



PROJECT MANAGEMENT INSTITUTE
SAN DIEGO CHAPTER, INC.

**SEVENTH ANNUAL
PROJECT MANAGEMENT
CONFERENCE**



SPONSORS AND EXHIBITORS AGREEMENT

**WEDNESDAY EVENING, THURSDAY & FRIDAY
MAY 12, 13 & 14, 2010
CONFERENCE HOURS: WEDNESDAY, EVENING ONLY
THURSDAY AND FRIDAY: 8:00 AM – 6:00 PM
EXHIBIT HALL SET-UP: STARTING AT 6:30AM**

SAN DIEGO, CALIFORNIA

INTRODUCTION

Purpose

The purpose of the PMI-SD Annual Conference is to promote the discipline of project management, PMI International, and the PMI-SD Component within the San Diego business, institutional, and governmental communities. Additionally, the purpose is to bring more project management professionals into the PMI-SD Chapter organization. In addition to serving current PMI-SD Chapter Members, this event is an outreach to non-Chapter PMI Members, non-PMI project professionals, and related professional organizations.

The support and collaboration of our Sponsor and Vendor Partners is vital to the success of the Conference!

The Conference has key objectives that include:

- Provide project management education for a broad range of project management and non-PM professionals. Educational sessions serve new project managers, seasoned PMPs, business analysts, engineering and technical professionals, and departmental and business managers.
- Raise funds for the PMI-SD Component to further its mission in the San Diego region.
- Create a Vendor “value proposition” that rewards vendor participation since we cannot succeed without them.

For our Sponsor and Vendor Partners’ exhibits the Conference attendees have an opportunity to learn about project management products, services, and educational resources that are available to them.

Target Audience

The Conference target audience includes San Diego area PMI members, non-Chapter PMI Members, non-PMI project professionals, and related professionals. The target audience covers a wide range of professionals who are interested in project management with varying degrees of experience and skill within the discipline from the novice to the seasoned professional. It includes project managers and the technical professionals who are their team mates, as well as project management office (PMO) directors, business unit managers and corporate executives.

The target audience is not industry specific as the Conference attracts members from the following industries and more:

- Aerospace/Defense
- Biotechnology & Healthcare
- Construction
- Consulting
- Education
- Financial Services
- Government Organizations
- Information Technology
- Manufacturing
- Medical Technology
- Pharmaceuticals
- Software
- Telecommunications

EVENT DETAILS

- Dates:** Wednesday evening, Thursday & Friday, May 12, 13 & 14, 2010
- Location:** Handlery Hotel and Resort
950 Hotel Circle North
San Diego, CA 92108
Phone: 619.298.0511
<http://www.handlery.com/sd/>
- Contact:** Teresa Parker
PMI-SD VP Outreach
Email: Outreach@pmi-sd.org
- Meeting Format:** Wednesday evening Kick-off plus Two-day Conference & Exhibition

Attendees

We have had attendance of approximately 225 for the past few years. The forecast for the 2010 Conference will be a sell out with a goal of 320 attendees.

Promotion

Conference promotion occurs through:

- The PMI San Diego Chapter e-Newsletter with distribution of 1,200+ members
- The San Diego chapter website
- San Diego chapter e-mail broadcasts to 1,300 opt-in Subscribers
- Other PMI Chapters in California and around the USA
- Coverage in the trade media, general and business media, such as the San Diego Union-Tribune, the San Diego Business Journal, and the San Diego Daily Transcript
- Targeted marketing to local universities such as UCSD, SDSU, SMSU, and USD
- We will promote to organizations and in locations that we deem appropriate in our sole discretion.

SPONSOR AND SPONSOR INFORMATION

Packages

Please See the Package descriptions in the PMI-SD Sponsorship Matrix. Participation levels include:

Platinum - \$4,250 and includes Exhibitor space both days.	(Limit 3)
Gold - \$3,950 and includes Exhibitor space both days.	(Limit 5)
Silver - \$2,950 and includes Exhibitor space both days.	(Limit 10)
Gene Kranz Kick-Off Event - \$2,350 with Kick-Off Exhibitor Space	(Limit 1)
A La Carte Options – Various Amounts	(No Limit)

KEY DATES

Contract Signature Deadline – February 26, 2010

Final Payment Deadline – April 9, 2010

LETTER OF AGREEMENT

See Following Pages

LETTER OF AGREEMENT

PROJECT MANAGEMENT INSTITUTE – SAN DIEGO CHAPTER PROJECT MANAGEMENT CONFERENCE AND EXHIBITION 2010

Sponsor Name: _____
(Hereinafter referred to as Sponsor.)

Address: _____

Contact Name & Title: _____

Contact Phone #: _____

Contact Fax #: _____

Contact E-Mail: _____

This agreement is made this _____ day of _____, 2010 between the Project Management Institute San Diego Chapter, Inc. (hereinafter referred to as PMI-SD) and Sponsor, both intending to be legally bound by its terms and conditions.

PMI-SD offers Sponsors non-exclusive sponsorship rights to the PMI-SD Project Management Conference and Exhibition scheduled for Wednesday evening, Thursday and Friday, May 12, 13 & 14, 2010 from 8:00 AM - 6:00 P.M. at the Handlery Hotel and Resort located at 950 Hotel Circle, San Diego, California 92108 (or other suitable venue).

PMI-SD also offers Exhibitors non-exclusive exhibiting rights to the PMI-SD Project Management Conference and Exhibition on Friday, May 14, 2010 from 8:00 AM - 6:00 P.M.

1) PMI-SD agrees to provide Sponsors and Exhibitors the following benefits:

- a) Inclusion of Sponsor's organizational, product and/or service marketing information according to the Sponsorship Package selected. Sponsor will be responsible for providing any and all advertising copy, graphics, and layout for use by PMI-SD in producing the various Proceedings, Displays, et cetera.
- b) Use of Exhibit Hall space within agreed upon date and time constraints.
- c) Sampling, demonstration, and display opportunities within Conference events, as agreed.
- d) Promotional announcement by the Emcee(s), according to the Sponsorship package terms.

2) By initialing below Sponsor selects the following Sponsorship level:

a) Platinum - \$4,250 **Initials:** _____

b) Gold - \$3,950 **Initials:** _____

c) Silver - \$2,950 **Initials:** _____

d) Gene Kranz Kick Off event - \$2,350 **Initials:** _____

e) A La Carte Options below:

- ❖ **Sponsor Lunch Event** (Conference Training Day, Day 1 – 5/13) – Recognition on Stage Banner, in Program and by Emcee – INVESTMENT: \$1,175 **Initials:** _____
- ❖ **Sponsor Leadership Gathering event Hosted Bar** (Evening Day 1 – 5/13)–Recognition on Bar Display Placard, in Program, by Emcee–INVESTMENT: \$1,000 **Initials:** _____
- ❖ **Sponsor “Leadership Gathering” event Dinner** (Evening Day 1 - 5/13) – Recognition on Stage Banner, in Program and by Emcee – INVESTMENT: \$1,525 **Initials:** _____
- ❖ **Sponsor Lunch Event** (Main Conference, Day 2 – 5/14) – Recognition on Stage Banner, in Program and by Emcee – INVESTMENT: \$1,375 **Initials:** _____
- ❖ **Sponsor Evening Social Event** (Main Conference, Day 2 – 5/14) – Recognition on Stage Banner, in Program and by Emcee – INVESTMENT: \$1,375 **Initials:** _____
- ❖ **Premium Exhibitor Space (NEW – Friday ONLY)** – INVESTMENT: \$1000 – includes ½ page full color ad in the Conference Proceedings **Initials:** _____
- ❖ **Gene Kranz Kick-off Exhibitor Space** (5/12 only) – INVESTMENT \$1,500
- ❖ Exhibitor Space (Friday ONLY) – INVESTMENT: \$625 **Initials:** _____
- ❖ Full-color, Full-page Ad in Conference Proceedings – INVESTMENT: \$900 **Initials:** _____
- ❖ Full-color, Half page Ad in Conference Proceedings – INVESTMENT: \$525 **Initials:** _____
- ❖ B & W Full-page Ad in Conference Proceedings – INVESTMENT: \$450 **Initials:** _____
- ❖ Stuffing Sponsor-supplied Branded Item(s) in Registration “Welcome Pack” – HANDLING FEE: \$100 **Initials:** _____
- ❖ Raffle of Sponsor-supplied (and Branded, if desired) Door Prizes. Recognition by Emcee – HANDLING FEE: \$75 **Initials:** _____
- ❖ Additional conference meals for Sponsor staff beyond 2 attending. (Note: Exhibitor staff needs to register and pay for Conference Educational Events separately) – FEE: \$50 per person per day. **Initials:** _____

A LA CARTE Marketing **over \$1,500 includes** B&W Full-page Conference Proceedings Ad.

A LA CARTE Marketing **for Non-Profit Organizations allows** a 20% discount on Exhibitor space and 10% discount on all other items.

f) Premium Exhibitor space is limited and available based on PMI Conference criteria.

g) **TOTAL INVESTMENT:** \$ _____ **Initials:** _____

h) **FINAL PAYMENT due on April 9, 2010:** \$ _____ **Initials:** _____

3) **Each Sponsor or Exhibitor has the right to staff their booth** with not more than 2 representatives unless prior written approval from PMI-SD has been granted. If the Sponsor or Exhibitor wishes to “rotate” the people who are staffing their booth, that schedule needs to be received and approved by PMI-SD before the event begins.

4) This agreement does not grant the Sponsor or Exhibitor the right to use any PMI-SD marks including, but not limited to, trademarks, names, or logos. Nor does this agreement grant the Sponsor or Exhibitor the right to access or use any PMI-SD mailing lists. Sponsor or Exhibitor understands that PMI-SD does not endorse any specific products, services or organizations of any kind.

5) Sponsor or Exhibitor is solely responsible for any liability arising out of or relating to event sponsorship or exhibiting. The Sponsor or Exhibitor warrants and represents that it holds the rights necessary for representing or advertising all organizations, products and/or services it brings or provides to PMI-SD and the Conference. Sponsor or Exhibitor agrees to indemnify PMI-SD and to hold PMI-SD harmless from and against any and all claims, whether actual or threatened, causes of action, damages, liability, loss or any other expenses resulting from event attendance or promotion by the Sponsor or Exhibitor and/or PMI-SD.

6) This Agreement is non-cancelable by the Sponsor or Exhibitor. Sponsor or Exhibitor will forfeit any payment made in the event they are unable to participate in the event. Sponsor or Exhibitor may not assign this Agreement, in whole or in part, without the express written consent of PMI-SD. Any attempt to assign this Agreement will be null and void without the consent of PMI-SD.

7) PMI-SD will not be liable for the failure, in whole or in part, to print, publish, post, or display any promotional item(s). Furthermore, PMI-SD will not be liable for formatting, typographical, or other errors that occur in connection with the production of any items submitted by the Sponsor or Exhibitor. Sponsor or Exhibitor also releases PMI-SD from liability regarding delays in performance and/or non-performance resulting from any condition beyond the control of PMI-SD.

8) PMI-SD may terminate this agreement if any major, public controversy arises in connection with the Sponsor or Exhibitor or this agreement, which, in the reasonable opinion of PMI-SD reflects adversely and negatively on the organizational image of PMI-SD.

9) If the Project Management Conference and Exhibition is cancelled or disrupted by any cause outside the control of PMI-SD, Sponsor or Exhibitor as its sole recourse shall have the right of participation in a future PMI-SD event under the same terms and conditions as this agreement.

10) **Please mail** the completed agreement and all payments no later than April 9, 2010 to:

PMI-SD - VP of Finance
Attn: 2010 Conference
14525 SW Millikan Way # 24235
Beaverton, OR 97005-2343

Please also email your contract to Teresa Parker at Outreach@pmi-sd.org to let us know the contract has been signed and sent. If it is not too much trouble, **please attach a scanned copy of the signed agreement** to the email.

11) This agreement shall be interpreted in accordance with the laws of the state of California, and any legal challenge shall be heard in the courts of the San Diego County judicial system.

12) If any provision(s) of this agreement is/are held invalid, that invalidity shall not affect any other provision of the agreement which can be given effect without the invalid provision(s) and, to that end, the provisions of this Agreement are declared to be severable.

13) This document is intended by the parties as a complete and exclusive statement of the terms of their agreement. It supersedes all prior negotiations and agreements, proposed or otherwise, whether written or oral, between the parties concerning services provided by and between PMI-SD and the Sponsor or Exhibitor.

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Duly authorized and acknowledging on behalf of their respective organizations:

For the Sponsor

Signature: _____

Name & Title: _____
(Please print clearly.)

Date: _____

For PMI-SD

Signature: _____

Title: VP of Finance

Date: _____

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