



**Association of Public Sector  
Information Professionals**  
Developing Professionalism in Informatics

**Association des professionnels  
de l'information du secteur public**  
Développement du professionnalisme en informatique

# Professional Development Week (PDW)

## Sponsorship Packages 2017

# Message from the President



Year after year, the Association of Public Sector Information Professionals (DPI) continues to offer exceptional learning and development opportunities for public sector employees. In fact, many Information Management and Information Technology (IM/IT) professionals view DPI's Professional Development Week (PDW) as the learning event of the year.

The secret to our 3-day program is that we carefully select the best speakers to deliver seminars focused on leading edge technologies and on personal and career development. Couple that with our fantastic networking opportunities and you have a winning combination!

**This year's PDW theme is: *Innovation Awakens – Collaboration, Partnership & Agility* and will be held at the Shaw Centre in Ottawa from May 24-26, 2017.**

2017's theme will focus on the changing role of the IT professional working in the GC. Where we once worked on projects specific to our portfolios, we are now encouraged to put emphasis on building partnerships in support of working hand in hand with business partners, policy makers and solution delivery experts to develop streamlined, user centric solutions.

DPI is run, managed and operated by public sector employees who give their own time to provide quality events to their colleagues. Our mantra is "by the community for the community." As a not-for-profit organization, DPI depends heavily on the generous contributions of its sponsors to continue delivering top-quality events and seminars as we have for over 50 years. PDW is typically attended by hundreds of public sector employees, senior executives and industry leaders so don't miss out on this opportunity to be part of the DPI family.

As a final note, I want to thank you personally for taking the time to look at our sponsorship package and for considering the benefits of supporting PDW2017 as an Official Sponsor for your organization.

Laura Simpson  
President, DPI  
Association of Public Sector Information Professionals

## Why invest in DPI?

- Unique opportunity to increase your visibility to an average of 1,300 public sector information professionals
- Create awareness and foster brand loyalty in the public sector IM/IT Community
- Gain exposure through three contact points – on-site, on-line, and print materials
- Develop organizational goodwill
- Contribute to the development to future generations of IM/IT Professionals

# Innovation Awakens – Collaboration, Partnership & Agility

## PDW2017

Building on 2016's theme of Open 24-7 and the demand to deliver quickly and deliver often, 2017's theme will focus on the changing role of the IT professional working in the GC. Where we once worked on projects specific to our portfolios, we are now encouraged to put emphasis on building partnerships in support of working hand in hand with business partners, policy makers and solution delivery experts to develop streamlined, user centric solutions.

As the public sector focuses on a commitment to be more open and transparent, and moves to "digital by default" and "open data" models as ways of interacting with, and providing information and services to citizens, the need for innovation, strong partnerships and collaboration is crucial. We are consulting more with Canadians, and this forces us to be agile and adapt to better align with government priorities – whether it be internal IT systems to support operational efficiencies, or those directly used by Canadians.

We must consider the big picture and find ways to consolidate common or related data, services and tools such as: storage, systems, capacity, data, and availability. The solutions we develop must be built and implemented on a foundation that is both flexible and stable to meet the challenges of today and the future.

We need to be able to measure our performance, track how good we're doing and adjust where we need to change. To do this, we need to establish concrete performance indicators and benchmarks, collect data and analyze and translate that data to tweak and adjust our processes, services and tools, for the better.

Success will depend greatly on our ability to manage change in culture. We must promote and facilitate communication, collaboration and engagement beyond our organizations. We need to reach out across the public sector and to the IT communities at large. We must support learning and development to strengthen our capacities, and more importantly, we need to foster and allow space for innovation.

Public servants know that there are always ways to improve ourselves and innovation is part of discovering ways of doing things better. Join us as we explore culture change and the opportunities that transformation presents for the IM/IT community when Innovation Awakens at PDW 2017!

## What is PDW?

- Professional Development Week (PDW) is the premier training event for IM/IT Professionals where DPI delivers world-class training to our membership over a three day period.
- Our PDW benefits an average of 1,300 IM/IT professionals each year.
- Sessions cover a variety of topics from motivation, technical, soft skills, industry trends, and public sector initiatives.
- The Gala Dinner is attended by over 300 affiliates, including CIOs, and other IT executives. The DPI Awards along with the TBS CIOB IM/IT Community Recognition Awards are presented at the dinner.

## Interested in Sponsoring?

**Marilyn Weiner**  
Sponsorship Coordinator  
819-654-1308

**Spartacus Penev**  
Director of Sponsorship  
613-277-8678

**Mireille Tremblay**  
Sponsorship Coordinator  
613-790-6341

[sponsorship@dpi-canada.com](mailto:sponsorship@dpi-canada.com)

# Elite Sponsor

## Recognition as DPI's Elite Sponsor

Elite Sponsor Package Includes:

### Onsite during the event –

- Keynote Speaker introduction
- Present a 45 sec – 1 minute video as part of your Keynote introduction
- Prominent signage throughout the venue AND exclusive signage in your Keynote session
- Logo on the Shaw Centre Digital Meeting Room Signs for your keynote session
- Reserved Corporate Table of 8 at the DPI Gala Dinner
- 8 PDW Registration Passes including access to the Social Event

### In Print and on the DPI Website -

- Two full page black and white ads in the program guide
- Company logo and link on PDW2017 website for 1 year
- Logo on PDW2017 “Thank You” banner throughout the event
- Include your literature or your promotional gift in delegate bags
- Testimonial to be included in the Program Guide as well as on the DPI web site

1 opportunity - \$20,000

First Right of Refusal Offered to:

Adobe

# Executive Sponsor

Executive Sponsor Package Includes:

### Onsite during the event –

- Keynote Speaker introduction
- Present a 45 sec – 1 minute video as part of your Keynote introduction
- Exclusive signage throughout PDW venue
- Logo on the Shaw Centre Digital Meeting Room Signs for your keynote session
- Reserved Corporate Table of 8 at the DPI Gala Dinner
- 6 PDW Registration Passes including access to the Social Event

### In Print and on the DPI Website -

- Full page black and white ad in the program guide
- Company logo and link on PDW2017 website for 1 year
- Logo on PDW2017 “Thank You” banner throughout the event
- Include your literature or your promotional gift in delegate bags
- Testimonial to be included in the Program Guide as well as on the DPI web site

1 opportunity - \$12,000

First Right of Refusal Offered to:

HPE

# Official Sponsor

Official Sponsor Package Includes:

## Onsite during the event –

- Keynote Speaker introduction
- Present a 45 sec – 1 minute video as part of your Keynote introduction
- Exclusive signage throughout PDW venue
- Logo on the Shaw Centre Digital Meeting Room Signs for your keynote session
- 6 invitations to the DPI Gala Dinner
- 6 PDW Registration Passes including access to the Social Event

## In Print and on the DPI Website -

- Full page black and white ads in the program guide
- Company logo and link on PDW 2017 website for 1 year
- Logo on PDW 2017 “Thank You” banner throughout the event
- Include your literature or your promotional gift in delegate bags

2 opportunities – \$10,000

First Right of Refusal Offered to:

Microsoft & IBM

# Keynote Sponsor

Keynote Sponsor Package Includes:

## Onsite during the event –

- Keynote Speaker introduction
- Exclusive signage in your Keynote session
- Logo on the Shaw Centre Digital Meeting Room
- Signage of your keynote session
- 4 Invitations to the DPI Gala Dinner
- 4 PDW Registration Passes including access to the Social Event

## In Print and on the DPI Website -

- Full page black and white ad in the program guide
- Company logo and link on PDW 2017 website for 1 year
- Logo on PDW 2017 “Thank You” banner throughout the event
- Include your literature or your promotional gift in delegate bags

2 opportunities - \$8,000

First Right of Refusal Offered to:

Deloitte & Telus

# Delegate Gift Sponsor

Delegate Gift Sponsor Package Includes:

## Onsite during the event –

- Your logo on the delegate gift (bag/portfolio) given to all PDW 2017 delegates
- 2 invitations to the DPI Gala Dinner
- 3 PDW Registration Passes including access to the Social Event

## In Print and on the DPI Website -

- Full page black and white ads in the program guide
- Company logo and link on PDW 2017 website for 1 year
- Logo on PDW 2017 “Thank You” banner throughout the event
- Include your literature or your promotional gift in delegate bags

1 opportunity - \$7,500

First Right of Refusal Offered to:

Orangutech

# Registration Sponsor

Registration Sponsor Package Includes:

## Onsite during the event –

- Exclusive sponsor of PDW2017 Registration Area for the duration of the event.
- Signage with logo at registration area during all three days of PDW
- “Footsteps path” to the registration desk with logo
- 2 Invitations to the DPI Gala Dinner
- 2 PDW Registration Passes including access to the Social Event

## In Print and on the DPI Website -

- Full page black and white ad in the program guide
- Company logo and link on PDW2017 website for 1 year
- Logo on PDW2017 “Thank You” banner throughout the event
- Include your literature or your promotional gift in delegate bags

1 opportunity – \$6,000

First Right of Refusal Offered to:

Accenture

# Water Sponsor

Water Sponsor Package Includes:

## Onsite during the event –

- Official supplier of Water for PDW 2017
- Your logo on the reusable water bottle given to all PDW 2017 delegates in the delegate bags
- 2 invitations to the DPI Gala Dinner
- 2 PDW Registration Passes including access to the Social Event

## In Print and on the DPI Website -

- Signage on the water coolers related to PDW 2017 activities
- Full page black and white ad in the program guide
- Company logo and link on PDW 2017 website for 1 year
- Logo on PDW 2017 “Thank You” banner throughout the event
- Include your literature or your promotional gift in delegate bags

1 opportunity – \$6,000

First Right of Refusal Offered to:

Interis

# Mobile App Sponsor

Mobile App Package Includes:

## Onsite during the event –

- Sponsor Logo on device-dependent mobile app for one day during PDW, allows for instant access of program, session information and speaker bios..
- Build your PDW agenda for the 3 day event
- Integration with social media platforms
- 2 invitations to the DPI Gala Dinner
- 2 PDW Registration Passes including access to the Social Event

## In Print and on the DPI Website -

- Full page black and white ad in the program guide
- Company logo and link on PDW2017 website for 1 year
- Logo on PDW2017 “Thank You” banner throughout the event
- Include your literature or your promotional gift in delegate bags

3 opportunity – \$6,000

First Right of Refusal Offered to:

Ranstand, Oproma & Avenai



# DPI Shirt Sponsor

DPI Shirt Sponsor Package Includes:

## Onsite during the event –

- Official supplier of sponsored golf shirts to over 50 DPI volunteers during the PDW event
- 1 invitation to the DPI Gala Dinner
- 2 PDW Registration Passes including access to the Social Event

## In Print and on the DPI Website -

- Full page black and white ads in the program guide
- Company logo and link on PDW2017 website for 1 year
- Logo on PDW2017 “Thank You” banner throughout the event
- Include your literature or your promotional gift in delegate bags

1 opportunity – \$5,500

First Right of Refusal Offered to:

Pega

# Luncheon Sponsor

Luncheon Sponsor Package Includes:

## Onsite during the event –

- Sponsorship of one of PDW's Lunches usually attended by over 800 delegates
- Exclusive signage with your logo at sponsor's lunch
- Table Tent Cards with your logo during sponsor's lunch
- Announcement during sponsor's lunch
- 1 Invitation to the DPI Gala Dinner
- 2 PDW Registration Passes including access to the Social Event

## In Print and on the DPI Website -

- Opportunity to provide promotional items on the lunch tables
- 1/2 page black and white ad in the program guide
- Company logo and link on PDW2017 website for 1 year
- Logo on PDW2017 “Thank You” banner throughout the event
- Include your literature or your promotional gift in delegate bags

3 opportunities - \$5,000

First Right of Refusal Offered to:

Eagle & Hitachi



# Lanyards Sponsor

Lanyards Sponsor Package Includes:

## Onsite during the event –

- Your logo on the delegate lanyard given to all PDW2017 delegates
- 1 invitation to the DPI Gala Dinner
- 2 PDWRegistration Passes including access to the Social Event

## In Print and on the DPI Website -

- 1/2 page black and white ads in the program guide
- Company logo and link on PDW2017 website for 1 year
- Logo on PDW2017 “Thank You” banner throughout the event
- Include your literature or your promotional gift in delegate bags

1 opportunity – \$4,500

First Right of Refusal Offered to:

Maplesoft Group

# Pen to Paper Sponsor

Pen to Paper Sponsor Package Includes:

## Onsite during the event –

- Official provider of the DPI notebook and pen provided to delegates in the delegate bags
- Your logo on the pens and paper
- 1 invitation to the DPI Gala Dinner
- 2 PDWRegistration Passes including access to the Social Event

## In Print and on the DPI Website -

- 1/2 page black and white ads in the program guide
- Company logo and link on PDW2017 website for 1 year
- Logo on PDW2017 “Thank You” banner throughout the event
- Include your literature in delegate bags

1 opportunity - \$4,500

First Right of Refusal Offered to:

ITEX

# Social Event Sponsor

Social Event Sponsor Package Includes:

## Onsite during the event –

- Exclusive sponsorship of PDW's Social Event, usually attended by over 500 delegates
- Announcement during the social event
- Exclusive signage at the social event with tent cards with the sponsor's logo on food stations and cabana tables
- 1 invitation to the DPI Gala Dinner
- 2 PDW Registration Passes including access to the Social Event

## In Print and on the DPI Website -

- 1/2 page black and white ads in the program guide
- Company logo and link on PDW 2017 website for 1 year
- Logo on PDW 2017 "Thank You" banner throughout the event
- Include your literature or your promotional gift in delegate bags

1 opportunity – \$4,000

First Right of Refusal Offered to:

Systemscope

# Wi-Fi Sponsor

Wi-Fi Sponsor Package Includes:

## Onsite during the event –

- Exclusive provider of Wi-Fi access during the three days of PDW
- Tent cards with your logo and Wi-Fi information located at PDW high-traffic areas;
  - The Registration desk (where all delegates must pass to pick up their PDW passes)
  - The Rideau Canal Atrium (main social area where breakfast and refreshments are served)
- 1 Invitation to the DPI Gala Dinner
- 2 PDW Registration Passes including access to the Social Event

## In Print and on the DPI Website -

- 1/2 page black and white ads in the program guide
- Company logo and link on PDW 2017 website for 1 year
- Logo on PDW 2017 "Thank You" banner throughout the event
- Include your literature or your promotional gift in delegate bags

1 opportunities – \$4,000

First Right of Refusal Offered to:

# Charging Station Sponsor

Charging Station Sponsor Package Includes:

## Onsite during the event –

- Your logo on the Shaw centre cell phone charging station
- 1 Invitation to the DPI Gala Dinner
- 2 PDW Registration Passes including access to the Social Event

## In Print and on the DPI Website -

- 1/2 page black and white ad in the program guide
- Company logo and link on PDW 2017 website for 1 year
- Logo on PDW 2017 “Thank You” banner throughout the event
- Include your literature or your promotional gift in delegate bags

1 opportunity – \$4,000

First Right of Refusal Offered to:

# Speaker Lounge Sponsor

Speaker Lounge Sponsor Package Includes:

## Onsite during the event –

- Sponsor of the PDW Speaker Lounge includes signage in the lounge and material available in the Speaker Lounge. Location for all speakers before their session.
- Exclusive signage at the Speaker Lounge
- 1 invitation to the DPI Gala Dinner
- 2 PDW Registration Passes including access to the Social Event

## In Print and on the DPI Website -

- 1/2 page black and white ads in the program guide
- Company logo and link on PDW 2017 website for 1 year
- Logo on PDW 2017 “Thank You” banner throughout the event
- Include your literature or your promotional gift in delegate bags

1 opportunity - \$4,000

First Right of Refusal Offered to:

# Cyber Lounge Sponsor

Cyber Lounge Sponsor Package Includes:

## Onsite during the event –

- Exclusive provider of access to the Cyber Lounge at PDW, used by an average of 1,300 delegates over the 3 days of PDW
- Exclusive signage at the Cyber Lounge
- 1 invitation to the DPI Gala Dinner
- 2 PDW Registration Passes including access to the Social Event

## In Print and on the DPI Website -

- 1/2 page black and white ads in the program guide
- Company logo and link on PDW 2017 website for 1 year
- Logo on PDW 2017 “Thank You” banner throughout the event
- Include your literature or your promotional gift in delegate bags

1 opportunity – \$4,000

First Right of Refusal Offered to:

Ernst & Young

# Program-at-a-Glance Sponsor

Program-at-a-Glance Sponsor Package Includes:

## Onsite during the event –

- Official provider of Program-at-a-Glance which provides a one-page program to conference delegates distributed on site
- Your logo with DPI’s logo on the Program-at-a-Glance
- 1 invitation to the DPI Gala Dinner
- 2 PDW Registration Passes including access to the Social Event

## In Print and on the DPI Website -

- 1/2 page black and white ads in the program guide
- Company logo and link on PDW 2017 website for 1 year
- Logo on PDW 2017 “Thank You” banner throughout the event
- Include your literature or your promotional gift in delegate bags

1 opportunity – \$3,500

First Right of Refusal Offered to:

# Breakfast Sponsor

Breakfast Sponsor Package Includes:

## Onsite during the event –

- Sponsorship of one of PDW's Breakfast usually attended by an average of 1,300 delegates
- Exclusive signage with Table Tent Cards with your logo during sponsor's breakfast
- 1 PDW Registration Pass including access to the Social Event

## In Print and on the DPI Website –

- Your logo in the program guide
- Company logo and website link on PDW2017 website for 1 year
- Logo on PDW2017 "Thank You" banner throughout the event
- Include your literature or your promotional gift in delegate bags

3 opportunities – \$3,000

First Right of Refusal Offered to:

# Afternoon Break Sponsor

Afternoon Break Sponsor Package Includes:

## Onsite during the event –

- Sponsorship of one of PDW's Afternoon Breaks usually attended by an average of 1,300 delegates
- Exclusive signage with Table Tent Cards with your logo during sponsor's afternoon break
- 1 PDW Registration Pass including access to the Social Event

## In Print and on the DPI Website –

- Your logo in the program guide
- Company logo and website link on PDW 2017 website for 1 year
- Logo on PDW 2017 "Thank You" banner throughout the event
- Include your literature or your promotional gift in delegate bags

2 opportunities – \$2,500

First Right of Refusal Offered to:

**SureSkills**

# Friends of DPI

## Recognition as a Friend of DPI

Friends of DPI Sponsor Package Includes:

### Onsite during the event –

- 1 PDW Registration Pass including access to the Social Event

### In Print and on the DPI Website –

- Your logo in the program guide
- Company logo and link on PDW 2017 website for 1 year
- Logo on PDW 2017 “Thank You” banner throughout the event
- Include your literature or your promotional gift in delegate bags

Unlimited opportunities – \$2,000

## Upgrade your Package!

Confirmed sponsors can choose any of the following additional benefits:

- 1/4 page black and white ad in Program Guide \$250
- Extra tickets to PDW \$675 each

