

ASSOCIATION OF PUBLIC SECTOR INFORMATION PROFESSIONALS

PROFESSIONAL DEVELOPMENT WEEK 2010

Sponsorship Package

WWW.DPI-CANADA.COM





Who is DPI ?

- DPI's official name is the “Association of Public Sector Information Professionals”.
- DPI is a not-for-profit association dedicated to providing learning and development opportunities for public sector IM/IT professionals.
- Since 1963, DPI has made professional development a priority through regular learning events and our highly successful Professional Development Week (PDW).

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Our Members

- The Association is run by a Board of Directors and assisted by several federal government employees who all volunteer their time and take pride in making DPI a success.
- Our members are public sector information professional working on behalf of a federal, provincial or municipal government, a public sector agency, a Crown corporation, or other public authority.
- The Association's membership count is around 4,500 members.

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Membership is Free

- Our membership provides:
 - free monthly seminars;
 - preferred rates to DPI's annual conference (PDW);
 - regular information updates;
 - affiliated membership with the Canadian Informatics Processing Society (CIPS), which includes the CIPS member rate for education credits for the certification of your "Information Systems Professional (ISP) designation;
 - affiliations and reduced registration costs with other organization
 - Annual "Members Only" event;
 - Membership benefits (merchant incentive programs).

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Some PDW Statistics...

- Between 800 and 1000 passes are sold every year.
- The Gala Dinner is attended by 350 members
 - Since 2009, we are also hosting the CIOB IM/IT Community Recognition Awards.
- Our sessions offer a variety of technical, motivational, soft skills, industry trends and public sector Initiatives.
- 90% of PDW 2009 attendees said it was either “Very Good” or “Excellent”.
 - 72% of them previously attended a PDW event.

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PDW 2009 – Success Story

- 908 passes were sold.
 - nearly 50% of them are bulk purchases and 40% of the passes are shared among members.
 - Close to 50% attended the full 3 days.
- Given the sharing of passes among members – this could very well establish our attendance to around 1,500 delegates for the full 3 days.

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Professional Development Week (PDW) 2010

Date: May 26th to May 28th, 2010

Location: The Hampton Inn & Conference Centre
Ottawa, Ontario

Theme: *“The Race is on ... Changing the Game!”*
« C`est parti ... Changeons le jeu!»

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PDW 2010 is....

- Focusing on ones personal best, team work, leadership, innovation.
- It is about helping others through coaching and mentoring while ensuring efficient knowledge transfer and sharing lessons learned.
- It is about taking a step back and redefining strategies and game plans.
- It is about having vision and the ability to demonstrate strength and obtaining support to change the game.
- It is about you, your team and your community
... it is about going for gold!

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Sponsorship Opportunities

- For Companies and organizations that want to participate in the Association's success in delivering PDW 2010, we offer a wide range of sponsorship opportunities to suit different budgets

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Elite Sponsorship \$15,000 (1 spot)

- Choice of Keynote Speaker introduction
- 8 Registration Passes (includes invite to the Social Event)
- Reserved Corporate Table of 6 at each Lunch
- Reserved Corporate Table of 8 at the DPI Gala Dinner

Advertisement Opportunities:

- Full page B/W ad in final program guide
- Full page B/W ad on back cover of program guide
- Opportunity to flash a 60 sec video ad in your Keynote session
- Company logo and web site link on PDW 2010 website for 1 year
- Logo on PDW 2010 “Thank You” banner throughout the event
- Prominent signage throughout the venue AND exclusive signage in your Keynote session
- Include your literature or your promotional gift in delegate bags

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Official Sponsorship \$10,000 each (2 spots)

- Choice of Keynote Speaker introduction
- 6 Registration Passes (includes invite to the Social Event)
- 6 Invitations to the DPI Gala Dinner
- Reserved Corporate Table of 6 at Closing Lunch

Advertisement Opportunities:

- 3/4 page B/W ad in final program guide
- Opportunity to flash a 60 sec video ad in your Keynote session
- Company logo and web site link on PDW 2010 website for 1 year
- Logo on PDW 2010 “Thank You” banner throughout the event
- Exclusive signage in your Keynote session
- Include your literature or your promotional gift in delegate bags

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Keynote Sponsorship \$8,000 each (3 spots)

- Choice of Keynote Speaker introduction
- 4 Registration Passes (includes invite to the Social Event)
- 4 Invitations to the DPI Gala Dinner

Advertisement Opportunities:

- 3/4 page B/W ad in final program guide
- Company logo and web site link on PDW 2010 website for 1 year
- Logo on PDW 2010 “Thank You” banner throughout the event
- Exclusive signage in your Keynote session
- Include your literature or your promotional gift in delegate bags

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Delegate Bag Sponsorship \$7,500 (1 spot)

PDW 2010 and sponsor logo on delegate bags given to up to 1,000 IM/IT professionals in the Public Service.

- 3 Registration Passes (includes invite to the Social Event)
- 2 Invitations to the DPI Gala Dinner

Advertisement Opportunities:

- 3/4 page B/W advertisement in Final Program Guide
- Company logo and web site link on PDW 2010 website for 1 year
- Logo on PDW 2010 “Thank You” banner throughout the event
- Include your literature or your promotional gift in delegate bags

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Luncheon Sponsorship \$4,500 each (3 spots)

1000+ people will enjoy your Lunch.

- 2 Registration Passes (includes invite to the Social Event)
- 1 Invitation to the DPI Gala Dinner

Advertisement Opportunities:

- Half page B/W ad in Final Program Guide
- Company logo and web site link on PDW 2010 website for 1 year
- Logo on PDW 2010 “Thank You” banner throughout the event
- Signage with your logo at one lunch during the Conference
- PA announcement during one lunch
- Include your literature or your promotional gift in delegate bags
- Opportunity to provide napkins with your imprinted logo or table tent signs

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Social Event Sponsorship \$4,000 each (1 spots)

1000+ people will enjoy your Social Event.

- 2 Registration Passes (includes invite to the Social Event)
- 1 Invitation to the PDW Gala Dinner

Advertisement Opportunities:

- Half page B/W ad in final program guide
- Exclusive signage with your logo at the social event
- PA announcement during the social event
- Company logo and web site link on PDW 2010 website for 1 year
- Logo on PDW 2010 “Thank You” banner throughout the event
- Include your literature or your promotional gift in delegate bags

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Staff Shirt Sponsorship \$3,500 (1 spot)

PDW 2010 and sponsor logo prominently displayed on staff shirts during Conference

- 2 Registration Passes (includes invite to the Social Event)
- 1 Invitation to the PDW Gala Dinner

Advertisement Opportunities:

- Logo on every staff shirt
- Half page B/W ad in Final program Guide
- Company logo and web site link on PDW 2010 website for 1 year
- Logo on PDW 2010 “Thank You” banner throughout the event
- Include your literature or your promotional gift in delegate bags

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Cyber Café Sponsorship

\$3,500 (1 spot)

For the entire duration of the conference, your company will host our Cyber Café. Your sponsorship will bring your organization visibility while at the same time providing our conference members with internet access. Your company will be prominently displayed.

- 2 Registration Passes (includes invite to the Social Event)
- 1 Invitation to the PDW Gala Dinner

Advertisement Opportunities:

- Half page B/W ad in Final program Guide
- Company logo and web site link on PDW 2010 website for 1 year
- Logo on PDW 2010 “Thank You” banner throughout the event
- Include your literature or your promotional gift in delegate bags

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Registration Sponsorship \$3,000 each (2 spots)

- 1 Registration Pass (includes invite to the Social Event)
- 1 Invitation to the DPI Gala Dinner

Advertisement Opportunities:

- Signage with logo at registration area during 3 days of the Conference
- ¼ page B/W ad in Final program Guide
- Company logo and web site link on PDW 2010 website for 1 year
- Logo on PDW 2010 “Thank You” banner throughout the event
- Include your literature or your promotional gift in delegate bags

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Refreshment Break Sponsorship

\$2,000 each (3 spots)

- 1 Registration Pass (includes invite to the Social Event)

Advertisement Opportunities:

- Tent card with your logo at Coffee stations for one day during the Conference
- Company logo and web site link on PDW 2010 website for 1 year
- Logo on PDW 2010 “Thank You” banner throughout the event
- Include your literature or your promotional gift in delegate bags

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Friends of DPI \$2,000 each (unlimited)

- 1 Registration Pass (includes invite to the Social Event)

Logo Advertisement Opportunities:

- Your logo in the Program Guide
- Company logo and web site link on PDW 2010 website for 1 year
- Logo on PDW 2010 “Thank You” banner throughout the event

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Other Sponsorship Opportunities

Confirmed sponsors can choose any of the following additional low cost benefits:

- Present your 30 sec flash video \$1,000
- ¼ page b/w ad in Program Guide \$250
- Extra tickets to Conference (min of two) \$650 each

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PDW 2010 Sponsorship Contacts

Director of Sponsorship

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Sponsorship Portfolio Coordinator

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THANK YOU



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