



Project
Management
Institute.
Canadian West Coast

PM WEST
Annual Conference

Table of contents

03 About PM West 2023

05 PM West 2022 Conference Photos

06 Program at a Glance

07 Who Attends PMWEST?

08 Why Sponsor?

09 Benefits Table

10 Sponsorship Description

14 i3 Expo Details

15 Payment Form

16 Social Media Buzz

17 Contact Us



About PM West 2023



The Project Management Institute (PMI) is the leading, non-profit international organization dedicated to promoting professionalism in the practice of project management. **The PMI Canadian West Coast Chapter**, established in 1979 and based in Vancouver BC, has over 2,900 members. The Chapter has a highly successful series of programs attracting project management practitioners from a wide spectrum of industries and organizations. CWCC PMI has two primary goals:

- To help our members build their project management careers
- To provide a community for the project management industry in BC

PMWest is the biggest gathering of project management experts in the Western region. Hosted by the **PMI Canadian West Coast Chapter**, the annual conference attracts aspiring project managers to senior level PM's, offers top-quality educational content and memorable networking opportunities.



The 2023 conference theme is **i3 – Ignite, Innovate, and Impact**. The one-day conference will allow attendees to earn up to 6 PDU's from experts-led educational sessions. There will also be dedicated time throughout the conference for practitioners to learn more about products and services that support their professional needs.

About PM West 2023



IGNITE

Representing the theme of Ignite, the flame of fire captures the spark of inspiration that ignites our passion for innovation and growth. Just as a single spark has the potential to start a blazing fire, our collective ideas and determination have the power to spark transformational change within our projects and organizations.



INNOVATE

The blue light bulb embodies the theme of Innovate, symbolizing the brilliance of new ideas and the creative thinking that propels us forward. Like the light bulb illuminates the darkness, innovation illuminates the path to progress. Let us embrace the spirit of curiosity and exploration as we seek novel solutions to complex challenges.



IMPACT

The arrow firmly lodged in the dart represents the impact theme, signifying our direct and purposeful actions to create meaningful change. With precision and determination, we aim for targets that drive positive outcomes and leave a lasting mark on our projects, teams, and communities.

PM West 2022 “Future is Now” Conference



2023 | IGNITE INNOVATE IMPACT

PMWest 2023 Annual Conference

November 17, 2023 | Marriott Pinnacle Vancouver

PROGRAM AT A GLANCE

TIME

AGENDA

8:00	Registration Open		
8:30	Opening Remarks & Keynote		
9:45	Refreshment Break		
10:00	Breakout Session	Breakout Session	Breakout Session
11:00	Refreshment Break		
11:15	Breakout Session	Breakout Session	Breakout Session
12:15	Networking Lunch		
14:00	Breakout Session	Breakout Session	Breakout Session
15:00	Refreshment Break		
15:15	Breakout Session	Breakout Session	Breakout Session
16:15	Refreshment Break & Last Chance to Check Out i3 Expo!		
16:30	Closing Keynote & Remark		
17:45	Reception		
20:00	Conference END		

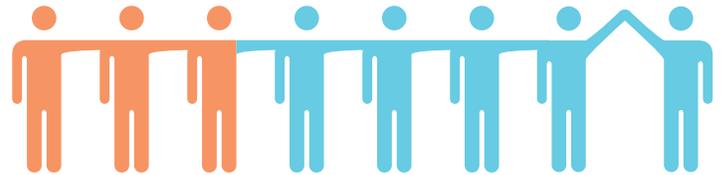
9:30 - 16:30
i3 Expo

Latest update: August 3, 2023

Who Attends PMWEST?

+2,900 Active Members

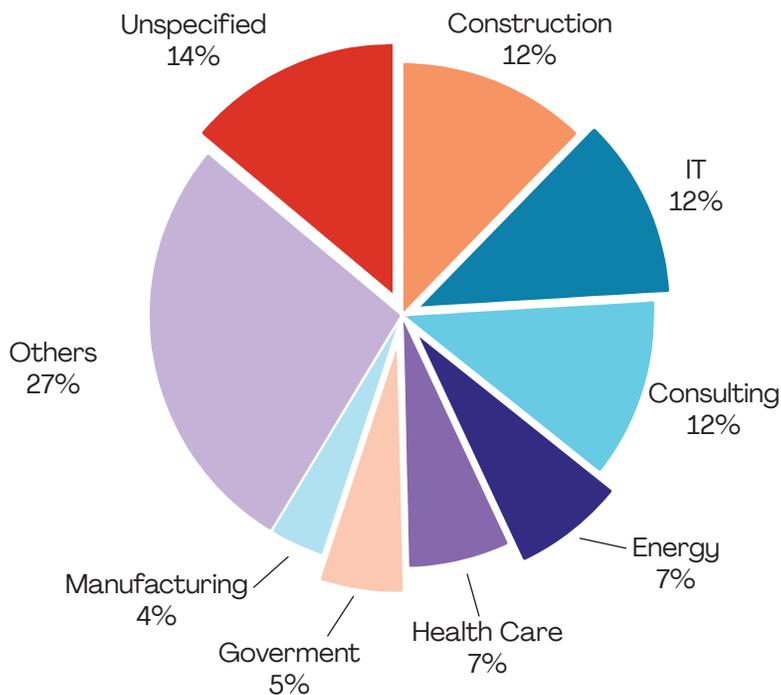
PMP	2,020
CAPM	172
PMI - ACP	83
DASM	23
Unspecified	761



32% are non-certified

68% are certified

Active Members Industry



Members Growth Rate

July 2022	2,366 members
July 2023	2,885 members



21%

CWCC Marketing Reach

LinkedIn	10,607 followers
E-Blast	8,777 recipients
Avg. Open Rate	52.75%

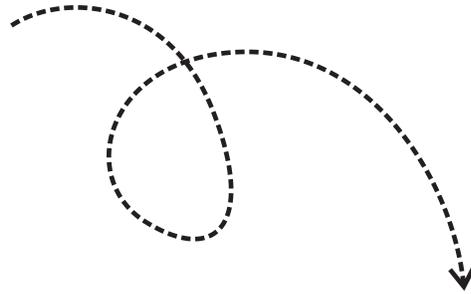
Others Channels:

- Twitter, Facebook & Instagram

Why Sponsor?

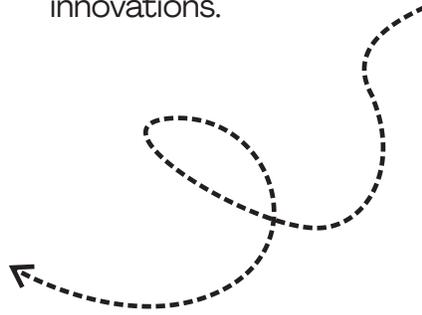
Ignite Connections

Access to the project management network in western region, allowing you to forge meaningful relationships, explore partnerships, and engage with potential clients or collaborators.



Showcase Your Innovation

Positions your organization as the thought leader among the project management community. This is an excellent platform for you to share insights, best practices, and innovations.



Tangible Impact

Enhancing your brand visibility and getting your message across. Your logo and branding will be prominently featured across the conference, including on marketing materials, signage and the conference website.



Benefits Table

2023 Conference Sponsorship Opportunities

The PMI CWCC outreach team is committed to working with you to tailor a package that best fits your objectives and budget. Contact us to discuss further!

AVAILABLE	BRONZE SPONSOR \$2,500	SILVER SPONSOR \$4,000	GOLD SPONSOR \$6,000	CONFERENCE SPONSOR \$8,000	PRESENTING SPONSOR \$10,000
	4 ONLY 2 LEFT!	4 ONLY 2 LEFT!	4	3 ONLY 2 LEFT!	3 ONLY 1 LEFT!
Prime Location at the i3 Expo	-	4 th	3 rd	2 nd	1 st
Tabletop Booth	Y	Y	Y	Y	Y
Complimentary Tickets	-	2	2 Regular or 8 Students	4 Regular or 8 Students	4 Regular or 8 Students
Exhibitor Badges	2	2	2	2	2
Logo & Link on the Event website, newsletter, and PowerPoint screen in Ballroom	Y	Y	Y	Y	Y
Social Media Mention	Once	4 Times	Weekly	Weekly	Weekly
Ads in the Conference Eblast	-	-	1	4	4
60-sec promotional video play in Ballroom	-	-	-	Y	Y
Keynote Speaker Sponsors	-	-	-	-	2 ONLY 1 AVAILABLE
On-demand Content Sponsor	-	-	-	-	1 SOLD!
Reception Sponsor	-	-	-	1 Available	-
Lunch Sponsor	-	-	-	1 Available	-
Conference Lanyard Sponsor	-	-	-	1 SOLD!	-
Breakfast Sponsor	-	-	1 Available	-	-
Refreshment Breaks Sponsor	-	-	2 Available	-	-
Event App Sponsor	-	-	1 Available	-	-
Hydration Stations Sponsor	-	2 Available	-	-	-
Charging Stations Sponsor	-	1 SOLD!	-	-	-
Wellness Sponsor	-	1 Available	-	-	-

We are open to new ideas! If none of the opportunities above match your company objectives, please contact us at olayinka.fasheun@pmi.bc.ca to schedule a brainstorming session to discuss further!

Sponsorship Description

Presenting Level

Presenting Sponsor **Only 1 2 available!**

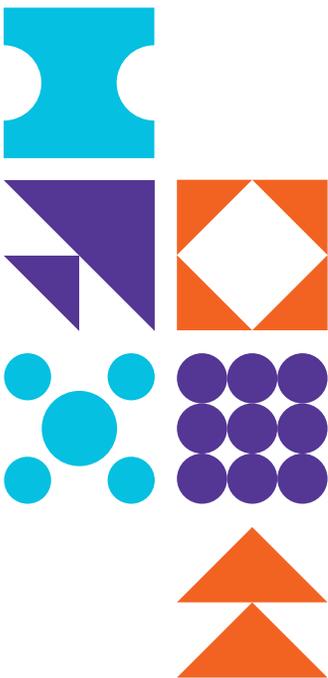
Step into the spotlight and introduce the keynote speaker on stage at the **2023 PM West Conference!** As the keynote sponsor, your branding will be displayed on the event website, event apps, signage, conference slides on stage, and any communication associated with the keynote.

You'll also have the exclusive right of distributing your branded materials such as pen in the room during the session for further brand exposure.

On-Demand Content Sponsor **Only 1 available SOLD!**

The sponsor for on-demand content will have the unique opportunity to continuously engage with PMI members after the conference. Your support will allow us to record all the great sessions at PMWest 2023, and offer them to PMI members for additional PDUs and learning.

Your branding will be displayed on the event website, event apps, signage, conference slides on stage, and any communication associated with the recording content.



Sponsorship Description

Conference Level 1

Reception Sponsor **Only 1 available!**

This is your chance to make a last impression at the conference! The reception sponsor will enjoy a range of benefits that will not only increase your brand visibility, but also showcase your commitment to excellence. Your branding will be displayed on the event website, event apps, signage, and any communication associated with the reception.

You'll have a dedicated time slot to speak a few words or provide a promotional video that will be played throughout the reception. As the reception sponsor, you will have the exclusive right of providing branded items such as napkins to enhance the overall event experience.

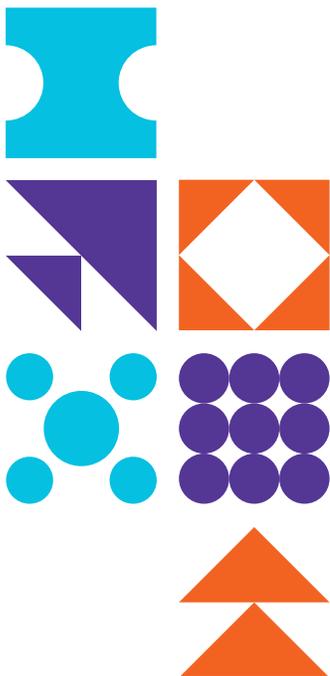
Lunch Sponsor **Only 1 available!**

Business deals are conducted during lunchtime. As the lunch sponsor, your branding will be displayed on the event website, event apps, signage, conference slides on stage, and any communication associated with the lunch.

You'll have a dedicated time slot to speak a few words or provide a promotional video that will be played throughout the lunch. You have the exclusive right of providing branded items such as table signs, ensuring maximum visibility and brand recognition.

Conference Lanyard Sponsor **Only 1 available! SOLD!**

As the conference lanyard sponsor, your brand will take center stage, displayed on the conference lanyard worn by every attendee. This is the highest brand asset at the 2023 PM West Conference.



Sponsorship Description

Gold Level

Breakfast Sponsor **Only 1 available!**

Are you a pioneer or leader in your industry sector? Be the Breakfast Sponsor to establish a strong first impression at the 2023 PM West Conference. As the breakfast sponsor, your branding will be displayed on the event website, event apps, signage, conference slides on stage, and any communication associated with the lunch. You have the exclusive right of providing branded items such as food signs, guarantee to capture people's attention right away.

Refreshment Breaks Sponsor(s) **Only 2 available!**

You are the hero in helping attendees get through the busy conference program. As the refreshment breaks sponsor, your branding will be displayed on the event website, event apps, signage, conference slides on stage, and any communication associated with the breaks. You have the exclusive right to provide branded items such as coffee station signs. As people reach for their 3rd cup of coffee, you will be at the forefront of their thoughts.

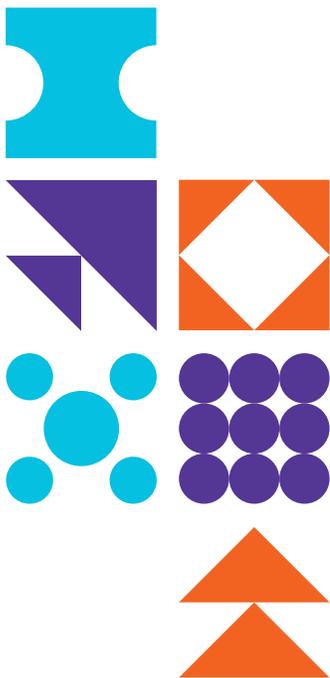
Refreshment Breaks Times:

- Morning: 9:45 & 11:00
- Afternoon: 15:00 & 16:15

Event App Sponsor **Only 1 available!**

Be the innovator. Be in every attendee's pocket. As the event app sponsor, your branding will be placed significantly in the event app, which attendees will use frequently to check schedules and interact with others. You will be able to send out two (2) branded notification messages through the event app.

Your branding will also be displayed on the event website, event apps, signage, and any communication associated with the event app.



Sponsorship Description

Silver Level

Hydration Stations Sponsor **Only 1 available!**

It's time to make a splash at the 2023 PM West Conference. Your branding will be strategically placed at the hydration stations throughout the conference, ensuring maximum exposure and brand recognition.

Your branding will also be displayed on the event website, event apps, signage, and any communication associated with the hydration stations.

Charging Stations Sponsor **Only 1 available! SOLD!**

Example of the charging stations:



When the event's charging station rescues people's phones from low battery, they will thank you. Your branding will be strategically placed at the charging stations throughout the conference, ensuring maximum exposure and brand recognition.

Your branding will also be displayed on the event website, event apps, signage, and any communication associated with the hydration stations.



Wellness Sponsor **Only 1 available!**

Helping attendees to stay fresh during the conference! We will collaborate with you to design a wellness initiative at the conference that will ignite conversation and enhance your brand exposure.

Your branding will also be displayed on the event website, event apps, signage, and any communication associated with the wellness initiative.



i3 Expo Details

November 17, 2023

1. Exhibitor Move-in: 8:00AM – 9:30AM
2. Exhibit Hours: 9:30AM – 4:30PM
3. Exhibitor Move-Out: 4:30PM – 5:30PM



Location

Marriott Pinnacle Hotel

1128 West Hastings Street
Vancouver, BC, V6B 4R5

2023 Sponsorship Payment Form

Company _____

Contact Name _____ Title _____

Address _____ City/Province _____

Email _____ Telephone _____

Payment Method

Etransfer to finance@pmi.bc.ca

Credit Card Visa Mastercard AMEX

Name on Card _____

Number _____ Exp MM ____ / DD ____ CSV _____

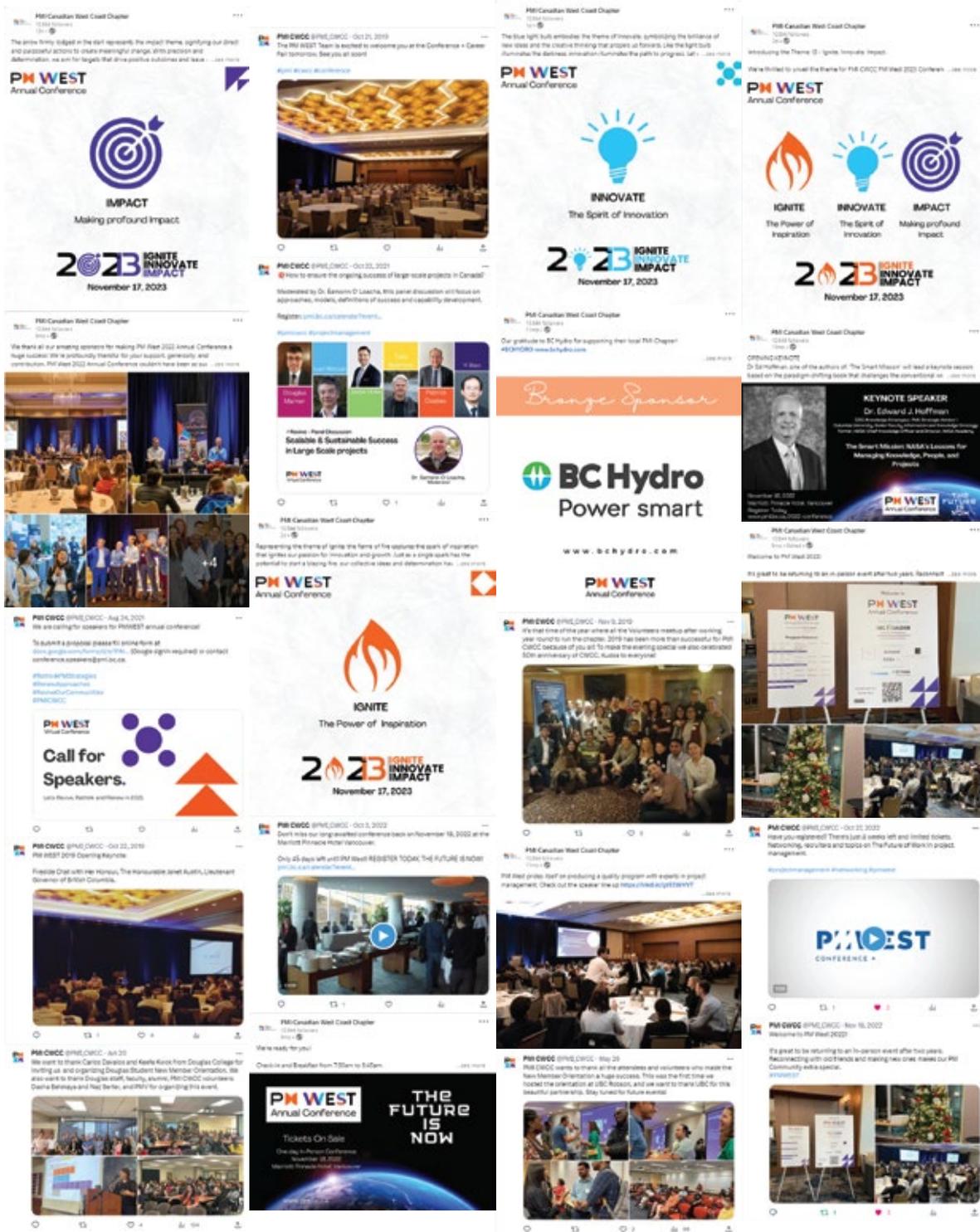
Charge amount \$ _____

Signature _____

Please email form to yasser.mourad@pmi.bc.ca



We Create a Buzz!



Be part of the conversation
Post-event #PMWEST

Contact Us

2023 | **IGNITE
INNOVATE
IMPACT**

If you have any questions, comments, or would like more information please contact:

olayinka.fasheun@pmi.bc.ca



**Project
Management
Institute®**
Canadian West Coast