



PM Fair 2022 - CALL FOR SPONSORS

PM Fair 2022 is a unique opportunity to revive the Project Management community after two years of the COVID-19 pandemic restricted events of its size. PM Fair is a tremendously popular annual event of PMI Belgium Chapter for over 20 years.

The PMI Belgium Chapter has a long-standing tradition of organizing an Annual Congress – PM Fair in the beginning of October each year since 1999.

The event is set up like a Fair and offers a fertile ground for professional interaction, networking and knowledge sharing. It provides many opportunities to exchange ideas, opinions, values and best practices with professionals from different industries/organizations in an informal environment. It encourages active participation in various PM roles at special booths. It allows sponsors to demonstrate their products and services to a targeted group of professionals. In a nutshell, it is a very special, very dynamic and a very friendly “Market” of Project Management.

As Project Management is not limited to any particular business segment or industry, we want to broaden our horizon with this concept to welcome practitioners, academicians, speakers, writers, lecturers, recruiters as well as sponsors from different organizations, industries, professions, universities, etc.

The Market Place consists of making our event a big fair. At the same place, it groups the sponsors, speakers, people who are looking for jobs and people who can share some opportunities. The Market Place is the central point of our event, the whole day, we organize animations, entertainment, content, networking. The purpose is to have people all day long in the Market Place. It's the place to be.

The theme for this year's congress is **“Change Management: Adapting our today for a better tomorrow”**

Our World is constantly changing at an ever-increasing pace. Change arrives in numerous forms; planned versus unplanned, disruptive vs adaptive, and with different grades and intensities. Consequently, it is met with various states of readiness; “crisis mode”, risk-managed planning, and organic growth are some examples. In this maelstrom of change it is therefore impossible to predict how everything will be organized and planned in the future.

The 2022 PM Fair plans to inspire our participants with 4 tracks:

Track 1: Organize, Prioritize and Operationalize

Track 2: Leadership, People Engagement and Team Collaboration

Track 3: Process Management Tools and Techniques

Track 4: Emerging and Disruptive Technology

At the end of the day, we expect to celebrate another WOW of PMI Belgium's event of the year.

Sponsoring opportunities

PM Fair is more than a learning opportunity. It is a chance to connect with over 200 industry experts and decision-makers. We offer you the best value according to your needs, whether they are exposure, networking, presenting or a combination of these.

From the options presented on the next page you can choose the package that best suits your organization's passion and needs.

We look forward to a conversation with you to discuss potential partnership opportunities and how you could best benefit from this unique event!

The sponsoring Team: sponsorship@pmi-belgium.be





A) Brand Positioning Packages

This section proposes several sponsoring packages which are focusing on the **PROMOTION** of your company/brand as amical supporters of the PMI Belgium chapter and the PM Fair congress.

Package	Description	Price
A1. Logo sponsor	Your Logo is visible on all our communications (website, social media, booklet, on site media displays)	500€
A2. Coffee Break Sponsor	Same as Logo Sponsor + an extra roll-up at the coffee buffet for more visibility	600€
A3. A5 page in Booklet	A2 + You get the possibility to place an A5 page with your own message in our booklet (direct communication with participants)	750€
A4. Congress Bag Goodie	A2 + You add a Goodie/toolkit/flyer in the Welcome Bag (you get visibility beyond the congress day...)	750€

B) Booths

You would like to have the possibility to have **face-to-Face privileged conversation** with each attendee; take a booth and interact with them all day long; take a chance to explain all your services in details, **build long term relationship** with potential clients, **deliver values for the attendees as contributor of the Market Place** and, why not, initiate some leads for your business, build long term relationship with potential clients

Package	Description	Avail.	Price
B1. Schools	Schools are invited by the chapter to connect and create partnership for the promotion of Project Management in their school	2	750€(*)
B2. Book Authors	Book authors are invited by the chapter to hold a booth for the promotion of their book(s), with the possibility to sell books to the participants	2	1,000€
B3. Non-profit	Non-profit organisation booth is offered by the Belgium chapter to develop X-organisation networking possibilities among members	2	1,250€(**)
B4. Corporate	With a booth you get the possibility to interact individually with each participant, for presenting your company, products and services, attract potential candidates to apply for your job vacancies and create sales leads...		2,500€

(*) equal to the entrance fees for 2 congress participants

(**) equal to the entrance fees for 2 congress participants + 1 logo sponsoring package fee

Entrances for maximum 2 persons included for managing the booth – Electricity is provided – Possibility to rent a TV Screen





C) Sponsored Content

As corporate sponsor you would like to get a possibility to be in **direct contact with the attendees**; take a speaker slot in our day program... The contents of the presentation must comply with and fit the PM Fair Theme and should provide added value to the PM Fair participants to attract audience.

Package	Description	Price
Sponsor Session (e.g. Customer Case Presentation)	Duration maximum 25 minutes (20 minutes presentation + 5 minutes questions such as TEDx style). Sponsors are responsible for attracting audience. Sessions will be presented in the program and scheduled throughout the duration of the congress.	1,500€

D) Become PM Fair Partners

You are an **unconditional supporter** of the PMI Belgium Chapter and the PM Fair; you feel it is your time to assist this non-profit organization with its finance aspects; you are **ready to take a part of some costs** of the PM Fair organization:

Package	Description	Price
D1. PM Fair Main Partner	As Main sponsor you are identified as the main partner for the congress, your brand is highly visible, thank you messages are regularly mentioning your Partnership with the PM Fair organisation	4,500€(*)
D2. Booklet Printing	You support the congress for the edition/printing costs	At cost
D3. Lanyard/badges production	You support the costs for the lanyards, the A6 Plastic badge and the printing of badges	At cost
D4. Conference Bag Production	You support the production costs of the goodie bag	At cost

(*) This represents about 10% of the total congress costs

Additional Benefits for All Sponsors

- Direct visibility of your company brand to the **project, program and portfolio management as well as Agile and SAFe community in Belgium**, through our well-developed communication network. (**3000+ Professional Project Managers**, through our Newsletters communication & Social Medias (LinkedIn, Facebook, Twitter))
- Your Logo on all the PM Fair communications (Posters, Roll-ups, Publications, PMFair.org website ...)

