

PDW 2020

PROFESSIONAL
DEVELOPMENT
WEEK

SPONSORSHIP PACKAGES



MAY 20-22 | 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 across the public sector 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 the latest trends and technologies, while also ensuring a balance of sessions dedicated to personal and career development. Couple that with our fantastic networking opportunities and you have a winning combination that our affiliates come back to enjoy year after year!

This year's Professional Development Week focusses on the core values of DPI by providing an opportunity for the IM/IT community (and beyond) to: Learn, Network and Inspire! This year's 3-day event will take place at the Shaw Centre in Ottawa once again from May 20th - 22nd, 2020.

As 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 our amazing and diversified sponsors to continue delivering top-quality events and seminars to our over 7,000 affiliates – and we have been lucky to continue to do this for over 50 years.

PDW is typically attended by over 1,500 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 for taking the time to look at our sponsorship package and for considering the benefits of supporting PDW2020 as an official sponsor for your organization.

Denis Skinner
President, DPI
Association of Public Sector
Information Professionals

INTERESTED IN SPONSORING?

SPARTACUS PENEV
DIRECTOR OF SPONSORSHIP
613-277-8678

SANA ABOU-SHAABAN
SPONSORSHIP COORDINATOR
343-291-6302

sponsorship@dpi-canada.com



ALL ROADS LEAD TO DPI

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 over 1,500 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 400 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

INCREASE YOUR VISIBILITY TO OVER 1,500 PUBLIC SECTOR INFORMATION PROFESSIONALS

ELITE SPONSOR

1 OPPORTUNITY

\$20,000

FIRST RIGHT OF REFUSAL : **CGI**

- | | |
|--|---|
|  <ul style="list-style-type: none"> • Keynote Speaker introduction • 1 ½ minute video as part of your keynote introduction • Prominent signage throughout the venue and exclusive signage in your keynote session • Your logo outside the keynote hall • Reserved corporate table of 8 at the DPI gala dinner • 8 PDW passes - including access to the social event |  <ul style="list-style-type: none"> • Logo and link on PDW 2020 website for 1 year • Logo on PDW 2020 "Thank You" banner throughout the event • Promotional gift in delegate bags • Testimonial on the DPI web site • Thank you tweets from @dpi_canada Twitter account |
|--|---|

GALA KEYNOTE SPONSOR

1 OPPORTUNITY

\$15,000

FIRST RIGHT OF REFUSAL : **Telus**

- | | |
|--|---|
|  <ul style="list-style-type: none"> • Keynote Speaker introduction • 1 min video as part of your keynote introduction • Prominent signage during gala keynote • 4 invitations to the DPI gala dinner • 8 PDW passes - including access to the social event |  <ul style="list-style-type: none"> • Logo and link on PDW 2020 website for 1 year • Logo on PDW 2020 "Thank You" banner throughout the event • Promotional gift in delegate bags • Testimonial on the DPI web site • Thank you tweets from @dpi_canada Twitter account |
|--|---|

EXECUTIVE SPONSOR

1 OPPORTUNITY

\$12,000

FIRST RIGHT OF REFUSAL : **HPE**

- | | |
|--|---|
|  <ul style="list-style-type: none"> • Keynote Speaker introduction • 1 min video as part of your keynote introduction • Exclusive signage in your keynote session • Your logo outside the keynote hall • Reserved corporate table of 8 at the DPI gala dinner • 6 PDW passes - including access to the social event |  <ul style="list-style-type: none"> • Logo and link on PDW 2020 website for 1 year • Logo on PDW 2020 "Thank You" banner throughout the event • Promotional gift in delegate bags • Testimonial on the DPI web site • Thank you tweets from @dpi_canada Twitter account |
|--|---|

OFFICIAL SPONSOR

2 OPPORTUNITIES

\$10,000

FIRST RIGHT OF REFUSAL : **Accenture, Deloitte**

- | | |
|--|--|
|  <ul style="list-style-type: none"> • Keynote Speaker introduction • 1 min video as part of your keynote introduction • Exclusive signage in your keynote session • Your logo outside the keynote hall • 6 invitations to the DPI gala dinner • 6 PDW passes - including access to the social event |  <ul style="list-style-type: none"> • Logo and link on PDW 2020 website for 1 year • Logo on PDW 2020 "Thank You" banner throughout the event • Promotional gift in delegate bags • Thank you tweets from @dpi_canada Twitter account |
|--|--|

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

KEYNOTE

SPONSOR

2	OPPORTUNITIES	\$8,500
FIRST RIGHT OF REFUSAL: BDO, Pivotal		



- Keynote Speaker introduction
- Exclusive signage in your keynote session
- Your logo outside the keynote hall
- 1 min video as part of your keynote introduction
- 4 invitations to the DPI gala dinner
- 4 PDW passes - including access to the social event



- Logo and link on PDW 2020 website for 1 year
- Logo on PDW 2020 “Thank You” banner throughout the event
- Promotional gift in delegate bags
- Thank you tweets from @dpi_canada Twitter account

DELEGATE BAG

SPONSOR

1	OPPORTUNITY	\$8,000
FIRST RIGHT OF REFUSAL : Orangutech		



- Logo on the delegate gift bag given to all PDW 2020 delegates
- 2 invitations to the DPI gala dinner
- 3 PDW passes - including access to the social event



- Logo and link on PDW 2020 website for 1 year
- Logo on PDW 2020 “Thank You” banner throughout the event
- Promotional gift in delegate bags
- Thank you tweets from @dpi_canada Twitter account

WATER

SPONSOR

1	OPPORTUNITY	\$6,500
FIRST RIGHT OF REFUSAL : ServiceNow		



- Signage on the water coolers related to PDW 2020 activities
- Logo on the reusable water bottle given to all PDW 2020 delegates in the delegate bags
- 2 invitations to the DPI gala dinner
- 2 PDW passes - including access to the social event



- Logo and link on PDW 2020 website for 1 year
- Logo on PDW 2020 “Thank You” banner throughout the event
- Promotional gift in delegate bags
- Thank you tweets from @dpi_canada Twitter account

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

DPI SHIRT

SPONSOR

1	OPPORTUNITY	\$6,000
FIRST RIGHT OF REFUSAL: KPMG		



- Official supplier of sponsored golf shirts to over 50 DPI volunteers during the PDW event
- 2 invitations to the DPI gala dinner
- 2 PDW passes - including access to the social even



- Logo and link on PDW 2020 website for 1 year
- Logo on PDW 2020 “Thank You” banner throughout the event
- Promotional gift in delegate bags
- Thank you tweets from @dpi_canada Twitter account

MOBILE APP

SPONSOR

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



- Your company’s logo displayed on a banner in the DPI mobile app during PDW
- Your logo on tent cards promoting download of the app
- 2 invitations to the DPI gala dinner
- 2 PDW passes - including access to the social event



- Logo and link on PDW 2020 website for 1 year
- Logo on PDW 2020 “Thank You” banner throughout the event
- Promotional gift in delegate bags
- Thank you tweets from @dpi_canada Twitter account

REGISTRATION

SPONSOR

1	OPPORTUNITY	\$6,000
FIRST RIGHT OF REFUSAL : Alphinat		



- Exclusive sponsor of PDW 2020 registration area for the 3 day event
- Signage with logo at registration area for the 3 day event
- Directional signs 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 2020 website for 1 year
- Logo on PDW 2020 “Thank You” banner throughout the event
- Promotional gift in delegate bags
- Thank you tweets from @dpi_canada Twitter account

INTERACTIVE PHOTO BOOTH SPONSOR

2	OPPORTUNITIES	\$5,500
FIRST RIGHT OF REFUSAL: Microsoft		

- Up to 10 seconds video from sponsor
-  • Photos with media board backdrop with sponsor logo
- Digital photos tagged to social media to sponsor chosen hashtags
- 1 invitation to the DPI gala dinner
- 2 PDW passes - including access to the social event
-  • Logo and link on PDW 2020 website for 1 year
- Logo on PDW 2020 “Thank You” banner throughout the event
- Promotional gift in delegate bags
- Thank you tweets from @dpi_canada Twitter account

LANYARDS SPONSOR

1	OPPORTUNITY	\$5,000
FIRST RIGHT OF REFUSAL: Maplesoft		

-  • Logo on the lanyards given to all PDW 2020 delegates
- 1 invitations to the DPI gala dinner
- 2 PDW passes - including access to the social even
-  • Logo and link on PDW 2020 website for 1 year
- Logo on PDW 2020 “Thank You” banner throughout the event
- Promotional gift in delegate bags
- Thank you tweets from @dpi_canada Twitter account

ESCALATOR BANNER SPONSOR

1	OPPORTUNITY	\$5,000
FIRST RIGHT OF REFUSAL: Excel ITR		

-  • 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 2020 website for 1 year
- Logo on PDW 2020 “Thank You” banner throughout the event
- Promotional gift in delegate bags
- Thank you tweets from @dpi_canada Twitter account

LUNCHEON SPONSOR

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

-  • Sponsorship of one of PDW’s Lunches usually attended by over 800 delegates
- Tent cards with your logo on each table during lunch
- Your logo displayed on big screen during lunch presentation
- 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 2020 website for 1 year
- Logo on PDW 2020 “Thank You” banner throughout the event
- Promotional gift in delegate bags
- Thank you tweets from @dpi_canada Twitter account

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

MINGLE LOUNGE SPONSOR

NEW

1	OPPORTUNITY	\$5,000
FIRST RIGHT OF REFUSAL:		

- 
 - Exclusive provider of access to the Mingle Lounge at PDW (juice included), used by an average of 1,500 delegates over 2 days of the event
 - Exclusive signage at the Mingle Lounge including tent cards with the sponsor's logo on food stations
 - Your logo displayed on inside the mingle room
 - 1 invitation to the DPI gala dinner
 - 2 PDW passes - including access to the social event
- 
 - Logo and link on PDW 2020 website for 1 year
 - Logo on PDW 2020 "Thank You" banner throughout the event
 - Promotional gift in delegate bags
 - Thank you tweets from @dpi_canada Twitter account

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
 - Your logo displayed on all screens/kiosks in atrium
 - 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 2020 website for 1 year
 - Logo on PDW 2020 "Thank You" banner throughout the event
 - Promotional gift in delegate bags
 - Thank you tweets from @dpi_canada Twitter account

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 2020 website for 1 year
 - Logo on PDW 2020 "Thank You" banner throughout the event
 - Promotional gift in delegate bags
 - Thank you tweets from @dpi_canada Twitter account

MESSAGE CHAIR SPONSOR

2	OPPORTUNITIES	\$4,000
FIRST RIGHT OF REFUSAL:		

- 
 - 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 2020 website for 1 year
 - Logo on PDW 2020 "Thank You" banner throughout the event
 - Promotional gift in delegate bags
 - Thank you tweets from @dpi_canada Twitter account

PROFESSIONAL PHOTOGRAPHY SPONSOR

NEW

1	OPPORTUNITY	\$4,000
FIRST RIGHT OF REFUSAL:		

- 
 - Logo displayed at the bottom left border corner of each professional picture taken
 - Photos with sponsor’s logos emailed to our affiliates
 - Banner with your logo located in the professional photography room
 - 1 invitation to the DPI gala dinner
 - 2 PDW passes - including access to the social event

- 
 - Logo and link on PDW 2020 website for 1 year
 - Logo on PDW 2020 “Thank You” banner throughout the event
 - Promotional gift in delegate bags
 - Thank you tweets from @dpi_canada Twitter account

AFTERNOON REFRESHMENTS SPONSOR

NEW

2	OPPORTUNITIES	\$4,000
FIRST RIGHT OF REFUSAL:		

- 
 - Sponsorship of one of PDW’s afternoon break attended by majority of our delegates
 - Exclusive signage including table tent cards with your logo during sponsor’s afternoon refreshments break
 - Your logo displayed on all screens/kiosks in atrium
 - 1 invitation to the DPI gala dinner
 - 2 PDW passes - including access to the social event

- 
 - Logo and link on PDW 2020 website for 1 year
 - Logo on PDW 2020 “Thank You” banner throughout the event
 - Promotional gift in delegate bags
 - Thank you tweets from @dpi_canada Twitter account

BREAKFAST SPONSOR

3	OPPORTUNITIES	\$3,500
FIRST RIGHT OF REFUSAL: Algonquin College, MNP, SAS		

- 
 - Sponsorship of one of PDW’s breakfast usually attended by an average of 1,500 delegates
 - Exclusive signage including table tent cards with your logo during sponsor’s breakfast
 - Your logo displayed on all screens/kiosks in atrium
 - 1 invitation to the DPI gala dinner
 - 1 PDW pass - including access to the social event

- 
 - Logo and link on PDW 2020 website for 1 year
 - Logo on PDW 2020 “Thank You” banner throughout the event
 - Promotional gift in delegate bags
 - Thank you tweets from @dpi_canada Twitter account

PROGRAM-AT-A-GLANCE SPONSOR

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

- 
 - Official sponsor of Program-at-a-Glance which provides a few pages 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
 - 1 PDW pass - including access to the social event

- 
 - Logo and link on PDW 2020 website for 1 year
 - Logo on PDW 2020 “Thank You” banner throughout the event
 - Promotional gift in delegate bags
 - Thank you tweets from @dpi_canada Twitter account

FRIENDS OF DPI SPONSOR

UNLIMITED OPPORTUNITIES

\$2,000



- 1 PDW pass - including access to the social event



- Logo and link on PDW 2020 website for 1 year
- Logo on PDW 2020 "Thank You" banner throughout the event
- Promotional gift in delegate bags
- Thank you tweets from @dpi_canada Twitter account

UPGRADE YOUR PACKAGE!

Confirmed sponsors can add the following benefits:

- Extra tickets to PDW @ lowest delegate rate
- Sponsored Seminar Series \$15,000

Spartacus Penev

Director of Sponsorship

613-277-8678

sponsorship@dpi-canada.com

Sana Abou-Shaabn

Sponsorship Coordinator

343-291-6302

sponsorship@dpi-canada.com



ASSOCIATION OF PUBLIC SECTOR
INFORMATION PROFESSIONALS

Developing Professionalism in Informatics