

5th INTERNATIONAL ATHENS CONFERENCE on
PROJECT MANAGEMENT
BEST PRACTICES 2010

LEAN+GREEN **PROJECT MANAGEMENT**

JUNE 14, 2010



Sponsorship Guide



HELLENIC AMERICAN UNION
An educational public charity
Center of Excellence in Project Management

Sponsorship Guide

*5th International Athens Conference on Project Management Best Practices
14 June 2010*

Why Sponsor?

Following successful earlier conferences in 2006, 2007, 2008 and 2009, the 5th event will be held on June 14, 2010.

The principal aim of this conference is to bring people in industry, research, and academia together in a collaborative environment to address the emerging issues, challenges and opportunities in the project management profession.

By supporting the conference you will:

- Demonstrate corporate commitment to the project management discipline
- Reach a diverse audience of project managers and senior level decision makers
- Form strategic partnerships and gain targeted market visibility with key these players
- Associate with a wholly autonomous and market unbiased conference development organization – the Hellenic American Union

Who is our audience?

Past events have brought together numerous of well-known international speakers from a broad range of industries and more than 750 attendees. Our audience is a diverse group of entry to senior level project managers, operational managers and decision makers.

In numbers

Professionals	Participants	Industry	Current Share
Project Managers	70%	IT/Telecoms	50%
Technical Managers	10%	Financial	20%
Senior Project Managers	12%	Pharma	10%
Operational Managers	6%	Heavy Industry	10%
CEOs	2%	Services/Misc	10%

The organizers



The HELLENIC AMERICAN UNION, established in 1957, is a not-for-profit and public-service organization with an international focus and strong community commitment, dedicated to providing opportunities for a diverse range of audiences to encounter and benefit from innovative educational programs and cultural events.

In 2003, the Hellenic American Union established the first Center of Excellence in Project Management in Greece with the mission of raising business performance by championing Project Management.

The HAU Center of Excellence in Project Management is one of the largest providers of project management training in Greece, being the only training provider that offers a complete project management training program.

Business Management Consultants

Founded in 1985, Business Management Consultants (BMC) is an elite international management consulting firm specializing in Global Project Management training and consulting. BMC's experienced consultants conduct organizational development, management training and consulting in project management in 45 countries and in nine languages throughout Asia, Europe, the Middle East and the Americas.

BMC works with top management at leading organizations in tackling their most difficult and unique organizational development challenges. This can be as basic as introducing project management tools and techniques to new managers, or as complex as assisting a company's transition into a true project-based company. This emphasis on Global Project Management, that is, consistent, cross-functional project management application at all levels of the organization on a global basis, is BMC's specialty.

Since 1986, BMC has worked with NASA's Academy for Program and Project Leadership (APPL) and is an integral part of its Program and Project Management Initiative (PPMI). BMC is also the strategic project management advisor of Airbus. In addition, BMC is a Globally Registered Project Management Institute (PMI®) Training Provider, and an Accredited Training Organization (ATO) Provider.

Sponsorship Opportunities

Benefits	Premier Sponsor	Lead Sponsor	Contributor	Function Sponsor*
	€10000	€5000	€3000	€700
45 minutes keynote presentation slot	X			
30 minutes presentation slot		X		X
Participate in a plenary session	X	X		
3m2 exhibit space	X			
2m2 exhibit space		X	X	
1 st priority premium logo placement on all conference print materials	X			
1 st priority premium logo placement on the main promotional brochure to be mailed to more than 10,000 executives	X			
One full company profile highlight in the official Conference Program	X			
1 st priority logo placement on the official web site of the event, with a direct link to your website	X			
1 st priority premium logo placement on 4 major e-mail campaigns to more than 20,000 e-mail recipients	X			
Logo placement on all conference printing materials		X	X	
Logo placement on the main promotional brochure to be mailed to more than 10,000 executives		X	X	X
Logo placement on the official web site of the event, with a direct link to your website		X	X	X
Logo placement on 4 major e-mail campaigns to more than 20,000 e-mail recipients		X	X	X
15 complimentary full Conference passes	X			
5 complimentary full Conference passes		X		
Special registration fee of 280 € for sponsor clients and colleagues	X	X		
Complete list of attendees and speakers (only those who have allowed their details to be distributed as per Privacy Laws)	X	X	X	
Include material in the official Conference Folder	X	X	X	
<p>*Function Sponsor</p> <p><i>Do you have a new product or service that you wish to show first hand to our event's attendees?</i></p> <p>You can buy 20 minutes blocks in which to present your project management related solutions, at only €700 per block. Take this opportunity to conduct your own workshop or presentation within conference hours.</p>				

Media & Marketing Sponsorship Opportunities

Media sponsor	
Benefits	Responsibilities
3m ² exhibit space	Four half-page advertisements to be published at least 10 days prior the event and within a 55 day period.
Premium logo placement on all promotional material and media exposures	
Premium logo placement on the main promotional brochure to be mailed to more than 10,000 executives and on four direct e-mail campaigns to more than 20,000 business executives	
Premium logo placement on the official site of the event, with direct link to your website	
2 complimentary full Conference passes	
Complete list of attendees and speakers (only those who have allowed their details to be distributed as per Privacy Laws)	
Inclusion of material in the official Conference Folder, which will be distributed to all attendees and the press	

Media contributor	
Benefits	Responsibilities
2m ² exhibit space	3 full-page ads to be published at least 10 days prior the event and within a 55 day period.
Logo placement on all promotional material and media exposures	
Logo placement on the main promotional brochure to be mailed to more than 10,000 executives and on four direct e-mail campaigns to more than 20,000 business executives	
Logo placement on the official site of the event, with direct link to your website	
2 complimentary full Conference passes	
Complete list of attendees and speakers (only those who have allowed their details to be distributed as per Privacy Laws)	
Inclusion of material in the official Conference Folder, which will be distributed to all attendees and the press	
<i>This category also applies to magazines, e-newsletters, e-forums, web portals, and other paper or e-publications/media.</i>	



Pre-Booking Form

We would like to support the 5th International Athens Conference on Project Management Best Practices 2010 at the _____ LEVEL, € _____.

COMPANY DETAILS

Company name: _____

Contact Person: _____

Postal Address: _____

Postal code: _____ City: _____

Tel: _____ Fax: _____

E-mail: _____

Signature/Name/Company seal

Date

PAYMENT TERMS

Payment can be made by

Credit card

Bank deposit

Check payable to HAU

Payment should be made upon signing the agreement. Please contact HAU for further details.

Additional Requirements

These items will be used on all conference printing materials according to your sponsorship level package.

Yes, I have provided an electronic copy of the company logo.

Yes, I have provided the company website address.

Yes, I have provided a company description for inclusion in the conference program.

Yes, I have provided company material to be placed in the conference folder.

Please send electronic files to: project@hau.gr

Representatives attending conference (please fill in name, title, company, address, e-mail, tel/fax):

Rep 1. _____

Rep 2. _____

Rep 3. _____

Information

For more information, or to elaborate on your conference sponsorship needs, please contact:

Ms Eleni Tsirigoti

Co-ordinator / HAU CoE

tel: 210-3680907, e-mail: project@hau.gr

Center of Excellence in Project Management

Massalias 22, 106 80 Athens Greece

Please fax this completed form to: 210-3633174

This is a pre-booking form. A sponsorship contract will follow

upon receipt of the pre-booking form.