



Sponsorship and Exhibitor Benefits for PMI® Memphis Chapter's 11th Annual Professional Development Day, September 23, 2011

The Project Management Institute (PMI®) Memphis, TN Chapter is now offering annual sponsorship and exhibitor opportunities for our upcoming Professional Development Day. Our vision is to be recognized as the resource of choice for project management in the Memphis area.

PMI® Memphis promotes PMI®'s ethical standards and core values by developing professionals and advancing the discipline of project, program and portfolio management. We provide structure to develop professional skills through education, business and community outreach, and leadership training. This work helps to ensure prosperity of individuals and businesses.

PMI® Globally has over 500,000 members and continues to grow rapidly. Locally, our chapter has over 500 members, a distribution list of over 2,000 and monthly meetings typically have 40-60 attendees.

By becoming a chapter sponsor, your company will be showing your support of the profession and will gain admiration in the highly influential Memphis regional project management community.

There are three sponsorship levels to choose from ranging from Silver to *Platinum*. Details are on page 3-4. Please consider the advantages and benefits your organization and our community will obtain by becoming a sponsor of this major annual event. The following is an overview of what our Professional Development Day (PDD) includes:

Guest Speakers

PMI® Memphis Chapter brings in dynamic and motivational guest speakers to provide valuable insights and CHARGE up your Batteries!!

We've had highly sought after speakers from the national circuit such as Dean Lindsey, Neal Whitten, Dr. Harold Kerzner and esteemed local professionals including Bob Patterson, Dean Jurnigen and Mayor AC Wharton.

PDD events also offered time periods for attendees (break-out sessions) to select presentations from a variety of topics that may interest them (e.g., risk management, communications, business analysis, quality).

Panel Discussion Groups

We've held open discussion groups where attendees can ask questions to a panel of 4-5 project management experts. Panelists have included: Laurie Cooke, (Director at PMI® Global), Dr. Frank Marion (Professor at Christian Brothers), Chapter Presidents and other business management experts.

Continuing Education Opportunities

Attendees that hold a PMI® accreditation typically earn 6 credit hours for the education they receive at a PDD. Obtaining accredited educational units is fundamental to the continuous improvement of PMI members and benefits the businesses they operate in.

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Attendees and Cost

Our Memphis PMI® Chapter has been successful at attracting 200+ attendees for our PDD. The costs to attend are normally in the \$150 price range. Fees go toward offsetting costs for special guest speakers, facilities, food, advertising, etc. Group discounts are available.

Our upcoming PDD on September 23, 2011, will be held at the highly tasteful Esplanade Memphis, in Cordova. Local businesses will be represented such as First Tennessee & FedEx, etc.

Exhibitors

We invite vendors that offer products and/or services such as software packages, educational opportunities or career counseling, etc. They may set up booths or reserve tables that attendees visit during the PDD. Ample time is allocated during our day-long PDD to enable attendees to visit each exhibitor table. They also may donate prizes to attendees, which we give away as raffles. See pages 3-4 to become an exhibitor.

Networking, Food & Fun

Business people attending these events find great networking opportunities. We provide time during breaks and luncheons and also hold an end of day social hour.

Chapter Benefits & Publicity

Our PDD strengthens relationships among members and provides great educational opportunities. It's our biggest annual event and we focus on publicizing it throughout our entire community to help them become aware of the many benefits of affiliating with us.

Memphis PMI® Chapter is your resource to optimize business results with best practices of Project Management and continuous improvement.

Help us assist your business needs and our community. Become a participating exhibitor or volunteer to sponsor our competitive advantages.

PDD Sponsors → A Commitment to Excellence

The Economist Intelligence Unit is the world's foremost provider of industry and management analysis. In 2008, senior executives were asked to identify the skills most important to their current and future success.

Project management is identified as the single most important management skill.
90% of global senior executives and project management experts say good project management is key to delivering successful results and gaining a competitive advantage.

Companies including IBM, "will only seriously consider project manager applicants with a PMP certification", says Steve DeGrosso, director of IBM Project Management Center of Excellence. NASA also only employs certified project managers, per a recent requirement from the U.S. Office of Management and Budget.

Ref: Wall Street Journal, April 1, 2010

Our chapter seeks corporate, academic, vendors and other sponsors to contribute and share in this event. It demonstrates their commitment to cultivating best practices of this vital profession, within our community. We offer a variety of sponsorship levels from *Silver to Platinum* with corresponding benefits. Details are on the following pages.



Annual Sponsorship Levels and PDD Exhibitor Criteria

PLATINUM

\$5,000 – Exhibitor Package Plus

- One large company banner (6 X 2.5) displayed at the event.
- Free registration for four (4) attendees to PDD event (Add up to 4 additional registrations @ \$115 each).
- Company logo and Sponsorship acknowledgement on all marketing material up until the event.
- Full page ad in the event program.
- Premium seats reserved at luncheon and keynote addresses.
- Web page acknowledgement with large corporate logo and link to company website.
- Opportunity to provide small giveaways for Event Bags, which are given to all Professional Development Day attendees.

GOLD

\$3,000 – Exhibitor Package Plus:

- One medium company banner (4 X 2.5) displayed at the event.
- Free Registration for three (3) attendees to PDD event (Add up to 3 additional registrations @ \$115 each).
- Company logo and Sponsorship acknowledgement on all marketing material up until the event.
- Half page ad in the event program.
- Premium seats reserved at luncheon and keynote addresses.
- Opportunity to provide small giveaways for Event Bags, which are given to all Professional Development Day attendees.

SILVER

\$1500 – Exhibitor Package Plus:

- One small company banner (3 X 1.6) displayed at the event.
- Free registration for two (2) attendees to PDD event (Add up to 2 additional registrations @ \$115 each).
- Company logo and Sponsorship acknowledgement on all marketing material up until the event.
- A quarter page ad in the event program.
- Premium seats reserved at luncheon and keynote addresses.
- Web page acknowledgement with small corporate logo and link to the corporate website.
- Opportunity to provide small giveaways for Event Bags, which are given to all Professional Development Day attendees.

EXHIBITORS at PDD

\$750

- Reserved 6 foot table for a booth during the event.
- Two (2) volunteer passes to work at their booth (includes a lunch for each).
- Company acknowledgement on event programs.

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- Web page acknowledgement with link to corporate website.
- Opportunity to hand out small giveaways at booth.

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PMI Memphis is a non-profit 501(6)(c) organization; fair market value provided upon request and sponsorship details can be modified to meet your organizations needs. Sponsorships are voluntarily renewable on a twelve month cycle.

In order to take advantage of these opportunities, please fill in and mail this page to:

PMI Memphis TN, Chapter
PO Box 383283, Germantown, TN 38183-3283

Make check payable to PMI Memphis TN Chapter. Major credit cards are also accepted.

Name	
Company or Organization	
Address	
City, State, Zip Code	
Email	
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Website	
Indicate Sponsorship Level	
Logo to be used (filename)	

If you would like individuals to attend the event, please go to: www.pmimemphis.org and click on the button for *2011 Professional Development Day* to register.

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The Board of Directors looks forward to working with you to build prosperity in our community and your company. If you have any questions or suggestions how we can assist your organization, please contact any of the three Board members listed below. Your interest in PMI Memphis is greatly appreciated and we look forward to hearing from you soon.

Sincerely,

Chandy Littlejohn, PMP
President
Tel: (901) 523-5053
President@pmimemphis.org

Vaughan Dewar, PMP, CSSBB
VP Public Relations
(901) 692-7777
VP_Public_Relations@pmimemphis.org

Phyllis Slaughter, PMP
VP Special Events
(901) 277-2608
VP_Special_Events@pmimemphis.org