

# **PMI Chicagoland Chapter Sponsorship Kit**



**December 12, 2020**

## **PMI CHICAGOLAND CHAPTER 2020 VIRTUAL CAREER DEVELOPMENT CONFERENCE**

The Project Management Institute (PMI) Chicagoland Chapter is pleased to extend an opportunity to join our 5<sup>th</sup> Annual Career Development Conference, which will be held virtually on Saturday December 12<sup>th</sup>, 2020 from 8:30 am – 3:00 pm.

This is an opportunity to reach an incredible, engaged audience of Project, Program and Portfolio Managers from across the Chicagoland area and beyond.

**Anticipated Attendance:** 200+ professionals.

### **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 300 local Chapters internationally.

The Chicagoland Chapter was chartered in 1977 and today it has over 5,000 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, 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 CAREER DEVELOPMENT CONFERENCE**

Take advantage of the pinpoint exposure opportunities and benefit from direct/indirect, marketing to project management professionals from across the Greater Chicago area as well as global. 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 career development space

Align your strategy with this annual event by sponsorship, and digital exhibition. Our pre-conference marketing and promotion efforts, along with same day event options to ensure that your company's brand and message remain highly visible.

## SPONSORSHIP LEVELS

Benefits of sponsoring the 2020 Virtual Career Conference:

<b>Benefits</b>	<b>Event Sponsor 2 Available Opportunities</b>	<b>Event Advertiser 6 Available Opportunities</b>
Special announcement slide prior to event keynote speaker	√	
Slide display with all event sponsors & advertisers	√	√
*Chapter eNewsletter and eBlasts	√	√
Career Conference homepage	√	√
Announcement at Chapter meeting	√	
Social Media event Posts (e.g. LinkedIn, Twitter, Facebook)	√	
Recognition in other online marketing materials	√	
<b>Pricing</b>	<b>\$500</b>	<b>\$250</b>

**\*Note: The newsletter advertisement content is due 11/4.** Number of eBlasts will depend on the date of sponsorship agreement.

## LOGO FORMAT REQUIREMENTS

### WEB REQUIREMENTS

Acceptable formats are GIF or JPEG with file size less than 100KB. Please provide full color logo.

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

- Refer to schedule in the following section under **KEY DATES** for deadline of artwork and materials

### NEWSLETTER REQUIREMENTS

**Full Page:** 7.5" W x 9.5" H   **½ Page:** Horizontal: 7.50" W x 4.8" H   **¼ Page:** Vertical: 3.75" W x 9.5" H

**NOTE: Content is due by 11/4** to ensure timely distribution to 4,000+ members, reaching ~5,000 opt-in subscribers

### ***eBLAST REQUIREMENTS***

**With Image:** 150-word limit. Logo or graphic should be supplied as GIF, JPG or PNG & will appear at ~150 px wide. Include intended hyperlink location, if applicable.

**No Image:** 150-word limit. No graphics or image inclusion.

### **About Us Verbiage – Requirements**

- Sponsors:
  - Prior to the keynote presentation, on the Day of the event, as a thank you to our sponsors, one Power Point slide with sponsors logo will be shown to the attendees, with a short announcement on sponsor's behalf.
- Advertisers:
  - Prior to the morning break on the Day of the event, as a thank you to our advertisers, one Power Point slide with logos of all the sponsors/advertisers will be shown to the attendees, on their behalf.

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

### **Key Dates**

Key dates for this event:

- Executed Sponsorship Agreement
  - Due no later than 11/12/2020
- Sponsor Logo(s)
  - Due no later than 11/12/2020

\* **Note:** The sooner the Sponsors Team of the Career Development Conference has the Executed Agreement, and Logo(s), the sooner this information can be mentioned and displayed in event advertising campaign outlets.

- Payment

- Due no later than 11/12/2020
- Career Development Conference date/time
  - December 12, 2020, 8:00 am – 3:00 pm

### CONTACT PERSON

For clarifications regarding advertising/sponsorships, email [advertising@pmichicagoland.org](mailto:advertising@pmichicagoland.org). If no response is received within 48 hours, contact Sunil Chainani at [diradvertising@pmichicagoland.org](mailto:diradvertising@pmichicagoland.org)

For event details, contact Bhuvana Ramachandran at [dircareerdevelopment@pmichicagoland.org](mailto:dircareerdevelopment@pmichicagoland.org)

### Career Development Conference Schedule (preliminary)

Time	Description
8:00 AM – 8:30 AM	Networking/Exhibits
8:30 AM – 8:45 AM	Conference Opening Remarks/Welcome
8:45 AM – 9:45 AM	Keynote Speaker
9:45 AM – 10:00 AM	Break/Networking/Exhibits
10:00 AM – 11:00 AM	Career Track / Transition Track Speakers (Session 1)
11:00 AM – 11:15 AM	Break/Networking/Exhibits
11:15 AM – 12:15 PM	Career Track / Transition Track Speakers (Session 2)
12:15 PM – 12:30 PM	Networking/Exhibits
12:30 PM – 1:30 PM	Career Track / Transition Track Speakers (Session 3)
1:30 PM – 1:45 PM	Break/Networking/Exhibits
1:45 PM – 2:45 PM	Career Track / Transition Track Speakers (Session 4)
2:45 PM – 3:00 PM	Raffle/Closing Remarks

## EVENT INFORMATION (PRELIMINARY)

- **Topic:**

The event will consist of a keynote speaker and two conference tracks. One track will focus on attendees in career transition and a second track for those seeking to advance their careers professionally.

- **2020 Keynote speaker:**

**To Be Announced**

- **2020 Growth Track speakers:**

**To Be Announced**

- **2020 Transition Track speakers:**

**To Be Announced**

- Stay tuned for the top lineup of speakers who will also get visibility to your services/products via our website **under construction** at [https://pmichicagoland.org/2020\\_Career\\_Development\\_Conference](https://pmichicagoland.org/2020_Career_Development_Conference)

## 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 directly from attendees.

### APPLICATION FOR SPONSORSHIP/APPLICANT INFORMATION

To apply for Sponsorship of the 2020 Career Development Conference, please fill out the [Application for Sponsorship](#) form below and email it to [advertising@pmichicagoland.org](mailto:advertising@pmichicagoland.org)

If no acknowledgement is received within 48 hours, please contact Sunil Chainani at [diradvertising@pmichicagoland.org](mailto:diradvertising@pmichicagoland.org) or IM him at 414.510.1934.

Section 1: Contact Information					
Organization Name					
Contact Name					
Title					
Address					
City		State		Zip:	
Phone		Fax:			
Email					
Web Address					
Section 2: Select Sponsorship Level					
Sponsor Level	Price		Total		
Event Sponsor	_____ @ \$500 ea.				
Event Advertiser	_____ @ \$250 ea.				
	Total				
Section 3: Acknowledgement					
On behalf of my organization I agree to sponsor the event mentioned above, and further agree to the terms and conditions noted on the following page.					
Authorized Signature: _____ Date: _____					
Print Name & Title: _____					

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

Acceptance of **Application for Sponsorship** by Authorized representatives of PMI Chicagoland Chapter:

Name: Sunil Chainani

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

Title: Director of Advertising

Email: [DirAdvertising@pmichicagoland.org](mailto:DirAdvertising@pmichicagoland.org)

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

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

#### **PAYMENT OPTIONS:**

1. (Preferred) Online: Please process credit card payment referencing sponsorship level via the link in the following section below
2. Check payable to:  
PMI Chicagoland Chapter, P.O. Box 1183, La Grange Park, IL 60526

#### **ONLINE PAYMENT PROCESS:**

MEETING REGISTRATION LINK:

<https://pmichicagoland.org/meet-reg1.php?id=683>

- DON'T HAVE AN ACCOUNT?
- CONTINUE AS GUEST
- SELECT TICKET: \$250.00 Career Conference Advertiser **OR**
- SELECT TICKET: \$500.00 Career Conference Sponsor