



SPONSORSHIP PROSPECTUS

ProjectCon® Indianapolis

May 10-11, 2019

“ *Operations keeps the lights on, strategy provides a light at the end of the tunnel, but project management is the train engine that moves the organization forward.*

- Joy Gumz

EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

ProjectCon® and AgileCon™ is an EPIC multi-day educational conference for Project & Product Management leaders offering multiple Keynote speakers, over 40 breakout sessions, expert panel discussions, OpenSpace, Agile Coaches Corner, Career Development Clinics, vendor expo, and plenty of opportunities for networking.

ProjectCon® addresses the evolving and often converging practices of Agile and Traditional Waterfall approaches across all industries offering something for everyone regardless of one's experience or title. ProjectCon® is the only conference of its kind offering actionable insights, *next* practices, innovative solutions, hands-on activities taught by nationally recognized and local thought leaders so that attendees can make an immediate impact on themselves and their organizations. Unlike other conferences, ProjectCon® is not affiliated with any project management professional association allowing for freedom of sharing unbiased ideas while still earning continued educational credits e.g. PDUs, SEUs, CPEs,

ProjectCon® 2019 will focus on **AGILITY, INNOVATION, and TRANSFORMATION.**

Seize this opportunity to showcase your company brand, products, and services to your core prospective customers and candidates at the ProjectCon® Exhibitor Expo. Network and build relationships with over 800-1000 key influencers and primary decision makers representing leading companies and tell them how you can help deliver success!

ProjectCon® 2019 will kick-off on **Friday, May 10, 2019**, at 7:00 AM with a welcome reception & breakfast. Our first Keynote speaker will take the stage at 8:30 AM. Additional Keynote speakers and break-out sessions will continue throughout the day until 5:30 PM. **Saturday, May 11, 2019** will feature ½ and full day deep dive workshops. ProjectCon® 2019 will take place at the brand new Embassy Suites by Hilton Indianapolis Conference Center 13700 Conference Center South Drive, Noblesville, Indiana. The Conference Center is located just off I-69 at Exit 210.

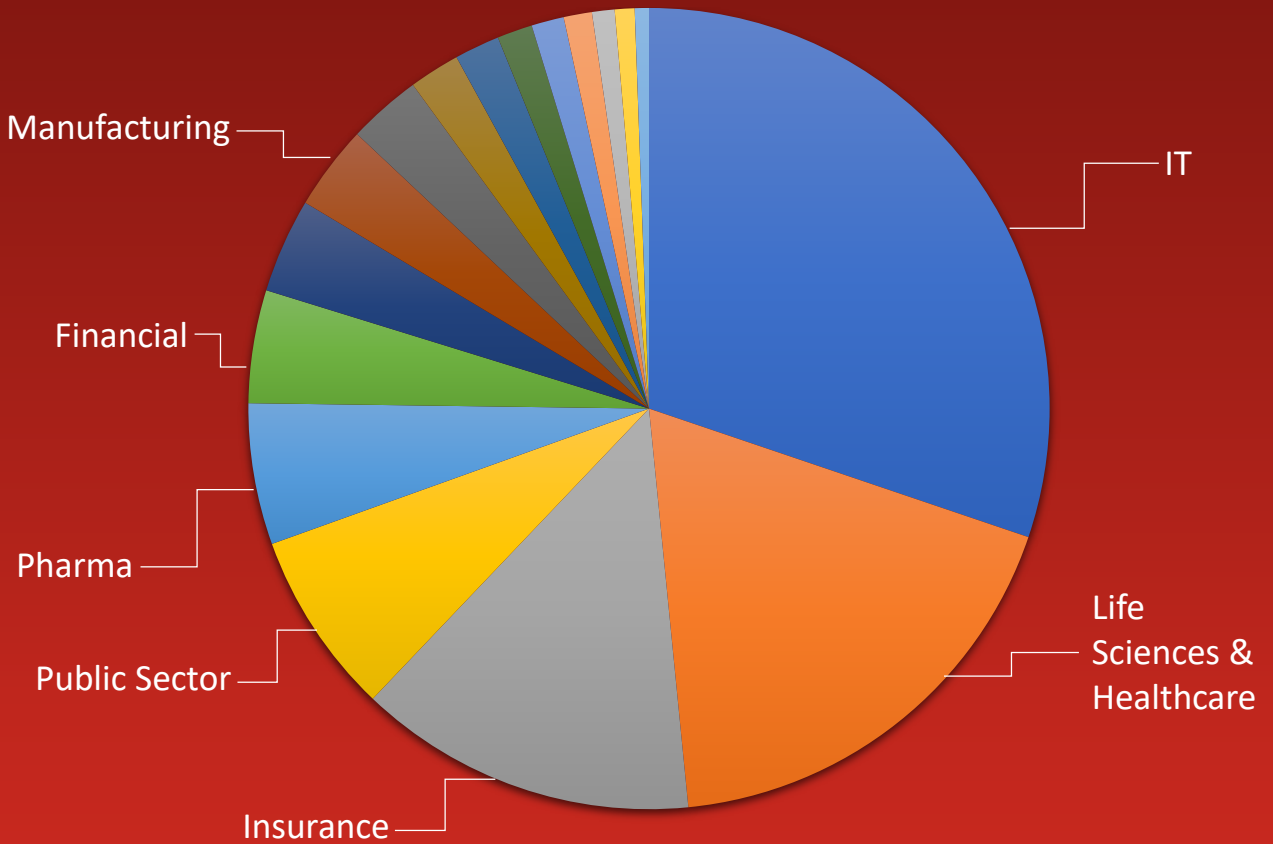
Select your own sponsorship approach by selecting from bundled options for maximum brand exposure and ROI. Our flexible sponsorship menu will enable you to target your investment and time to those opportunities that best fit your promotional needs and outreach strategies. Purchase early to get the most exposure prior to the event.

WHAT'S IN IT FOR YOU!

1. **Digital and Print Ad Space:** Depending on the tier selected, exhibitors/sponsors receive brand exposure through the ProjectCon website, mobile app, social media channels, email campaigns, onsite signage, promotional print media, event program, podium announcements, and ProjectCon t-shirts. Our event t-shirts with your name or logo on the back are worn by event volunteers for the entirety of the event. Each attendee will receive an event t-shirt with your name or logo on the back to ensure your brand lives on well after the event. We also leave past event exhibitor/sponsor information on our website long after the event.
2. **Social Media & Press Mentions:** We promote your participation in ProjectCon from the moment you sign-up through to the day of the event. Our social media campaigns feature each exhibitor/sponsor upon sign-up and regular mentions up to the day of the event. Our press releases feature mentions of our Official Sponsors of ProjectCon.
3. **Face-to-Face:** We help drive engagement to you. At registration, all attendees will be given an Expo Bingo Game card. All exhibitors will have their logo placed on a square on the game card. When an attendee visits an exhibitor, their card gets a stamp. When an attendee gets their game card completely covered, they enter the game card into a drawing to win raffle prizes at the end of the day. Raffle prizes in the past have included Echos, Echo Dots, Fire Tablets, Fire Stix, various gift cards, books, bags, free and discounted training courses, and many more prizes provided by exhibitors. All exhibitors are required to provide a raffle prize for the Expo Bingo Game prize drawing.
4. **Product & Service Exhibits:** Create a prominent exhibit hall presence with in-booth product & service demonstrations featuring high quality products, services and plenty of free give-a-way and promotional items.
5. **Capture Attendee Info:** Each attendee name badge will include a QR code that exhibitors may scan with their device and app of choice to capture the attendee's contact information.
6. **Free Conference Registrations:** Depending on the tier selected, exhibitors/sponsors receive a number of complimentary conference passes for clients and prospects. Complete the experience by adding VIP Access that provides front row seats to keynote presentations and reserved front parking. Group tickets are also available for groups of 10+. Purchase group tickets now and assign the attendees later. This is a great way to show you appreciation to staff or clients.
7. **Be A Proud Sponsor:** Your own marketing and promotion teams engage in programs and advertising campaigns that speak directly to your involvement in ProjectCon. We can provide ProjectCon logos for you to spread the word and encourage prospects to visit your exhibitor booth. Contact us if you are interested in touring with ProjectCon as an Official Sponsor.

Who Attends ProjectCon[®]?

INDUSTRIES REPRESENTED



- IT
- Life Sciences & Healthcare
- Insurance
- Public Sector
- Pharma
- Financial Services
- Medical Devices
- Manufacturing
- Education
- Hotel, Travel & Resorts
- Restaurant and Food Service
- Retail, Wholesale, and Distribution
- Energy & Resources
- Real Estate
- Construction
- Marketing
- Other

INFLUENCERS & DECISION MAKERS

C-level Executives

- CEO – Chief Executive Officer
- COO – Chief Operational Officers
- CDO – Chief Data Officer
- CIO – Chief Information Officer
- CINO – Chief Innovation Officer
- CTO – Chief Technology Officer
- CMO – Chief Marketing Officer
- CISO – Chief Information Security Officers
- Others...

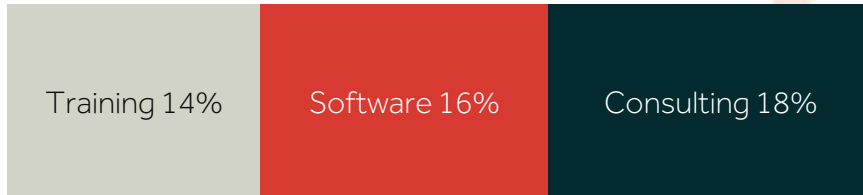
Senior to Associate Level Staff:

- Project Managers
- Scrum Masters
- Product Owners
- Business Analysts
- Product Managers
- Developers
- Quality Assurance
- DevOps

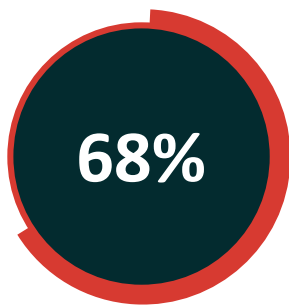
Senior Vice Presidents/ Vice Presidents/ Heads/ Directors/ Senior Managers/ Managers of:

- IT
- PMOs
- Analytics
- Software Development
- Web Development
- Digital Analytics
- Product Development
- Product Management
- Project Management
- Quality Assurance
- Data Science
- Network & Cyber Security
- Business Intelligence (BI)
- Customer Relationship Management (CRM)
- Marketing
- Others...

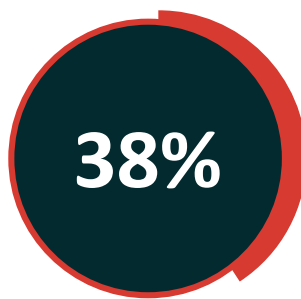
WHAT DO ATTENDEES PURCHASE?



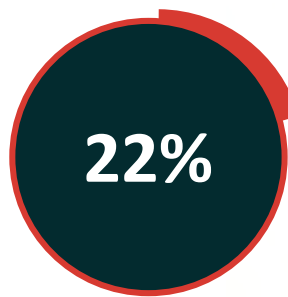
LEVEL OF PURCHASING INVOLVEMENT



Involved in purchasing process



Recommend vendor/purchase

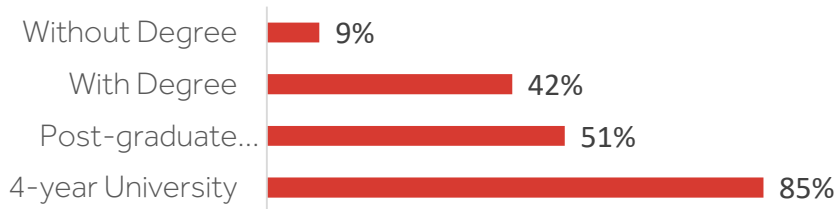


Make final decisions/approve purchases



Specify product/vendor services

EDUCATION



- Master of Science Project Management - 4%
- Management - 8.8%
- Computer Information Systems - 12.5%
- Technology Management - 1.6%
- IT - 1.8%
- Information Security Systems - 3.2%
- Information Systems - 2.8%
- Doctorate Project Management - 4.4%

SESSION THEMES

- Agile Mindset, Values, Principles, and Practices
- Traditional Project Management
- PMOs
- Non-Software Scrum
- Technical Project Management
- Leadership & Communications (Soft Skills)
- Strategic & Business Management
- Business Analysis
- Organizational Transformation
- Product Management & Delivery
- Agile Coaching

Exhibitor & Sponsorship Options

EVENT CO-SPONSOR (3 MAX) \$20,000

Face-to-Face Engagement

- 8'x8' Exhibit Booth Space in a Premium Location
- Includes 4'x8' Skirted Table with 2 Chairs
- Logo on Expo Bingo Game Card

Access

- 20 Main Conference Registrations for Clients and Prospects
- 2 Exhibitor Only Badges

Digital Presence

- Logo and Link on Event Website
- Name and Link Listed in Mobile App
- Logo and Link Listed on Ticket Purchase Page
- Social Media Announcement as Official Sponsor
- Social Media Mentions Up to Event as Official Sponsor

Signage & Print Exposure (Deadline 4/10/19)

- Top Placement Logo on Sponsor Page in Program Book
- Two Page Spread Ad in Program Book
- Top Placement Logo on Official Event T-shirt
- Top Placement Logo on Official Volunteer T-Shirts
- Top Placement Logo on Signage
- Opportunity to Place Item in Event Totes Given to Every Attendee

Brand Announcements

- Podium Recognition During Program Opening & Closing as Official Sponsor
- Opportunity to Play a Short Company Video at Opening Session

Value Adds As Co-Sponsor

- Mention on the ProjectCon Website as Official Sponsor
- Mention in 2 Email Campaigns to ProjectCon's 14,000+ Subscribers
- Recognition in Press Releases as ProjectCon Official Sponsor
- One Sponsored Post on ProjectCon Facebook and LinkedIn
- Onsite Company Banner In Expo Area
- 20 VIP Access Passes



BREAKOUT OR PANEL PRESENTER (LIMITED) \$10,000

Face-to-Face Engagement

- 8'x8' Exhibit Booth Space in a Premier Location
- Includes 4'x8' Skirted Table with 2 Chairs
- Logo on Expo Bingo Game Card

Access

- 10 Main Conference Registrations for Clients and Prospects
- 2 Exhibitor Only Badges

Digital Presence

- Logo and Link on Event Website
- Name and Link Listed in Mobile App
- Logo and Link Listed on Ticket Purchase Page
- Social Media Announcement as a Sponsor
- Social Media Mentions Leading Up To Event

Signage & Print Exposure (Deadline 4/10/19)

- Logo on Sponsor Page in Event Program
- Full-page ad in the onsite Program Book
- Mid Placement Logo on Official Event T-shirt Provided to Every Attendee
- Mid Placement Logo on Official Volunteer T-Shirts Worn by ProjectCon Volunteers Throughout the Entirety of the Event
- Mid Placement Logo on all Breakout Room Signage
- Opportunity to Place Item in Event Totes Given to Every Attendee

Brand Announcements

- Podium Recognition as the Breakout or Panel Sponsor
- Opportunity Allows for Selected Companies/Organizations and Leaders to Facilitate a Breakout Session or Panel Discussion to Advance the Profession

MORNING KEYNOTE SPONSOR \$7,500

Face-to-Face Engagement

- 8'x8' Exhibit Booth Space in a Premier Location
- Includes 4'x8' Skirted Table with 2 Chairs
- Logo on Expo Bingo Game Card

Access

- 6 Main Conference Registrations for Clients and Prospects
- 2 Exhibitor Only Badges

Digital Presence

- Logo and Link on Event Website
- Name and Link Listed in Mobile App
- Logo and Link Listed on Ticket Purchase Page
- Social Media Announcement as a Sponsor
- Social Media Mentions Leading Up To Event

Signage & Print Exposure (Deadline 4/10/19)

- Logo on Sponsor Page in Event Program
- Full-page ad in the onsite Program Book
- Middle Placement of Logo on Official Event T-shirt Provided to Every Attendee
- Middle Placement of Logo on Official Volunteer T-Shirts Worn by ProjectCon Volunteers Throughout the Entirety of the Event
- Logo on Breakfast & Morning Keynote Stage Signage
- Opportunity to Place Item in Event Totes Given to Every Attendee

Brand Announcements

- Podium Recognition as the Breakfast & Morning Keynote Sponsor
- Opportunity to Play a Short Company Promo Video During Breakfast



AFTERNOON KEYNOTE SPONSOR

\$7,500

Face-to-Face Engagement

- 8'x8' Exhibit Booth Space in a Premier Location
- Includes 4'x8' Skirted Table with 2 Chairs
- Logo on Expo Bingo Game Card

Access

- 6 Main Conference Registrations for Clients and Prospects
- 2 Exhibitor Only Badges

Digital Presence

- Logo and Link on Event Website
- Name and Link Listed in Mobile App
- Logo and Link Listed on Ticket Purchase Page
- Social Media Announcement as a Sponsor
- Social Media Mentions Leading Up To Event

Signage & Print Exposure (Deadline 4/10/19)

- Logo on Sponsor Page in Event Program
- Full-page ad in the onsite Program Book
- Mid Placement of Logo on Official Event T-shirt Provided to Every Attendee
- Mid Placement of Logo on Official Volunteer T-Shirts Worn by ProjectCon Volunteers Throughout the Entirety of the Event
- Logo on Lunch & Afternoon Keynote Stage Signage
- Opportunity to Place Item in Event Totes Given to Every Attendee

Brand Announcements

- Podium Recognition as the Lunch & Afternoon Keynote Sponsor
- Opportunity to Play a Short Company Promo Video During Lunch



BREAKOUT SESSION SPONSOR \$5,000

Face-to-Face Engagement

- 8'x8' Exhibit Booth Space
- Includes 4'x8' Skirted Table with 2 Chairs
- Logo on Expo Bingo Game Card

Access

- 4 Main Conference Registrations for Clients and Prospects
- 2 Exhibitor Only Badges

Digital Presence

- Logo and Link on Event Website
- Name and Link Listed in Mobile App
- Logo and Link Listed on Ticket Purchase Page
- Social Media Announcement as a Sponsor
- Social Media Mentions Leading Up To Event

Signage & Print Exposure (Deadline 4/10/19)

- Logo on Sponsor Page in Event Program
- Half-page ad in the onsite Program Book
- Logo on Official Event T-shirt Provided to Every Attendee
- Logo on Official Volunteer T-Shirts Worn by ProjectCon Volunteers Throughout the Entirety of the Event
- Logo on all Breakout Room Signage
- Opportunity to Place Item in Event Totes Given to Every Attendee

Brand Announcements

- Podium Recognition during Breakout Sessions



EXHIBIT BOOTH

\$1,500

Face-to-Face Engagement

- 8'x8' Exhibit Booth Space
- Includes 4'x8' Skirted Table with 2 Chairs
- Logo on Expo Bingo Game Card

Access

- 2 Main Conference Registrations for Clients and Prospects
- 2 Exhibitor Only Badges

Digital Presence

- Logo and Link on Event Website
- Name and Link Listed in Mobile App
- Logo and Link Listed on Ticket Purchase Page
- Social Media Announcement as a Sponsor
- Social Media Mentions Leading Up To Event

Signage & Print Exposure (Deadline 4/10/19)

- Logo on Sponsor Page in Event Program
- Company Name on Official Event T-shirt Provided to Every Attendee
- Company Name on Official Volunteer T-Shirts Worn by ProjectCon Volunteers Throughout the Entirety of the Event
- Opportunity to Place Item in Event Totes Given to Every Attendee



SUPPORTER

\$1,000

- Logo and Link on Event Website
- Name and Link Listed in Mobile App
- Logo and Link Listed on Ticket Purchase Page
- Social Media Announcement as a Sponsor
- Social Media Mentions Leading Up To Event
- Logo on Exhibitor Page in Event Program
- Company Name on Official Event T-shirt Provided to Every Attendee
- Company Name on Official Volunteer T-Shirts Worn by ProjectCon Volunteers Throughout the Entirety of the Event

PROJECTCON

CUSTOM

Don't see an option that fits your exact needs? Propose an option or mix and match options. We will work with you to create the sponsorship option that meets your goals and ROI.

Contact us at info@conferencefuel.com



SPONSORSHIP COMPARISON

	<i>Supporter</i>	<i>Exhibitor Booth</i>	<i>Breakout Sponsor</i>	<i>AM or PM Keynote</i>	<i>Breakout Presenter</i>	<i>Co-Sponsor</i>
Face-to-Face Engagement						
8'x8' Exhibit Booth Space		✓	✓	✓	✓	✓
Logo on Expo Bingo Game Card		✓	✓	✓	✓	✓
Access						
Main Conference Registrations for Clients & Prospects		2	4	6	10	20
Exhibitor Only Badges		2	2	2	2	2
Digital Presence						
Logo and Link on Event Website	✓	✓	✓	✓	✓	✓
Name and Link Listed in Mobile App	✓	✓	✓	✓	✓	✓
Logo and Link Listed on Ticket Purchase Page	✓	✓	✓	✓	✓	✓
Social Media Announcement as a Sponsor	✓	✓	✓	✓	✓	✓
Social Media Mentions Leading Up To Event	✓	✓	✓	✓	✓	✓
Signage & Print Exposure						
Logo Placement on Sponsor Page in Event Program	Low	Low	Mid	Mid	Mid	Top
On Official Event Attendee T-shirt	Name	Logo	Logo	Logo	Logo	Logo
On Official Event Volunteer T-Shirt	Name	Logo	Logo	Logo	Logo	Logo
Opportunity to Place Item in Event Totes		✓	✓	✓	✓	✓
Brand Announcements						
Podium Recognition			✓	✓	✓	✓
Play a Short Company Video During Opening or Lunch				✓		✓
Facilitate a Breakout Session or Panel Discussion					✓	
Value Adds						
Mention on ProjectCon Website as Official Sponsor						✓
Mention in Two Email Campaigns to Subscribers						✓
Recognition in Press Releases as Official Sponsor						✓
One Post on ProjectCon Facebook and LinkedIn						✓
Onsite Company Banner In Expo Area						✓
20 VIP Access Passes						✓

Print Ads

PRINT AD IN THE ON-SITE PROGRAM BOOKLET

Full Page - \$500

- Full Page Ad (No Special Placement)
- Artwork due 30 days before event
- Vector File, CMYK, .EPS
- Finished Size: 4.5/8"W x 4.5"H
- Include Bleed: 4.6/8"W x 4.5/8" (1/8" or .125" Bleed)
- Safe Crop Area: 4.4/8"W x 4.3/8"

Full Page - First Page (limit 1) - \$750

- Full Page Ad (After Program Info Pages)
- Artwork due 30 days before event
- Vector File, CMYK, .EPS
- Finished Size: 4.5/8"W x 4.5"H
- Include Bleed: 4.6/8"W x 4.5/8" (1/8" or .125" Bleed)
- Safe Crop Area: 4.4/8"W x 4.3/8"

Inside Back Right Cover (limit 1) - \$750

- Full Page Ad (Inside Back Right Cover)
- Artwork due 30 days before event
- Vector File, CMYK, .EPS
- Finished Size: 4.5/8"W x 4.5"H
- Include Bleed: 4.6/8"W x 4.5/8" (1/8" or .125" Bleed)
- Safe Crop Area: 4.4/8"W x 4.3/8"

(Artwork Deadline 4/10/19)

PRINT AD IN THE ON-SITE PROGRAM BOOKLET (cont.)

Inside Back Left Cover (limit 1) - \$750

- Full Page Ad (Inside Back Left Cover)
- Artwork due 30 days before event
- Vector File, CMYK, .EPS
- Finished Size: 4.5/8"W x 4.5"H
- Include Bleed: 4.6/8"W x 4.5/8" (1/8" or .125" Bleed)
- Safe Crop Area: 4.4/8"W x 4.3/8"

Inside Front Left Cover (limit 1) - \$1000

- Full Page Ad (Inside Front Left Cover)
- Artwork due 30 days before event
- Vector File, CMYK, .EPS
- Finished Size: 4.5/8"W x 4.5"H
- Include Bleed: 4.6/8"W x 4.5/8" (1/8" or .125" Bleed)
- Safe Crop Area: 4.4/8"W x 4.3/8"

Outside Back Cover (limit 1) - \$1500

- Full Page Ad (Back Outside Cover)
- Artwork due 30 days before event
- Vector File, CMYK, .EPS
- Finished Size: 4.5/8"W x 4.5"H
- Include Bleed: 4.6/8"W x 4.5/8" (1/8" or .125" Bleed)
- Safe Crop Area: 4.4/8"W x 4.3/8"

(Artwork Deadline 4/10/19)

ProjectCon, LLC
Project-Con.com

Event Managed by:
Conference Fuel, LLC
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Suite 1220
Fishers, IN 46038
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info@ConferenceFuel.com

Exhibit Space & Sponsorship may be purchased
by contacting Conference Fuel via
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