

Sponsorship Kit

What is the Calgary Data Management Symposium, Tradeshow & AGM?

The PPDM Association is hosting our annual Calgary Data Management Symposium on September 27-28, at the University of Calgary Downtown Campus. Attendees can look forward to presentations, a panel discussion, networking opportunities and special demonstrations. Thanks to our amazing sponsors, registration prices will stay the same. The theme for this Symposium is “**Skills and Innovations of Tomorrow**” with separate sub themes for each day.



About PPDM

The Professional Petroleum Data Management (PPDM) Association is the not for profit, global society that enables the development of professional data managers, engages them in community, and endorses a collective body of knowledge for data management across the oil and gas industry. You can learn more about the PPDM Association on our website – www.ppdm.org.

The Process

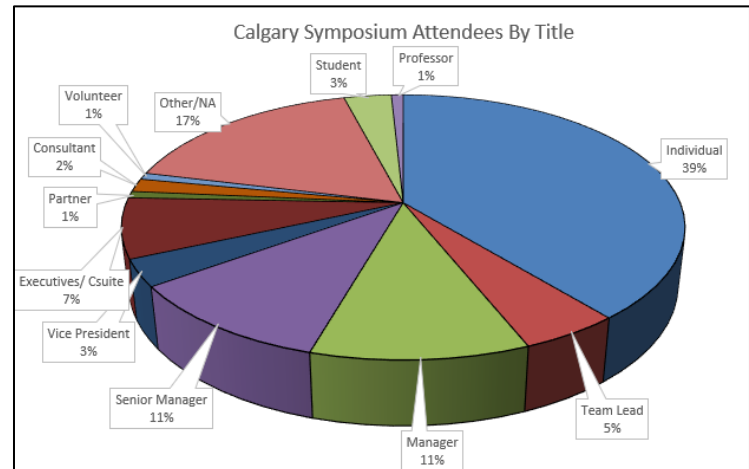
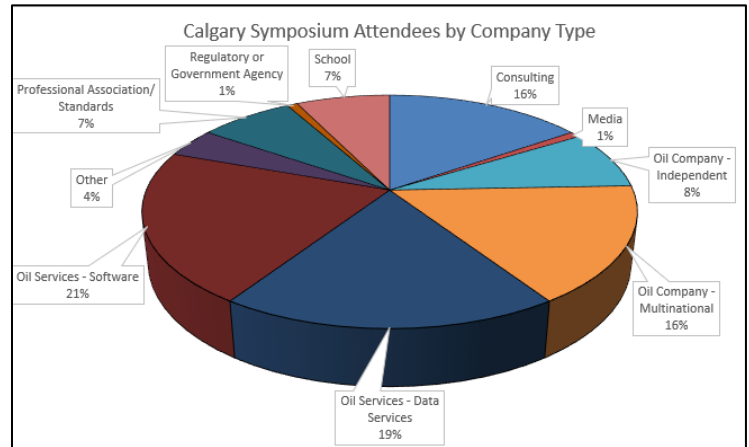
If your organization is interested in sponsoring, please review this kit and select which sponsorship matches your style and budget. Each sponsorship opportunity comes with options available for you to select benefits that suit your goals. Custom sponsorships are also available upon request. The PPDM Community Development Team is available to work with you on your sponsorship, please feel free to contact them at any time at events@ppdm.org or (1) 587 390 0194. Please note that all costs listed are in CAD and do not include GST.

Important Information

The deadline for **Sponsors is September 2, 2022**. The earlier a company agrees to sponsor, the more exposure it will receive in advertising.

We wanted to highlight a few things to consider with sponsoring the Calgary Symposium:

- ✓ Events are led by Regional Leadership Teams making the **agendas resonate with each community**.
- ✓ A variety of benefits are available at each level of sponsorship letting **you pick the options** that help you achieve your goals instead of a pre-designed kit.
- ✓ PPDM Association events are designed to cover costs, not make a profit. We keep our prices as low as possible to benefit you and our attendees.
- ✓ Awareness of your brand through the event will reach our nearly 1,000 regional **email subscribers** and 9,000 global **social media** followers.
- ✓ Supporting the event benefits not only your organization but the entire data management community.
- ✓ The Workshop is attended by individuals from **operating companies**, consultants, vendors, and more including government agencies and regulators.
- ✓ Most attendees come from the 'individual' level in their organization but there's also a substantial attendance by their **managers and higher up** in the organization. PPDM Association events interest everyone from analysts to CEOs.
- ✓ Previous years have seen more than 100 attendees at this event, though with the nature of events this year we are anticipating a more regionally centered event with attendance likely closer to 70 or 80.



Available Sponsorships

Sponsor Type	# Avail	Corporate Member Cost	Non-Member Cost	Benefits
Symposium Plus Sponsor *"Extra" Includes a 10-minute sponsor spotlight in the plenary session	2	\$2,500	\$3,000	Pick 5 Sponsor Options + "Extra" (Pg 4)
Cocktail Reception Sponsor Includes recognition on all drink tickets	1	\$2,100	\$2,600	Pick 4 Sponsor Options (Pg 4)
Ice Breaker Reception Sponsor Includes recognition on all drink tickets	0	\$2,100	\$2,600	Pick 4 Sponsor Options (Pg 4)
Lunch Sponsor	2	\$1,600	\$2,100	Pick 3 Sponsor Options (Pg 4)
Symposium Sponsor	4	\$1,100	\$1,600	Pick 3 Sponsor Options (Pg 4)
Morning Break Sponsor	2	\$500	\$750	Pick 2 Sponsor Options (Pg 4)
Afternoon Break Sponsor	2	\$500	\$750	Pick 2 Sponsor Options (Pg 4)
Gifting Sponsor Includes recognition on all gifts	0	\$850	\$1,100	Pick 2 Sponsor Options (Pg 4)

Please note all prices are in Canadian Dollars and do not include GST.

Custom Sponsorships

Have a set budget or something in mind that you'd like to sponsor? We'd be happy to work with your organization to create a custom sponsorship that works for you! Contact events@ppdm.org or call (1) 587 390 0194. Titanium and Platinum Sponsorships which cover all PPDM Events are also available.

Available Sponsor Options

Please select which options you are interested below in the quantity specified for the sponsorship you selected. Branding on event materials including the website, agenda, presentations, general event signage and more, will be included in all sponsorship levels.

- Pre/Post **Attendance List** – Contact details for the attendees who give permission to share their information with our sponsors, in accordance with Canadian Privacy Laws. Pre-Lists are available upon request.
- 25% Registration **Discount Rate** for your employees – we will provide you with a code in your agreement to use.
- One **Free Attendee** – simply email their details and if they consent to share their contact details with our sponsors and we will get them registered. They will need a PPDM registration.
- 250-Word Spotlight **Write Up in Agenda** on your organization or a topic of your choosing.
- Put an **item** in the registration kit going to all attendees – the sponsor must provide the items to the PPDM team in advance (1 week prior) to be placed in the kit. The quantity will be provided closer to the event date.
- Company Profile in an **email** communication – two sentences (15-25 words total) on your company and your logo profiled in one of the event emails leading up to the Workshop. Limited spots available.
- Opportunity to place one standard (around 800mm wide by 2000mm high or 33” wide by 80” high) sized **pop-up banner** up at the venue (location selected by PPDM) - The sponsor must provide the banner and arrange shipment to and from the venue.

Workshop Plus and Platinum/Titanium Sponsors are eligible to receive one of the following as a part of their sponsorship, availability is on a first come, first served basis:

- A 10-minute sponsor **spotlight presentation** to the plenary attendees for you to highlight your products and services. Limited spots available.
- Specific **Signage** related to your sponsorship (ie: Happy Hour Sign)

Is there something you are looking for that's not on the list? Contact us at events@ppdm.org to discuss!