

# Excellence in public sector financial management

FINANCIAL  
MANAGEMENT  
INSTITUTE  
OF CANADA  
SPONSORSHIP  
AND  
ADVERTISING  
CATALOGUE FOR  
PSMW 2010

FINANCIAL MANAGEMENT  
INSTITUTE OF CANADA

fmi

INSTITUT DE LA GESTION  
FINANCIÈRE DU CANADA

igf

Your organization has been selected to participate as a sponsor at the Public Sector Management Workshop (PSMW 2010) in Halifax, Nova Scotia, June 13-15, 2010.

Promoting your organizations' products and services at PSWM is an ideal way to reach the financial management community!





**PUBLIC SECTOR MANAGEMENT WORKSHOP**  
**Cresting the Wave - Innovations in Accountability**  
**SPONSORSHIP & ADVERTISING**  
**CATALOGUE**






**WHAT IS THE FINANCIAL MANAGEMENT INSTITUTE (fmi\*igf) OF CANADA?**

The fmi\*igf is the leading source in Canada for professional development in new and emerging trends, best practices and topical issues to public sector financial management stakeholders. Through 13 Chapters from coast to coast across Canada, fmi\*igf offers over 400 hours of annual professional development through workshops, seminars, conferences and luncheon meetings. To support Chapter activities, the fmi\*igf uses its website and National magazine, the fmi\*igf Journal, to share information and best practices with members. Its largest National conference, Professional Development Week, is held in the nation’s capital annually in November at the Hilton Lac Leamy facility. In 2009 there were nearly five-thousand person-days of attendance at the five day conference.

**PUBLIC SECTOR MANAGEMENT WORKSHOP (PSMW)**

PSMW is held every year in May or June at different major cities across the country on a rotating basis. This annual event delivers an excellent program of professional development sessions covering a wide range of current and relevant public sector issues. The theme for PSMW 2010 in Halifax Nova Scotia is “Cresting the Wave-Innovations in Accountability” and topics that will be addressed include:

-  Innovations in Accounting
-  The Economy
-  The Environment
-  The Human Connection

This two day conference attracts over 400 participants from both the public and private sectors. This event will allow your organization to connect with your top prospects in a pressure-free, collaborative environment. By being a sponsor at PSMW you will associate your brand with experts in the industry while positioning your organization as a leader in your field.

**WHO ATTENDS fmi\*igf EVENTS?**

fmi\*igf conferences attract public sector financial management professionals from all provinces across Canada and some states in the United States. The majority of conference participants approve, initiate and influence procurement decisions such as: goods and services; administrative business systems; computer hardware and software; consulting services; professional development and training; and temporary personnel services.

You should participate at fmi\*igf events if your target market includes:

- Accountants
- Auditors
- Chief Financial Officers
- Chief Information Officers
- Comptrollers
- Treasurers
- Human Resource Managers
- Information Technology Professionals
- Program Directors
- Financial Managers
- Fraud Examiners
- Budget Professionals



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## PLATINUM SPONSOR

1.	Double booth spaces in exhibit hall (FIRST selection of location)	\$3,200
2.	ONE full page (inside cover) advertisement in conference guide (artwork to be supplied by sponsor)	\$1,200
3.	Corporate logo on conference guide cover	\$900
4.	Sponsor ONE day plenary/keynote speaker (FIRST selection)	\$2,100
5.	Sole sponsor for the Gala Dinner (includes entertainment)	\$16,000
6.	Sole sponsor for the pre Gala reception	\$3,200
7.	Sponsor ONE Lunch (FIRST selection)	\$4,200
8.	Sponsor for the delegates lanyards (fmi*igf provides lanyards)	\$3,200
9.	Insert company brochure into every delegate's registration kit	\$600
10.	Sponsor provided promotional notepads handed out in sponsored concurrent session	N/C
11.	Sponsor ONE of the SIX Concurrent Sessions (FIRST selection)	\$1,100
12.	Sole sponsor of delegates gifts	\$6,800
13.	Eco Bags	\$1,100

SUBTOTAL: \$43,600

25% DISCOUNT: \$10,900

**PRICE: \$32,700**

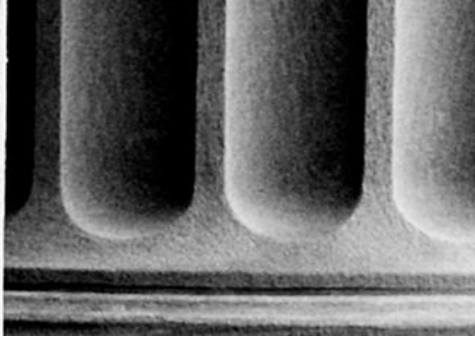
### Benefits include:

- 5 Conference passes
- 10 Tickets to the Gala dinner and reception on Monday night with one reserved table
- Recognition on fmi\*igf PSMW 2010 Web Page as the sole Platinum sponsor including a link to their own page
- Preeminent display at the conference as the sole Platinum sponsor
- Preeminent display in the conference guide as the sole Platinum sponsor



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## SPONSORSHIP OPPORTUNITIES

### Gold Sponsor

Be recognized as a Gold Sponsor by purchasing one Exhibit space and any combination of sponsorship opportunities with a total combined value of \$8000.00 or more! In addition to your custom sponsorship package, you will receive the following benefits:

- 4 conference passes
- Recognition as a Gold Sponsor on the PSMW 2010 web site, as well as all sponsor-related signage at the event
- 8 tickets to the Gala dinner and reception on Monday night
- Enhanced display at Conference as Gold sponsor
- Enhanced display in Conference guide as Gold sponsor

### Silver Sponsor

Be recognized as a Silver Sponsor by purchasing one Exhibit space and any combination of sponsorship opportunities with a total combined value of \$5000.00 or more! In addition to your custom sponsorship package, you will receive the following benefits:

- 3 Conference passes
- Recognition as a Silver Sponsor on the PSMW 2010 web site, as well as all sponsor-related signage at the event
- 6 tickets to the Gala dinner and reception on Monday night
- Display at Conference as Silver sponsor
- Display in Conference guide as Silver sponsor

### Bronze Sponsor

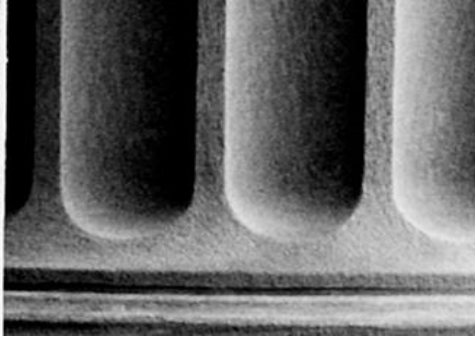
Be recognized as a Bronze Sponsor by purchasing any combination of sponsorship opportunities with a total combined value of \$2,500.00 or more! In addition to your custom sponsorship package, you will receive the following benefits:

- 2 Conference passes
- Recognition as a Bronze Sponsor on the PSMW 2010 web site, as well as all sponsor-related signage at the event
- 4 tickets to the Gala dinner and reception on Monday night
- Display at Conference as Bronze sponsor
- Display in Conference guide as Bronze sponsor



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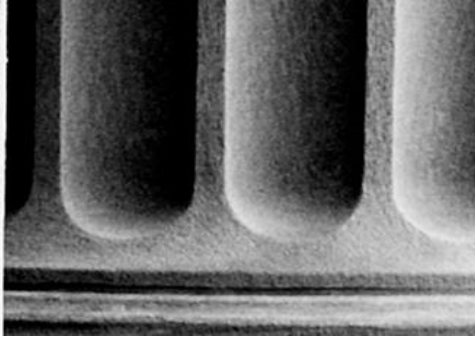
**Additional Sponsorship Opportunities**

#	Item	Description	PSMW
1.	Exhibit Space Single 10' across x 8' deep Double 20' across x 8' deep	Increase your visibility and interact with conference delegates during breakfast and coffee breaks. Display your marketing materials and invite your prospects to attend the tradeshow for free. Amount available: 15 single booths.	\$1,700 (single) \$3,200 (double)
2.	Breakfast	Start the morning off right by providing a hearty breakfast to conference delegates. Your corporate name and logo will be notably displayed on all breakfast signage.	\$1,600
3.	Coffee Breaks	Breaks will be held between sessions in the morning and afternoon throughout the two days. Your company name and logo will be prominently displayed on all coffee break signage.	\$650
4.	Lunch	This seated luncheon will be open to over 400 PSMW delegates. Your corporate name will be prominently displayed on signs outside the banquet hall and on tent cards at each table. Your organization will also receive a VIP table for your guests and an opportunity to give a brief welcoming remark.	\$4,200
5.	Keynote Speakers	Sponsor a keynote session and receive your corporate name and logo on signage in and around the plenary room, on the speaker's podium and a verbal acknowledgement of your sponsorship during speaker introductions. Number available: 3	\$2,100/speaker
6.	Concurrent Sessions	Sponsor a session and your company will receive a verbal acknowledgement during speaker introductions and your corporate name and logo will be displayed on session signage. Number available: 6	\$1,100/session
7.	Pre-conference Cocktail Reception (Sunday evening)	The PSMW Sunday evening Welcome Reception will be held at the Maritime Museum of the Atlantic and catered by Taste of Nova Scotia. Your corporate name and logo will be prominently displayed as the sole corporate sponsor of the evening's festivities.	\$2,000
8.	Gala Dinner	This formal evening dinner and dance is open to conference delegates. Your company's logo will be displayed on tickets and all onsite event signage. With this opportunity your corporate name and logo will be prominently displayed as the corporate sponsor of the evening's festivities plus you will receive 4 complimentary Gala dinner tickets.	\$16,000
9.	Wine at Dinner Gala	Your company's logo will be displayed on all delegates' tables as the sponsor for wine at the gala dinner. Includes all onsite event signage plus 2 tickets for your company and guests.	<del>\$4,000</del> <b>SOLD</b>



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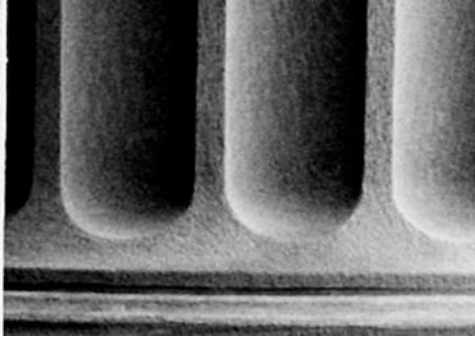


10.	Pre Gala Reception	This formal pre-gala reception is open to conference delegates. Your company's logo will be displayed on all onsite event signage plus you will receive 2 tickets for your company and their guests. With this opportunity your corporate name and logo will be prominently displayed as the corporate sponsor of the evening's festivities.	\$3,200
11.	Hospitality Suite	Your corporate name and logo will be printed on all hospitality suite signage for the length and duration of PSMW 2010 (3 days).	\$2,100
12.	Speakers Lounge	Reach out to keynote and session speakers by sponsoring PSMW's Speaker Lounge. This VIP facility will provide the speakers, many of whom are high-level professionals, with a private and quiet space to relax, prepare for their presentations, grab some snacks or check their e-mail prior to and in between sessions. Your company name and logo will be on all speakers lounge signage.	\$2,100
13.	Massage Booth	This sponsorship opportunity was a success at PSMW 2008 and has the potential to draw the largest crowd during breaks. Potential new clients will be drawn to your massage area. Keep them there for 5-10 minutes while they listen to your marketing message. PSMW will increase awareness of your company. Sponsor supplies equipment and massage therapists.	\$1,600
14.	Hydration Station	As the hydration station sponsor you are given the opportunity to brand sports bottles and distribute them to all conference attendees. Attendees will then refill bottles with water at any of the water cooler stations located throughout the convention centre. An environmental winner! Build your brand through messaging on signage at all of the stations. This sponsorship does not include the costs of producing and shipping the water bottles and any associated service or taxes. This sponsorship item must be reserved 5 weeks in advance. Sponsor to supply water bottles.	\$1,600
15.	Internet Café	As the Internet café sponsor, your company will have an opportunity to showcase its corporate name and logo at this office away from the office. Attendees will use the internet café to check e-mail and conduct business in a café-type setting. Computers in this area open to your homepage or screensaver. Bring branded mouse pads, pens or stationery for more impact! Two different pricing options are available. Please contact Sean Downey for details. What are these different pricing options? Who supplies the computers? How many computers are generally used for this – logistics will need to be discussed with the facility for a room and internet connection.	\$1,600
16.	Conference Guide advertisement	This useful guide will be referred to by delegates several times a day throughout the duration of PSMW. Sponsors can purchase a full page inside front cover, full page, half-page or quarter page colour advertisement.	\$1,200 (IFC) \$850 (full page) \$550 (1/2 page) \$320 (1/4 page)
17.	fmi*igf Board Dinner	EXCLUSIVE dinner sponsor of the National fmi*igf Board of Directors and official guests. Two complimentary tickets for your opportunity to network and be recognized by 60-70 leading decision makers. Your corporate name and logo will be prominently displayed as the evening's sponsor.	\$750



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18.	Logo on Conference Guide Cover	Include your corporate name and logo on the conference guide cover. Number available: 4 logos	\$900
19.	Name Tags/Lanyards	Every delegate wears a badge/lanyard; therefore every delegate wears your company name/logo around their neck. Delegates will be walking sign boards for your corporate brand. This opportunity will ensure your organization receives the highest level of exposure during the conference. fmi*igf provides name tags/lanyards.	\$3,200 <b>SOLD</b>
20.	Corporate Inserts	This sponsorship opportunity will allow five sponsors to insert their company brochure into every delegate registration kit. Please provide copies of your pre-printed material to the fmi*igf and we'll take care of the rest.	\$600
21.	Delegates Gift	Your corporate name and logo will be printed on all conference delegates' gifts. These gifts are supplied by fmi*igf and handed out to approximately 400 delegates. Only one available.	\$6,800 <b>SOLD</b>
22.	Eco Bags	Print your corporate name and logo on this eco bag. Each participant will be given an eco bag at registration. Participants place conference materials in this bag and carry the tote with them throughout the duration of the conference. Delegates will use this environmental bag beyond the conference and give continued exposure to your organization. This is an EXCLUSIVE offer and must be reserved at least five weeks prior to the conference. Printed bags are sponsor supplied.	\$1,100 <b>SOLD</b>
23.	Registration Area	Be the first thing delegates see as they enter the conference. Your corporate name and logo will be prominently displayed on registration signage.	\$1,100
24.	Hand Sanitizer	This item provides two set-up options. The first option entails providing all delegates with mini hand sanitizers as part of their registration kit or in their delegate bag. For this option the sponsor must supply the lotion and arrange for the printing. Your company name and logo will be on each mini sanitizer bottle. The second option involves setting up hand sanitizer stations throughout the conference venue. Hand sanitizer stations will be provided within proximate distance from food and coffee break stations. fmi*igf will take care of purchasing the lotion and printing costs of accompanying sponsor signage.	\$1,600
25.	Conference Brochure	The pre-conference brochure is mailed to all Nova Scotia government departments, select government recipients outside Nova Scotia and past PSMW attendees prior to the conference. Three sponsors will have the opportunity to display their corporate name and logo on the brochure.	\$450
26.	Pre-conference tour sponsors	Sponsor a pre-conference motor coach bus tour of: <ol style="list-style-type: none"> <li>1. Peggy's Cove,</li> <li>2. Lunenburg &amp; Mahone Bay, or</li> <li>3. 3-winery and cheese tour in the Annapolis Valley and Grand Pré.</li> </ol> Sponsors will be recognized in promotional literature and PSMW 2010 website promoting the event at a nominal cost to delegates attending the tour. Signage on bus and small welcome speech opportunity to promote your organization. 2 complimentary tour tickets. Number available: 3	\$600/tour



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For more information about these packages and any additional sponsorship opportunities please contact:

In Halifax

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