



SPONSORSHIP KIT

7TH ANNUAL PROJECT MANAGEMENT SYMPOSIUM
FRIDAY, SEPTEMBER 15, 2017 8:00 AM – 5:00 PM



Meridian Banquets & Conference Center,
1701 Algonquin Road, Rolling Meadows, IL 60008

PMI Chicagoland Project Management Symposium

The Project Management Institute (PMI) Chicagoland Chapter is pleased to extend an opportunity to join our **7th Annual Project Management Symposium** (previously known as Professional Development Day), to be held at the **Meridian Banquets & Conference Center, 1701 Algonquin Road, Rolling Meadows, IL 60008.**

Projected Attendance: 300+ professionals, experts, managers and executives.

2017 PM Symposium Theme “Innovation, Agility, Strategy”

All practitioners including portfolio, program and project management are included in this theme.

About PMI Chicagoland

The PMI Chicagoland Chapter, serving the Greater Chicago area, is proud to be one of the largest and well-established 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 170 countries.

The Chicagoland Chapter was chartered in 1977. Today we have more than 4,200 members in the Chicago metropolitan area. We are the 5th largest chapter in the world and one of the most active chapters in the Project Management Institute. One of the goals of the Chicagoland Chapter is to provide our members opportunities to network with other Project Management professionals and practitioners in a wide range of industries in the Chicago metropolitan area, so they may share project experiences, effective project management techniques and tools, and valuable lessons learned.

<http://www.pmichicagoland.org/>

Industries We Serve

Many of the Chicagoland area's largest and most respected organizations are represented. Our membership includes industry leaders in construction, consulting, engineering, financial services, government, healthcare, information technology and pharmaceuticals.

Why Sponsor or Exhibit at PMI Chicagoland's 2017 Project Management Symposium

Take advantage of pinpoint exposure opportunities and benefit from direct, face-to-face marketing to project management professionals from across the region. The PMI Chicagoland Chapter will help promote your products or services through:

- Frequent promotional communications opportunities to more than 60,000 exposure points
- Opportunities to deliver your message to a targeted, attentive audience
- Increased brand recognition and brand awareness
- Relevant and up-to-date subject matter to drive event attendance
- Directed marketing and advertising to a targeted audience
- Differentiated as a recognized leader in the project management space

Align your strategies with this major event by taking advantage of our tiered levels of sponsorship, which are designed to meet any budget. Our pre-conference marketing and promotion efforts, along with on-site event options ensure that your company's brand and message remains highly visible.

Marketing Strategies: Online, face-to-face messaging, B2B via Corporate Relations.

PMI Chicagoland Chapter's **7th annual PM Symposium** will be held on **Friday September 15, 2017** 8:00 AM - 5:00 PM at the **Meridian Banquets & Conference Center, 1701 E Algonquin Road, Rolling Meadows, IL 60008**

The theme for this year PM Symposium is **Innovation, Agility, Strategy**. The event will host 20+ speakers during multiple tracks (Strategic & Business Management, Technical Project Management, Leadership), networking and knowledge sharing opportunities, as well as fine food in a professional setting.

[Click here to sponsor](#)

Keynote Speaker

Kari Mirabal

Naked Networking



Keynote Speaker

Andy Kaufman, PMP

That's Not What I Meant! How to Improve Your Ability to Understand and Be Understood

Keynote Speaker

Michael Milutis

Know Thyself, Brand Thyself! The secrets to marketing yourself strategically and successfully



AGENDA:

7:00 am - 8:00am – Registration Check-in, Continental breakfast & networking

8:00 am - 5:00pm – Keynote and Break-out sessions

SPONSORSHIP LEVELS

Sponsorship Benefit Opportunities	Keynote session sponsors Max 3 \$3500/-	Standard Max 20 \$1000/-	Web Only Max 20 \$250/-
Listing on PD Day Web Page – Company Logo on PM Symposium Web Page with click through to company page	●	●	●
Listing in Sept/Oct eNewsletter - mailed to 4,200+	●	●	●
Listing in eBlast – reaches to 4,400+	●	●	●
Event day - signage with your company name	●	●	
6' Skirted Display Table Premium Location in High Traffic Area Location in Traffic Area – First come first serve basis	●	●	
Advertisement in PM Symposium Event Program/Guide			
FULL Page	●		
HALF Page		●	
Company Name ONLY			●
Opportunity to have the company's flyers added to the attendees' bags. <i>ALL flyers must be received by September 1, 2017</i>	●	●	
3 PM Symposium Free Admission Tickets and 50 % discount participant paid Tickets for up to 5 people	●		
2 PM Symposium Free Admission Tickets and 50 % discount participant paid Tickets for up to 2 people		●	
2 Chapter Sept or Oct Free Dinner Meeting tickets – value \$110	●		
1 Chapter Sept or Oct Free Dinner Meeting ticket – value \$55		●	
Listing on PMI Chicagoland Web Home Page and Top Billing on PM Symposium Web Page - Company Logo with click-through to company page	●		
Logo at Chapter Meeting - Announcements Slides before Chapter meetings through September 2017 as a Keynote Speaker Sponsor	●	●	
Event day entrance banner with all Sponsor company logos	●	●	
Direct Audience Address 5 Minutes (1 slide) to talk with attendees before or after Keynote speech on Sep 15 th 2017	●		

MARKETING EXPOSURE

The marketing of this event includes the following communications and multiple points of contacts up to and including the day of the event. The level of exposure depends upon the sponsorship level that was chosen.

Event Day Table	Product /Promotional Display
Chapter eBlasts	Logo on Chapter Meeting Slides
Event Day Banner	Raffle Drawing
Logo on Website	Business Card Exchange

PROGRAM AD – SIZE REQUIREMENTS

PUBLICATION	SIZE (height by width)
FULL Page Ad in Program – Keynote Speakers Sponsors	7" x 4.5"
HALF Page Ad in Program – Standard Sponsors	3.375" x 4.25"

Images shall be in a high definition format suitable for commercial printing.

Refer to schedule for deadline of Program Ad artwork.

WEBSITE – IMAGE REQUIREMENTS

Acceptable format is GIF or JPEG with file size less than 100 kb.

WEBSITE	SIZE (width by height)
Tall Button on PM Symposium Web Page - Company Logo Keynote Speakers Sponsors	Width 120 pixels x Height 180 (max) pixels
Short Button on PM Symposium Web Page – Company Logo Standard Sponsors	Width 120 pixels x Height 60 (max) pixels

Indicate the website you would like to have the click-through hyperlink from PMI Chicagoland’s web site in the Sponsor Application.

STANDARD MONTHLY NEWSLETTER – SIZE REQUIREMENTS

Acceptable format is GIF or JPEG with file size less than 100 kb.

Monthly Newsletter	SIZE (height by width)
Half Page Ad – Keynote Speakers Sponsors	7" x 4.5"
HALF Page Ad in Program – Standard Sponsors	3.375" x 4.25"

STANDARD EMAIL BLASTS

Text only. No images.

ATTENDEES

We anticipate up to 300+ participants from the Project Management community to attend, including:

- All engaged in or impacted by the Portfolio, Program and Project Management profession
- Those wanting to learn more about Portfolio, Program and Project Management
- Those interested in the latest tools and techniques
- Directors and Managers responsible for implementing strategic organizational initiatives
- Business Analysts
- PMI Members and Non-Members
- Those wanting to earn PDUs towards their PMI Professional Education requirements

GENERAL AND BREAK-OUT SESSIONS TOPICS

While the official PM Symposium schedule will be announced by August 31, 2017, there will be several topics to choose from during the morning and afternoon break-out sessions.

Planned Break-out Sessions Tracks:

- Leadership
- Strategic and Business Management
- Technical Project Management
- Core and Soft Skills
- Workshops