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

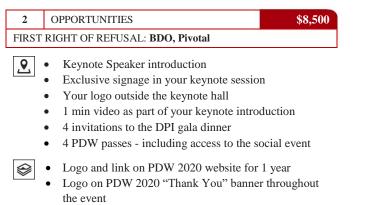
INCREASE YOUR VISIBILITY TO OVER 1,500 PUBLIC SECTOR INFORMATION PROFESSIONALS

ELITE	1 OPPORTUNITY \$20,000
SPONSOR	FIRST RIGHT OF REFUSAL : CGI
 Keynote Speaker introduction ½ minute video as part of your keyne Prominent signage throughout the ver exclusive signage in your keynote ses Your logo outside the keynote hall Reserved corporate table of 8 at the D 8 PDW passes - including access to the 	nue and the event sion Promotional gift in delegate bags • Testimonial on the DPI web site OPI gala dinner Thank you tweets from @dpi_canada Twitter account
GALA KEYNOTE	1 OPPORTUNITY \$15,000
SPONSOR	FIRST RIGHT OF REFUSAL : Telus
 Keynote Speaker introduction 1 min video as part of your keynote int Prominent signage during gala keynot 4 invitations to the DPI gala dinner 8 PDW passes - including access to the 	e the event • Promotional gift in delegate bags
EXECUTIVE	1 OPPORTUNITY \$12,000
SPONSOR	FIRST RIGHT OF REFUSAL : HPE
 Keynote Speaker introduction 1 min video as part of your keynote into Exclusive signage in your keynote ses Your logo outside the keynote hall Reserved corporate table of 8 at the D 6 PDW passes - including access to the 	 bision Promotional gift in delegate bags PI gala dinner Testimonial on the DPI web site
OFFICIAL	2 OPPORTUNITIES \$10,000
SPONSOR	FIRST RIGHT OF REFUSAL : Accenture, Deloitte
 Keynote Speaker introduction 1 min video as part of your keynote int Exclusive signage in your keynote ses Your logo outside the keynote hall 6 invitations to the DPI gala dinner 6 PDW passes - including access to the 	 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



- 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	
<u>@</u>	 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	С	PPORTUNITY	\$6,500
FIRST	RI	GHT OF REFUSAL : ServiceNow	
<u></u>	•	Signage on the water coolers related to F activities Logo on the reusable water bottle given 2020 delegates in the delegate bags	

- 2 invitations to the DPI gala dinner
- 2 PDW passes including access to the social event

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- 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

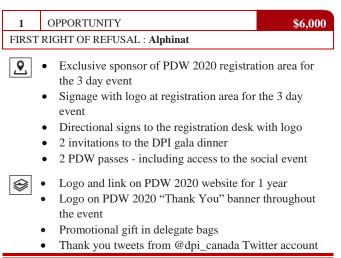
1	OPPORTUNITY	\$6,000
FIRST	RIGHT OF REFUSAL: KPMG	
<u>Q</u>	 Official supplier of sponsored golf shirts to DPI volunteers during the PDW event 2 invitations to the DPI gala dinner 2 PDW passes - including access to the soci 	
	 Logo and link on PDW 2020 website for 1 y Logo on PDW 2020 "Thank You" banner the event Promotional gift in delegate bags Thank you tweets from @dpi_canada Twitter 	nroughout

MOBILE APP

SPONSOR

3	OPPORTUNITIES	\$6,000
FIRST	RIGHT OF REFUSAL : Oproma	
<u></u>	 Your company's logo displayed on a banr mobile app during PDW Your logo on tent cards promoting downle app 2 invitations to the DPI gala dinner 2 PDW passes - including access to the so 	oad of the
	 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



DEVELOP ORGANIZATION GOODWILL

INTERACTIVE PHOTO BOOTH SPONSOR

2	OPPORTUNITIES	\$5,500
FIRST	RIGHT OF REFUSAL: Microsoft	
Q	 Up to 10 seconds video from sponsor Photos with media board backdrop with sp Digital photos tagged to social media to sp chosen hashtags 1 invitation to the DPI gala dinner 2 PDW passes - including access to the so 	ponsor
	• Logo and link on PDW 2020 website for 1	-

- 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 al delegates 1 invitations to the DPI gala dinner 2 PDW passes - including access to the delegates 	
	 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	
<u></u>	 Your logo on a runner down the centre p the escalators 1 invitation to the DPI gala dinner 2 PDW passes - including access to the 	L
	 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		
<u></u>	 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 REFU		
9	 PDW (ju: delegates Exclusive tent cards Your loge 1 invitation 	of access to the Ming d), used by an aver s of the event at the Mingle Loun ponsor's logo on for on inside the ming PI gala dinner uding access to the	rage of 1,500 nge including od stations le room

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	
Q	 Exclusive sponsorship of PDW's Social E attended by over 500 delegates Exclusive signage at the social event - inc cards with the sponsor's logo on food stat cabana tables Your logo displayed on all screens/kiosks 1 invitation to the DPI gala dinner 2 PDW passes - including access to the social event 	cluding tent ions and in atrium
	 Logo and link on PDW 2020 website for Logo on PDW 2020 "Thank You" banner 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	
<u></u>	 Exclusive provider of Wi-Fi access days of PDW Tent cards with your logo and W located at PDW high-traffic areas; The registration desk (where all dele to pick up their PDW passes) The Rideau Canal Atrium (main soc breakfast and refreshments are served) 	7i-Fi information gates must pass ial area where
	 1 invitation to the DPI gala dinner 2 PDW passes - including access to the 	e social event

- Logo and link on PDW 2020 website for 1 year ٠
 - Logo on PDW 2020 "Thank You" banner throughout the event
 - Promotional gift in delegate bags
 - Thank you tweets from @dpi_canada Twitter account

MASSAGE CHAIR SPONSOR

2	OPPORTUNITIES \$4,000
FIRST	RIGHT OF REFUSAL:
<u>@</u>	 Logo at the location of the massage 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

Promotional gift in delegate bags Thank you tweets from @dpi_canada Twitter account ٠

PROFESSIONAL PHOTOGRAPHY

NEW

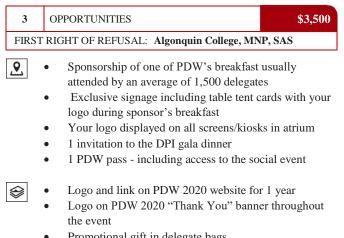
SPONSOR

1	OPPORTUNITY	\$4,000
FIRST	RIGHT OF REFUSAL:	
<u></u>	• 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

BREAKFAST

SPONSOR



- Promotional gift in delegate bags
- Thank you tweets from @dpi_canada Twitter account

AFTERNOON REFRESHMENTS SPONSOR

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 RDW approx. including access to the social event. 				
	 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 				

NEW

- Promotional gift in delegate bags
- Thank you tweets from @dpi_canada Twitter account

PROGRAM-AT-A-GLANCE

1	OPPORTUNITY	\$3,500
FIRST	RIGHT OF REFUSAL:	
<u></u>	 Official sponsor of Program-at-a-O provides a few pages program to delegates distributed on site Your logo with DPI's logo on the Glance 	o conference
	1 invitation to the DPI gala dinner	

- 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

9

FRIENDS OF DPI SPONSOR

UNLIMITED OPPORTUNITIES

\$2,000

2

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 YOU PACKAGE!

Confirmed sponsors can add the following benefits:

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

Spartacus Penev

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Sana Abou-Shaaban Sponsorship Coordinator 343-291-6302

sponsorship@dpi-canada.com





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