

SPONSORSHIP PROSPECTUS

Project Management Regional Conference

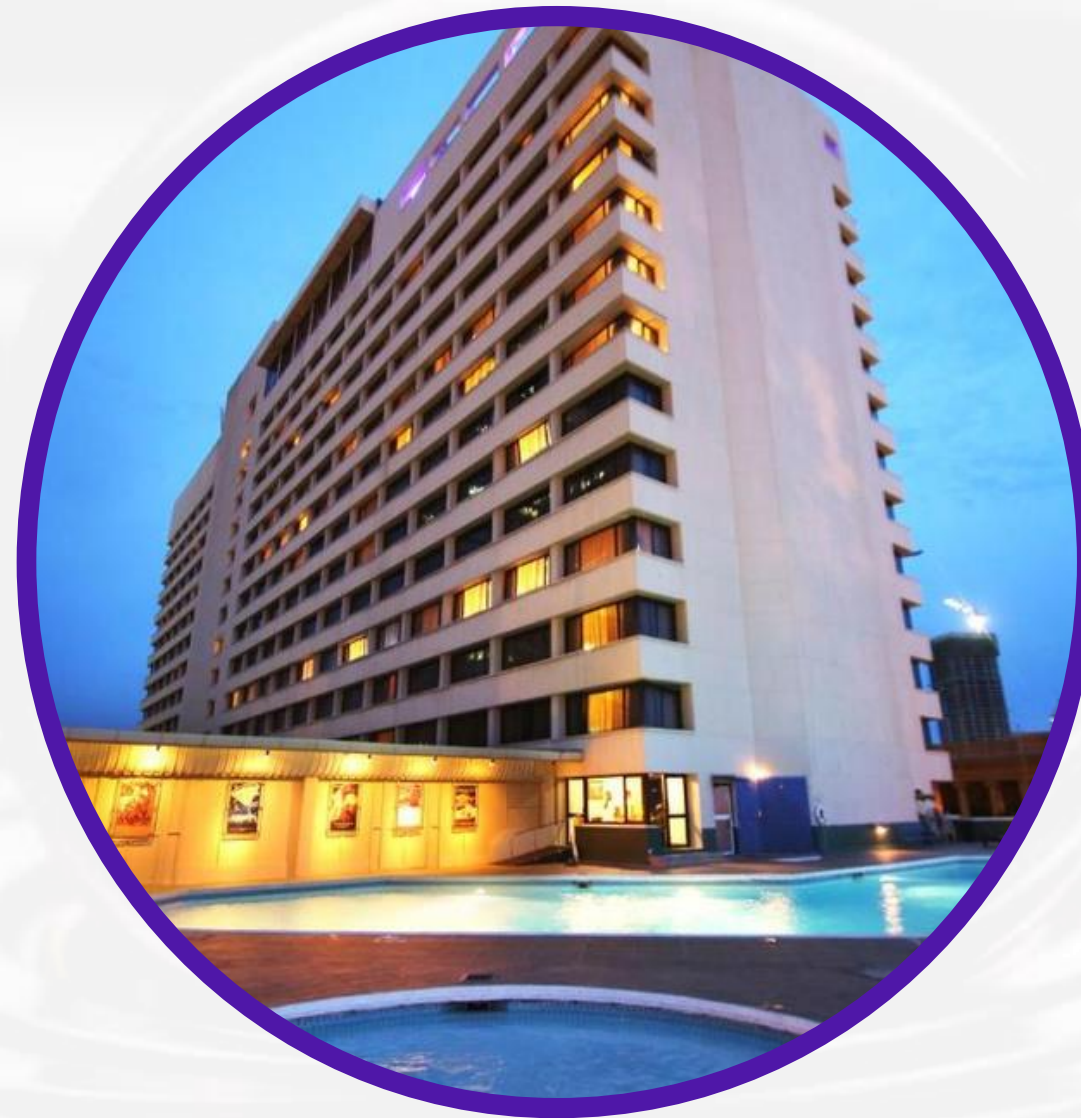
2024 | Friday, 31st May
Galadari Hotel, Colombo, Sri Lanka

**Unifying Strategies & Leadership:
Achieving Project Success**



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Venue: Galadari Hotel, Colombo, Sri Lanka








Conference overview

- One of the biggest project management events in the region
- Brings together hundreds of practitioners, chapter leaders and business professionals from around the region
- A platform for exchanging information on best practices, latest trends & technology
- Pertinent theme - **Unifying Strategies & Leadership: Achieving Project Success** - explores the crucial aspect of leadership and project teams being aligned to the overall strategic vision of the project.
- Features insightful keynote speeches and deep-dive panel discussions,
- Provides delegates with valuable insights to enhance their project management practices.
- Participants will have the opportunity to learn from industry experts, network with peers, and gain new perspectives.



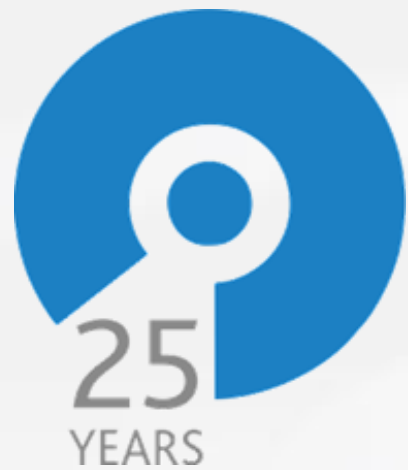
Why Sponsor?

Project Management Institute (PMI) is the leading professional association for project management, and the authority for a growing global community of millions of project professionals and individuals who use project management skills. Benefits of partnering with us:

-  A great brand-building opportunity
-  Regional visibility via PMI's digital reach (Website, Emailer, E-magazine and Social Media)
-  A focused & mature audience of 400+ professionals to make a targeted pitch for your enterprise offerings
-  A platform to share organizational best practices
-  A stronger project team with fresh learnings
-  An opportunity to meet with some of the best minds in the region including keynote speakers and Leaders
-  Hire talent and build a great project team

Audience profile

The conference will comprise leaders and project management professionals in strategic positions within their organization with average experience ranging from 15 to 25 years.



- CEO/VP/MD
- Head PMO/Portfolio Manager
- Practice Head
- Principal Consultant

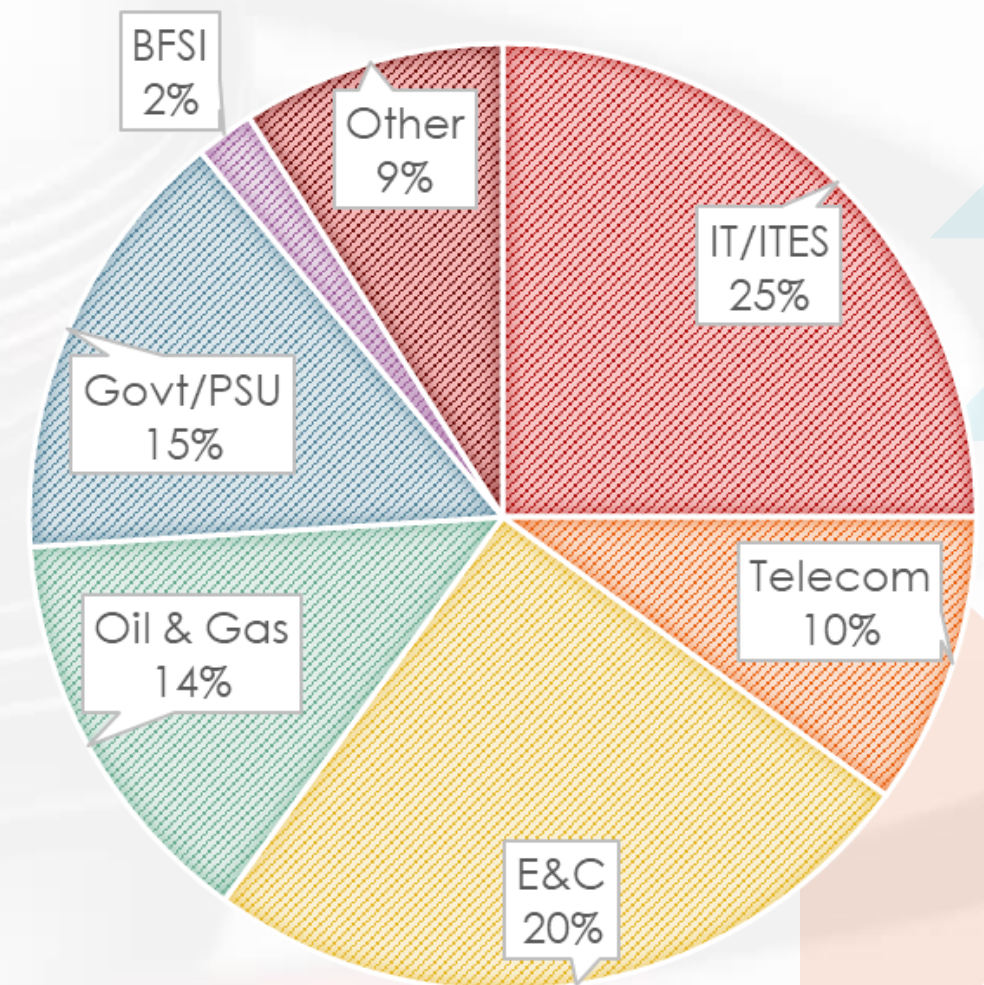


- Program Manager
- AVP / Senior Manager
- Business Head



- Project Manager / Leader
- Delivery Manager

DELEGATE INDUSTRY REPRESENTATION



Mileage opportunities

Preconference

- Over 40 LinkedIn posts across South Asia region with over of 20K followers
- 20+ Emailers to audiences within Bangladesh with a reach of over 1000 professionals
- 10 Emailers to audiences in South Asia Region with a reach of over 60K professionals
- Corporate outreach
- Speaker & delegate testimonies



At the conference

- Over 400 cross Industry professionals
- Corporate representation from over 300 organizations
- Sponsors from across South Asia
- Speakers from South Asia and Asia Pacific



Sponsorship deliverables

- Mentions/posts on our social media platforms
 - Conference passes
 - Table space
 - Speaker slots
 - Logo placement on conference website www.pmi.org.in/pmrc24
 - Company logo displayed on the conference backdrop & Digital slides
 - Company logo on welcome banner at the registration area
- 30 second slot(s) to run promotional videos on main screen at the conference (videos subject to approval by PMI)
 - 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
 - Placement of souvenir (to be provided by sponsor) in the delegate kit bag
 - Permit to place standees in the foyer area / Permit to place standees at the entry point (standee to be designed and made by sponsor)



Sponsorship plans - overview

Get great ROI on sponsorship & exhibitor options at the #PMRC24! Opt for any sponsorship options and get a bouquet of benefits. Our flexible offerings help you plan better!

Choose from the following fixed plans or simply speak to us to tailor fit your requirements:

- **PLATINUM SPONSOR**
- **GOLD SPONSOR**
- **SILVER SPONSOR**
- **EXHIBITOR**
- **CUSTOMIZED / MODULAR SPONSORSHIPS**



PLATINUM SPONSOR



INVESTMENT: LKR 20,00,000

- Exclusive branding as platinum sponsor of the #PMRC24
- 7 full conference passes
- 8 square meters exclusive booth space to conduct in-depth delegate engagement
- 1 speaker slot
- Banner advertisement on PMI South Asia (www.pmi.org.in) website for 3 months
- Logo placement on conference website(www.pmi.org.in/pmrc24) and digital media campaigns
- Company logo prominently displayed on the conference backdrop side panels
- 3 display standees at strategic locations at venue (standees to be procured by sponsor)
- 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
- Three slots of 30 second air-time (per day) during the conference to run promotional videos on main screen (videos subject to approval by PMI)



GOLD SPONSOR



INVESTMENT: LKR 10,00,000

- 5 full conference passes
- 8 Square meters of exclusive space to conduct in-depth delegate engagement
- Banner advertisement on PMI South Asia (www.pmi.org.in) website for 3 months
- Logo placement on conference website(www.pmi.org.in/pmrc24) and digital media campaigns
- Company logo on the conference backdrop side panels
- 2 display standees at strategic locations at venue
- Company brochure (to be approved by PMI and no more than 4 pages) to be provided by sponsor, will be placed in the delegate kit
- Two slots of 30 second air time (per day) during the conference to run promotional videos on main screen (videos subject to approval by PMI)



SILVER SPONSOR

Investment: LKR 7,50,000

- 4 full conference passes
- 4 Square meters exclusive space to conduct in-depth delegate engagement
- Logo placement on conference website(www.pmi.org.in/pmrc24) and digital media campaigns
- Company logo on the conference backdrop side panels
- 1 display standees at strategic locations at venue

EXHIBITOR

Investment: LKR 3,00,000

- 2 full conference passes
- 4 Square meters exclusive space to conduct in-depth delegate engagement
- Logo placement on conference website(www.pmi.org.in/pmrc24) and digital media campaigns
- Company logo on the conference backdrop side panels



CUSTOMISED / MODULAR SPONSORSHIPS

We would be happy to customize a sponsorship package for you should you think the listed packages do not suit your needs.

- Tailor your plan to fit your organizations specific needs
- Sponsor specific segments of the conference (sessions, quizzes, engagement activities)
- Sponsor meals / give-aways / value adds for delegates / mobile app



Sponsor branding at PMRC23



Table Branding



Main stage



Common area branding

Glimpses of #PMRC23



About PMI

PMI is the leading authority in project management, committed to advancing the project management profession to positively impact project success. We empower professionals to excel in project management practices through our growing global community, knowledge sharing, and best-in-class certifications—driving positive change in organizations and communities. Since 1969, our unwavering mission has been to advocate for the profession by offering life-long learning and connections to sharpen high-demand skills. Today, PMI provides professionals at every stage of their career journey with the globally recognized standards, online courses, thought leadership, events, and tools they need to succeed. With more than 300 chapters around the world, PMI members can network, find mentors, access career opportunities, and learn from peers, working together to drive greater impact.

www.pmi.org

About PMI Colombo

The PMI Colombo Chapter was established in 2003 and shares the same standards, principles, and ideas of the global entity recognizing and embracing project management to achieve business results!

The chapter provides the means for members to meet with peers from various industries and improve their project management knowledge and skills through monthly events, special workshops and newsletter publications.

The chapter also hosts monthly events and seminars for local Project Management practitioners, providing opportunities for them to learn, network and exchange ideas and best practices

www.pmicolombo.org