



## **PMI® GLOBAL SUMMIT**

25 - 28 OCTOBER

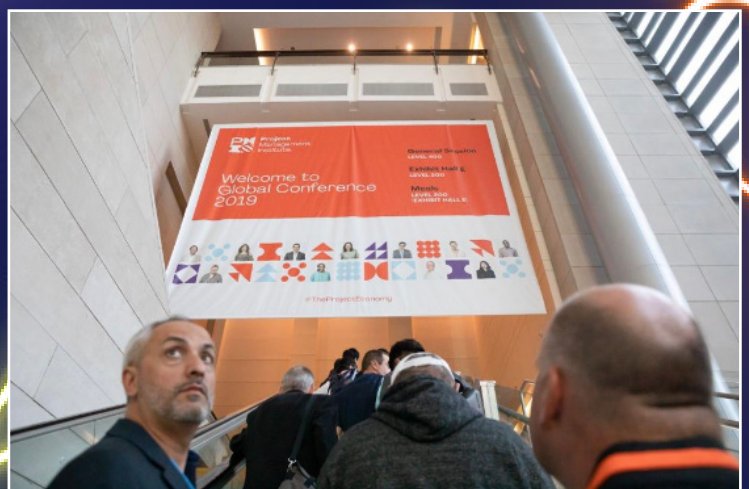
# **2023 SPONSORSHIP AND EXHIBITION OPPORTUNITIES**

### **Georgia World Congress Center**

285 Andrew Young International Boulevard NW  
Atlanta, GA 30313, USA

Email: [advertising@pmi.org](mailto:advertising@pmi.org)





# Demographics

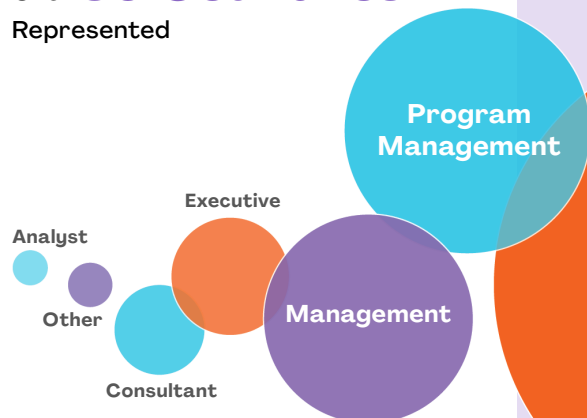
## About PMI® Global Summit

Join us in Atlanta, Georgia, USA, for the largest, in-person, signature event of the year. PMI® Global Summit 2023 will bring together the leaders and project professionals committed to making ideas reality. This 3-day event features an Exhibit Hall where practitioners can learn more about products and services that support the profession, daily keynotes and topic-based educational sessions, and have opportunities to network during receptions, excursions and engagement activities.

### IN 2022

Over **3,200** practitioners & PMI Chapter leaders in attendance

Over **80 Countries** Represented



### TOP INDUSTRIES

23%	Information Technology
10%	Healthcare
9%	Financial Services
8%	Consulting
6%	Education/Training
6%	Government
5%	Energy (Gas, Electric, Oil)

### AGES REPRESENTED

22%	35 and under
60%	36-54
18%	55+

### REGIONS REPRESENTED

5%	Asia Pacific
8%	EMEA
6%	Latin America
81%	North America

### YEARS WORKING IN PROJECT, PROGRAM, OR PORTFOLIO MANAGEMENT

5%	0-1 years
12%	2-4 years
29%	5-9 years
51%	10-19 years
35%	20+ years
3%	Prefer not to respond

### ROLE / POSITION WITHIN ORGANIZATION:

4%	Analyst
10%	Consultant
13%	Executive
23%	Management
27%	Program Management
54%	Project Management
5%	Other



## Exhibit Options

### Exhibit Hall Show Hours\*

#### 25 October

Move-in Noon – 4:00 p.m.

5:00 – 7:00 p.m.

Welcome Reception

#### 26 October

8:00 a.m. – 5:30 p.m.

5:45 – 8:00 p.m.

Celebrate with PMI! Reception

#### 27 October

8:00 a.m. – 5:00 p.m.

Move-out 5:00 – 8:00 p.m.

\*All booths must be staffed until 5:00 p.m.

### Hosting a Networking Event?

Approved PMI Exhibitors may host networking activities but may do so only before or after program hours.

An Exhibitor Function form must be submitted and approved by PMI no later than Friday, 22 September for these activities.

NOTE: There is no programming after 5:00 p.m. on 27 October, which makes it an ideal evening for networking events. Form will be available in the Exhibitor Kit.

#### 10x10

##### Includes

Two in-person exhibitor registrations

\$5,500

#### 10x20

##### Includes

Four in-person exhibitor registrations

\$9,500

#### 20x20

##### Includes

Six in-person exhibitor registrations

\$15,500

All booths include:

- Recognition on the Global Summit event website
- Recognition on on-site signage
- Logo and Booth # on meter board
- Exhibit Hall passes for up to 2 guest/clients/booth staff

Exhibition space includes a table, two chairs, wastebasket and sign. Audio Visual needs and booth carpet are the responsibility of exhibitor and can be ordered through the Exhibitor Kit.

If you have submitted a presentation to our program, please be aware that all submissions for PMI events are reviewed for quality of content and alignment with the educational program. It is important to note that participation as an exhibitor is not taken into consideration during the review of submissions, and it does not guarantee inclusion in the program.

## Maximize Your Exposure with Sponsorship

To craft your custom sponsorship, begin by choosing the Booth size you prefer (Exhibit required) then add on available Sponsorship options listed below.

**Platinum** | \$25,000 total investment or higher

**Gold** | \$20,000 – \$24,999 total investment

**Silver** | \$12,000 – \$19,999 total investment

# Sponsorship Options

- Exhibit Required -

## Add-Ons

### PRE-EVENT

Logo placement on registration website	<b>SOLD</b>	\$3,000
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Get the excitement started! Showcase your company logo which will be seen each time someone registers for the event.

Email confirmation	3 available	\$5,000
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Logo will be added to attendee confirmations emails.

Event Newsletters	3 available	\$5,000
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Include your booth logo to drive attendees to your booth!

### PROGRAMMING/PRESENTATIONS

30 minute Product Theater in Exhibit Hall	<b>SOLD</b>	\$6,500
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15 minute Product Theater in Exhibit Hall	Only 2 left!	\$3,500
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Product Theater presentations allow companies to promote product or service from the podium. Product Theater presentations are ineligible to offer PDUs. Scan data will be made available (less attendees who opted out).

60 minute Product Education Sessions	<b>SOLD</b>	\$7,500
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Sponsor an educational session to be held concurrently with other educational offerings during the event. This session will also be listed in the educational programming section of the event website. Attendees will be scanned into the session and scan data (less attendees who opted out) will be shared with sponsoring company after the event.

## Sponsorship Options, *continued*

- Exhibit Required -

### Add-Ons

#### OFFSITE

##### Offsite Learning Excursions

3 available

\$5,000

Take it on the road! Global Summit attendees are provided opportunities to see project management in action while participating in an offsite learning excursion. Sponsor receives logo placement, ability to network with 50-150 attendees, 2 reserved spots on the excursion and attendance data (less attendees who opted out).

**Tentative Excursions** (subject to change)

##### Excursion Option #1

###### Fox Theatre

Spend time touring a piece of Atlanta's cultural history! This learning tour includes:

- Tour of theatre, lobby, backstage areas (tour areas subject to change based on production at the time)
- Presentation on: Managing different projects (shows) with different timelines; Comparison of different types of shows and how the overall approach changes based on needs.

##### Excursion Option #2

###### Central Atlanta Progress: Walking tour of Downtown ATL

Atlanta is constantly changing, and this is your chance to get a close up look at recent developments!

Attendees will participate in 2 walking tours, learning about recent development including Centennial Yards and Newport Development Project. Tours will conclude with a presentation and brief happy hour at Flying Leap Brewery.

##### Excursion Option #3

###### The National Center for Civil and Human Rights

The National Center for Civil and Human Rights, which opened in 2014, is a museum and human rights organization in Atlanta that inspires people to tap their own power to change the world around them.

Tour includes:

- Introduction and welcome from member(s) of executive team
- Self guided tour of center with docents available for questions;
- Presentation by NCCHR staff after to include discussion and plans on upcoming building expansion.



## Sponsorship Options, *continued*

- Exhibit Required -

### Add-Ons

#### OFFSITE

##### Welcome to Atlanta City Tours

3 available

\$6,000

Global Summit attendees will have the opportunity to kick off the event by exploring the city of Atlanta through optional offsite city tours!

Sponsor will receive up to 2 reserved passes, logo placement on all signage for the specific outing, recognition in emails to confirmed attendees, ability to network with a minimum of 40 attendees (per excursion), recognition on the website announcing tour packages, and access to post event attendance data (less attendees who opted out)

#### Tentative Tours (subject to change)

##### Tour Option #1

###### Atlanta Trolley City Tour

The Peachtree Trolley will provide 90-minute fully narrated tours originating near Centennial Olympic Park and will introduce you to the "Must-Sees" of Atlanta. The tour includes a 10-12 minute stop at the Martin Luther King Jr. National Park

##### Tour Option #2

###### High Museum

The High Museum of Art is designed to meet audiences at the intersection of culture and community. Guests will be guided throughout the museum by a private tour guide.

##### Tour Option #3

###### College Football Hall of Fame

This experience is engaging and interactive from the moment guests step foot in the building. As guests arrive, they will receive All Access Lanyards that are linked to their favorite college team. Guests are able to participate in the on-field skills challenges and they can begin touring the exhibits upstairs.

##### Tour Option #4

###### World of Coca-Cola

Enjoy the champagne of the South while exploring it's history! The World of Coca-Cola is the only place in the world where you are invited to explore the fascinating story of Coca-Cola. Guests will get the opportunity to stop in the "Taste It" Room to sample up to the 60 different Coke products from every continent from around the Globe. Includes a custom coke bottle for all guests.

## Sponsorship Options, *continued*

- Exhibit Required -

### Add-Ons

#### ONSITE

##### Receptions & Keynotes:

<b>Celebrate with PMI!</b>	<b>3 available</b>	<b>\$20,000</b>
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The official reception of PMI Global Summit convening the largest community of project leaders. This party will feature PMI Awards honoring the people, projects, and teams moving the world forward.

Thursday, 26 October

Includes:

- Branded napkins
- Branded food and beverage
- Signage placement

<b>General Session Sponsorship</b>	<b>3 available</b>	<b>\$15,000</b>
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Sponsorship Includes:

- Logo recognition as the session sponsor
- Reserved front row seating for 10 people
- Up to one, 45 second commercial to be played from the main stage screen

<b>General Session VIP Seating</b>	<b>4 available</b>	<b>\$4,000</b>
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Reserve a private seating area during the General Session!

This area will be branded for you to invite your team and host your key contacts attending the event with comfortable seating and branding.

<b>Welcome Reception Sneak Peek of Exhibit Hall</b>	<b>3 available</b>	<b>\$10,000</b>
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Wednesday, 25 October, 5:00 p.m. – 7:00 p.m.

Includes:

- Branded napkins
- Branded food and beverage
- Signage placement



## Sponsorship Options, *continued*

- Exhibit Required -

### Add-Ons

#### ONSITE

##### Dog Petting Zone

1 available

\$10,000

A designated area on the show floor where attendees have the opportunity to meet and interact with rescue dogs in a safe and welcoming environment. This sponsorship includes signage in the space and a donation in your name to the rescue organization used during the event.

##### Global Summit 2023 App

1 available

\$15,000

Put your brand in the hands of attendees as they access the official mobile app for PMI Global Summit.

Sponsorship includes:

- Logo on opening splash page
- Brand and shout out on onboarding communication(s)
- 1 daily push notification post, PMI approved
- Logo placement on Interstitial page of the app



##### Global Summit 2023 App Interstitial Page

5 available

\$3,000

Be front and center when attendees access the event app! Tiles can be linked to a video or company website.



## Sponsorship Options, *continued*

- Exhibit Required -

### Add-Ons

#### ONSITE

##### Promotional & Exhibit Hall Opportunities:

Lanyard	<b>SOLD</b>	\$15,000
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The ultimate in logo exposure – your company logo will be worn by all Global Summit attendees.

Attendee Notebook	<b>SOLD</b>	\$10,000
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Each attendee will receive an Attendee Notebook to be used at the event and in the office!

Wifi Sponsorship	1 available	\$10,000
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Keep your company name top of mind for participants. Your company will be featured as the WiFi sponsor throughout the event.

Package includes On-site signage, event guide, and digital recognition.

“Grab and Go” Boxed Lunch Sponsorship	<b>SOLD</b>	\$7,500
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Available only on Saturday, 28 October, attendees will adjourn and complete their PMI Global Summit with a boxed lunch and return home.

Hotel Key Card	1 available	\$15,000
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Your brand will be prominently displayed on the key cards that hotel guests use multiple times throughout their stay, providing maximum exposure and visibility. This sponsorship includes approximately 2000 branded room keys distributed across multiple hotels including PMI's headquarter hotel.

Hydration Stations with Co-Branded Water Bottle	1 available	\$20,000
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Sponsorship includes 3000 eco-friendly water bottles with your brand logo and wrapped water coolers placed in the hall.

## Sponsorship Options, *continued*

- Exhibit Required -

### Add-Ons

#### ONSITE

<b>Exhibit Hall Entry Floor Graphics</b>	<b>3 available</b>	<b>\$5,000</b>
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Increase your visibility and make an impression with your company branding as a floor graphic in the exhibit hall.

<b>Themed Photo Wall</b>	<b>4 available</b>	<b>\$5,000</b>
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Photo walls are a popular attraction at events, providing the perfect backdrop for capturing memories. These photo walls will be available in various areas throughout the space including registration and the exhibit hall. As a sponsor of our photo wall, your brand will receive prominent exposure as attendees pose and snap photos in front of your logo or branded message.

<b>Escalator Runner</b>	<b>3 available</b>	<b>\$10,000</b>
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Showcase your company logo and message while riding the escalator of the Georgia World Congress Center.

<b>Restroom Branding</b>	<b>5 available</b>	<b>\$5,000</b>
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This bathroom sponsorship program offers a unique opportunity for your brand to reach a captive audience in a high traffic area with a relaxed environment. Your branding will be strategically placed in highly visible areas to ensure maximum exposure to everyone who enters the bathroom. Sponsorship includes signs above mirrors and floor clings outside of the bathroom.

<b>Hand Sanitizer Stations</b>	<b>2 available</b>	<b>\$7,000</b>
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Sponsorship includes 10 branded stations spread throughout the exhibit hall.



## Sponsorship Options, *continued*

- Exhibit Required -

### Add-Ons

#### ONSITE

##### Meeting Pods

2 available

\$6,000

Private meeting pods are a valuable resource for sponsors and attendees at PMI Global Summit. The pods feature comfortable seating, and a small work surface suitable for conducting meetings, demonstrations, or product presentations.

##### Wellness Zone

1 available

\$20,000

Transform your brand into a featured destination on the event show floor by sponsoring the Global Summit Wellness Pavilion. The Wellness Pavilion includes a built-out area with chairs, table, 3 massage therapists, a professional grade foot massager, spa-like ambience, and device charging.

Additional opportunities include:

- Hand out massage tickets at your booth to attendees that are scanned
- Highlight your brand by providing logo apparel for the massage therapists
- Provide signage in or station a representative in the Wellness Pavilion

##### Recharge Station

3 available

\$12,000

Designed to provide a comfortable and inviting space for attendees to network, relax, and recharge during the event. These areas will be furnished with comfortable seating, tables, and charging stations for electronic devices.

## Sponsorship Options, *continued*

- Exhibit Required -

### Add-Ons

#### Health and Safety Plan

As of 5 May, the World Health Organization (WHO) has declared that COVID-19 is now an established and ongoing health issue which no longer constitutes a public health emergency of international concern (PHEIC).

PMI continues its commitment to create a healthy and safe in-person meeting environment for our Community. To do our part, PMI will refer to any federal, local, venue and public health guidelines (i.e. CDC) to aid in health precautions for in-person meetings and events.

#### ONSITE

<b>Empowerment Zone</b>	<b>1 available</b>	<b>\$20,000</b>
The Empowerment Zone is themed to coach attendees on their resume and LinkedIn™ profile, and provide tips for interviews. Additional Exhibit Hall (2-4) presentations on these topics will be scheduled in the agenda. Sponsoring company will be noted as host of these presentations. Scan data will be made available (less attendees who opted out).		
<b>Glam Bar and Photo Headshot Station</b>	<b>SOLD</b>	<b>\$15,000</b>
Attract attendees with a glam bar and a professional photographer who will provide studio-quality headshot photos.		
<b>Coffee Break Sponsorship:</b>		
Drive booth traffic and raise awareness by sponsoring a break(s). Your logo will be included on agendas. Additional promotional materials may be provided by Company (must be approved by PMI).		
<b>Option #1: Exclusive Sponsorship, AM or PM Break</b>	<b>2 available per day</b>	<b>\$3,000</b>
<b>Option #2: Exclusive Full Day Sponsorship, AM and PM Break</b>	<b>2 days available</b>	<b>\$5,000</b>
<b>Bingo Card</b>	<b>3 available</b>	<b>\$950</b>
Drive traffic to your booth with PMI's Exhibit Hall Bingo Card. Attendees who complete this Bingo Card will enter to receive a free registration to next year's PMI Global Summit 2025.		

# Sponsorship Options, *continued*

- Exhibit Required -

## Add-Ons

### Health and Safety Plan

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### ONSITE

#### Additional Booth Access Passes

Booth pass includes access to Exhibit Hall only and Exhibit Hall activities.

Max 2  
passes per  
booth

\$350 per