynote introduction
- Sponsor's logo on General Session signs
- Opportunity to distribute a one page promotional flyer at General Session (to be approved by PMI and provided by sponsor at sponsor's expense)
- Two complimentary PMI Global Congress 2010—EMEA delegate registrations
- Sponsor's logo and 100-word description in the congress Event Guide, which is given to all delegates on-site
- Sponsor's name and logo on signage throughout the congress
- Recognition on the congress and sponsorship websites' home pages with a direct link to sponsor's website
- Recognition at General Session of the congress
- Recognition in the 2011 PMI *Salute to our Sponsors*

Cost: €15.000

Incentive:

Enjoy added exposure by getting one (1) Area of Focus sponsorship (€5.000 value) at no additional cost when sponsoring the keynote speaker.

Authorized Signature: _____

Please Print Authorized Name: _____

Company: _____

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Educational Areas of Focus

(One Sponsor only per Focus Area)

Delegates at PMI Global Congress 2010—EMEA choose from 45 educational presentations under 14 targeted “Areas of Focus” to tailor a personalised professional development experience that meets their specific needs and interests.

Areas of Focus are broad topical areas around which the congress program content is developed, bringing a regional flavour to the congress. Sponsoring one of the Areas of Focus, positions your company as a strong advocate for project management professional development.

- Advanced Project Management Skills
- Communications
- Consulting Skills
- General Business Skills
- Industry Focused Topics
- New Project Management Trends
- Professional Development
- Project Management Foundation Skills
- Project Management in Specific Industries
- Project Management Issues
- Project Management Tools
- Research
- Sales/ Marketing Skills
- Teaming

Sponsorship Benefits:

- Sponsor logo on general Area of Focus Signage
- Sponsor’s logo and 100-word description in the congress Event Guide given to all delegates onsite
- Sponsor’s name and logo on signage throughout the congress
- Recognition on the congress and sponsorship websites’ home pages with a direct link to sponsor’s website
- Recognition at General Session of the congress
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Cost (per Area of Focus): **€5.000**

Incentive:

Sign up by 1 March 2010 and your company’s logo will also appear on the presentation section in the Congress Proceedings

Bonus Incentive:

Sponsor 2 or more Areas of Focus for more exposure at (per Area of Focus): **€4.000**

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Taste of Italy Reception

(Exclusive Sponsorship)

Add local flavour to your campaign as the sole sponsor of this regionally-focused event. The reception will feature an array of food and beverages from the region. Attendees will leave with a lasting impression of your organization and their experience in Milan.

Sponsorship Benefits:

- Company logo on signage at the reception
- Two complimentary PMI Global Congress 2010—EMEA delegate registrations
- Table in prominent area of reception for sponsor's branded materials (materials to be provided by sponsor)
- Sponsor's logo on signage at food stations
- Sponsor's logo and 100-word description in the congress Event Guide given to all delegates onsite
- Sponsor's name and logo on signage throughout the congress
- Recognition on the congress and sponsorship websites' home pages with a direct link to sponsor's website
- Recognition at General Session of the congress
- Recognition in the 2011 PMI *Salute to our Sponsors*

Cost: €11.000

Incentive:

Enjoy added exposure by providing cocktail napkins with your company logo at no additional cost when sponsoring the Taste of Italy Reception.

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Grand Opening Reception

(Exclusive Sponsorship)

Here is your opportunity to sponsor one of the congress' premier networking receptions. You never get a second chance to make a first impression, so do not miss this opportunity.

Sponsorship Benefits:

- Company logo on signage at the reception
- Two complimentary PMI Global Congress 2010—EMEA delegate registrations
- Sponsor's logo on signage at food stations
- Sponsor's logo and 100-word description in the congress Event Guide given to all delegates onsite
- Sponsor's name and logo on signage throughout the congress
- Recognition on the congress and sponsorship websites' home pages with a direct link to sponsor's website
- Recognition at General Session of the congress
- Recognition in the 2011 PMI *Salute to our Sponsors*

Cost: €7.500

Incentive:

Enjoy added exposure by providing cocktail napkins with your company logo at no additional cost when sponsoring the Grand Opening Reception.

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Luncheons (Tuesday and Wednesday)

Help delegates rejuvenate by sponsoring a luncheon in the exhibition hall. Enhance and reinforce your company's brand image during the time when congress delegates convene.

Sponsorship Benefits:

- Company logo on luncheon signage
- One complimentary PMI Global Congress 2010—EMEA delegate registration
- Sponsor's logo on signage at food stations
- Sponsor's logo and 100-word description in the congress Event Guide given to all delegates onsite
- Sponsor's name and logo on signage throughout the congress
- Recognition on the congress and sponsorship websites' home pages with a direct link to sponsor's website
- Recognition at General Session of the congress
- Recognition in the 2011 PMI *Salute to our Sponsors*

Cost (per lunch): €5.000

Incentive:

Exhibitors enjoy 10 percent discount on Luncheon sponsorship.

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Coffee Breaks (Tuesday and Wednesday – mornings and afternoons)

Coffee breaks are served in the exhibition hall on the mornings and afternoons of Tuesday and Wednesday, allowing delegates to “perk up” when they visit with exhibitors.

Sponsorship Benefits:

- Company logo on coffee break signage
- Sponsor’s logo on signage at break stations
- Sponsor’s logo and 100-word description in the congress Event Guide given to all delegates onsite
- Sponsor’s name and logo on signage throughout the congress
- Recognition on the congress and sponsorship websites’ home pages with a direct link to sponsor’s website
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Cost (per coffee break): **€4.000**

Incentive:

Exhibitors enjoy 10 percent discount on Coffee Break sponsorship

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PMI Bookstore

(Exclusive Sponsorship)

The PMI Bookstore is prominently located at the venue. There is always an unending flow of traffic at the PMI Bookstore as the latest publications are featured!

Sponsorship Benefits:

- Sponsor's logo prominently displayed on PMI Bookstore signage
- Sponsor's logo on computer screen(s) (Computer kiosk(s) are located within the bookstore for online ordering.
- Sponsor's logo on one side of plastic checkout book bags, with PMI Global Congress logo on the other side
- Opportunity to distribute a one page promotional flyer into bookstore bag (to be approved by PMI and provided by sponsor at sponsor's expense)
- One complimentary PMI Global Congress 2010—EMEA delegate registration
- Sponsor's logo and 100-word description in the congress Event Guide given to all delegates onsite
- Sponsor's name and logo on signage throughout the congress
- Recognition on the congress and sponsorship websites' home pages with a direct link to sponsor's website
- Recognition at General Session of the congress
- Recognition in the 2011 PMI *Salute to our Sponsors*

Cost: €8.000

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Congress Bags

(Exclusive sponsorship)

The Congress Bag is a functional ECO-Friendly souvenir that participants use during the congress and after they return home. Your brand continues to be seen long after the close of the congress.

Sponsorship Benefits:

- Sponsor's logo and website on one side of bag with PMI Global Congress logo on the other side
- One-page, high quality, colour advertisement inserted into conference bag (supplied by sponsor and approved by PMI)
- One complimentary PMI Global Congress 2010—EMEA delegate registration
- Sponsor's logo and 100-word description in the congress Event Guide given to all delegates onsite
- Sponsor's name and logo on signage throughout the congress
- Recognition on the congress and sponsorship websites' home pages with a direct link to sponsor's website
- Recognition at General Session of the congress
- Recognition in the 2011 PMI *Salute to our Sponsors*

Cost: €8.000

Incentive:

Enjoy added exposure as the Congress Bags are also distributed at the PMI Leadership Institute Meeting which takes place before the Congress.

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Please Print Authorized Name: _____

Company: _____

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Smart Badges

(Exclusive sponsorship)

“Smart Badges” will be used to facilitate identification, lead management and session access for each attendee. Your organisation will receive consistent, widespread exposure that will be seen by all show attendees.

Sponsorship Benefits:

- Sponsor’s logo on the front side of Smart Badge and PMI logo on the back of the card
- Sponsor’s logo and 100-word description in the congress Event Guide given to all delegates onsite
- Sponsor’s name and logo on signage throughout the congress
- Recognition on the congress and sponsorship websites’ home pages with a direct link to sponsor’s website
- Recognition at General Session of the congress
- Recognition in the 2011 PMI *Salute to our Sponsors*

Cost: €5.000

Incentive:

Enjoy added exposure as the Smart Badges are also distributed at the PMI Leadership Institute Meeting which takes place before the Congress.

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Company: _____

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Neck Wallet Badge Holders

(Exclusive sponsorship)

Let delegates carry your company's logo by sponsoring PMI Global Congress 2010 — EMEA neck wallet badge holders. Providing highly visible recognition, neck wallets are supplied to all congress attendees. Your company logo appears on the front of the neck wallet, directly above the attendee badge!

Sponsorship Benefits:

- Sponsor's logo appears on the front of the neck wallet
- Sponsor's logo and 100-word description in the congress Event Guide given to all delegates onsite
- Sponsor's name and logo on signage throughout the congress
- Recognition on the congress and sponsorship websites' home pages with a direct link to sponsor's website
- Recognition at General Session of the congress
- Recognition in the 2011 PMI *Salute to our Sponsors*

Cost: €4.500

Incentive:

Enjoy added exposure as the Neck Wallet Badge Holders are also distributed at the PMI Leadership Institute Meeting which takes place before the Congress.

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Mobile Device - At-A-Glance

(Exclusive sponsorship)

The Mobile Device – At-A-Glance allows attendees to download the congress events and information directly to their PDA and Smartphone device. Your organization will receive consistent and widespread exposure that will be seen by hundreds of show attendees.

Sponsorship Benefits:

- Sponsor's logo displayed on the corner of mobile device screen
- Sponsor's logo and 100-word description in the congress Event Guide given to all delegates
- Sponsor's name and logo on signage throughout the congress
- Recognition on the congress and sponsorship websites' home pages with a direct link to sponsor's website
- Recognition at General Session of the congress
- Recognition in the 2011 PMI *Salute to our Sponsors*

Cost: €4.500

Authorized Signature: _____

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Company: _____

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NEW! Area of Focus Kiosk

(Limited to one sponsor only)

The Areas of Focus kiosk is a high-traffic area, catering to all delegates at the congress. Delegates spend a lot of time here, signing up for all the educational sessions during the two and a half day congress. The kiosk is also for delegates who wish to change the educational session they originally signed up for. Take advantage of this high-traffic area and maximise your brand exposure.

Sponsorship Benefits:

- Sponsors name and logo on the Area of Focus Kiosk signage
- Recognition of your company's logo at each computer terminal
- Sponsor's name and logo on signage throughout the congress
- Sponsor's logo and 100-word description in the congress Event Guide given to all delegates
- Recognition on the congress and sponsorship websites' home pages with a direct link to sponsor's website
- Recognition at General Session of the congress
- Recognition in the 2011 PMI *Salute to our Sponsors*

Cost: €3.500

Authorized Signature: _____

Please Print Authorized Name: _____

Company: _____

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Vinyl Floor / Carpet Clings

Maximize your company's brand recognition on the exhibit floor with vinyl clings. This opportunity provides your company with specific, value-added exposure to your core market. Whether you are looking to increase brand recognition, or drive attendees to your booth, vinyl clings will help increase visibility of your brand.

Sponsorship Benefits:

- Sponsors logo and booth number to be printed on vinyl clings
- Sponsor's name and logo on signage throughout the congress
- Sponsor's logo and 100-word description in the congress Event Guide given to all delegates
- Recognition on the congress and sponsorship websites' home pages with a direct link to sponsor's website
- Recognition at General Session of the congress
- Recognition in the 2011 PMI *Salute to our Sponsors*

Cost: €2.500

Authorized Signature: _____

Please Print Authorized Name: _____

Company: _____

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