

## **Invitation for Sponsorship to the 11<sup>th</sup> Singapore PMI Regional Symposium**

Dear Sir/Madam,

Greetings from PMI Singapore Regional Symposium 2016 Organizing Committee!

I am John Lee, board member of PMI Singapore Chapter and the Chair of the PMI Singapore Regional Symposium 2016 Organizing Committee.

I am glad to share the great news that we will be holding the 11<sup>th</sup> SPMI regional Symposium on March 10 and 11, 2016 at the Marina Bay Sands Convention and Exhibition Center, Singapore.

The theme of the Symposium 2016 is **"Project Leadership 360: Leading Change and Transformation"**. This theme has been carefully selected to represent our industry's move towards delivering next generation projects that encompasses holistic leadership attributes for leading changes and delivering transformational projects.

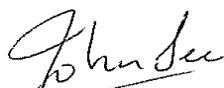
Year after year, our Symposium has become a "must attend" event for Project management Practitioners, both locally and regionally. In Symposium 2015, we had an attendance of over 800 delegates. As there are more than 10,000 Project management professionals in Singapore, we recognize that there are lots of rooms to explore. For this year's Symposium, we have lined up a solid program and will invite distinguished speakers from the industry to impart their knowledge to the delegates. The Symposium will also be graced by the presence of Government and Business leaders as well as professionals from various industries. Be assured that Symposium 2016 will be another great event of the year for the PM community and the sponsors.

It is our great honour to invite your organization to extend your support to our Symposium 2016. We herewith attach the Symposium 2016 sponsorship package which comprises of various opportunities for your organization to showcase your products and services to the targeted audience. We will work with you to maximise the opportunity for your organization to reach out to the delegates.

We encourage you to express your interest by responding to us before 30<sup>th</sup> October, 2015 in order to enjoy the early bird offers. If you need further information, please feel free to contact us via [symposium.sponsors@pmi.org.sg](mailto:symposium.sponsors@pmi.org.sg).

We look forward to having you as one of our prestigious sponsors in this Symposium 2016

**Sincerely,**

A handwritten signature in black ink, appearing to read 'John Lee', written in a cursive style.

John Lee,  
Chairman, Symposium 2016,  
PMI Singapore Chapter c/o PMI- Asia Pacific Service Centre  
20 Bendemeer Road, Cyberhub #04-02 Singapore 339914  
E-Mail: [sponsorship2016@pmi.org.sg](mailto:sponsorship2016@pmi.org.sg)

## **Benefits of Becoming a Sponsor of 11<sup>th</sup> SPMI Regional Symposium 2016**

***Outreach to the attendees who are professionals and senior managers, many of whom are key decision makers through sponsorship.***

*18+ Sponsorship slots divided into Platinum, Gold, Silver, Exhibit and exclusive offers for Luncheon and Conference bag sponsorship.*

***High Impact for your company organization in the region as this 2 Day Event attracts above 800 Delegates from the region and beyond.***

*PMI Singapore Chapter, PMI Members and Public; including Professionals, Students, Corporate and Government Leaders and Managers from South East Asia. There will be delegates from other Asian countries as well as some from Americas, Europe and Africa.*

***You receive the great benefit through association with the global PMI brand*** by Sponsoring the Symposium and being part of this event. PMI Singapore Chapter opens up a doorway for your business to grow even more.

***Increase brand awareness in the Project Management market both in Singapore and internationally***

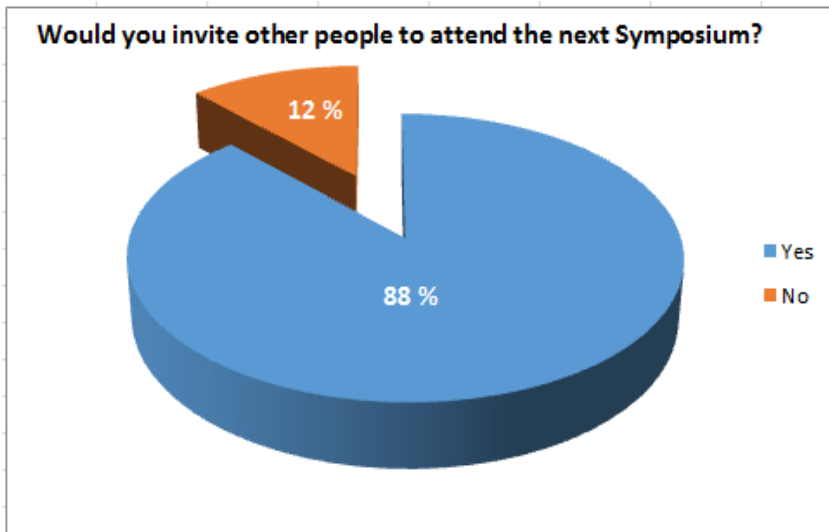
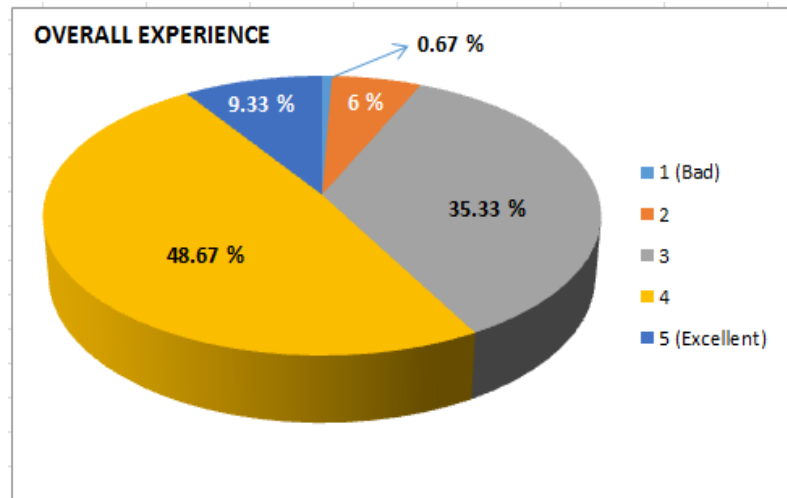
*Your Logo, your brand and your marketing information will not only be seen at the exhibition, but also in all the marketing material, the event booklet and smart phone applet that the delegates carry with them. Also early registration for sponsorship will mean your logo would be included in our marketing material to promote the event.*

***Network with key corporate decision makers attending the Conference and who are members of the Chapter.***

*Form a 1 on 1 relationship with the PMI leaders, Project managers in various industries and organizational leaders who attend the Symposium*

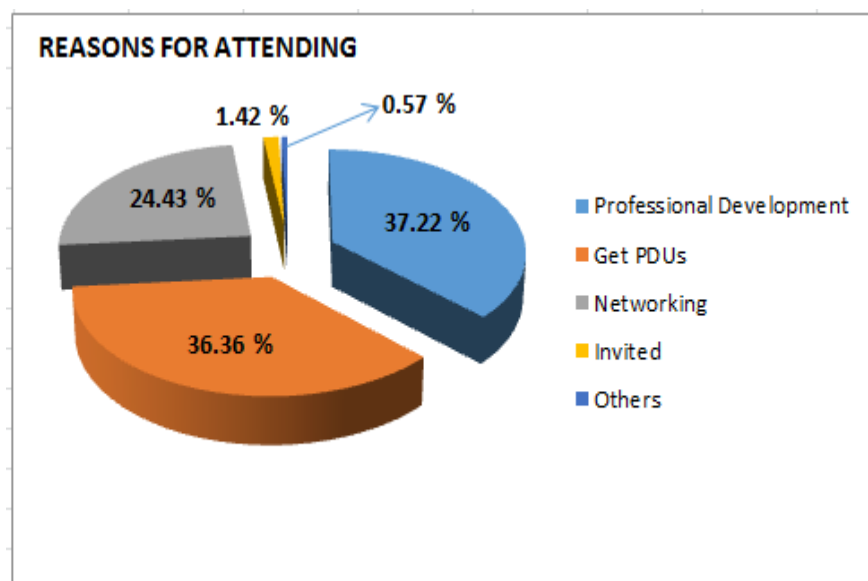
***Overall this will be a highly cost effective means of marketing your organization to targeted audience.***

The 2015 Symposium was a resounding success with attendees expressing high satisfaction level. We are aiming for another higher quality program in 2016 for the Symposium.

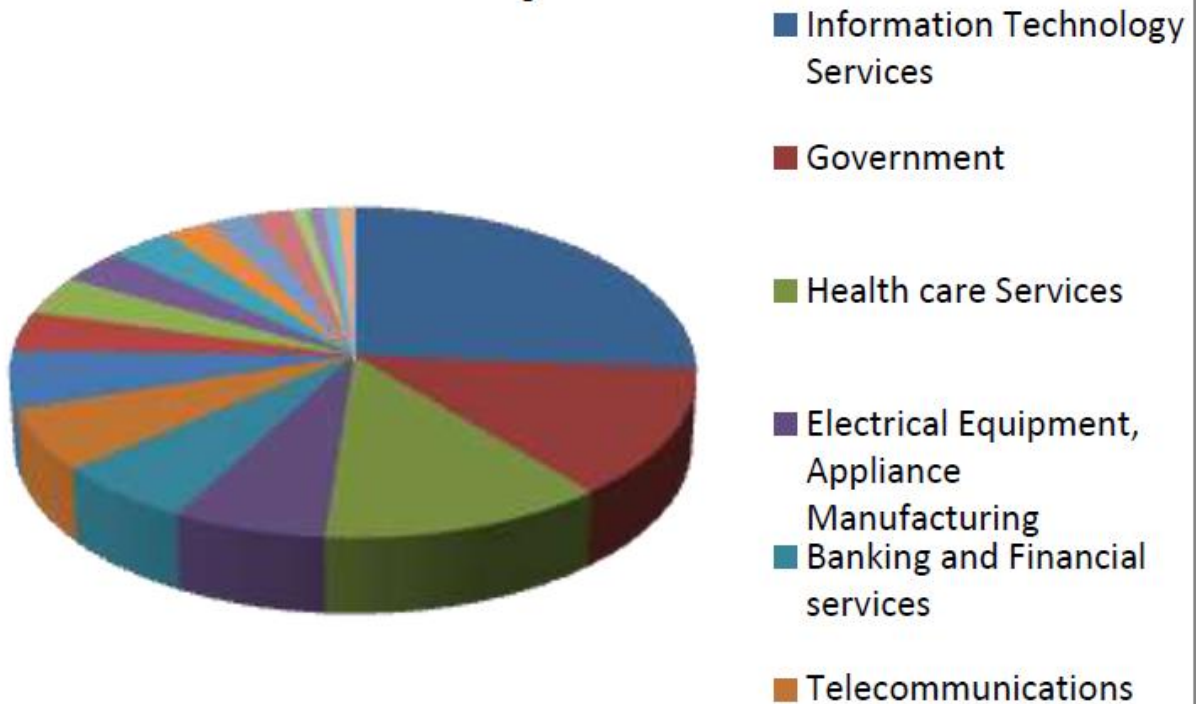


88 % of the attendees said that they would also invite other people to attend the next Symposium in 2016. We are expecting a greater turnout in 2016.

Professional Development (including earning PDUs) and Networking are the main reasons professionals from various industries attend the Symposium as they see the value in attending.



## Attendees industry distribution



Attendees of the Symposium come from various industries. This is also in line with Singapore being a diverse economy attracting companies to set up its offices here or around the region. In 2016 we hope to attract an even greater mix of industries. Mid to senior level executives generally form the core of the attendees.

Item	Sponsorship Benefits	Platinum	Gold	Silver	Exhibit	Luncheon Day 1	Conference Bag
	Booth Size	<b>12m<sup>2</sup></b>	<b>6m<sup>2</sup></b>	<b>6m<sup>2</sup></b>	<b>6m<sup>2</sup></b>	Exclusive Offers	
1	Logo on all promotional & event material	Yes	Yes	Yes	No	No	No
2	Logo in Handbook (Under Exhibitor Listing)				Yes	Yes	Yes
3	Private event room for the 2 Day Symposium	Yes	No	No	No		
4	Advertising Slot in SPMI Bi-weekly Newsletter (to be consumed before May 2016)	4	2	1	No	No	No
5	In-room Logo on Main Hall - Stage Back Drop *	Yes	Yes	Yes	No	No	No
6	In Room Logo in Breakout Rooms - Stage Back Drop *	Yes	Yes	Yes	No	No	No
7	Assured Speaking Slot. (Topic and Schedule to be approved).	Yes	No	No	No	No	No
8	VIP invitation to opening ceremony	2	No	No	No	No	No
9	Complimentary Symposium Tickets for 2 Days	5	3	1	1	2	1
10	Complimentary Event Blast by SPMI (to be consumed before May 2016)	Yes	Yes	Yes	No	No	No
11	Complimentary Booths - Uniform size, Power Points. (Exhibit & Gold 6m <sup>2</sup> , Platinum 12m <sup>2</sup> )	Yes	Yes	Yes	Yes	No	No
12	Invitation to Gala Networking Dinner, 1st Day	4	2	1	1	1	No
13	Complimentary Parking Coupons for 2 Days (per day)	3	2	2	1	2	1
14	Sponsor Branding - Front Page of Program Booklet (Logo only)	Yes	No	No	No	No	No
15	Sponsor Branding - Back cover	Shared	No	No	No	No	No
16	Event Booklet Inserts and Write-up Space	3 full pages	1 page	½ full page	No	No	No
17	Placement of souvenirs in Goodies Bag for each delegate	Yes	Yes	Yes	1 item	1 item	1 item
18	Maximum 2 question of the Sponsor will be included by SPMI in the overall SPMI feedback form	Yes	No	No	No	No	No
19	Exhibition Booth Helpers granted access to lunch and tea-breaks. Non Symposium Delegate	3	2	2	1	No	No
20	Lucky Draw Participation - Drawing of Winners, 2nd Day	Yes	No	No	No	No	No
21	Brochure Distribution and Promotion beyond Booth Space, during tea breaks	Yes	No	No	No	No	No
22	Sponsorship upgrade opportunity				Yes	Yes	Yes
23	15 Minute speaking opportunity during the luncheon session in Main lunch hall					Yes	No
24	Logo printed on Conference Bag along with SPMI logo *Note: Logo Displayed will differ in					No	Yes



	Size-Largest for Platinum Sponsor						
25	Case Study material / presentation to be shared with Symposium participants & upload on website	Yes					
26	2 min marketing video uploaded on SPMI Website Note: Recorder video clip to be provided by the Sponsor	Yes	No	No	No	No	No
	<b>Price</b>	\$25,000	\$12,000	\$10,000	\$9,000	\$11,500	\$7,500
	<b>Early Bird (up till 30 Oct 2015)</b>	<b>\$18,750</b>	<b>\$9,000</b>	<b>\$7,500</b>	<b>\$6,750</b>	<b>\$8,625</b>	<b>\$5,625</b>

**Note:**

- **Luncheon Sponsorship:** Prices mentioned above are for inaugural Day 1. Additional 10% discount offered on Luncheon Day 2 Sponsorship.
- **Conference Bag:** SPMI reserves the right to select the appropriate conference bag. Also SPMI logo will be printed along with Sponsors logo

## Terms and Conditions for sponsorship application

### 1. Definition and Acknowledgement of Terms and Conditions:

The "Applicant", defined herein as the entity submitting this sponsorship application form to PMI Singapore Chapter. By submitting a signed copy of this sponsorship application form, the sponsor acknowledges and agrees to abide by the terms and conditions specified in this document.

### 2. Submission Period:

Please submit this completed form along with your updated high quality image (300ppi, 150px x 150px) of your company's logo or image with name to **symposium.sponsors@pmi.org.sg**. The high quality image allows for PMI Singapore Chapter, to reproduce onto its online and printed marketing material. This sponsorship promotion for the event will cease, once the required sponsorship numbers have been taken up, for PMI Singapore Chapter, to finalize and prepare all materials for the event.

### 3. Early Bird and Normal Rate of Sponsorship:

The table below lists the "Early Bird" and "Normal Rate" for each type of Sponsorship. Early Bird Price will be up to 30 October 2015 only, after which the Early Bird Price will be replaced with the Normal Rate. All prices are in Singapore Dollars Nett. PMI Singapore Chapter is not a registered GST Entity and will not charge GST.

Sponsorship Package	Early	Normal
Platinum	\$18,500	\$25,000
Gold	\$9,000	\$12,000
Silver	\$7,500	\$10,000
Exhibit	\$6,750	\$9,000
Exclusive Sponsorship Offers	Early	Normal
Luncheon Day1*	\$8,625	\$11,500
Conference Bag**	\$5,625	\$7,500

**\*Luncheon Sponsorship:** Prices mentioned above are for inaugural Day 1. Additional 10% discount is offered on Luncheon Day 2

**\*\* Conference Bag:** SPMI reserves the right to select the appropriate conference bag. Also, SPMI logo will be printed along with Sponsors logo.

### 4. Sponsorship Application Process:

The following is a step by step general process for the application of your Sponsorship for the PMI Singapore Project Management Symposium. Submission of duly completed forms does not entitle for the sponsorship automatically. The application will be reviewed and you shall be informed based on the following application process below:

- a) The Applicant fills in the required sponsorship application form and forward to **symposium.sponsors@pmi.org.sg** for processing.
- b) A PMI Singapore Chapter Sponsorship Representative will contact the potential sponsor for discussions and meeting.
- c) Once finalized the Applicant will need to pay the required Sponsorship Fee by Cheque, payable to "**Project Management Institute Singapore Chapter**".
- d) Payment is payable within 30 days after confirmation of sponsorship of the applicant by a PMI Singapore Chapter Sponsorship Representative.
- e) Payment of early bird rate must be received on or before 30 October 2015 (Early bird closing date)
- f) The Applicant will need to submit to PMI Singapore Chapter the following at least 1 month before the start of the Symposium Event (i.e. on or before February 10, 2016) :

- i. All write-up and inserts for the Symposium Booklet. Layouts, fonts and size will be modified by PMI Singapore Chapter to make the Symposium Booklet uniform and within the allowed marketing dimension specifications.
  - ii. A High Quality, 10 Megapixel and above, image of the Sponsor's Logo, with or without words. Kindly take note that all banners, booklet ad space and booths are of uniform or defined in size, which means if the Sponsor would want the complete name of the company printed on the promotional materials, the image will be resized accordingly to fit.  
Please note that late submission of your images and marketing material will result in not being included. PMI Singapore Chapter will not take the responsibility for the late submittal and the resulting non-inclusion in the booklet or any other produced marketing material.
- g) The Applicant will need to submit to PMI Singapore Chapter the following at least 2 week before the start of the Symposium Event (i.e. on or before Feb 19, 2016) as per their terms of sponsorship :
- i. List of invited attendees, that will be attending 2 day symposium
  - ii. List of VIP guests which will attend opening ceremony.
  - iii. List of Attendees for the 1st Day Gala Dinner including primary contact details and designations.

#### **5. Booth Size Information and Selection**

- a) Booths are bare shell design, and include only a table and 2 chairs. Any further design or adjustments are the responsibility of the applicant. We place no restriction upon the design of the booth within the assigned area (as long as it is non-offensive in any means) or the contractor engaged.
- b) Only Platinum and Gold Sponsors can select the location of their booths on a first come first served basis. Gold Sponsors should give way to the Platinum Sponsor, when the selected booth location of the Platinum Sponsor is already selected by the Gold Sponsors. PMI Singapore Chapter Sponsor Representative, will liaise with each Sponsor on the layout and selection of the booths separately.
- c) Platinum Sponsors will be given a booth area of 12m<sup>2</sup>, Gold and Exhibit Sponsors will have a booth area of 6m<sup>2</sup>. Booths are of 3mx2m dimensions, where the platinum sponsor may choose to have 6mx2m or 3mx4m and will include power points and 2 spotlights.
- d) Booths will be located within an exhibition hall, which is the same area where all coffee breaks, snacks and meals are served.
- e) Sponsors may distribute flyers to attendees to a maximum distance of 2m from their booths and this must not interfere with adjacent booths. No permanent fixtures are to be placed outside the booth area.
- f) Platinum Sponsors may place flyers on the coffee tables that are distributed throughout the hall. They must be placed within a holder.
- g) Platinum Sponsors may place up to 2 pull-up banners in other areas of the symposium assigned location, but cannot be placed within the main hall, or the breakout rooms, or blocking any other exhibition or display space of either other exhibitors or PMI (incl. SPMI). Also any placed banners may not block passage ways or otherwise access ways where people may have to walk.
- h) All booth designs is to be approved by Marina Bay Sands Management and any special design or arrangements will need to be submitted to Marina Bay Sands management directly and approved by them, before setup will be permitted

## 6. Platinum Sponsors Room

- a) Platinum Sponsors will get the exclusive use of a room which may seat up to 30 persons.
- b) This room may be decorated as permitted by the regulations of Sands Exhibition and Convention Centre, and SPMI places no restriction on this. All costs for any such decoration or adjustments are the responsibility of the applicant.
- c) This room is supplied without any audio visual equipment or stage.
- d) Seating can be arranged either in classroom manner or in theatre style and must be advised to us by 1 month before the event.
- e) The rooms will be within the symposium venue area, but may not be directly adjacent to the applicant exhibition space.

## 7. Banner Size, Table Top Logos and Locations:

- a) Main Hall and breakout halls: There will be no banners present but a stage back drop instead where the logo or image of the Platinum (Top) and Gold Sponsors (Bottom) will be displayed.
- b) Entrance pillars: At the entrance way to the Symposium area there will be a pillar on either side. These will display the Logos for all sponsors (Platinum and Gold)
- c) Exhibit Area: Each sponsor may decorate their exhibit area for their own requirements. Exact dimensions will be given upon request. If a sponsor wishing to take advantage of the special rates we receive from our marketing vendor for production of banners or other display material, please contact us [symposium.sponsors@pmi.org.sg](mailto:symposium.sponsors@pmi.org.sg) and we will introduce you. All material must be placed within the boundary of the exhibit area to ensure no obstruction of the human flow through the area.
- d) Tea Table Top Logos: Platinum Sponsors will have their logos displayed on the tea tables in a stand up display (supplied by SPMI). Platinum Sponsors may also place their flyer on these tables in a flyer stand (supplied by the applicant).
- e) To maximize human traffic during tea-breaks and lunch, the tea-breaks and lunch will be held near the exhibition booths. Tea breaks and Lunch will be served within the exhibition space.

## 8. Exhibit Sponsorship

- a) Exhibition Spaces are divided into 3x2m (6m<sup>2</sup>) spaces. Exhibitors may book a single such space as per the sponsorship package indicated above, or multiples of such a space. Multiples can be either in a 3x4m format, 6x2m format each such space allows you 12m<sup>2</sup> area. Generically spaces are placed against the exterior walls of the hall. We provide a standard shell scheme (also commonly known as a booth), this includes walls, fascia (signage with your company name), a 13Amp power point, lighting and a table with 2 chairs.
- b) All exhibit spaces will be given on a first come first served basis, with the only exception of platinum sponsors who will get priority on any area.

## 9. Conference Bag Sponsorship:

A Conference bags will be given to every conference delegates. Sponsors logo will be printed on the bags along with SPMI logo. SPMI reserves the right to select any design / quality of bags.

## 10. Restrictions and Security:

To enhance the overall experience of the delegates and protect legitimate Symposium Sponsors, PMI Singapore Chapter will be assigning authorized staff under direction of the Event Management Team and will be supported by the Security Staff of Marina Bay Sands Convention centre on an as needed basis.

- a) No distribution of marketing materials will be done outside the booth area, except for the Platinum Sponsor.
- b) No un-authorized sponsor will be permitted to erect banners, notices or distribute marketing materials and brochures during the event. Un-authorized person will be asked politely to leave the Symposium Area within the allotted time, before contacting the venue security team.

- c) Color Coded ID Badges will be issued to the delegates, booth operators, speakers, event handlers and board members for easy identification on the level of access authorized.
- d) No offensive banners, logo or wordings will be allowed during the symposium event by PMI Singapore Chapter.

**11. Cancellation Policy and Fee:**

The following cancellation fee applies for all sponsorship packages.

- a) 50% Sponsorship Fee Refund Nett: If the cancellation is made on or before **30 November, 2015**
- b) 30% Sponsorship Fee Refund Nett: If the cancellation is made on or before **30 December, 2015**
- c) There will be no refund if cancellation is made after **15 January, 2016** since the Symposium Booklets, Booths and Banners are now under full production for the Symposium Event.

**12. Arrival on the Venue:**

The approved sponsors (Booth Operators and Symposium Delegates) should be at the venue at least 30 minutes before the start of the event each day, in order to register, prepare the Sponsor's Booth and your individual marketing materials.

**13. Others:**

This sponsorship package over-rides any other sponsorship package communicated earlier. The sponsorship packages are subject to change without any notice.

**14. Disclaimer:**

PMI Singapore Chapter, its authorized Event Management Team and Marina Bay Sands Convention Centre will be rendered harmless and free from any liability whatsoever, for actions and items beyond its control. This includes but not limited to loss, damage or theft of any sponsor materials and equipment during the event. PMI Singapore Chapter, reserves the right to modify and/or substitute sponsor entitlements due to unforeseen circumstances

Please contact us at [symposium.sponsors@pmi.org.sg](mailto:symposium.sponsors@pmi.org.sg), with your interest to sponsor us and to receive the application form

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