

PMXPO 2024

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Save the date for PMI's PMXPO 2024. Last year's program brought together over 80k attendees worldwide.

As a PMXPO Sponsor, your team can interact with your target audience and generate high quality sales leads from the convenience of your desk.

PMXPO DETAILS:

<https://pmi.org/pmypo>



PMXPO Thursday, 21 March

Preview day, Wednesday, 20 March
Complimentary registration for all attendees worldwide

2023 attendance

76k

Sponsorship Options	Platinum \$15,000	Gold \$10,000	Silver \$7,500	Booth \$5,000
Sponsor logo in attendee emails	✓			
Logo placement throughout virtual platform (exhibit hall banners, sponsor loop etc.) through the on-demand period (31 January 2025)	✓			
On-Demand Sponsored Breakout Session	15 min	15 min		
Live Day Pop-up Announcements	2	1		
Inclusion in PM Passport (virtual gamification) to drive attendance to your booth	✓	✓		
Virtual Resource Center assets for download, plus lead capture	3	2	1	
Booth registrations	10	8	6	4
Lead capture and downloadable lead reports	✓	✓	✓	✓
Customizable Interactive Booth with live chat and welcome video (Placement based on contract date, with like level sponsors). Booth accessible from live day to 31 January 2025	✓	✓	✓	✓
Posting of company participation on event microsite linked to company website	✓	✓	✓	✓

Sponsorship Add-ons

Digital Platform (Exclusive Opportunity) | \$10,000

Similar to an event app, this web based platform features exclusive sponsorship on landing page and all lobby pages. Platform is accessed by attendees through on demand deadline.

Virtual Selfie Station (Exclusive Opportunity) | \$8,000

A popular activation on the virtual platform. Virtual attendees capture a webcam photo and use their virtual profile and on social media. Your company logo appears alongside PMI on each photo and includes lead capture.

Sponsorship (8 Available) | \$3,500

Your company logo displayed in the carousel of each lobby page. Logo linked to your booth.

PM Passport gamification (limit 10) | \$3,000

Make your booth a "must" by all attendees. Join the PM Passport to encourage booth traffic.

On-Demand Sponsored Session | \$3,000

On-demand sponsored session (maximum 15-minutes in length). Recording to be linked to your booth to drive engagement. Plus, lead capture. Session will offer PDUs.

15-Second Commercial (3 available) | \$2,500

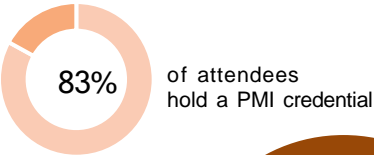
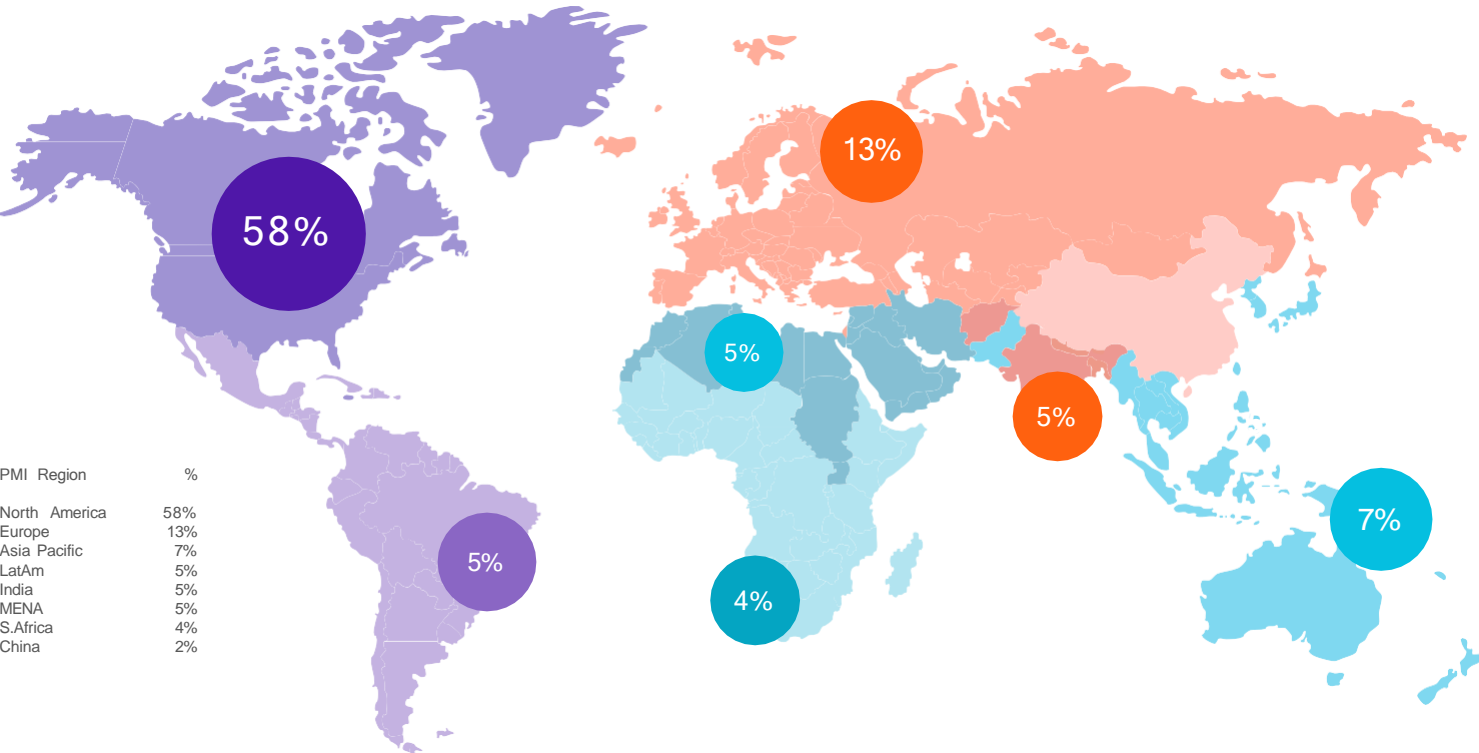
Your company commercial played prior to the start of breakout session(s). Exact timing and placement TBD.

Resource Center Asset | \$1,500 per asset (max of 3 assets can be purchased per Exhibitor)

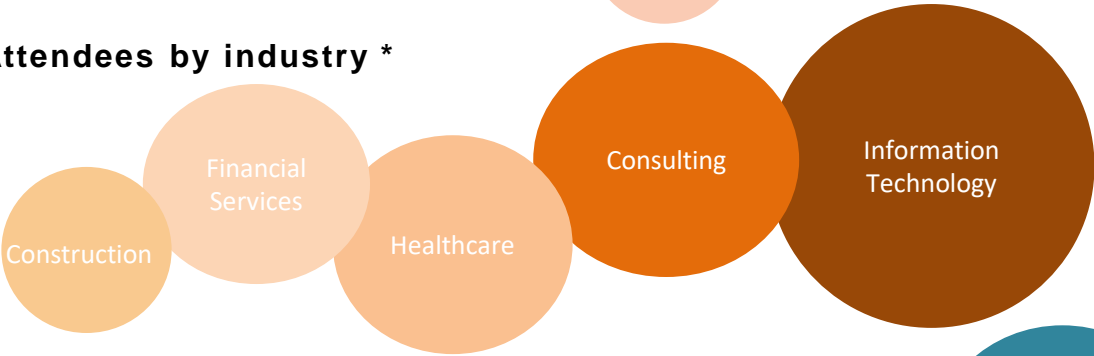
Include a brochure, case study or whitepaper in the Resource Center, plus, lead capture.



2023 Attendee Demographics



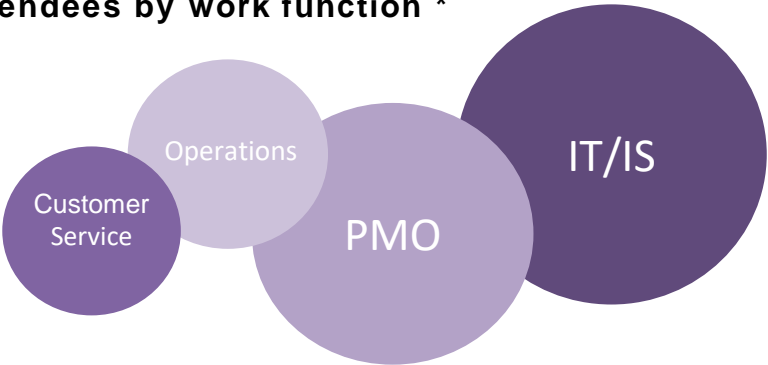
Attendees by industry *



Attendees by role *



Attendees by work function *



* Based on information received from attendees