

Overview

Exhibit and Sponsorship Opportunities and Benefits

See detailed descriptions on pages 6-12 of this prospectus for additional benefits. (Note: All prices are listed in U.S. dollars)

Opportunity	Price	Two complimentary delegate registrations	One complimentary delegate registration	Company name and description in event guide	Company name and link on congress website	Company logo on item	Company name and logo on recognition signs	Recognition at opening general session	Mention in 2011 PMI Salute to Our Sponsors
Educational Sponsorships									
Keynote Speaker	US\$ 11,000.00	X		X	X		X	X	X
Congress Proceedings	US\$ 8,000.00		X	X	X	X	X	X	X
Areas of Focus	US\$ 3,500.00			X	X	X	X	X	X
Hospitality Sponsorships									
Grand Opening Reception	US\$ 5,000.00		X	X	X		X	X	X
Taste of Australia Reception	US\$ 10,000.00	X		X	X		X	X	X
Luncheon Sponsorships	US\$ 4,500.00			X	X		X	X	X
Coffee Break Sponsorships	US\$ 3,500.00			X	X		X	X	X
Promotional Sponsorships									
Congress Bag	US\$ 8,000.00		X	X	X	X	X	X	X
Neck Wallet	US\$ 5,500.00		X	X	X	X	X	X	X
Smart Badge	US\$ 5,500.00		X	X	X	X	X	X	X
Areas of Focus Kiosk	US\$ 5,500.00		X	X	X	X	X	X	X
PMI Bookstore	US\$ 5,500.00		X	X	X	X	X	X	X
Exhibition									
Exhibit Booth	US\$ 3,000.00			X	X	X			
Premium Booth	US\$ 3,500.00			X	X	X			



Bonus Opportunities

- Exhibitors enjoy 25 percent discount on luncheon and/or coffee break sponsorships. Sponsors with sponsorship package value of US\$5,000 and upwards may enjoy the same incentive.
- Exhibitors who sign up for two (2) booths or more will receive one (1) speaking opportunity. Limited speaking opportunities available. (Presentation requirements apply. Visit <http://congresses.pmi.org/submissionrequirements.cfm> for details.)

This exhibit and sponsorship proposal is unique to PMI Global Congress 2010—Asia Pacific. The different levels of sponsorship and various options indicate the manner in which we distinguish sponsors. The higher the level of sponsorship, the greater the exposure is for your company. PMI accepts multiple sponsors for some of the items listed.

Educational Sponsorship Opportunities

A key asset of PMI Global Congress—Asia Pacific is its educational value. Sponsorship of an educational event expresses your desire to align your organisation with a like-minded ideology of advancement and innovation in the fields of technology and project management.

Keynote Speaker (Limited to one sponsor only)

Be the exclusive sponsor of the opening keynote speaker and your company will have the unique opportunity of introducing the keynote speaker during the opening general session. Enjoy the privilege of co-branding with the well-attended opening general session.

Benefits of this sponsorship:

- A representative of your company will be given the opportunity to introduce the keynote speaker during the opening general session. Your company's logo will be displayed during the keynote introduction. (Scripted remarks will be provided by PMI)
- Your company's logo on general session signs
- Your company's name and logo on sponsor recognition signs at the congress
- Your company's name, logo and description (100 words) will be printed in the event guide (event guide is distributed onsite during the congress)
- Your company's name and logo (with a direct link to your company's website) in the promotional e-mail highlighting keynote speaker
- Recognition on the congress website with a direct link to your company's website
- Two (2) complimentary congress registrations
- Opportunity to place a one (1) page flyer on the delegate seats of opening general session venue (flyer to be approved by PMI and provided by the sponsor at their expense)
- Bonus recognition in the *2011 PMI Salute to our Sponsors*



Bonus: Enjoy added exposure for your brand with a sponsorship benefit of one (1) Area of Focus sponsorship (worth US\$3,500) at no additional cost.

Cost: **US\$11,000.00**

Congress Proceedings (Limited to one sponsor only)

The most targeted way of reaching congress delegates is through sponsorship of the Congress Proceedings CD-ROM. This is distributed to all congress delegates, sponsors, guests and speakers and it contains information on the congress and all speakers' presentations and papers.

Benefits of this sponsorship:

- Placement of sponsor's logo, website and brand promise (supplied by sponsor) on the proceedings portion of the congress website with a direct link to the sponsor's website.
- Your company's logo screen-printed onto all CD-ROMs (one per delegate, plus sold to public)
- Your company's logo and name on sponsor recognition signage
- Recognition on the congress website with a direct link to your company's website
- Your company's name, logo and description (100 words) will be printed in the event guide (event guide is distributed onsite during the congress)
- Recognition at opening general session
- One (1) complimentary congress registration
- Bonus recognition in the *2011 PMI Salute to our Sponsors*

Cost: **US\$8,000.00**

Educational Areas of Focus (Limited to one sponsor only per Area of Focus)

Sponsoring an Area of Focus will enable your company to engage with a highly targeted group of project professionals with specific interest.

Title	Description
Advanced Project Management Skills	Provides additional knowledge areas and skills for individuals who have been practicing project management for more than five years.
Communications	Encompasses all communication skills - including negotiating and influencing skills, oral presentation skills, and effective writing skills.
Consulting Skills	Speaks to the skills and knowledge necessary for individuals to grow their consultative talents.
General Business Skills	Addresses areas of knowledge that everyone in business needs to understand including, but not limited to, legal issues and financial reporting.
New Project Management Trends	Addresses any new project management trends that may impact the industry in the coming years.
Professional Development	Encompasses more than just personal developmental opportunities at conferences or educational institutions. It also can include areas such as mentoring, use of online learning, and other areas of self-study.
Project Management Foundation Skills	Covers the basic knowledge areas and skills required by individuals developing their project management skills.
Project Management Issues	Discusses project management problems and issues directly related to being a project manager. This area will address any regional issues and topics.
Project Management Tools	Describes tools (e.g., software) to assist project managers to complete their assignments.
Research Track	Specialised track for proposals that focus on a research topic. Papers presented on research topics with a clear application to the practice of project management. Applied research is essential to validate theoretical methods and processes new to project management, and provides insight to the value of research to real world problems and applications.
Sales / Marketing Skills	Discusses marketing techniques - whether it be to market and sell a product, project, or even oneself.
Teaming	Working in teams is a skill anyone in business needs. How to select, manage and work with a team, both local and virtual, is a necessity in all business environments.

Benefits of this sponsorship:

- Your company's name and logo on signage outside the meeting rooms of all presentations within the sponsored area of focus
- Your company's name and logo on sponsor recognition signs at the congress
- Your company's name, logo and description (100 words) will be printed in the event guide (event guide is distributed onsite during the congress)
- Recognition on the congress website with a direct link to your company's website
- Recognition at opening general session
- Bonus recognition in the *2011 PMI Salute to our Sponsors*



Early Bird Bonus: Sign up by 31 December 2009 and your company's logo will be featured on the presentation section (of your sponsored area of focus) of the congress proceedings CD-ROM

Cost (per area of focus): **US\$3,500.00**