

PDW **2018**
PROFESSIONAL
DEVELOPMENT
WEEK

SPONSORSHIP PACKAGES



MAY 23-25 | SHAW CENTRE
www.dpi-canada.com



ASSOCIATION OF PUBLIC SECTOR
INFORMATION PROFESSIONALS

Developing Professionalism in Informatics



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: Collective Intelligence: Enabling Seamless Results and will be held at the Shaw Centre in Ottawa from May 23-25, 2018.

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 PDW2018 as an Official Sponsor for your organization

Stéphane Cousineau
President, DPI
Association of Public Sector
Information Professionals

INTERESTED IN SPONSORING?

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DIRECTOR OF SPONSORSHIP
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COLLECTIVE INTELLIGENCE: ENABLING SEAMLESS RESULTS

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.

If two heads are better than one, then imagine the power of a community of 18,000! It's never been more important for organizations to foster communication, collaboration and knowledge sharing across different business lines and functions, knowing that breaking silos empowers the workforce to deliver quality products and results.

The theme for Professional Development Week 2018, Collective Intelligence: Enabling Seamless Results is about the positive influence of sharing knowledge, ideas and expertise. It's about reaching out, drawing on the views of a diverse set of stakeholders, connecting with subject matter experts, systems of record, and data sources, to leverage the knowledge that exists, drawing on expertise to innovate on new solutions and

products with a focus on portability and adaptability – it's about being open-minded to new ideas and trying new things..... opportunity abounds!

DPI has been empowering IM/IT professionals to share knowledge, connect and collaborate for more than 50 years. Join us at Professional Development Week May 2018 for an exclusive opportunity to connect, collect, and collaborate.

INCREASE YOUR VISIBILITY TO AN AVERAGE OF 1,300 PUBLIC SECTOR INFORMATION PROFESSIONALS

ELITE SPONSOR

1 OPPORTUNITY

\$20 000

FIRST RIGHT OF REFUSAL : **tbd**



- Keynote Speaker introduction
- 1 min video as part of your keynote introduction
- Prominent signage throughout the venue and exclusive signage in your keynote session
- Logo on the Shaw Center Digital Meeting Room signs for your keynote session
- Reserved corporate table of 8 at the DPI gala dinner
- 8 PDW passes - including access to the social event



- Logo and link on PDW 2018 website for 1 year
- Logo on PDW 2018 "Thank You" banner throughout the event
- Literature or promotional gift in delegate bags
- Testimonial on the DPI web site



GALA KEYNOTE SPONSOR

1 OPPORTUNITY

\$15 000

FIRST RIGHT OF REFUSAL : **tbd**



- Keynote Speaker introduction
- 1 min video as part of your keynote introduction
- Prominent signage during the gala keynote
- 4 invitations to the DPI gala dinner
- 8 PDW passes - including access to the social event



- Logo and link on PDW 2018 website for 1 year
- Logo on PDW 2018 "Thank You" banner throughout the event
- Literature or promotional gift in delegate bags
- Testimonial on the DPI web site

EXECUTIVE SPONSOR

1 OPPORTUNITY

\$12 000

FIRST RIGHT OF REFUSAL : **HPE**



- Keynote Speaker introduction
- 1 min video as part of your keynote introduction
- 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
- 6 PDW passes - including access to the social event



- Logo and link on PDW 2018 website for 1 year
- Logo on PDW 2018 "Thank You" banner throughout the event
- Literature or promotional gift in delegate bags
- Testimonial on the DPI web site

OFFICIAL SPONSOR

2 OPPORTUNITIES

\$10 000

FIRST RIGHT OF REFUSAL : **Telus, IBM**



- Keynote Speaker introduction
- 1 min video as part of your keynote introduction
- Exclusive signage in your keynote session
- Logo on the Shaw Centre Digital Meeting Room signs for your keynote session
- 6 invitations to the DPI gala dinner
- 6 PDW passes - including access to the social event





- Logo and link on PDW 2018 website for 1 year
- Logo on PDW 2018 "Thank You" banner throughout the event
- Literature or promotional gift in delegate bags

CREATE AWARENESS AND FOSTER BRAND LOYALTY IN THE PUBLIC SECTOR IM/IT COMMUNITY



KEYNOTE SPONSOR

2	OPPORTUNITIES	\$8 000
FIRST RIGHT OF REFUSAL : Deloitte, Interis		

-  • Keynote Speaker introduction
- Exclusive signage in your keynote session
- Logo on the Shaw Centre Digital Meeting Room signs for your keynote session
- Signage of your keynote session
- 4 invitations to the DPI gala dinner
- 4 PDW passes - including access to the social event
-  • Logo and link on PDW 2018 website for 1 year
- Logo on PDW 2018 "Thank You" banner throughout the event
- Literature or promotional gift in delegate bags



DELEGATE BAG SPONSOR

1	OPPORTUNITY	\$7 500
FIRST RIGHT OF REFUSAL : Orangutech		

-  • Logo on the delegate gift (bag/portfolio) given to all PDW 2018 delegates
- 2 invitations to the DPI gala dinner
- 3 PDW passes - including access to the social event
-  • Logo and link on PDW 2018 website for 1 year
- Logo on PDW 2018 "Thank You" banner throughout the event
- Literature or promotional gift in delegate bags



NEW FOR 2018 SURVEY KIOSK SPONSOR

1	OPPORTUNITY	\$7 500
FIRST RIGHT OF REFUSAL : TBD		

-  • Signage at the location of the survey kiosks
- 2 invitations to the DPI gala dinner
- 3 PDW passes - including access to the social event
-  • Logo and link on PDW 2018 website for 1 year
- Logo on PDW 2018 "Thank You" banner throughout the event
- Literature or promotional gift in delegate bags

REGISTRATION SPONSOR



1	OPPORTUNITY	\$6 000
FIRST RIGHT OF REFUSAL : Accenture		

-  • Exclusive sponsor of PDW 2018 registration area for the 3 day event
- Signage with logo at registration area for the 3 day event
- "Footsteps path" to the registration desk with logo
- 2 invitations to the DPI gala dinner
- 2 PDW passes - including access to the social event
-  • Logo and link on PDW 2018 website for 1 year
- Logo on PDW 2018 "Thank You" banner throughout the event
- Literature or promotional gift in delegate bags

GAIN EXPOSURE THROUGH THREE CONTACT POINTS: ON-SITE, ON-LINE, AND PRINT



WATER SPONSOR

1 OPPORTUNITY	\$6 000
FIRST RIGHT OF REFUSAL : BBG	

-  Official supplier of Water for PDW 2018
- Logo on the reusable water bottle given to all PDW 2018 delegates in the delegate bags
- 2 invitations to the DPI gala dinner
- 2 PDW passes - including access to the social event
-  Signage on the water coolers related to PDW 2018 activities
- Logo and link on PDW 2018 website for 1 year
- Logo on PDW 2018 "Thank You" banner throughout the event
- Literature or promotional gift in delegate bags



DPI SHIRT SPONSOR

1 OPPORTUNITY	\$5 500
FIRST RIGHT OF REFUSAL : GC Strategies	

-  Official supplier of sponsored golf shirts to over 50 DPI volunteers during the PDW event
- 1 invitation to the DPI gala dinner
- 2 PDW passes - including access to the social event
-  Logo and link on PDW 2018 website for 1 year
- Logo on PDW 2018 "Thank You" banner throughout the event
- Literature or promotional gift in delegate bags

MOBILE APP SPONSOR

3 OPPORTUNITIES	\$6 000
FIRST RIGHT OF REFUSAL : Randstad, Oproma, Alphinat	

-  Logo on device-dependent mobile app during PDW, allows for instant access of program, session information and speaker bios..
- Integration with social media platforms
- 2 invitations to the DPI gala dinner
- 2 PDW passes - including access to the social event
-  Logo and link on PDW 2018 website for 1 year
- Logo on PDW 2018 "Thank You" banner throughout the event
- Literature or promotional gift in delegate bags

LUNCHEON SPONSOR

3 OPPORTUNITIES	\$5 000
FIRST RIGHT OF REFUSAL : Eagle, Hitachi, Pivotal	



-  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 passes - including access to the social event
-  Logo and link on PDW 2018 website for 1 year
- Logo on PDW 2018 "Thank You" banner throughout the event
- Literature or promotional gift in delegate bags



PHOTO BOOTH SPONSOR

2	OPPORTUNITIES	\$4 500
FIRST RIGHT OF REFUSAL : TBD		

- Logo at the photo booth and on the prints given to delegates
- 1 invitation to the DPI gala dinner
- 2 PDW passes - including access to the social event
- Logo and link on PDW 2018 website for 1 year
- Logo on PDW 2018 "Thank You" banner throughout the event
- Literature or promotional gift in delegate bags



HEALTH AND FITNESS SPONSOR

1	OPPORTUNITY	\$4 500
FIRST RIGHT OF REFUSAL : TBD		

- Your logo during health/fitness activity
- 1 invitation to the DPI gala dinner
- 2 PDW passes - including access to the social event
- Logo and link on PDW 2018 website for 1 year
- Logo on PDW 2018 "Thank You" banner throughout the event
- Literature or promotional gift in delegate bags

LANYARDS SPONSOR

1	OPPORTUNITY	\$4 500
FIRST RIGHT OF REFUSAL : Maplesoft Group		

- Logo on the delegate lanyard given to all PDW 2018 delegates
- 1 invitation to the DPI gala dinner
- 2 PDW passes - including access to the social event
- Logo and link on PDW 2018 website for 1 year
- Logo on PDW 2018 "Thank You" banner throughout the event
- Literature or promotional gift in delegate bags

PEN TO PAPER SPONSOR

1	OPPORTUNITY	\$4 500
FIRST RIGHT OF REFUSAL : Excel ITR		

- Official provider of the pens and paper that are provided to delegates in the delegate bags
- Logo on the pens and paper
- 1 invitation to the DPI gala dinner
- 2 PDW passes - including access to the social event
- Logo and link on PDW 2018 website for 1 year
- Logo on PDW 2018 "Thank You" banner throughout the event
- Literature or promotional gift in delegate bags

CONTRIBUTE TO THE DEVELOPMENT TO FUTURE GENERATIONS OF IM/TI PROFESSIONALS



ESCALATOR BANNER SPONSOR

1 OPPORTUNITY \$4 000

FIRST RIGHT OF REFUSAL : **TBD**



- Your logo on a runner down the centre panel between the escalators
- 1 invitation to the DPI gala dinner
- 2 PDW passes - including access to the social event



- Logo and link on PDW 2018 website for 1 year
- Logo on PDW 2018 "Thank You" banner throughout the event
- Literature or promotional gift in delegate bags

WI-FI SPONSOR

1 OPPORTUNITY \$4 000

FIRST RIGHT OF REFUSAL : **Alphinat**



- 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 passes - including access to the social event



- Logo and link on PDW 2018 website for 1 year
- Logo on PDW 2018 "Thank You" banner throughout the event
- Literature or promotional gift in delegate bags



MESSAGE CHAIR SPONSOR

2 OPPORTUNITIES \$4 000

FIRST RIGHT OF REFUSAL : **TBD**



- Logo at the location of the message chairs
- 1 invitation to the DPI gala dinner
- 2 PDW passes - including access to the social event



- Logo and link on PDW 2018 website for 1 year
- Logo on PDW 2018 "Thank You" banner throughout the event
- Literature or promotional gift in delegate bags

SOCIAL EVENT SPONSOR

1 OPPORTUNITY \$4 000

FIRST RIGHT OF REFUSAL : **Systemscope**



- Exclusive sponsorship of PDW's Social Event, usually attended by over 500 delegates
- Exclusive signage at the social event - including tent cards with the sponsor's logo on food stations and cabana tables
- 1 invitation to the DPI gala dinner
- 2 PDW passes - including access to the social event
- 4 passes to the social event





- Logo and link on PDW 2018 website for 1 year
- Logo on PDW 2018 "Thank You" banner throughout the event
- Literature or promotional gift in delegate bags

CYBER LOUNGE

SPONSOR



1	OPPORTUNITY	\$4 000
FIRST RIGHT OF REFUSAL : Ernst & Young		

- 
 - Exclusive provider of access to the Cyber Lounge at PDW, used by an average of 1,300 delegates over the 3 days event
 - Exclusive signage at the Cyber Lounge
 - 1 invitation to the DPI gala dinner
 - 2 PDW passes - including access to the social event
- 
 - Logo and link on PDW 2018 website for 1 year
 - Logo on PDW 2018 "Thank You" banner throughout the event
 - Literature or promotional gift in delegate bags

PROGRAM-AT-A-GLANCE

SPONSOR

1	OPPORTUNITY	\$3 500
FIRST RIGHT OF REFUSAL : SAS		



- 
 - 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 passes - including access to the social event
- 
 - Logo and link on PDW 2018 website for 1 year
 - Logo on PDW 2018 "Thank You" banner throughout the event
 - Literature or promotional gift in delegate bags



BREAKFAST



SPONSOR

3	OPPORTUNITIES	\$3 500
FIRST RIGHT OF REFUSAL : TBD		

- 
 - Sponsorship of one of PDW's breakfast usually attended by an average of 1,300 delegates
 - Exclusive signage including table tent cards with your logo during sponsor's breakfast
 - 1 invitation to the DPI gala dinner
 - 1 PDW pass - including access to the social event
- 
 - Logo and link on PDW 2018 website for 1 year
 - Logo on PDW 2018 "Thank You" banner throughout the event
 - Literature or promotional gift in delegate bags

AFTERNOON BREAK SPONSOR

2	OPPORTUNITIES	\$2 500
FIRST RIGHT OF REFUSAL : SureSkills, Systematix		

- 
 - Sponsorship of one of PDW's afternoon breaks usually attended by an average of 1,300 delegates
 - Exclusive signage including table tent cards with your logo during sponsor's afternoon break
 - 1 PDW pass - including access to the social event
- 
 - Logo and link on PDW 2018 website for 1 year
 - Logo on PDW 2018 "Thank You" banner throughout the event
 - Literature or promotional gift in delegate bags

UPGRADE YOUR PACKAGE!

- Confirmed sponsors can add the following benefits:**
- Extra tickets to PDW \$675 each
 - Sponsored Seminar Series \$15,000

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FRIENDS OF DPI SPONSOR

UNLIMITED OPPORTUNITIES	\$2 000
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- 
 - 1 PDW pass - including access to the social event
- 
 - Logo and link on PDW 2018 website for 1 year
 - Logo on PDW 2018 "Thank You" banner throughout the event
 - Literature or promotional gift in delegate bags

