



Sponsorship Opportunities

National Project Management Event

PMI United Kingdom Chapter

IndigO₂, Thursday November 3rd, 2011

Introducing. Synergy 2011 is an event to recognise the success of the profession and to celebrate Project Management. It will take celebrating the Project Management profession to a whole new level.

Synergy is planned to take place at the iconic Central London venue, IndigoO₂. IndigoO₂ can accommodate almost two thousand people and we plan to fill it with Project Managers! Synergy will be unique, inclusive, global, accessible but most important of all a true celebration of the profession.

The unique nature of the event combining entertainment with education means we anticipate attracting a diverse audience all of whom have one thing in common – their love of the Profession.

We are delighted to invite you to participate in this unique occasion and celebrate with us.



About us. We are the United Kingdom Chapter of the Project Management Institute (PMI). PMI is the world's leading not-for-profit membership association for the project management profession with over half a million members.

This landmark occasion is expected to be the biggest event of its kind ever seen in Europe. We have big plans and in order to realise these ambitions we need the support of our partners.

We wish to reach out to every organisation, industry and individual touched by Project Management to invite their participation in what we expect to be a fantastic experience for all involved.

Partner with us. We are currently seeking a variety of sponsors including headline and associate conference sponsors. A variety of other packages, including a VIP package aimed at entertaining clients are also available.

Benefits of Sponsorship. We genuinely believe we have something unique to offer and want as many of our supporters to celebrate with us as possible. In return Synergy presents a significant opportunity to:

- Signal a real commitment to the Project Management profession to your employees, clients and partners.
- Reward and recognise the commitment of your employees and those involved in successfully delivering projects.
- Raise awareness of your organisation/brand amongst a high quality/targeted audience.
- Engage in thought leadership with likeminded organisations/individuals.
- Network with decision makers.
- Impress and influence your existing clients and make new connections.
- Launch and promote a product/service.
- Develop new business.

A Celebration. Synergy will highlight the value of Project Management and the impact it can have when put to use effectively. A number of organisations are currently seeking to raise the level of professionalism specific to their Project Management capability. Synergy is not 'just another conference', in fact it's not a conference at all rather it's a landmark occasion celebrating the Project Management profession. We wish to make the day truly memorable. We are confident we will be able to offer an unparalleled bill of speakers and acts from the UK and overseas, acts that inspire, and speakers that truly make us proud to be Project Managers.

Inclusive. We want employers, professional bodies, academic institutions, government and of course practicing Project Managers to come together in recognition of the contribution we make as a Profession. Whilst being organised by the PMI United Kingdom Chapter we hope to benefit the professional at large. We truly hope all elements of the profession will wish to participate. We have made it our business to ensure the event is as inclusive as possible.

Affordable. Traditionally Project Management conferences can be costly affairs running into hundreds, if not thousands of pounds. We aim to challenge this model and charge much less, but offer much, much more. For us this is not about profit, it's about putting something back into the profession of which we are all a part.

G-local. The fact that the event is part of a wider network of events ensures a global dimension to the event, so global. The fact that it is being organised by the UK Chapter ensures a local flavour, hence 'G-local'. The vision is that the event will be a hub for the activities being organised to celebrate International Project Management Day 2011, which falls on the same day.

Unique. The format of the event ensures the audience will enjoy the day rather than 'endure' it. Statesmen, speakers from the Project Management profession and Industry at large will be combined with entertaining acts that portray key elements of Project Management. Further we have plans to undertake something never done before.

Big Society. Big Society will be one of the key themes at Synergy 2011. Project Management offers the tools and techniques to realise ambitions and deliver projects successfully.

At Synergy 2011, PMI UK will be launching an initiative to develop a project management toolkit aimed specifically at community based projects. Aligned with the hugely successful Big Society phenomenon, we hope to make our toolkit available to all such projects in the hope that the Chapter can make a small but valued contribution to their success. The toolkit will be supported by a register of Project Managers willing to volunteer their time to support these same projects.

The UK Chapter is also supporting two projects that will bring project management teaching to school children. Pilots are already planned and through an exciting and engaging format we hope to create a real passion for Project Management in our schools. We plan to share the initial results of these at Synergy 2011.



The ultimate aim of these projects is to introduce project management into the National Curriculum (England) and the Curriculum for Excellence (Scotland).



Main Sponsorship Packages

Item	Diamond	Gold	Silver
Price	£25,000	£12,000	£6,000
Sponsors Logo on Conference Website	Yes	Yes	Yes
Sponsors Logo on Programme Leaflet	Yes	Yes	Yes
Sponsors Logo on all PMI adverts used in promotion of the event.	Yes	Yes	Yes
Advertisements to appear in frames in IndigoO2	Yes	Yes	Yes
VIP Seats	25	12	5
Exhibition Stall at the arena	1	1	-
Sponsors logo to appear in Reception	Yes	Yes	-
Sponsors logo announced as 'Overall Conference Sponsor'	Yes	-	-
Sponsors logo to appear on main conference signage	Yes	-	-
Opportunity to distribute a gift to the delegates during registration	Yes	-	-
Sponsors logo to be PROMINENT as compared to other sponsors	Yes	-	-
Potential Advertisement on the event day (2 mins – pre-recorded clip)	Yes	-	-

Please note: All prices above excludes VAT

Other Packages

Item	Price
<p>Wireless Network There is an opportunity to sponsor a wireless network for the Conference. This allows delegates to connect to the web from their own wireless enabled laptop. The sponsor's name and logo will be displayed on the first page accessed by the delegate.</p>	On Request
<p>Abstracts on 1GB USB Memory Stick Abstracts on 1 GB USB memory stick with company name and logo. A leaflet to be placed on the seat or coupon will be placed in delegate bags and memory stick can be redeemable at the supporter's exhibit.</p>	£2,000 +costs
<p>Name Badges & Lanyards Fabric lanyards are imprinted with the supporter's logo and distributed to approximately 2,000 delegates onsite.</p>	£3,000 +costs
<p>Water Bottles With the seating arrangement in the arena this will be the most popular item in the hand of every delegate and most sought after. Your chance to customise the bottle with your logo and company message.</p>	£2,000 +costs
<p>Delegate Bag A great souvenir for the day for each delegate. A unique and lasting opportunity to highlight your company name.</p>	£4,000 +costs
<p>Programme at a Glance In constant use during the event. It contains useful information 'at a glance' including the programme, associated social events and general information. Distributed in the Conference bag, this is an ideal opportunity for a company to draw attention from delegates.</p>	£2,000 +costs

Please note: All prices above excludes VAT



Please complete and return to PMI UK via service@pmi.org.uk

Invoicing details (please complete as you want it to appear on the invoice – note all fields MUST be completed)

Please indicate which package you wish to book:

- Diamond Sponsor £25,000
- Gold Sponsor £12,000
- Silver Sponsor £6,000

- Wireless Network On request
- Abstracts on 1 GB USB Memory Stick £2,000 + costs
- Name badges & Lanyards £3,000 + costs
- Water Bottles £2,000 + costs
- Delegate Bag £4,000 + costs
- Programme at a Glance £2,000 + costs

Client Name _____

Address _____

City _____

Postcode _____

Contact _____

Telephone _____

Email _____

Purchase Order Number _____

VAT Number _____

I certify that I am authorised to sign this application and enter into this contract for advertising, exhibition space and sponsorship on behalf of the above named client.

Authorised signature _____ Date _____ (dd/mm/yyyy)

Print name _____





1. Definitions

In these Terms and Conditions the term "Company" means any person, firm or company who has made application for and has been granted an Event stand or sponsorship package in the Event as detailed on the Application Form. The term "Organiser" means the Organiser identified on the Application Form or its assignees.

2. Application for Stand Space / Sponsorship Package

Application for stand space / sponsorship package at the Event must be made on the Organisers official Application form unless otherwise agreed in writing by the Organiser. Until the completed Application Form has been received and accepted by the Organiser, the Organiser has the right without giving notice to the Company to reallocate the package / space to another Company and the reservation will be null and void.

3. Allocation of Stand Space

Every effort shall be made to allocate to the Company the stand space which has been ordered. However, to facilitate an effective layout of the Event and if the Organiser believes it to be in the best interest of the Event, the Organiser has the right to make a stand space reallocation at any time.

4. Payment

All payment must be made in accordance with the terms and methods set out on the invoice. In the event the Company fails to meet any such payment obligations (whether as to the amounts or date of payment) then the Organiser reserves the right to cancel its contract with the Company and to resell or reallocate the stand space allocated to the Company and the provisions of paragraph 5 below relating to cancellation charges shall apply.

5. Cancellation of Sponsorship Package / Stand Space

If the Company wishes at anytime prior to the Event to cancel or reduce the sponsorship package / stand space allocated to him, then written notice of such wish, stating the reasons for such cancellation or reduction, must be given to the Organiser by Recorded Delivery post. For the avoidance of doubt the Organiser shall not be obliged to accept the Company's notice of cancellation or reduction. The date of cancellation shall be the date the Organiser notifies the Company that it accepts the Company's notice. In the event that the Organiser accepts the Company's notice of cancellation or reduction of his stand space, or in the event that the Organiser terminates the contract with the Company for whatever other reason, the Organiser shall have the absolute (but without prejudice to any other right or remedy available to the Organiser and without being under liability to refund or reduce any payments due under these Terms and Conditions) to reallocate or resell the sponsorship package/ stand space allocated to the Company and to apply the following cancellation charges.

Time of cancellation occurring prior to the commencement of the Event. If the notice is given at least 120 Days before the start of the Event then 50% of the total cost as set out on Application form and invoice will be due. If less than 120 Days notice is given then 100% of the total cost as set out on the Application form and invoice will be due. The Company hereby acknowledges that the above amount represents reasonable compensation for the costs incurred by the Organiser as a result of the Company's cancellation and that they do not represent penalty.

6. Reduction of Space

In the event the Company notifies the Organiser in accordance with paragraph 5 above that he wishes to reduce the size of his stand space, then the Organiser shall be entitled to resell or reallocate such stand space and to apply the scale of cancellation charges set out. In paragraph 5 above to the total cost according to the amount by which the original stand space allocated to the Company is reduced.

7. Stand Space and Exhibits

Plans for specially built stands or displays other than those constructed from any such shellscheme must be submitted by the Company to the Organiser for approval Before construction is ordered. No acceptance by the Organiser of the Company's Application Form or allocation of The Company's name to any particular part of any Event floor plan or stand number will constitute any agreement, warranty or representation by the Organiser that the Company is entitled to exhibit at the Event in such particular location. The Organiser reserves the right without being required to give notice to the Company to alter the layout of any Event floor plan or position of any stand at anytime.

8. Compliance with Regulations

The Company shall abide by and observe all requirements, laws, rules and regulations whether imposed by the Organiser, the proprietors or managers of the Event or any municipal, governmental or other competent authority.

9. Cancellation or Change of Location or Date of Event

In the event that by reason of any event outside the Organisers reasonable control (including, without limitation, any strike, whether official or unofficial, or other industrial action involving the Organisers own workforce) the Event or any part thereof is prevented from being held in a particular location or on a particular date the Organiser shall be entitled in its absolute discretion to cancel, relocate or change the date of all or any part of the Event or reduce the planned period for preparation, display or dismantling of the Event and in such event any refund of payment to the Company shall be at the absolute discretion of the Organiser.





Such refund, if given, shall be such proportionate share of the balance of the aggregate exhibit fees received by the Organiser in relation to the Event as the Organiser thinks fit after deducting expenses incurred by and reasonable compensation for the Organiser, but in no case shall the amount of any refund to the Company exceed the amount paid by the Company nor shall the Company be entitled to review or audit any of the Organisers financial records.

The Company hereby acknowledges that in the event any of the circumstances referred to in paragraph 11.1 occur he shall have no right to any refunds, damages or expenses. In the event the Event (or part thereof) is cancelled by the Organiser for commercial reasons, including without limitation, lack of support, then all payments made by the Company to the Organiser will be refunded, but the Company hereby agrees that in such circumstances he will have no further claim (whether for damages or otherwise) against the Organiser.

10. Default and Company's Insolvency

If the Company breaches or fails to perform or observe any obligations or restrictions set out in these Terms and Conditions, or if the Company becomes bankrupt, commits any act of bankruptcy, ceases to carry on business, goes into liquidation, or has a receiver, administrative receiver, manager or administrator appointed in respect of any of its assets or enters into any composition with its creditors generally or has a petition preserved for the making of an administration order or has an order made or resolution passed for it to be wound up (otherwise than in furtherance of any scheme for amalgamation or reconstruction) or undergoes any similar or equivalent process in any jurisdiction then the Organiser shall be entitled without notice to the Company to terminate its contract with the Company forthwith and to resell or reallocate the stand space allocated to the Company and the provision of paragraph 5 above relating to the cancellation of stand space shall apply.

11. Limitation of Liability

The Organiser, its employees or agents shall not be liable for any loss, theft, damage or any injury to persons or property suffered by the Company, its employees or agents. Information given by the Organiser about the Event is accurate to the best of its knowledge but does not constitute any warranty or representation by the Organiser and therefore any mistake or omission will not entitle the Company to cancel his stand space booking.

Whilst the Organiser shall use its reasonable endeavours to organise and promote the Event in such manner as it considers appropriate, the Organiser reserves the right to amend or vary the manner or methods of such organisation and promotion and therefore any statements made by or on behalf of the Organiser as to audience projections and organising strategy shall not amount to any representation or warranty.

12. Indemnity

I. The Company hereby fully and effectually indemnifies the Organiser against all costs, claims, demands, proceedings and losses whatsoever made against or incurred by the Organiser, its employees, agents or contractors as a result of any cause whatsoever arising in connection with the participation in the Event of the Company, his agents, contractors or employees. The Company also fully and effectually indemnifies the Organiser against any claim made by any contractor or agent appointed by the Organiser as a result of a failure on the part of the Company, his agents, contractors or employees to perform in any way any contract entered into by the Company with such contractors or agents. II. If the Company is a limited company, the directors of the Event hereby undertake to fully and effectually indemnify and keep indemnified the Organiser its employees, agents and contractors against all costs, claims, demands, proceedings and losses for which the Organiser or its employees, agents and contractors may become liable in consequence of damage or injury to any person or property occasioned by or arising out of the act, default or negligence of the Company, its employees or agents or any other person under its direction or any independent contractor engaged by it.

13. Assignment

The Company shall not be entitled to assign or delegate to a third party, any rights or obligations of the Company arising under these Terms & Conditions. The Organiser shall be entitled to assign the benefit (subject of burden) of its contract with the Company without notice to or consent from the Company.

14. Entire Agreement

These Terms and Conditions contain the entire agreement between the Organiser and the Company and may not be changed orally, but only in writing signed by a duly authorised representative of the party against whom enforcement of any waiver, charge, modification or discharge is sought.

15. Governing Law and Jurisdiction

These Terms and Conditions shall be governed by and construed in accordance with the laws of England and the Company irrevocably submits to the exclusive jurisdiction of the English Courts.

