

## PMI Belgium National Congress 2017

### “The Project Manager Compass”

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#### Call for Sponsors



PMI Belgium Chapter

Dear Sir, Dear Madam,

For many years, PMI (Project Management Institute) Belgium chapter has been promoting Project Management standards through our annual national congress. In this congress, national and international speakers are invited to share the latest trends and developments in Project, Program and Portfolio Management. This annual event attracts over 200 professional project managers from various industries.

## The Annual PMI Congress: Theme, Concept & Evolution

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The conventional congress landscape dotting the professional calendar with events filled with the traditional content and structure is slowly giving way to new and innovative approach. PMI Belgium has been a front runner in challenging the traditional format and giving to the project management professionals an event that is not only professionally rewarding but also an invigorating experience filled with fun while delivering on the core professional content.

In 2015, PMI Belgium took the first step to innovate by introducing the “Market Place” concept in the form of the “PM Fair”. In 2016, the focus was turned to not just delivering value but to delight the customer as well as to be a delighted project management professional by addressing the aspects related to the personal well-being.

This year, the PM Fair 2017 continues in the path of “the delighted” by providing the project management professionals a compass that guides them or navigates them towards being delighted and overall well-being that ultimately leads to higher personal well being as well as customer satisfaction. The theme of the PM Fair 2017 therefore is aptly: “**The Project Manager Compass**” or in short “**The PM Compass**”, where the congress will provide the necessary inputs, tools, techniques, tips, networking, health and well-being aspects etc., all bundled as a virtual compass that can steer their projects, teams and themselves to a grand success.

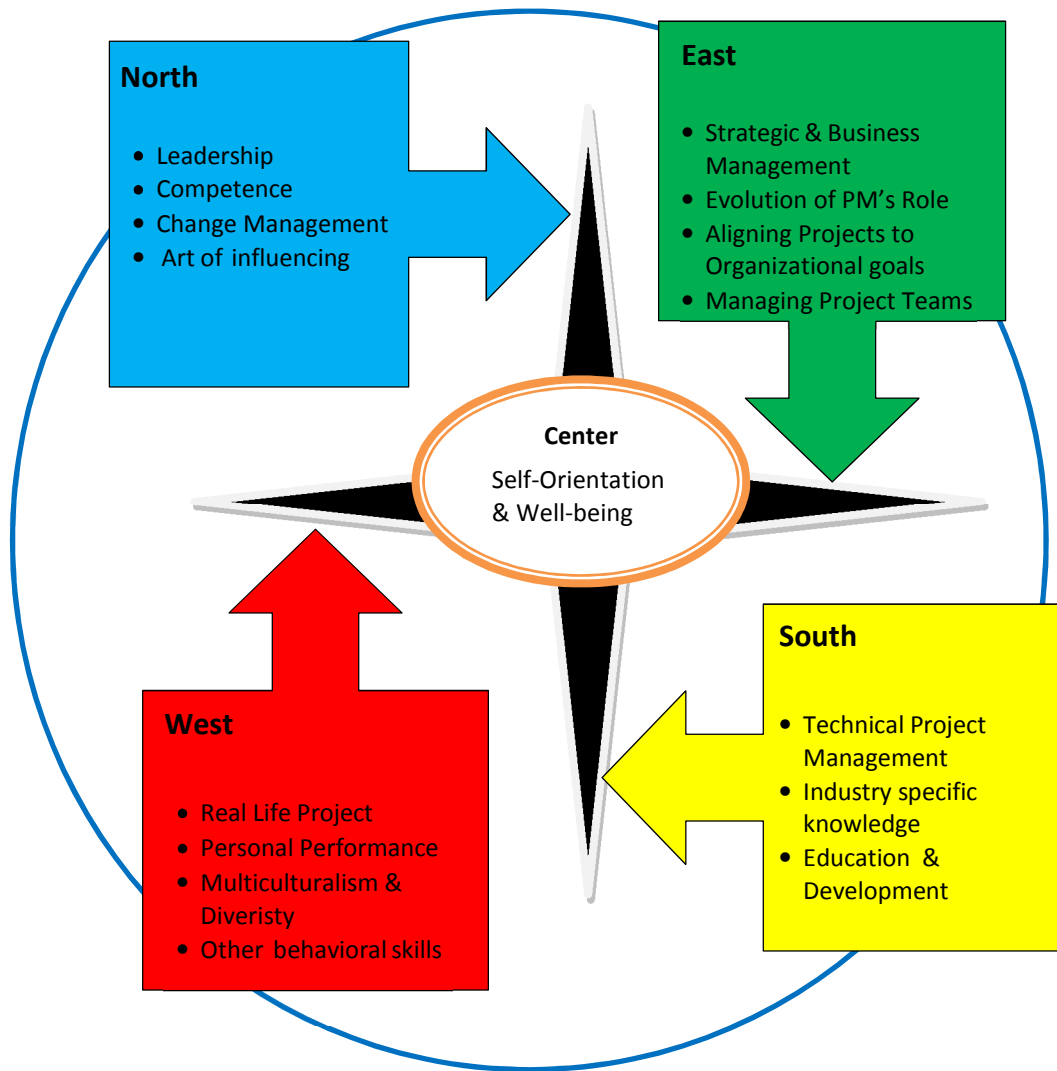
The congress is aimed at delivering key values by providing ample opportunity for professional interaction, networking and knowledge sharing in a relaxed environment. Special booths planned to be set up will encourage active participation in specialized project management areas and roles. A central area will be provided that will allow sponsors/authors to demonstrate their products or services to a targeted group of professionals. Building on the innovative ideas, the objective will be to deliver PM Fair-2017 as a congress that can easily be called as THE Project Management event of the year! And everyone looks forward in anticipation for more the following year and year after year.

## The Theme

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Compass is an instrument used for navigation and orientation that shows direction relative to the geographic cardinal directions. **PM Compass** is a virtual instrument or collections of tools, techniques, tips, contacts and guidelines used for navigation and orientation for projects and project managers that shows direction relative to the dynamic environment in the modern PM world. The Project Manager Compass will guide the PMs even in turbulent waters; when they feel the world around them is swirling with all the factors that can affect their projects and themselves. The PM Fair will empower the project management professionals with the PM Compass that will navigate them not only in the direction and path to successful projects but also to successful careers in project management and over all wellbeing of the person with some specific relaxation techniques.

The Project Manager Compass can be conceptually depicted as shown in the diagram below.



The PM Compass is based on the Project Manager Competence Development Framework of PMI and the PMI Talent Triangle that focusses on Leadership, Strategic Business Management and Technical Project Management.



The PM Compass adds a fourth dimension to this mix in the form of being able to develop and practice these talents/skills while maintaining the well-being of the project management professionals as well as the project teams. The various sessions, activities and interactions that are planned for in the PM Fair-2017 will enable the individual project management professionals to visualize the PM Compass very specific to their talent mix and needs as a PM in managing projects as well as a work-family-life balance and wellbeing. The aim of the PM Fair 2017 is to develop your Project Manager Compass resulting in a greater self-knowledge, greater self-confidence, and improved effectiveness as a project manager while preserving the wellbeing of the person and the team.

## Your Benefits

### ➤ During the event:

- An ideal opportunity to demonstrate your products and/or services to a targeted group of professionals.
- Distribution of your marketing material in the form of a small gift for our goody bag that will be distributed to all participants at the end of the event.

### ➤ Before and after the event:

- Direct visibility of your company/product/service to the project management community in Belgium through our well-developed communication network;
- Direct access to over 1000 Professional Project Managers and through them to their companies and their business contacts.

## The Sponsor Offering

In this section we provide you an overview of the sponsor offering. You can select what you want or you can use the pre-defined sponsor packages. These pre-defined sponsor packages guarantee you more your benefits before, during and after the event.

<b>PM Fair - Sponsoring Offer - 2017</b>		
<b>Option</b>	<b>Fee</b>	
<b>Minimum option</b>		
Logo Sponsor	€ 600	Minimum Sponsor fee. Your Company logo will be exhibited at the entrance of the event, during the breaks between the congress sessions, on the event Website and in the congress communications to our members.
<b>Additional options</b>		
<b>Facility sponsoring</b>	Your company pays the costs for one or more of the items below and gets for free a valuable sponsoring from PMI-Belgium Chapter.	
Breakfast	€ 1.380	Your company gets Logo Sponsoring, A5 page in the PMI Belgium Congress Booklet, 2 entrance tickets for the congress.
Lunch 1 (100 persons)	€ 3.410	Your company gets Logo Sponsoring, A5 page in the PMI Belgium Congress booklet, Break-out room sponsoring, exhibition booth and 2 entrance tickets for the congress in return.
Lunch 2 (100 persons)	€ 3.410	Your company gets Logo Sponsoring, A5 page in the PMI Belgium Congress Booklet, Break-out room sponsoring, exhibition booth and 2 entrance tickets for the congress in return.
Lunch 3 (100 persons)	€ 3.410	Your company gets Logo Sponsoring, A5 page in the PMI Belgium Congress Booklet, Break-out room sponsoring, exhibition booth and 2 entrance tickets for the congress in return.
Coffee Break	€ 1.230	Your company gets Logo Sponsoring and a sponsor session and 2 entrance tickets for the congress in return.
Soft drinks	€ 1.410	Your company gets Logo Sponsoring, Newsletter sponsoring and 2 entrance tickets for the PMI Belgium congress in return.
<b>Conference Program sponsoring</b>	Your company pays the costs for a Keynote speaker or provides one of your speakers (subject to approval by PMI Fair program responsible).	
Keynote speaker	€ 2.000	Your company pays the costs for a Keynote speaker approved by PMI Belgium Congress Program responsible and gets the Main room sponsoring for free.
Sponsor session in break-out room	€ 1.350	Your company will be offered a 45 minutes session in the largest room available (3 sessions are available in total).
<b>Media &amp; Advertising Sponsoring</b>	Your company pays the costs for one or more options below in exchange of a valuable Sponsoring option.	
A5-page in Program Booklet	€ 300	Your company gets 1 A5-page in the PMI Belgium Congress Booklet for advertising your product/services to our PMI Congress audience.

Newsletter	€ 320	Your company gets the opportunity to send a newsletter once to all PMI Fair 2017 visitors plus all PMI Belgium members. Content of the newsletter in PDF format due date: 30/10/2017, subject to approval of the Media responsible). If submission due date is not met, the newsletter will not be sent. Payment is not refundable.
<b>Room / Booth sponsoring</b>		Your company pays the costs for a booth or to sponsor a room of the venue linking its name to the room (according to availability).
Exhibition booth	€ 1.750	12 sq. meter booth (incl. Tables, two chairs, electricity, two free parking places) to allow promoting and vending your products. Sponsors are requested to plan 2 info sessions demonstrating and explaining their product or Services at the Market place. These timings and Sponsor details will be showed on the program booklet/hand-out.  (number of booths available in total for this option depends on the venue - check with your Sponsoring contact)
Main room sponsor	€ 1.500	The main room will be renamed with your company name and your logo will be shown on the door. This will result in the fact that your company name will be mentioned in all communications where the congress program will be visible.  (one main room available)
Break-out Room	€ 950	One of the break-out rooms will be renamed with your company name and your logo will be shown on the door. This will result in the fact that your company name will be mentioned in all communications where the congress program will be visible.  (7 rooms available in total for this option)
<b>Gift sponsoring</b>		Your company pays the costs for one or more of the items below and gets for free a valuable sponsoring from PMI-Belgium Chapter.
Conference Gift Goodies	At cost	Your company gets Logo Sponsoring and we ensure that your publicity gets in the hands of Project Managers attending the PM Fair.
Badges and Lanyards		
Speakers & Voluteers gifts		
Sponsor USB stick containing all Presentations and Sponsor information		

## The Sponsor Packages

Column1	S P 0	S P 1	S P 2	S P 3	S P 4	S P 5	S P 6	S P 7	S P 8	S P 9	S P 0 1	S P 1 1	S P 2 1
Logo Sponsor	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
A5-page in PM Fair Booklet		✓			✓		✓		✓	✓		✓	✓
Newsletter Sponsor			✓			✓		✓			✓		
Main Room Sponsor													✓
Break-out Sponsor				✓	✓	✓			✓	✓	✓		
Booth Sponsor							✓	✓		✓	✓	✓	✓
Sponsor Session									✓				✓
2 Free access to Congress Day for Sponsor Representative		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	€ 600,00	€ 900,00	€ 1.050,00	€ 1.550,00	€ 1.850,00	€ 2.000,00	€ 2.650,00	€ 2.800,00	€ 3.200,00	€ 3.600,00	€ 3.750,00	€ 4.000,00	€ 4.150,00

## Becoming a Sponsor

If you wish to take advantage of this unique opportunity or need further information, please contact us on the following email address: [sponsoring@pmfair.org](mailto:sponsoring@pmfair.org).

More information about the PM Fair 2017 is available on [www.pmfair.org](http://www.pmfair.org).

We look forward to seeing you among our esteemed sponsors.

Kind regards,

Anja Vandenberg  
Dir. PM Fair PMI Belgium

Andrée-Ann Marsan  
Volunteer Sponsoring