



**12th Annual Leadership Forum**  
**Sponsorship Kit**

# **PMI Chicagoland Chapter**

## **Sponsorship Kit**

**12th Annual Leadership Forum**

**“Winning in the Marketplace 2020”**

**May 5, 2017**

**Venue: Chevy Chase Country Club,  
Wheeling, IL**



## 12th Annual Leadership Forum Sponsorship Kit

### PMI CHICAGOLAND ANNUAL LEADERSHIP FORUM

The Project Management Institute (PMI) Chicagoland Chapter is pleased to announce our 12th Annual Leadership Forum to be held at Chevy Chase Country Club in Wheeling Illinois. Anticipated Attendance: 300-350 directors, VP's C-Level, and other senior leaders.

### ABOUT PMI CHICAGOLAND

The PMI Chicagoland Chapter, serving the Greater Chicago area, is proud to be one of the largest and well-established local networks of project management professionals in the United States. Local chapters, such as the Chicagoland Chapter, advance the mission and objectives of Project Management Institute – a global organization founded in 1969 for project management – consisting of more than 500,000 members and credential holders in over 170 countries.

The Chicagoland Chapter was chartered in 1977 and today it has over 4300 members in the Chicago metropolitan area. It is one of the largest chapters in the world and one of the most active chapters in the Project Management Institute. Among many benefits, the PMI Chicagoland Chapter provides opportunities to network with other Project Management professionals and practitioners in a diverse range of industries in the Chicago metropolitan area, and to share project experiences, effective project management techniques and tools, and valuable lessons learned.

### INDUSTRIES WE SERVE

Many of the area's largest and most respected companies are represented, including industry leaders in construction, consulting, engineering, financial services, government, healthcare, information technology and pharmaceuticals.

### WHY SPONSOR OR EXHIBIT AT PMI CHICAGOLAND LEADERSHIP FORUM

Take advantage of the pinpoint exposure opportunities and benefit from direct, face-to-face marketing to Business Executives from across the Greater Chicago area. PMI Chicagoland Chapter can help promote your product or service to its target audience:

- Numerous promotional communications opportunities
- Opportunities to deliver your message to a targeted, captive audience
- Increase brand recognition and product/service awareness
- Highly relevant and current subject matter to drive event attendance
- Direct your marketing and advertising efforts to a targeted audience
- Be recognized as a leader in the project management space

Align your strategy with this annual event by sponsorship, exhibition, and/or attendance. Our pre-conference marketing and promotion efforts, along with on-site event options ensure that your company's brand and message remains highly visible.



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### SPONSORSHIP LEVELS

PLATINUM SPONSORS (\$5000)
<ul style="list-style-type: none"> <li>• Limit will be five (5) <b>Platinum</b> level sponsors.</li> <li>• Full-page color ad in the glossy Program guide.</li> <li>• Logo displayed as <b>Platinum</b> sponsor in large text on the inside of the front or back cover page of the Program guide.</li> <li>• Logo presentation prominently displayed - front of main meeting room and/or entrance.</li> <li>• Large Logo displayed in rolling PowerPoint presentation in the meeting room.</li> <li>• 4-minute presentation, during the second part of the lunch.</li> <li>• <b>Platinum</b> table /booth in Premier location for marketing to attendees.</li> <li>• Dedicated timeslot scheduled in the event program for prize drawings/presentations</li> <li>• Your linked logo on the Leadership Forum Web Page.</li> <li>• Sponsor mention on local and national press releases.</li> <li>• Sponsor logo mention and link to your site on email to 4,300+ PMI Chicagoland membership.</li> <li>• Direct access to leaders in the Chicago business community who are interested in PMI, Talent Management for <i>Strategic Initiatives</i>, and who employ Project/Program/Portfolio managers.</li> <li>• Can bring up to 2 sponsor table/booth attendees and need to be present at the event start.</li> <li>• Nominate an audience attendee for consideration by the PMI-Chicagoland event executive committee, for invitation.</li> </ul>
GOLD SPONSORS (\$3500)
<ul style="list-style-type: none"> <li>▪ Half-page color ad in the glossy Program guide.</li> <li>▪ Logo displayed with other Gold sponsors on the inside of the front or back cover page of the Program guide.</li> <li>▪ Small Logo displayed in rolling PowerPoint presentation in the meeting room.</li> <li>▪ Selected table/booth location for marketing to attendees (For up to 8 <b>Gold</b> sponsors).</li> <li>▪ Sponsor giveaway will present opportunity for gathering attendee contact info.</li> <li>▪ Your linked logo on the Leadership Forum Web Page.</li> <li>▪ Sponsor logo mention and link to your site on email to 4,300+ PMI Chicagoland membership.</li> <li>▪ Direct access to leaders in the Chicago business community who are interested in PMI, Talent Management for <i>Strategic Initiatives</i>, and who employ Project/Program/Portfolio managers.</li> <li>▪ Can bring up to 1 sponsor table/booth attendees and need to be present at the event start.</li> </ul>
VIRTUAL SPONSORS (\$1500)
<ul style="list-style-type: none"> <li>• This is for sponsors who do not have a physical presence at the event, who want to connect with the executive audience through media (Program Booklet, Links on web site and in marketing campaigns)</li> <li>• Limit on <b>Virtual</b> sponsors constrained by Booklet space available, determined at a later date.</li> <li>• Half-page color ad in the glossy Program guide.</li> <li>• Your linked logo on the Leadership Forum Web Page.</li> </ul>



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**PROGRAM AD – SIZE RESTRICTIONS**

<b>PUBLICATION</b>	<b>SIZE (height by width)</b>
FULL Page Ad in Program	7.75" x 4.375"
HALF Page Ad in Program	3.6" x 4.375"

- Images shall be in a high definition format suitable for commercial printing.
- All ads are in color or black and white, and for best reproduction should be provided as PDF, JPG or EPS file with 300 dpi resolution
- If production-ready ad is unavailable, text copy (with a word count of 100) and logo art may be submitted as an alternative.
- Refer to schedule for deadline of artwork and materials for Program

**LOGO FORMAT REQUIREMENTS**

**WEB REQUIREMENTS**

Acceptable formats are GIF or JPEG with file size less than 100KB. Please provide both color and black and white logos.

<b>WEBSITE</b>	<b>SIZE (width by height)</b>
Listing in Web Page – Leadership Forum Web Page	Width 180 pixels x Height 70 (max) pixels

- Indicate in the sponsor application, the website address you would like to have the click-through hyperlink from PMI Chicagoland’s Leadership Forum 2015 web site.
- Refer to schedule for deadline of artwork and materials for Program

**PRINT REQUIREMENTS**

Please provide the highest resolution logo available. Vector artwork preferred. PDF, EPS or JPG files with 300dpi resolution at a 6" width reproduction size are acceptable. Please provide full color logo.

**About Us Verbiage – Requirements**

- **PLATINUM** Sponsors:
  - During the Lunch time on the Day of the event, each Platinum sponsor will have an opportunity to speak for 4 minutes with up to 10 PowerPoint slides (ex: company logo/contact slide and description/offerings slides).



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- **GOLD** Sponsors:
  - During the Welcome Address on the Day of the event, as a thank you to our sponsors, one Power Point slide with the ad from the sponsors will be shown to the attendees, on sponsor's behalf.

\* PMI Chicagoland reserves the right to use Sponsor logos in any PMI campaigns publicizing the event.

### Key Dates

Following are key dates for this event:

- Executed Sponsorship Agreement
  - Due no later than 03/31/2017
- Sponsor Logo(s)
  - Due no later than 03/31/2017
- Sponsor provide the ad for Program Booklet:
  - Due no later than 03/31/2017

\* Note: The sooner the Sponsors Team of the Leadership Forum has the Executed Agreement, Logo(s) and Program Booklet Ad, the sooner this information can be mentioned and displayed in event advertising campaign outlets.

- Payment
  - Due no later than 03/31/2017
- Leadership Forum date/time
  - May 5th, 2016, 7:30 am - 12:00 pm

### CONTACT PERSON

If further clarification or additional information in any area of this Sponsorship Kit is needed, please submit your inquiries via email to:

[Sponsorship-LF2017@pmi-chicagoland.org](mailto:Sponsorship-LF2017@pmi-chicagoland.org)

Or contact Parthiv Zaveri at 847-640-8448



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**LEADERSHIP FORUM SCHEDULE (PRELIMINARY)**

Time	Description
7:00 AM - 8:00 AM	Breakfast/Networking/ Exhibits
8:00 AM - 8:10 AM	Conference Opening Remarks/Welcome/Introduction
8:10 AM – 8:20 AM	Sponsor Presentations (2)
8:20 AM - 9:30 AM	Keynote Speaker
9:30 AM – 10:00 AM	Break/Networking/Exhibits
10:00 AM – 10:10 AM	Sponsor Presentation (2)
10:10 AM - 11:15 AM	Keynote Speaker
11:15 AM - 11:55 AM	Panel
11:55 AM - 12:00 PM	Conference Closing Remarks
12:00 PM - 1:00 PM	Networking

**EVENT INFORMATION (PRELIMINARY)**

- **Topic: Winning in the marketplace 2020**
- **2017 Keynote speakers:**  
**To Be Announced**
- **Panel Discussion**

Top Executives from Chicagoland companies will share real life practices and answer questions addressing the selected theme for executives.



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**APPLICATION FOR SPONSORSHIP/APPLICANT INFORMATION**

To apply for Sponsorship of the 2017 Leadership Forum, please fill out the [Application for Sponsorship](#) form below and email it to Parthiv Zaveri at [Sponsorship-LF2017@pmi-chicagoland.org](mailto:Sponsorship-LF2017@pmi-chicagoland.org). Also, for questions or comments please contact Parthiv Zaveri at 847-640-8448.

Section 1: Contact Information					
<b>Organization Name</b>					
<b>Contact Name</b>					
<b>Title</b>					
<b>Address</b>					
<b>City</b>		<b>State</b>		<b>Zip:</b>	
<b>Phone</b>		<b>Fax:</b>			
<b>Email</b>					
<b>Web Address</b>					
Section 2: Select Sponsorship Level					
<b>Sponsor Level</b>		<b>Price</b>	<b>Total</b>		
<b>Platinum Event Sponsor</b>		___ @ \$5,000 ea.			
<b>Gold Event Sponsor</b>		___ @ \$3,500 ea.			
<b>Virtual Event Sponsor</b>		___ @ \$ 1500 ea.			
		Total			
Section 3: Acknowledgement					
<p>On behalf of my organization I agree to sponsor the meeting(s) mentioned above, and further agree to the terms and conditions noted on the following page.</p> <p>Authorized Signature: _____ Date: _____</p> <p>Print Name &amp; Title: _____</p>					



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**TERMS AND CONDITIONS**

**ACCEPTANCE, DEFERMENT AND CANCELLATION:**

- PMI Chicagoland reserves the right to: Accept only sponsorships that have a direct project management benefit to our membership, limit the number of concurrent sponsorship; and/or defer, refuse, or cancel sponsorships.
- PMI Chicagoland is constrained by law to limit the fair market value of the goods and services provided to sponsors in return for their financial support.
- PMI Chicagoland does not provide member or attendance information from these events.
- PMI Chicagoland does not sell or rent information about its members or conference attendees; however, Sponsors may collect information at the designated Sponsor Table location.

Thank you for your interest in and support of the PMI Chicagoland Chapter.

Instruction for payment methods will be sent to you after your Application for Sponsorship has been accepted by PMI Chicagoland. Acceptance of **Application for Sponsorship** by Authorized representatives of PMI Chicagoland Chapter:

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Title: Vice President of Business Outreach

Email: [VPBusinessOutreach@pmi-chicagoland.org](mailto:VPBusinessOutreach@pmi-chicagoland.org)

Address: P.O. Box 1183, La Grange Park, IL 60526

Date: \_\_\_\_\_