The leading conference for business analysts and project managers.
I am honoured to be hosting the 2016 edition of ProjectWorld*BusinessAnalystWorld Winnipeg.

Diversified Communications has been producing project management and business analyst conferences for almost 2 decades. Our event portfolio currently spans over 16 cities across the Canada and the US and we are consistently growing to reach new BA and PM communities.

ProjectWorld*BusinessAnalystWorld provides an environment for project managers and business analysts to learn from leading education providers, industry thought leaders, and most of all, from each other. We have expanded our offerings to include Change Management and Executive tracks and workshops.

Sponsoring and/or exhibiting at PW*BAW provides you with the opportunity to demonstrate your products and services directly to attendees. We know how important those crucial face-to-face meetings with your target market are to your business. Keeping this in mind, we have planned a multitude of activities to encourage attendee/sponsor interaction, both in the conference program and on the tradeshow floor.

As always, I am more than happy to work with you to create a customized package that best serves your corporate ROI.

I sincerely hope that you will consider sponsoring the 2016 edition of ProjectWorld*BusinessAnalystWorld Winnipeg.

If you have any questions, or require additional information, please do not hesitate to contact me directly.

I look forward to working with you!

Erin Poredos
Conference Manager
ProjectWorld*BusinessAnalystWorld
Diversified Communications Canada
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Overview

Sponsors of our regional events are able to connect to the key decision makers and influencers from the region’s leading organizations. ProjectWorld*BAWorld provides the ideal opportunity for sponsors to meet with prospects from many different industries who are eager for solutions that will save them time and money. Not only is this an opportunity to share information on innovative tools and services, but this conference also initiates fun and innovative attendee engagements that are valuable for ROI. Attendees are eager to enhance their career and more importantly, looking for great training programs, better tools and new ideas to help them achieve their career goals.

Our event will be held at:

RBC Convention Centre
Winnipeg, Manitoba
November 8th - 10th, 2016

Event Objectives

Provide an opportunity for local PMs & BAs to:

- Learn more about their profession and improve their skills
- Meet other PMs & BAs and industry leaders
- Learn about the PMI & IIBA and other association partners
- Learn about innovative tools and services that can enhance their productivity and efficiency

Format:

Our event is 3 days long featuring:

- 2 Symposium days with 18 sessions
- 1 Day Workshop (2 workshops)
- 2 Keynote speakers
- Panel discussions
- Networking reception
- Exhibitor showcase running throughout the two symposium days
Platinum Sponsorship

$5,000

- One full-page ad in the conference program guide
- Recognition as a Platinum Sponsor on conference website and program guide
- Corporate Logo displayed on all on-site banners
- Corporate Logo and 100 word company description in the sponsor section of the program guide and conference website
- Two table top displays (6’ each) during the conference (session and workshop days)
- Two sponsor email blasts to pre-registered attendees, as part of pre-show logistics email to include company name, 75 word description and link to company website (via DCC)
- Keynote speaker or roundtable discussion seat drop (material to be approved by DCC)
- Two organizational literature or marketing items (to be approved by DCC) for inclusion in the attendee conference bag and/or padfolio.
- Three VIP Guest Passes for your clients and/or staff for the Conference days
- One VIP All Access Guest Pass for your client or staff for the Workshop days
- Two E-Media Marketing (Advertisement, webinar, or newsletter article in BusinessAnalystTimes or ProjectTimes)

Gold Sponsorship

$3,500

- Recognition as a Gold Sponsor on conference website and program guide
- Corporate Logo displayed on all on-site banners
- Corporate Logo and 75 word company description in the sponsor section of the program guide and conference website
- One table top display (6’ each) during the conference (session days)
- One sponsor email blast to pre-registered attendees, as part of pre-show logistics email to include company name, 75 word description and link to company website (via DCC)
- One organizational literature or a marketing item (to be approved by DCC) for inclusion in the attendee conference bag and/or padfolio
- Three VIP Guest Passes for your clients and/or staff for the Conference days
- One E-Media Marketing (Advertisement, webinar, or newsletter article in BusinessAnalyst Times or ProjectTimes)
Silver Sponsorship
$2,500
• Recognition as a Silver Sponsor on conference website and program guide
• Corporate Logo displayed on all on-site banners
• Corporate Logo and 50 word company description in the sponsor section of the program guide and conference website
• One table top display (6’ each) during the conference (session days)
• One sponsor email blast to pre-registered attendees, as part of pre-show logistics email to include company name, 75 word description and link to company website (via DCC)
• One organizational literature or a marketing item (to be approved by DCC) for inclusion in the attendee conference bag and/or padfolio

Tech Spotlight
$3,000
• Recognition as a Tech Sponsor on conference website and program guide
• Corporate Logo displayed on all on-site banners
• Corporate Logo and 50 word company description in the sponsor section of the program guide and conference website
• One table top display (6’ each) during the conference (session days)
• One sponsor email blast to pre-registered attendees to highlight Tech Spotlight to include company name, 75 word description and link to company website (via DCC)
• 20 minute demo of product/software in designated area in lunch room
• One organizational literature or a marketing item (to be approved by DCC) for inclusion in the attendee conference bag and/or padfolio
Lunch Sponsorship

$5,500

- Recognition on the conference website and program guide
- Corporate Logo displayed on all on-site banners
- Corporate Logo and 75 word company description in the sponsor section of the program guide and conference website
- One table top display (6’ each) during the conference (session days)
- One sponsor email blast to pre-registered attendees, as part of pre-show logistics email to include company name, 75 word description and link to company website (via DCC)
- Keynote speaker or roundtable discussion seat drop (material to be approved by DCC)
- One organizational literature or marketing item (to be approved by DCC) for inclusion in the attendee conference bag and/or padfolio
- Three VIP Guest Passes for your clients and/or staff for the Conference days
- One E-Media Marketing (Advertisement, webinar, or newsletter article in BusinessAnalyst Times or ProjectTimes)
Cocktail Reception Sponsorship

$5,000

- Recognition on the conference website and program guide
- Corporate Logo displayed on all on-site banners
- Corporate Logo and 75 word company description in the sponsor section of the program guide and conference website
- One table top display (6’ each) during the conference (session days)
- One sponsor email blast to pre-registered attendees, as part of pre-show logistics email to include company name, 75 word description and link to company website (via DCC)
- Corporate Logo to appear on all drink tickets (included in every attendees name badge).
- Sponsor may address the delegates during the networking cocktail reception which takes place after the final afternoon session of the first day.
- One organizational literature or marketing item (to be approved by DCC) for inclusion in the attendee conference bag and/or padfolio
- Three VIP Guest Passes for your clients and/or staff for the Conference days
- One E-Media Marketing (Advertisement, webinar, or newsletter article in BusinessAnalyst Times or ProjectTimes)
Exhibit space is reserved primarily for official conference sponsors and associations. In order to accommodate organizations who do not wish to take advantage of the full sponsorship package benefits, the following exhibit-only options are offered.

**Table Top Exhibitor**

$1,500

- Corporate Logo and 50 word company description in the sponsor section of the program guide and conference website
- One table top display (6’ each) during the conference (session days)
- Two Exhibitor passes for the conference (session days)

**Note:**
Only exhibitors with passes are allowed to staff the table top displays. Event presence display areas are the responsibility of the sponsor. DCC does not provide displays, only 6’ tables. An Exhibitor Kit will be provided to all exhibitors with details pertaining to the set-up for the conference.
ADDITIONAL INTERACTIVE OPPORTUNITIES

Need a creative idea? Ask us!

We want our attendees to have the best experience possible. Our team is always available to provide creative feedback and out of the box ideas to help you get up close and personal with attendees.

HERE ARE A FEW WAYS:

- Tech Spotlight
- Onsite Giveaway
- Minute to Win It
- Exhibitor Passport
- Networking Events

Contact us to find out more about these interactive features.
E-Media & Social Media

The sponsor should note that DCC is the publisher of BATimes.com and Projecttimes.com—two of the world’s most popular portals for Business Analysts and Project Managers. Our LinkedIn is updated daily with posts to our followers and group members.

There are many opportunities for sponsors to advertise or place an article on BA Times or Project Times, as well as post their own company webinar.

E-media/Social Media Marketing Options can be personalized to the sponsor’s need, as well as utilization for a customized package option.
Multi-City Pricing:

3 – 5 cities = 5% off each price point
6 – 8 cities = 10% off each price point
9+ cities = 15% off each price point

For more information on each event, please go to:
http://www.pmbaconferences.com/
The Keynote speakers were very good. They provided a good start to the day. The contest to visit the sponsor tables for stamps was a good idea. This provided an “ice-breaker” to approach the sponsor and get more information.

– Dennis Aquino, GreatWestLife

I think this was one of the best conferences I have attended. It provided practical and useful information and techniques that can be applied to my work right away. The networking opportunities were great, and I made a number of good new connections with BA practitioners and leaders in the Winnipeg BA community. It was definitely worth the time and investment.

– Calvin Hawley, Manitoba Education and Advanced Learning

The content of most of the speakers I saw was good, and contained content I could use right away in my day to day job.

– Krista McDonald, Jazz Aviation

The wide mix of presentation and discussion topics was great. It was a great experience and I will be attending in the future and recommending it to others.

– John Kennedy, President, Kennedy Consulting Group

Meeting with the people I know in the local community as well as those who travelled for the event. At a senior level, building and furthering relationships is more valuable than the topics. That said, the topics and presenters were very good and I had some takeaways.

– Kris Hiebert, Online Business Systems

Great facility, good location. Well run, everything on time!

– Allan Okano, WCB of MB

Be sure to join our PS*BAW Winnipeg LinkedIn Group to connect with your industry peers to discuss session and workshop topics, information updates, networking opportunities and more!