

PDW **2019**
PROFESSIONAL
DEVELOPMENT
WEEK

SPONSORSHIP PACKAGES



MAY 22-24 | 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: Digital Crossroads: The end of IT? The event will be held at the Shaw Centre in Ottawa from May 22-24, 2019.

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 for taking the time to look at our sponsorship package and for considering the benefits of supporting PDW2019 as an Official Sponsor for your organization.

Liz McKeown
President, DPI
Association of Public Sector
Information Professionals

INTERESTED IN SPONSORING?

SPARTACUS PENEV
DIRECTOR OF SPONSORSHIP
613-277-8678

MIREILLE TREMBLAY
SPONSORSHIP COORDINATOR
343-543-2843

sponsorship@dpi-canada.com



DIGITAL CROSSROADS: THE END OF IT?

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.

Digital Crossroads: The End of IT? ...well, not really, but as we know it! And let's face it, the world of IMT is changing at a faster pace than it ever has. So what can we do to prepare ourselves to be able to take advantage of these opportunities?

Disruptive technologies in today's user centered Agile world of open source, automation, virtual & augmented reality, blockchain, cloud, artificial intelligence, the Internet of Things and algorithms galore - what do we need to do to transform our traditional roles so we can go along for the ride, instead of falling prey to the exponential speed at which technology is expanding, and to ensure we don't react too late.

The theme for Professional Development Week 2019, Digital Crossroads: The End of IT? will explore

the changing landscape, how we can and should ready ourselves and leverage these robust capabilities in the public sector, and how we can shift our roles to focus on business and our people/audiences to complement, enhance and scale the possibilities these technologies can bring.

In its over 50 years, DPI has continued to empower the IMT community to learn, share, connect and collaborate. We bring relevant and timely topics and trends to each learning event, forging synergies between technology and business.

Join us at Professional Development Week May 2019 where we explore the "end of IT" (as we know it), and discover what the future (its closer than we think) has in store!

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

ELITE SPONSOR

1 OPPORTUNITY

\$20 000

FIRST RIGHT OF REFUSAL : CGI



- Keynote Speaker introduction
- 1 min 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



- Logo and link on PDW 2019 website for 1 year
- Logo on PDW 2019 "Thank You" banner throughout the event
- Literature or 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



- 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 2019 website for 1 year
- Logo on PDW 2019 "Thank You" banner throughout the event
- Literature or 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



- 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



- Logo and link on PDW 2019 website for 1 year
- Logo on PDW 2019 "Thank You" banner throughout the event
- Literature or 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



- 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



- Logo and link on PDW 2019 website for 1 year
- Logo on PDW 2019 "Thank You" banner throughout the event
- Literature or 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 2019 website for 1 year
- Logo on PDW 2019 "Thank You" banner throughout the event
- Literature or 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/portfolio) given to all PDW 2019 delegates
- 2 invitations to the DPI gala dinner
- 3 PDW passes - including access to the social event



- Logo and link on PDW 2019 website for 1 year
- Logo on PDW 2019 "Thank You" banner throughout the event
- Literature or 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 2019 activities
- Logo on the reusable water bottle given to all PDW 2019 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 2019 website for 1 year
- Logo on PDW 2019 "Thank You" banner throughout the event
- Literature or 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 event



- Logo and link on PDW 2019 website for 1 year
- Logo on PDW 2019 "Thank You" banner throughout the event
- Literature or 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 2019 website for 1 year
- Logo on PDW 2019 "Thank You" banner throughout the event
- Literature or 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 2019 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 2019 website for 1 year
- Logo on PDW 2019 "Thank You" banner throughout the event
- Literature or 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 2019 website for 1 year
 - Logo on PDW 2019 "Thank You" banner throughout the event
 - Literature or promotional gift in delegate bags
 - Thank you tweets from @dpi_canada Twitter account



LANYARDS SPONSOR

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

- 
 - Logo on the delegate lanyard given to all PDW 2019 delegates
 - 1 invitation to the DPI gala dinner
 - 2 PDW passes - including access to the social event
- 
 - Logo and link on PDW 2019 website for 1 year
 - Logo on PDW 2019 "Thank You" banner throughout the event
 - Literature or 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 2019 website for 1 year
 - Logo on PDW 2019 "Thank You" banner throughout the event
 - Literature or 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 2019 website for 1 year
 - Logo on PDW 2019 "Thank You" banner throughout the event
 - Logo displayed on big screen during lunch
 - Literature or promotional gift in delegate bags
 - Thank you tweets from @dpi_canada Twitter account

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

SURVEY KIOSKS

SPONSOR



1	OPPORTUNITY	\$5 000
FIRST RIGHT OF REFUSAL :		

-  • Signage at the location of the survey kiosks
- 1 invitations to the DPI gala dinner
- 2 PDW passes - including access to the social event
-  • Logo and link on PDW 2019 website for 1 year
- Logo on PDW 2019 "Thank You" banner throughout the event
- Literature or promotional gift in delegate bags
- Thank you tweets from @dpi_canada Twitter account

MESSAGE CHAIR

SPONSOR



1	OPPORTUNITY	\$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 2019 website for 1 year
- Logo on PDW 2019 "Thank You" banner throughout the event
- Literature or 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 2019 website for 1 year
- Logo on PDW 2019 "Thank You" banner throughout the event
- Literature or 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 2019 website for 1 year
- Logo on PDW 2019 "Thank You" banner throughout the event
- Literature or promotional gift in delegate bags
- Thank you tweets from @dpi_canada Twitter account

CYBER LOUNGE

SPONSOR



1	OPPORTUNITY	\$4 000
FIRST RIGHT OF REFUSAL :		

- 
 - 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 2019 website for 1 year
 - Logo on PDW 2019 "Thank You" banner throughout the event
 - Literature or promotional gift in delegate bags
 - Thank you tweets from @dpi_canada Twitter account

BREAKFAST

SPONSOR



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

- 
 - 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
 - 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 2019 website for 1 year
 - Logo on PDW 2019 "Thank You" banner throughout the event
 - Literature or promotional gift in delegate bags
 - Thank you tweets from @dpi_canada Twitter account

HEALTH AND FITNESS

SPONSOR



1	OPPORTUNITY	\$4 000
FIRST RIGHT OF REFUSAL :		

- 
 - 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 2019 website for 1 year
 - Logo on PDW 2019 "Thank You" banner throughout the event
 - Literature or 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
 - 2 PDW passes - including access to the social event
- 
 - Logo and link on PDW 2019 website for 1 year
 - Logo on PDW 2019 "Thank You" banner throughout the event
 - Literature or promotional gift in delegate bags
 - Thank you tweets from @dpi_canada Twitter account

AFTERNOON BREAK SPONSOR

2	OPPORTUNITIES	\$2 500
FIRST RIGHT OF REFUSAL :		

- 
 - 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
 - Your logo displayed on all screens/kiosks in atrium
 - 1 PDW pass - including access to the social event

- 
 - Logo and link on PDW 2019 website for 1 year
 - Logo on PDW 2019 "Thank You" banner throughout the event
 - Literature or 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

Mireille Tremblay
 Sponsorship Coordinator
 343-543-2843

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 2019 website for 1 year
 - Logo on PDW 2019 "Thank You" banner throughout the event
 - Literature or promotional gift in delegate bags
 - Thank you tweets from @dpi_canada Twitter account



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