

2010

EXHIBIT AND SPONSORSHIP PROSPECTUS

PMI[®] Global Congress ASIA PACIFIC 2010

22–24 February 2010

Melbourne Convention and Exhibition Centre

Melbourne, Australia

*An opportunity to be seen and heard by the
project management community in Asia Pacific*

Melbourne, Australia



Ally your organisation

with the **largest regional project management event** in Asia Pacific!



US\$12 trillion is invested in fixed capital projects worldwide - that is a lot of money at risk.

Fortunately, project management delivers value and can be the bridge between projects and success.

PMI Global Congress—Asia Pacific is the premier educational and networking event for project professionals in the region, and around the world. Organised by the leading global project management association, Project Management Institute (PMI), the congress provides a first-class platform for you to showcase your products and services.

Seize this opportunity to show project professionals how your products and services can help them to deliver project success that is more critical now than ever. Select your preferred exhibit and sponsorship packages from our value-added opportunities for maximum exposure.

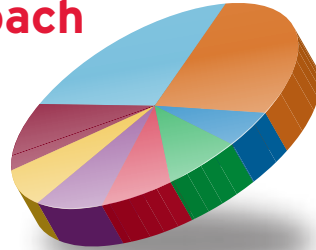


Tip: Ensure that your products and services are top of mind with project professionals.

- More than 60 percent of delegates would like to learn more about project management products and services*
- Over 50 percent of delegates would like to find out more about business management, risk management and portfolio management products and services*

Customise your marketing approach

to address the needs of project professionals from these key industries.

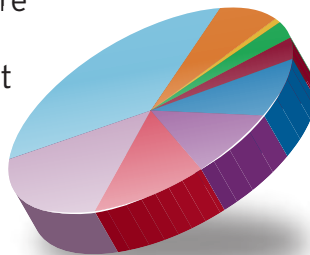


Key Industries*

Information Technology	23%
Consulting	11%
Financial services	9%
Telecommunications	9%
Training/education	8%
Engineering	7%
Construction	5%
All Other	28%

Meet your core customers

in the environment where they are looking for solutions to their project management needs. Congress delegates have worked in project management for an average of 12 years.

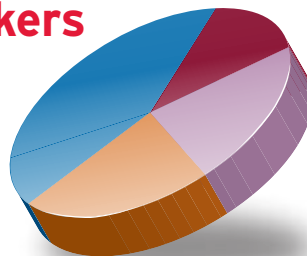


Job Title*

Project Manager	31%
Program Manager	20%
Consultant/Trainer	12%
Director of PMO	9%
President/Vice President	9%
Project Assistant/Coordinator	4%
Chief Project Officer	4%
Project Engineer	1%
Others	10%

Build relationships with decision makers and influencers

who decide which products and services to purchase. As indicated, 85% of the delegates are decision makers and/or influencers.

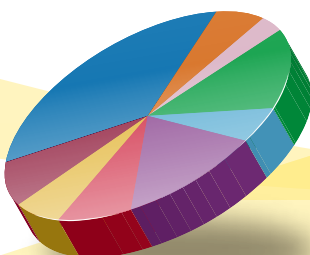


Purchasing Role for the Company*

Recommend Vendors/Suppliers	41%
Final Decision Maker	23%
Specify Vendors/Suppliers	21%
None of the Above	15%



Tip: *More than 70 percent are responsible for the operational budget in their company. Twenty-five percent manage an operational budget in excess of US\$1 million.*



Operational Budgets*

I do not have budgetary responsibility at my organisation	31%
Less than US\$10,000	9%
US\$10,000 to less than US\$50,000	7%
US\$50,000 to less than US\$100,000	9%
US\$100,000 to less than US\$500,000	14%
US\$500,000 to less than US\$1,000,000	5%
US\$1,000,000 to less than US\$5,000,000	14%
US\$5,000,000 to less than US\$10,000,000	4%
More than US\$10 million	7%

* Source: PMI Global Congress 2009—Asia Pacific Congress Attendee Survey

Past Exhibitors/Sponsors

Companies that have benefitted from their participation at the PMI Global Congress—Asia Pacific include:

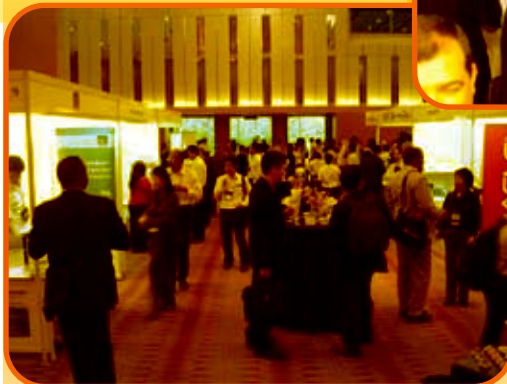
Exhibitors

- AACE International
- ALC Training Sdn. Bhd.
- Aldion Consulting Pte. Ltd.
- APMG Australasia
- Asia Pacific International College
- Change Corporation
- Computer Associates
- Colorado Technical University
- Cyberway 21 PM
- ESI International
- eTimeMachine.com, Inc.
- FPMS Pte Ltd.
- The George Washington University
- Hewlett-Packard Australia Pty. Ltd.
- International Institute for Learning (IIL) Asia Pte. Ltd.
- IIP Associates Asia Pte. Ltd.
- Integrated Strategic Information Systems Pte. Ltd.
- IPS Associates
- Knowledge Method Pte. Ltd.
- Malaysian Institute of Management Inc.
- Niku
- Palisade Asia Pacific Pty. Ltd.
- PMI Information Systems SIG
- PMI Information Technology & Telecommunications SIG
- Primavera Systems, Inc.
- Project Management Academy Sdn. Bhd.
- Project Management Leadership Group, Inc.
- PT Prosys Bangun Persada
- SAP and iGATE Global Solutions
- Satyam Computer Services Ltd.
- Savicom Software Pty. Ltd.
- Semcon Asia Pacific
- Serena Software Pte. Ltd.
- Supertech Project Management
- Tanner James Management Consultants Pte. Ltd.
- TeamFrame
- Thomson Prometric



Sponsors

- Aldion Consulting Pte. Ltd.
- Cadence Management Corporation
- Cheetah Learning
- Computer Associates
- Cyberway 21 PM
- Hewlett-Packard Australia Pty. Ltd.
- International Institute for Learning (IIL) Asia Pte. Ltd.
- International Institute of Project Management (IIPM)
- IPS Associates
- Niku
- PMI Program Management Office SIG
- PM-Partners Group
- Primavera Systems, Inc.
- Satyam Computer Services Ltd.
- Thomson Prometric



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 Skills	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 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 track. Papers presented on research tracks 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.
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**

Hospitality Sponsorships

Hospitality events are one of the highlights of the congress where networking is most conducive. The hospitality sponsorships give you the opportunity to have direct contact with potential customers. As a sponsor, you can make a strong and lasting impression on all congress delegates.

Grand Opening Reception (Limited to one sponsor only)

The grand opening reception is the premiere opening event in the exhibit area. This event brings together all congress delegates: speakers, exhibitors, delegates and guests. Be the sponsor of the grand opening reception and increase your brand visibility during this memorable event.

Benefits of this sponsorship:

- Your company's logo on tent cards at refreshment stations and on tables throughout exhibit area
- Your company's logo on napkins (napkins to be supplied by sponsor)
- Your company's name and logo on signage at the grand opening reception
- 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
- One (1) complimentary congress registration
- Bonus recognition in the *2011 PMI Salute to our Sponsors*



Cost: **US\$5,000.00**

Taste of Australia Reception (Limited to one sponsor only)

This networking reception serves as an excellent opportunity for you to foster business relations and build brand awareness in an evening of great food and lively entertainment.

Benefits of this sponsorship:

- Your company's name and logo on signage at the Taste of Australia Reception
- Your company's name and logo on sponsor recognition signs at the congress
- Your company's logo on tent cards throughout the reception area
- Your company's name, logo and description (100 words) will be printed in the event guide (event guide is distributed onsite during the congress)
- Table top display setup at event venue
- Recognition on the congress website with a direct link to your company's website
- Recognition at opening general session
- Two (2) complimentary congress registrations
- Bonus recognition in the *2011 PMI Salute to our Sponsors*



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

Cost: **US\$10,000.00**

Luncheon Sponsorship (Limited to one sponsor per luncheon. There will be two luncheons during the congress.)

Luncheons provide one of the best opportunities for networking. Increase your chances of growing your business network by having maximum visibility in this session.

Benefits of this sponsorship:

- Your company's logo on tent cards at refreshment stations and on tables throughout the exhibit hall
- Your company's logo on napkins (napkins to be supplied by sponsor)
- Your company's name and logo on signage at the luncheon
- 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)
- Table top display setup at event venue
- 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*



Bonus: Exhibitors enjoy 20 percent discount on luncheon sponsorship. Sponsors with sponsorship package value of US\$5,000 and upwards may enjoy the same incentive.

Cost (per luncheon): **US\$4,500.00**

Coffee Break Sponsorships (Limited to one sponsor per coffee break. There will be four coffee breaks during the congress.)

Sponsoring a coffee break is an ideal way to increase your company's recognition within the congress. Your company will have visibility at all coffee break recess areas.

Benefits of this sponsorship:

- Your company's logo on tent cards on display during coffee break
- Your company's logo on napkins (napkins to be supplied by sponsor)
- Your company's name and logo on signage at the coffee breaks
- 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)
- Table top display setup during the coffee break
- 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*



Bonus: Exhibitors enjoy 20 percent discount on Coffee Break sponsorship. Sponsors with sponsorship package value of US\$5,000 and upwards may enjoy the same incentive.

Cost (per coffee break): **US\$3,500.00**

Promotional Sponsorships

Take advantage of these sponsorship opportunities and maximise your branding. Choose from the packages available and put your brand name and logo on items that congress delegates will use throughout the event.

Congress Bags (Limited to one sponsor only)

Provide your company with ample exposure inside and outside the conference. As a sponsor, your logo will be printed on the conference bag and your branding will be seen in areas where congress delegates are present: registration area, conference rooms, breakout sessions, networking areas, lounges and almost anywhere around the conference area.

Benefits of this sponsorship:

- Your company's name and logo on the congress bags - printed on one side of the bags
- One (1) page flyer to be inserted into conference bag (flyer to be approved by PMI and provided by the sponsor at their expense)
- 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
- One (1) complimentary congress registration
- Bonus recognition in the *2011 PMI Salute to our Sponsors*



Bonus: Enjoy added distribution of the congress bags at the PMI Leadership Institute Meeting, 20–21 February 2010

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



Neck Wallet (Limited to one sponsor only)

These are distributed to all congress delegates and are guaranteed to increase brand visibility. You can display your company's logo on the wallet's face for maximum brand exposure.

Benefits of this sponsorship:

- Your company's name and logo - printed on the neck wallet
- 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
- One (1) complimentary congress registration
- Recognition at opening general session
- Bonus recognition in the *2011 PMI Salute to our Sponsors*



Bonus: Enjoy added distribution of the neck wallets at the PMI Leadership Institute Meeting, 20–21 February 2010

Cost: **US\$5,500.00**

Smart Badge (Limited to one sponsor only)

The electronic smart badge is provided to all congress delegates for admission to congress events. It is their ticket to all PMI events - Areas of Focus presentations, networking events, receptions and other sessions that require registration. Tap into this indispensable medium and ensure visibility for your brand.



Benefits of this sponsorship:

- Your company's name printed on the smart badges
- 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
- One (1) complimentary congress registration
- Recognition at opening general session
- Bonus recognition in the *2011 PMI Salute to our Sponsors*



Bonus: Enjoy added distribution of the smart badges at the PMI Leadership Institute Meeting, 20-21 February 2010

Cost: **US\$5,500.00**

NEW! Area of Focus Kiosk (Limited to one sponsor only)

The Areas of Focus kiosk is a high-traffic area, catering to all delegates at the congress. Delegates spend a lot of time here, signing up for all the educational sessions during the two and a half day congress. The kiosk is also for delegates who wish to change the educational session they originally signed up for. Take advantage of this high-traffic area and maximise your brand exposure.

Benefits of this sponsorship:

- Your company's name printed on the signage of the Area of Focus Kiosk
- 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 of your company's logo at each computer terminal
- One (1) complimentary congress registration
- Recognition at opening general session
- Bonus recognition in the *2011 PMI Salute to our Sponsors*

Cost: **US\$5,500.00**

NEW! PMI Bookstore Sponsor (Limited to one sponsor only)

The PMI Bookstore is one of the principal exhibits at any PMI Global Congress. Delegates come here to discover the latest publications in project management, and to place their orders for any new publications they wish to take home.



- Your company's logo prominently displayed on Bookstore signage
- Your company's logo on computer screens for online books order
- 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
- One (1) complimentary congress registration
- Recognition at opening general session
- Bonus recognition in the *2011 PMI Salute to our Sponsors*

Cost: **US\$5,500.00**

Exhibit Opportunities

PMI's exhibit opportunities allow you to effectively demonstrate the key features of your products and services. Our focused environment allows you to have an interactive exchange with prospective customers and business partners and most importantly, gives you the venue to meet key executives with purchasing responsibility. You can also expand your business network with congress delegates from various industries.

Benefits of Exhibit Booth:

- An exhibit booth (3 metres x 2 metres) with company name on fascia board will be provided to your company
- Two (2) exhibit-only registrations which include complimentary luncheons for two (2) of your exhibit personnel (extra passes can be purchased upon request)
- Your company's name and description (50 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

Details on setup hours, exhibit hours, dismantling hours and related congress rules and regulations will be furnished by a PMI exhibit and sponsorship representative directly to all confirmed exhibitors in the exhibitor service manual.



Cost per booth (Shell-scheme): US\$3,000.00

Premium Booth: US\$3,500.00

*Premium booths are assigned to the corner locations in the exhibit hall.
Limited numbers of booths are available.*



Logo Specifications

	Print logos	Logos should be submitted in EPS file format, or a high-resolution JPEG or TIF file (minimum 300 dpi).
	Web logos	Web logos should be no larger than 350 pixels wide by 85 pixels high. For optimal viewing, logos are preferred to be no wider than 300 pixels.
E-mail logos to: apcongress_sales@pmi.org		

Checklist of Exhibit Deadlines

2 November 2009

- **Exhibitor Service Manual:** A link to the exhibitor service manual will be e-mailed to the main exhibitor contact.

8 January 2010

- **Exhibitor housing registration closes.**
- **Written notification of contests, drawings or giveaways:** Form provided in the online exhibitor service manual.
- **Written request for book sales:** Form provided in the online exhibitor service manual.
- **Written request for meeting space & hospitality functions:** Form provided in the online exhibitor service manual.
- **Written notification of Exhibitor Designated Contractor (EDC) due.**
- **Exhibit hall pass:** E-mailed to exhibitors.

22 January 2010

- **All payment is due on or before 22 January 2010.** Exhibitors will be involved with confirmation of the booth assignment. Applications and contracts submitted after 22 January 2010 must be accompanied by full payment of total fees.
- **Deadline to submit company description and logo for inclusion in the event guide.**

5 February 2010

- **Exhibitor registration closes.**
- **Exhibitor badge registration closes.**

Checklist of Sponsor Deadlines

22 January 2010

- **Sponsor listing on congress website:** Deadline to submit company name, booth number and direct link to your company website to appear on the congress website.
- **All payment is due on or before 22 January 2010.** Sponsors will be invoiced with confirmation of the sponsorship. Applications and contracts submitted after 22 January 2010 must be accompanied by full payment of total fees.
- **Deadline to submit sponsoring company description and logo for inclusion in the event guide.**

5 February 2010

- **Complimentary congress registration information sent to PMI** (based on the benefits of the sponsorship item).

Policy

Reservations, Payment and Cancellation Policy

Sponsorships and booth space will be allocated on a first-come, first-served basis. Reservations for sponsorship and booth space are final after PMI has received the signed order form and payment according to the payment schedule. PMI reserves the right to cancel a reservation in case of non-compliance with the payment plan. Full fee is due 30 days after the date of invoice.

A 50% deposit is to be made upon submission of application form and contract. Upon receipt, an invoice will be generated. Payment in full of the remaining balance is due within 30 days after date of invoice.

All payment is due on or before **22 January 2010**. Reservations will be accepted as long as options remain. Exhibitors will be invoiced with confirmation of the booth assignment. Applications and contracts submitted on or before 22 January 2010 must be accompanied by payment in full of total fees.

Notice of cancellation must be done in writing.



Refund Policy

Prior to 14 September 2009	A full refund will be issued less a five (5) percent administrative fee
From 15 September to 3 December 2009	PMI will retain the deposit which is 50 percent of the full cost of the original sales package
4 December 2010 and thereafter	The exhibitor will remain liable for the full cost of the original sales package

Contact

Deliver value to the project management community in Asia Pacific by participating as an exhibitor and/or a sponsor at PMI Global Congress 2010—Asia Pacific



Register now for PMI exhibit and sponsorship packages

To register for and/or enquire about on the congress exhibit and/or sponsorship opportunities, please contact:

PMI® Global Congress 2010—Asia Pacific
Exhibit and Sponsorship Sales Representative
Tel: +65 6496 5575
E-mail: apcongress_sales@pmi.org

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2010

Your essential project management alliance

PMI® Global Congress ASIA PACIFIC 2010

Please direct exhibit, sponsorship and advertising enquiries to:

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