

Get noticed. Make a statement. Nurture relationships

Project Management National Conference, India, 2014
PROJECT MANAGEMENT - *the mantra for sustainable growth*

11-13 September, 2014, HICC, Hyderabad

SPONSORSHIP BROCHURE



Project Management National Conference, India
PROJECT MANAGEMENT *the mantra for sustainable growth*

HICC, Hyderabad | September 11-13, 2014 | A PMI Team India Event

ABOUT PMI

PMI is one of the world's largest not-for-profit membership associations for the project management profession. Our professional resources and research empower more than 700,000 members, credential holders and volunteers in nearly every country in the world to enhance their careers, improve their organizations' success and further mature the profession.

PMI's worldwide advocacy for project management is reinforced by our globally recognized standards and certification program, extensive academic and market research programs, chapters and communities of practice, and professional development opportunities.

PMI INDIA

PMI has 8 Chapters in India (Hyderabad, Mumbai, Bangalore, Chennai, North India, Pune, Trivandrum and Kolkata). PMI India has approximately 23,272 members and over 34,000 credential holders. The charter of PMI India office is to promote project management across Government, academia and organizations as well as 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 February 2014

WHY SHOULD YOU BE A SPONSOR

Over the last five 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 have continued supporting and sponsoring us in subsequent years because of the immense benefits they enjoyed. Benefits include:

- ▶ Increased loyalty & exposure
- ▶ Changing or reinforcing brand image
- ▶ Highlighting commitment to community
- ▶ Showcasing products and service attributes
- ▶ Showcase your employee and process related best practices thereby position your organization as an 'employer of choice'

DELEGATE PROFILE

Over 1000 delegates from IT, Government, Academia, Automotive, Telecom, Infrastructure and other industries attended the conference in 2013 held at Gurgaon. These included:

- ▶ Project and Program Management Practitioners
- ▶ Certified project management professionals
- ▶ Business leaders
- ▶ NGOs and academia

PLATINUM SPONSOR

1 slot

₹ 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 the event on the conference web site www.pmi.org.in/conference2014
- ▶ Sponsor's logo on PMI Pearl City Chapter's website www.pmi-pcc.org for 3 months
- ▶ Logo placement on conference website will be linked to the company website
- ▶ Banner on Conference mobile app (on rotation basis if more than 1 sponsor)
- ▶ Full page advertisement in 4 issues of Manage India - PMI's e-zine
- ▶ Full page advertisement in 3 issues of 'Spandana' - PMI Pearl City Chapter's quarterly e-zine"
- ▶ 1 exhibition booth of 6 x 2 meters
- ▶ Company logo prominently displayed on the conference backdrop side panels and at registration desk
- ▶ 3 display standees at strategic locations at venue
- ▶ Company brochure (to be approved by PMI and not more than 12 pages) to be provided by sponsor - will be placed in delegate kit

GOLD SPONSOR

2 slots

₹ 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 the event on the conference web site www.pmi.org.in/conference2014
- ▶ Sponsor's logo on PMI Pearl City Chapter's website www.pmi-pcc.org for 3 months
- ▶ Logo placement on conference website will be linked to the company website
- ▶ Full page advertisement in 3 issues of Manage India - PMI's e-zine
- ▶ Full page advertisement in 3 issues of 'Spandana' - PMI Pearl City Chapter's quarterly e-zine
- ▶ 1 exhibition booth of 3 x 2 meters
- ▶ Company logo on the conference backdrop side panels
- ▶ 2 display standees at strategic locations at venue
- ▶ Company brochure (to be approved by PMI and not more than 8 pages) to be provided by sponsor - will be placed in the delegate kit



SILVER SPONSOR

4 slots

₹ 7,50,000



Benefits

- ▶ 2 complimentary delegate registrations
- ▶ Banner advertisement for 10 days before and after the event on the conference web site www.pmi.org.in/conference2014
- ▶ Full page advertisement in 2 issues of Manage India – PMI's e-zine
- ▶ Full page advertisement in 3 issues of 'Spandana' - PMI Pearl City Chapter's quarterly e-zine
- ▶ Sponsor's logo on PMI Pearl City Chapter's website www.pmi-pcc.org for 3 months
- ▶ Company logo on the conference backdrop side panel
- ▶ 1 exhibition booth of 3 x 2 meters
- ▶ 1 display standee at a strategic location at venue
- ▶ Company brochure (to be approved by PMI and not more than 4 pages) to be provided by sponsor - will be placed in the delegate kit

PROMOTIONAL SPONSORS

DELEGATE KIT SPONSOR

1 slot

₹ 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 2014 logo on the bag
- ▶ One page, high quality colour flyer inserted into conference bag (supplied by sponsor and approved by PMI)
- ▶ 2 complimentary delegate registrations
- ▶ Sponsor's logo on www.pmi.org.in/conference2014 with a direct link to sponsor's website

TECHNOLOGY SPONSOR

2 slots

₹ 4,00,000

Sponsor our mobile app and position your organization as the brand of the future, show your commitment and affinity towards technology and gain visibility on the conference mobile app as well as on ground visibility.

Benefits

- ▶ Exhibit space of size 3 x 2 meters with organization name on fascia board on both days
- ▶ 2 complimentary delegates allowed with each booth space allocated
- ▶ Sponsor's logo on the conference website www.pmi.org.in/conference2014 with a direct link to sponsor's website
- ▶ Banner on Conference mobile app (on rotation basis if more than 1 sponsor)

STATE PARTNER

2 slots

₹ 4,00,000



Open to state government organizations, this is a great opportunity to showcase the changing approach your organization is adopting towards project management. Make an affirmative statement to over a 1000 project management professionals at the largest project management conference in India.

Benefits

- ▶ Exhibit space of size 3 x 2 meters with organization name on fascia board on both days
- ▶ 2 delegates allowed complimentary with each booth space allocated
- ▶ Full page advertisement in 3 issues of 'Spandana' - PMI Pearl City Chapter's quarterly e-zine
- ▶ Sponsor's logo on the conference website www.pmi.org.in/conference2014 with a direct link to sponsor's website
- ▶ Sponsor's logo on PMI Pearl City Chapter's website www.pmi-pcc.org for 3 months
- ▶ State government verified brochure/printed literature of not more than 4 pages - giving details of new state level projects and successful initiatives - will be placed in the delegate kit

NAME TAG SPONSOR

1 slot

₹ 3,50,000

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 2014 logo on the name tag
- ▶ 1 complimentary delegate registration
- ▶ Sponsor's logo on www.pmi.org.in/conference2014 with a direct link to sponsor's website

EXHIBIT STALL

8 slots

₹ 3,00,000



A great opportunity to make a big statement and gain exposure at the country's largest project management event.

Benefits

- ▶ Exhibit space of size 3 x 2 meters with organization name on fascia board on both days
- ▶ 2 complimentary delegates allowed with each booth space allocated
- ▶ Sponsor's logo on the conference website www.pmi.org.in/conference2014 with a direct link to sponsor's website

SOUVENIR SPONSOR

2 slots

An excellent opportunity for your organization to promote/introduce new products/technology to an audience of over 1000+ delegates. Souvenirs should have market value of not less than ₹2,00,000.

Benefits

- ▶ 1 complimentary delegate registration
- ▶ Your product will be given along with the delegate kit as a souvenir. (Souvenir to be provided by the sponsor and approved by PMI)

SUPPORTING ORGANISATION

5 slots

₹ 1,50,000



Benefits

- ▶ 1 complimentary delegate registration
- ▶ Standee to be provided by sponsor (1 number)
- ▶ Full page advertisement in 3 issues of 'Spandana' - PMI Pearl City Chapter's quarterly e-zine
- ▶ Sponsor's logo on PMI Pearl City Chapter's website www.pmi-pcc.org for 3 months

OVERVIEW OF SPONSORSHIP BENEFITS

| Opportunity | Commercials (in ₹) | No of Slots | Co-branding with PMI & recognition at Opening Ceremony | Complimentary Delegate Registration | Speaker Slot | Branding/Logo on conference website | Full-page advertisement in Manage India | Full page ad in 'Spandana' PMI Pearl City Chapter's quarterly e-zine | Exhibition booth | Company logo on the conference backdrop | Display of standees (each of 3x6 ft size) at strategic locations in the venue | Souvenir, Company/product brochure in delegate kit | Sponsors logo on PMI Pearl City Chapter website | Banner on Conference mobile app |
|-------------|--------------------|-------------|--|-------------------------------------|--------------|-------------------------------------|---|--|------------------|---|---|--|---|---------------------------------|
|-------------|--------------------|-------------|--|-------------------------------------|--------------|-------------------------------------|---|--|------------------|---|---|--|---|---------------------------------|

Type of Sponsor

| | | | | | | | | | | | | | | |
|----------|-----------|---|-----|---|---|--|--------------|--------------|---|-----|---|---------------------|-----|-----|
| Platinum | 15,00,000 | 1 | YES | 5 | 1 | Till 30 days before & after conference | For 4 issues | For 3 issues | 2 | YES | 3 | YES (Max. 12 pages) | YES | YES |
| Gold | 10,00,000 | 2 | | 3 | 1 | Till 30 days before & after conference | For 3 issues | For 2 issues | 1 | YES | 2 | YES (Max. 8 pages) | YES | |
| Silver | 7,50,000 | 4 | | 2 | 1 | Till 10 days before & after conference | For 2 issues | For 1 issue | 1 | YES | 1 | YES (Max. 4 pages) | YES | |

Promotional Sponsors/Partners

| | | | | | | | | | | | | | | |
|-------------------------|----------|---|--|---|--|-----|--|---|---|--|---|--------------------|-----|-----|
| Delegate Kit | 5,00,000 | 1 | | 2 | | YES | | Key benefit: Sponsor's logo and URL will appear on the delegate bag | | | | YES (1 page flyer) | | |
| Technology Partner | 4,00,000 | 2 | | 2 | | YES | | | 1 | | | | | YES |
| State Partner | 4,00,000 | 2 | | 2 | | YES | | For 3 issues | 1 | | | YES (Max. 4 pages) | YES | |
| Name Tag | 3,50,000 | 1 | | 1 | | YES | | Key benefit: Sponsor's logo and URL will appear on the name tag | | | | | | |
| Exhibit Stall | 3,00,000 | 8 | | 2 | | YES | | | 1 | | | | | |
| Souvenir Sponsor | 2,00,000 | 2 | | 1 | | | | | | | | YES (Product) | | |
| Supporting Organization | 1,50,000 | 5 | | 1 | | | | For 3 issues | | | 1 | | YES | |

SNAPSHOTS FROM EARLIER PMI INDIA CONFERENCES



FEW SUPPORTERS FROM EARLIER PMI INDIA CONFERENCES



SUPPORTED BY
Ministry of Statistics and
Programme
Implementation



Microsoft

ORACLE®

PRIMAVERA



MPHASIS
an HP company



SABCONS
Your project management potential, realised



AstroWix
Excellence in Project Delivery
www.astrowix.com



INTERNATIONAL
Institute for Learning, Inc.



For further enquiries, contact Jacob Varghese: jacob.Varghese@pmi.org / sponsor2014@pmi-india.org

For further details, log on to www.pmi.org.in/conference2014

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



Hosted by:

