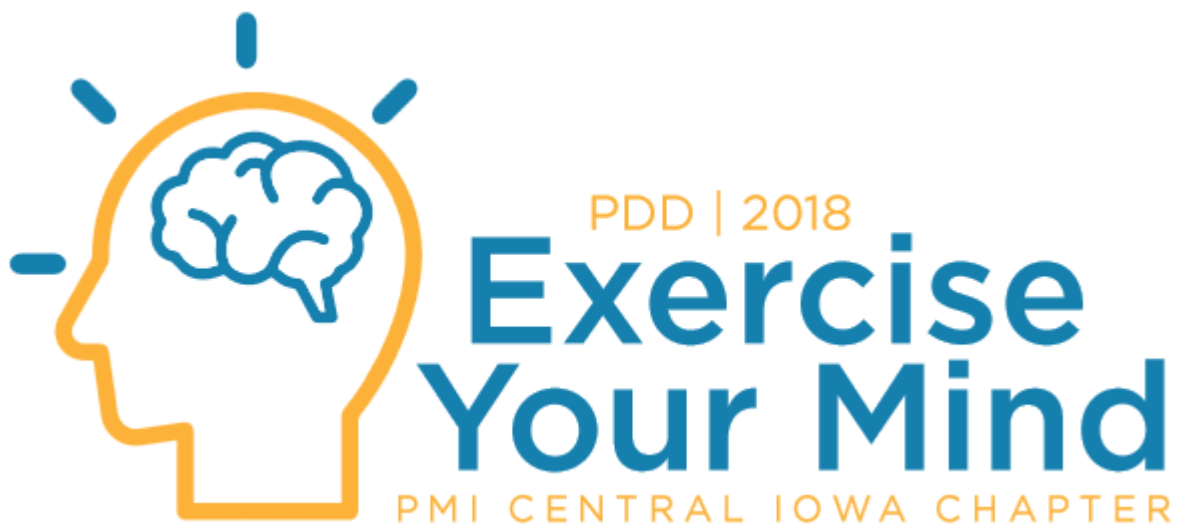




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*Project Management Institute, Central Iowa Chapter*  
*PROFESSIONAL DEVELOPMENT DAY 2018*

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**Friday, October 12, 2018**

Meadows Conference Center

1 Prairie Meadows Dr.

Altoona, IA 50009

[Information on The Meadows Conference Center at Prairie Meadows](#)

Greetings:

**As President of the Project Management Institute, Central Iowa Chapter (PMI CIC), I would like to invite you to sponsor and attend our 26<sup>th</sup> annual PMI Central Iowa Chapter Professional Development Day (PDD).**

The event will be on **Friday, October 12, 2018 from 8am to 5pm** at the Meadows Conference Center located at 1 Prairie Meadows Dr., Altoona, IA 50009.

You may have been an exhibitor or sponsor at our chapter's PDD in the past. We appreciate your support and partnership throughout the years and look forward to continuing that relationship with this event, our 26<sup>th</sup> PDD!

The PMI CIC Professional Development Day is the largest gathering of PMs in the state. Sponsoring PDD is a unique opportunity to get your company's name in front of all attendees, usually over 450 professionals. It's a great day to share your products and/or services with Central Iowa's project managers, professionals, and executives. If PMs are part of your target demographic or important to your company's success, **this is the one event you must not miss.**

**To be successful, we need your support and involvement.** To put together a massive event like this, it takes tremendous effort and coordination. Hundreds of volunteer hours are spent over the course of the preceding nine months to arrange comfortable facilities, delicious food, world-class speakers, event promotion, design schedules, ensure smooth registration and everything else needed for a successful event. While our volunteers are not paid, everything else comes at a cost. To address this, we turn to you, our corporate friends and partners.

- There are multiple, high-profile opportunities for organizations to participate including Platinum, Gold and Silver level sponsorships with great benefits to you, commensurate with each level.
  - These include things like
    - stage-time to present to hundreds of our assembled PMs
    - preferred table/exhibit locations
    - high-visibility signage
    - marketing opportunities
  - Even at our top-tier level it equates to only a few dollars per PM in attendance - marketing dollars well spent.
  - There is no other time or place you will get to be showcased in front of this many PMs in Iowa.
- If you wish to consider a more basic level of sponsorship, we also have a Bronze level sponsor package available.

With your continued support, we fully anticipate that PDD 2018 will be another great success! Over the next few days and weeks, one of our board members will be reaching out to you by phone or by email to confirm your interest, and to answer any questions that you may have.

If you have no questions and are ready to commit, please send your sponsorship information and payment as outlined in the attached sponsorship agreement.

We will secure all sponsorships by 08/15/2018, and we look forward to adding your name to that list. The premium sponsorship opportunities tend to be filled quickly, and the prime exhibitor spots are filled on a first-come-first-serve basis, so if you already have one in mind, please let us know as soon as possible.

**I, and the whole team, look forward to seeing you at the PMI-CIC Professional Development Day on Friday October 12, 2018. We are proud to count you as a friend of the Chapter.**

Sincerely,

*Candice Banghart*

President – PMI Central Iowa Chapter

## PDD Corporate Business Sponsorship – Benefits and Pricing

CORPORATE BUSINESS PARTNER AMENITIES	PLATINUM	GOLD	SILVER	BRONZE
BUSINESS PARTNER BOOTH LOCATION	PRIME	BEST	BETTER	GOOD
3-5 MINUTE VIDEO PRESENTATION	YES	X	X	X
DISPLAY OF CORPORATE BANNER ON STAGE AT PDD	YES	YES	YES	
REDUCED PRICE GROUP REGISTRATION W/INVOICING <i>*MINIMUM 10</i>	YES	YES	X	X
RESERVED GROUP SEATING <i>*UPON REQUEST</i>	YES	X	X	X
MEET THE SPEAKERS RECEPTION <i>*10/12</i>	YES	YES	YES	X
BOOTH ATTENDEES – MEALS, SNACKS, BEVERAGES	YES	YES	YES	YES
LOGO PLACEMENT - ATTENDEE SWAG	YES	YES	X	X
PLACE AN ARTICLE IN THE PMI NEWSLETTER <i>*WHY YOU SUPPORT PMI PDD</i>	YES	YES	X	X
LOGO PLACEMENT – ELECTRONIC & PRINT BROCHURE	YES	YES	YES	YES
PDD BUSINESS PARTNER APPRECIATION AWARD	YES	YES	X	X
EMAIL & SOCIAL MEDIA BLASTS	YES	YES	YES	YES
PDD BUSINESS PARTNER APPRECIATION AWARD	YES	YES	X	X
BUSINESS PARTNER INVESTMENT	\$4,000	\$3,000	\$2,000	\$1,000

## PDD Registration - Group and Individual Pricing

Event Ticket Levels	Cost	Minimum	Value Add
<b>CORPORATE GROUP REGISTRATION</b>			1. SELECT GROUP REGISTRATION BY 7/15/18
- SPONSORS	\$275 EACH	10	2. MAKE ADJUSTMENTS AND CHANGES THROUGH 9/1/2018
- NON-SPONSORS	\$285 EACH	10	3. RECEIVE 1 INVOICE FOR ALL REGISTRANTS
<b>INDIVIDUAL MEMBER-EARLY BIRD</b>	\$285	N/A	JUNE 4 – JULY 31
<b>INDIVIDUAL MEMBER-STANDARD</b>	\$325	N/A	JULY 31 – OCTOBER 12
<b>INDIVIDUAL MEMBER –WALK IN</b>	\$350	N/A	OCTOBER 12, 2018
<b>INDIVIDUAL NON-MEMBER</b>	\$484	N/A	PURCHASE A PMI GLOBAL AND CIC MEMBERSHIP W/EARLY BIRD AND SAVE \$40!
<b>INDIVIDUAL FULL-TIME STUDENT (ID REQ.)</b>	\$50	N/A	PRICE GOOD THROUGH OCTOBER 12, 2018

*\*Group Corporate pricing applies for PMI members only – non-members, standard rates apply via invoice*

## Business Partner Sponsorships

- Business Partner Sponsorships & Group pricing are separate transactions.
  - Spaces are limited for business partner/sponsorships due to facility capacity.
  - Business Partner table placement is according to purchase level and secured according to payment receipt date.
  - Business partner marketing opportunities begin upon receipt of payment.
    - \*delayed contracts or payments may result in missed marketing opportunities within the purchased package.*

## Business Partner Sponsored Amenity Details

- **Reserved Seating** – Corporate Business Partners with Platinum or Gold Corporate Business Sponsorship may request reserved seating in the banquet room for attendees.
- **Meet the Speakers Pre-Event Reception** – Qualifying (by Sponsorship level) Corporate Business Partners are invited and encouraged to attend the Meet the Speakers pre-event reception. Meet the speakers, meet other Corporate Business Sponsors as well as the PMI CIC Board and PDD Team Members
- **PDD Corporate Appreciation Awards** – Platinum and Gold Corporate Business Sponsors will receive an engraved Corporate Business Sponsorship appreciation award
- **Corporate Booth Management** – As a Corporate Business Sponsor you may have a maximum of three booth attendees at any given time. You and your team are welcome to enjoy the menu provided to our attendees for meals and snacks

### Business Partner Sponsored Marketing Details - From June 1 – October 12, 2018

- **PDD Presentation-** Platinum Corporate Business Sponsors have the opportunity to provide a 3-5 minute video to showcase of your company
- **News Letter Article-** For qualifying business partners the PDD communications team will work with your team to write a news article that will appear in an upcoming newsletter that promotes your company and your involvement in the PDD event.
- **PDD SWAG-** Each year we provide attendees with a bag or theme related items to take home. Qualifying Business Partner logos are imprinted on the bags alongside the PMI CIC PDD logo for the current year.
- **Email blasts-** Will continue to be sent to our membership promoting the event and providing updates on the Corporate Business Sponsors, speakers and plans for the event.
- **Social Media Posts-** As such a strong component of our society, we will frequently post social media to Facebook, linked-In and Twitter. Posts will include an announcement of participating Corporate Business Sponsors as sponsorship payments are received and booths are booked. As we continue to promote the event, we will work to rotate Corporate Business Sponsor logos or information within those posts.
- **PDD Event Website** – **The PDD Event will have its own website that is accessible from the standard [www.Pmi-centraliowa.org](http://www.Pmi-centraliowa.org) website.** The PMI PDD Event website will show all of the corporate Business Sponsor logos.
- **Printed/Electronic Brochures** - Each year, a printed brochure is published with the Event schedule that also includes our Corporate Business Sponsor’s logos – this year we are hoping to provide both an electronic and a printed schedule for our members in which case, the logo will appear in both locations.

## Key Dates

Important Information	Begin	End	Details
Purchase of Corporate Business Partner Sponsorships	06/01	08/31	<p><b>Emails and personal contacts</b> - begin in early June</p> <p><b>Opportunities for Sponsorship</b> -continue through August 15th or until sponsorships are filled, whichever comes first.</p> <p><b>Upon signed commitment</b> -we will reserve a sponsor role for you as a Corporate Business Sponsor.</p> <p><b>Secured placement and marketing</b> -will begin upon receipt of payment.</p> <p><i>*8/31 date is based on brochure/SWAG print deadlines.</i></p>
Purchase of Corporate Business Partner Group Registrations	06/01	09/15	<p><b>Separate from sponsorship</b> - Upon agreement to participate in the group registration process, you will receive a code specific to your organization.</p> <p><b>Invoice billing</b> will reflect your option of corporate business partner sponsor or a non-business partner as of 9/1/2017</p>
Electronic Company Logo/Information	06/01	9/01	<p>Marketing strategies begin upon receipt of payment –</p> <p>*Logo is required to begin marketing strategies</p>
Company Banner – Collection Dates	9/30	10/06	Banners will be hung by Hotel Staff
Video Presentation 3-5 min	8/01	9/15	Please ensure presentations are provided to PMI by 9/15 in both a DVD and thumb drive format
Promotional Booth Give A-ways Confirmation	*****	*****	Promotional booth give a-ways are encouraged as are raffle items for attendees but are at the discretion of the business partner.
Speaker Reception Invitation	Week of 9/01	*****	Platinum, Gold and Silver Corporate Business Partners are encouraged to attend the speaker reception as a pre-event to PDD
Business Partner Sponsorship Cancellations	*****	08/31	Cancellations received prior to 9/1 will be reimbursed. Those received on or after 9/1 are at the discretion of the PDD Director according to printing, marketing and publication schedules <i>*In case of Corporate Business Sponsorship cancellations, corporate group billing will remain in place, at the non-sponsored purchase price of \$285 per person</i>

## Key Dates & Times – week of PDD

Date	Time	
October 11, 2018	5:30p.m. – 7:30 p.m.	Platinum, Gold, and Silver Corporate Business Sponsors are invited to the Speaker Reception
October 12, 2018	6:00a.m. – 7:00 a.m.	Corporate Business Partners Booth Set up
	7:00a.m. – 4:00p.m.	Corporate Business Partners Booth Hours
	3:00p.m. - 4:00 p.m.	Corporate Business Partners Booth Tear Down

## Corporate Business Sponsor Agenda

*Note: Full PDD Schedule will be available and on the website by 8/1/2018.*

## Information and Standards

### Booths

Standard booth equipment (10' x 10' space with one 8' table) with table cloth & skirt and chairs as requested. \*For electric outlet access questions, see PMI Contact information below. If the standard equipment will not be used, the PMI Central Iowa Chapter must be notified by 9/1/2018. Corporate Business Sponsors agree to conduct their operation according to standard business rules and guidelines and in line with the PMI organization.

### Assignment of Space

PMI Central Iowa Chapter will assign spaces to the Corporate Business Sponsors on a first come, first serve basis using check receipt date for any competing requests. See Holiday Inn Event Center Map for layout. A detailed booth map will be available in early September.

### Default Occupancy

Corporate Business Partners not wishing to have a table should notify PMI CIC at [pdd-businesspartners@pmi-centraliowa.org](mailto:pdd-businesspartners@pmi-centraliowa.org). PDD will not "re-sell" corporate purchased sites, however PDD retains the right to use non-occupied space as necessary.

### Logos and Banners

Corporate Business Sponsors not providing the logo and/or banner by stated deadlines assume full responsibility for those items not being included in the event guide and/or event day signage.

We accept the following formats for electronic logo files:

- **EPS** (Encapsulated PostScript file) or **AI** (Illustrator) - preferred
- **JPEG** (Joint Photographic Experts Group) - acceptable

### Promotional Items

Corporate Business Sponsors are encouraged to provide a minimum of 500 promotional items at the Corporate Business Sponsor's booth or lunch tables. PMI-CIC provides an event bag to paid registrants. If you would like to provide a prize give away in addition to the promotional items at the booth, please indicate on your registration.

### Liability

PMI Central Iowa Chapter undertakes no duty to exercise care, nor assumes any responsibilities for protection of Corporate Business Sponsor's property.

### Wireless Internet Access

Wireless internet access is available at no additional charge.

### Limitations

With the exception of promotional candy or gum, please do not bring beverages or food into PMI Professional Development Day to be placed at your booth.

### Check In

Corporate Business Sponsors check in will begin at 6:00 a.m. and runs until 7:00 a.m. the morning of the event. PDD volunteers will greet Corporate Business Sponsors at the entrance to the Conference Center and will provide booth location(s). \*A booth location map will be provided closer to the PDD event date.

### **Complimentary Parking**

Free parking is available.

### **Hotel Accommodations**

A block of rooms is available at the Meadows Conference Center. Inquire for negotiated rates and availability.

**PMI Contact Information:** Please contact our Business Partner Coordinator, Ben Springer with any questions or concerns regarding Corporate Business Sponsorships, the event date information, etc.

**Ben Springer -- PMI-Central Iowa Chapter**

[pdd-businesspartners@pmi-centraliowa.org](mailto:pdd-businesspartners@pmi-centraliowa.org)