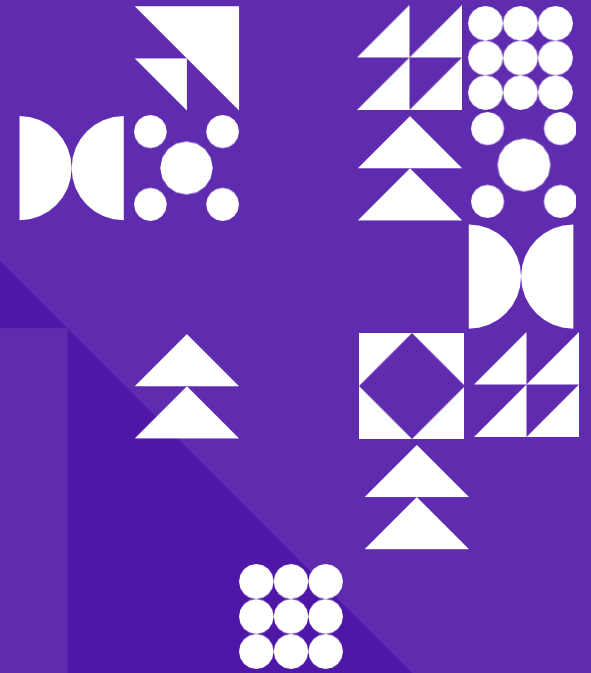




Virtual Experience Series 2023



Virtual Experience Series 2023



Save the date for 2023's PMI Virtual Experience Series. Last year's program brought together over 60K+ attendees worldwide.

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

SERIES DETAILS:

[PMI.org/virtual-experience-series](https://pmi.org/virtual-experience-series)

Virtual Experience Series Thursday, 15 June

Preview day, Wednesday, 14 June
Complimentary registration for PMI
members and paid access
for non-members

2022 attendance 18K

Each event will be available on-demand
through 31 January 2024

Second Event: Virtual Experience Series | 15 June 2023

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 2024	✓			
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	
Digital Swag Bag inclusion	✓	✓	✓	
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 8 June to 31 January 2024	✓	✓	✓	✓
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.

Digital Swag Bag Item | \$2,500
Provide free access, discounts or giveaways in the Digital Swag Bag that will be available to all attendees. Offer emailed to all attendees' post-event. Plus, lead capture.

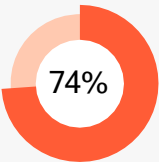
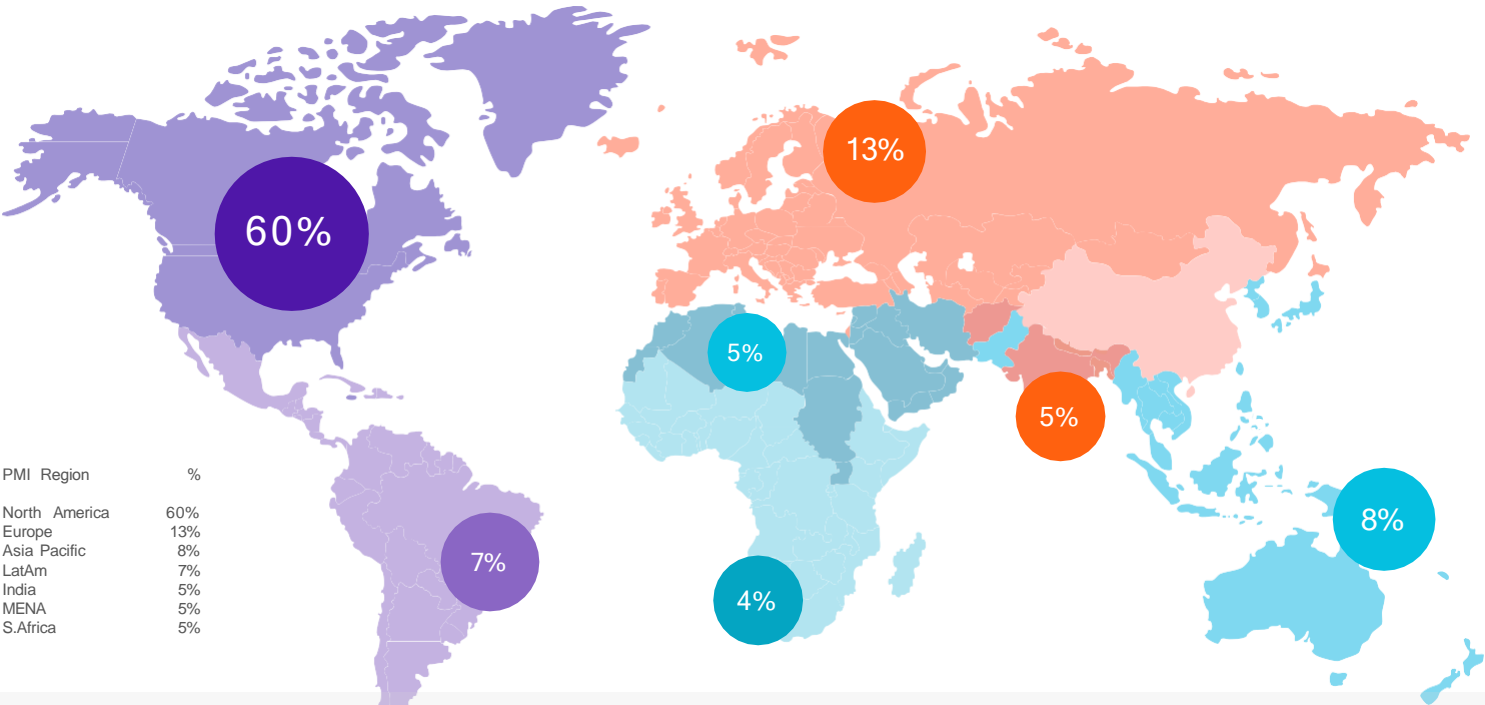
On-Demand Sponsored Session | \$3,000
On-demand sponsored session (maximum 15-minutes in length). Recording to be linked to your booth to drive engagement. Plus, lead capture. Session will offer PDUs.

15-Second Commercial (3 available) | \$2,500
Your company commercial played prior to the start of breakout session(s). Exact timing and placement TBD.

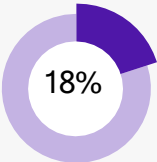
Resource Center Asset | \$1,500
per asset (max of 3 assets can be purchased per Exhibitor)
Include a brochure, case study or whitepaper in the Resource Center, plus, lead capture.



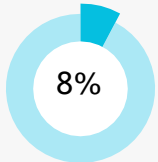
2022 Virtual Experience Attendee Demographics



of attendees hold a PMI credential

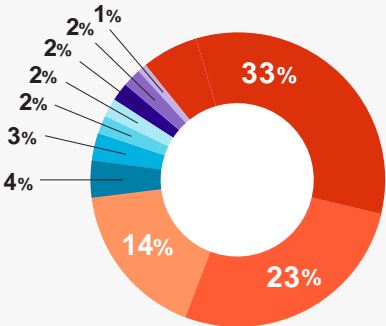


of attendees do not hold a PMI credential

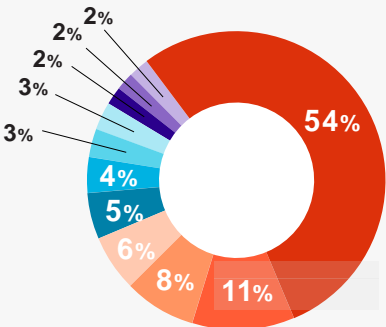


of attendees hold a PMI credential (other than PMP)

Attendees by work function



Attendees by role (%)



Attendance by industry (%)

Industry	Total	%
Information Technology	25.210	25%
Financial Services	8.104	8%
Healthcare	8.215	8%
Other	7.742	8%
Government	7.449	7%
Construction	7.178	7%
Consulting	7.184	7%
Energy (Gas, Electric, Oil)	6.038	6%
Manufacturing	5.179	5%
Telecom	4.841	5%
Training/Education	4.173	4%
Pharmaceutical	2.577	2%
Not Applicable	1.701	2%
Aerospace	1.665	2%
Automotive	1.630	2%
Food/Beverage	1.358	1%
Armed Forces	776	1%
Mining	637	1%
Legal	414	>1%