



OSIsoft®

PI World

Users Conference • San Francisco 2018

# Sponsorship Prospectus

# Become a Sponsor!

We invite you to join us at PI World, the premier event that brings the PI System community together to explore how organizations transform their world with data.

In San Francisco, we will host a three-day expo that provides opportunities for partners to network and develop relationships with over 2,500 prospective and existing customers from around the world. The expo will take place at the Hilton Union Square from April 24-26, 2018.

Year after year, OSIsoft partners continue to utilize this conference as their marketing event of the year. We look forward to another action-packed conference with more possibilities for our partners to connect with the PI System community than ever before.

In this prospectus, you will notice an increase in the number and types of sponsorships and exhibitor locations. Because we have sold out of exhibitor spots quickly the last two years, we highly encourage you to [register now](#) to best leverage our partner team to maximize your investment.

## SETUP DAY

Monday, April 23

## DAY 1

Tuesday, April 24

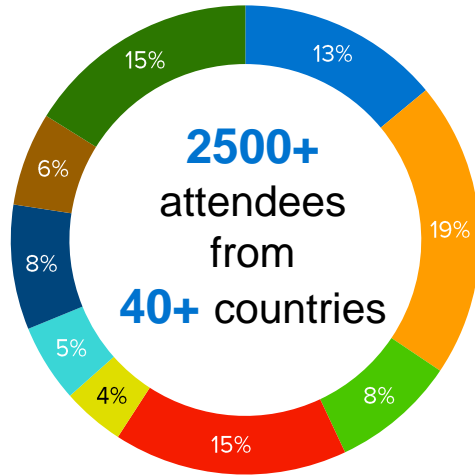
## DAY 2

Wednesday, April 25

## DAY 3

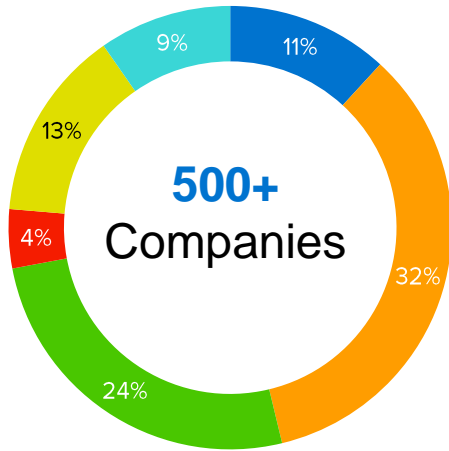
Thursday, April 26

# Your Audience



## Industries

- Oil & Gas and HPI
- Power Gen
- Transmission & Distribution
- Life Sciences, Food & Beverages and Specialty Chemicals
- Forest & Paper Products
- Mining, Metals & Materials
- Process Industries
- Facilities, Water & Energy Management
- IT



## Roles

- Executive
- Director/Manager
- Technical End User
- Business End User
- Developer
- Other

# Sponsorship Packages

	Diamond	Platinum	Gold	Silver	Bronze	Exhibitor
Price	By Contract	By Contract	\$40,000	\$30,000	\$17,500	\$12,000
Quantity	1	1	3	6	22	18
<b>Pre-Event Marketing</b>						
Logo on event website	•	•	•	•	•	•
Prominent placement on website	•	•	•	•		
Access to partner marketing kit	•	•	•	•	•	•
<b>On-Site Marketing</b>						
Acknowledgment from main stage	•	•	•	•	•	
Company description on Event App	•	•	•	•	•	•
Logo included in main stage rotation display	•	•	•	•	•	
Advertising slot on mobile app	•	•	•			
Logo on sponsor signage and spotlight banners	•	•	•	•	•	
Expo Reception	•	•				
Lunch Sponsorship			•			
Break Sponsorship				•		
General Session branding	•	•				
Logo on glass at the top of stairs & escalator outside Industry and Breakout			•			
Logo on glass on escalators outside General Session			•			
Logo on windows outside Industry and Breakout				•		
Logo included on conference lanyards		•				
Logo on conference giveaway	•					
Logo on Plasma Screen branding	•	•	•			
<b>Conference Access Details</b>						
Conference Passes (if staying at Hilton or Parc 55 hotels)	10	10	8	4	2	1
Discount for additional Conference passes	50%	50%	45%	40%	35%	30%
Access to private meeting room (Mon-Thurs)	•	•	•			

# Expo Location & Hours

There will be two exhibitor halls this year:

- Golden Gate Ballroom
- Yosemite Ballroom

## EXPO HOURS

### Monday

**Setup** 12:00 - 6:00pm

### Tuesday

**Expo** 12:30 - 5:30pm

**Expo Dinner Reception** 5:30 - 8:00pm

### Wednesday

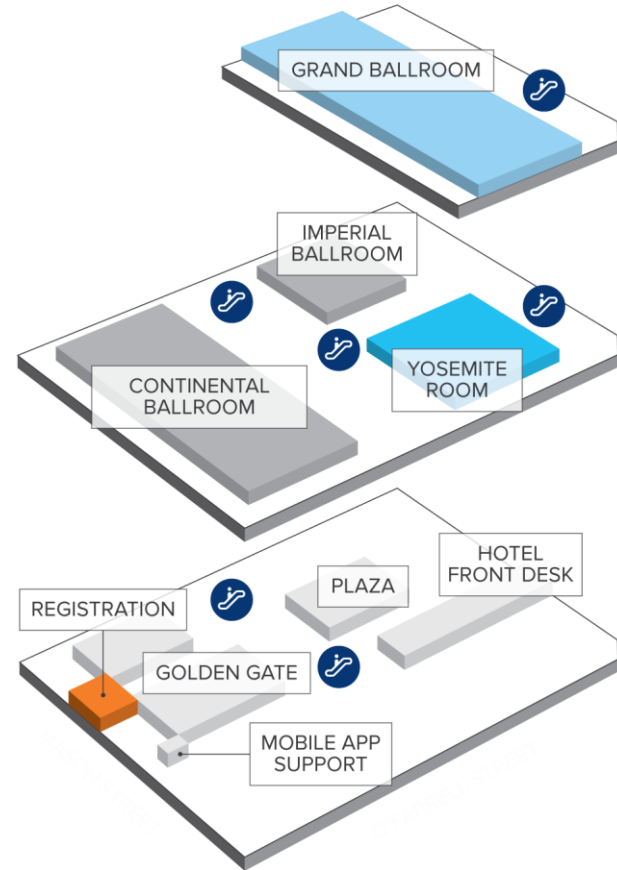
**Expo** 10:00am - 5:00pm

### Thursday

**Expo** 10:00am - 3:00pm

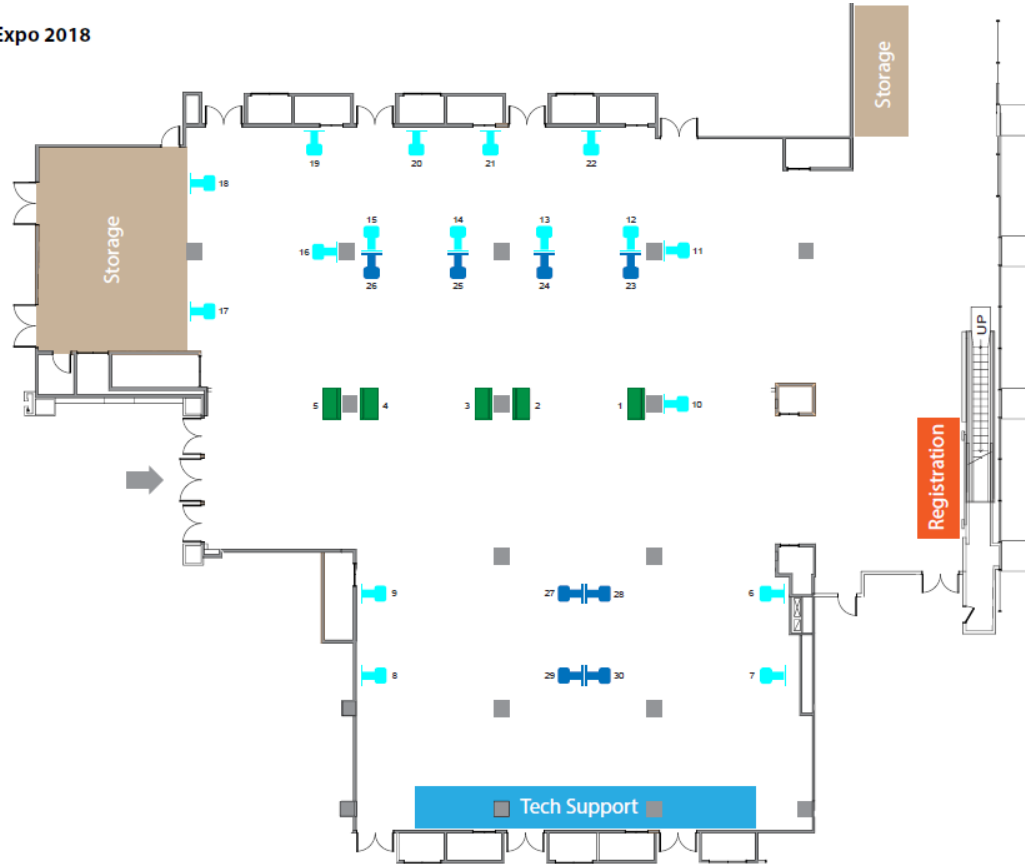
**Teardown** 3:00 - 5:00pm




**Note:** Exhibitor hours may slightly change. All exhibitors will be informed of the finalized hours prior to the event.



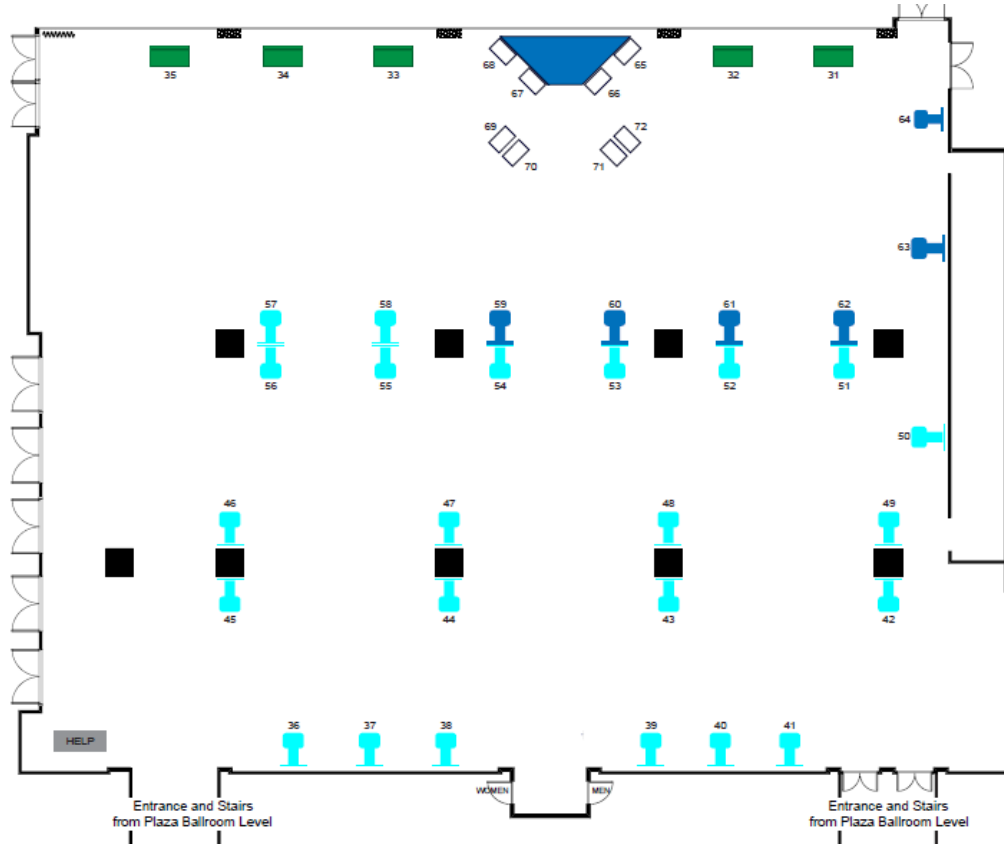
# Floor Plan – Golden Gate Ballroom




Product & Partner Expo 2018  
Golden Gate Room  
v.8; 11/02/17



-  Premier Level Sponsor Kiosks
-  OSIssoft Product Kiosks
-  Exhibitor Kiosks

# Floor Plan – Yosemite Ballroom



-  Premier Level Sponsor Kiosks
-  OSIssoft Product Kiosks
-  Exhibitor Kiosks

# Premier Sponsor Booth

Platinum • Diamond • Gold • Silver

On-site Presence	Booth Gear	Brand Presence
<ul style="list-style-type: none"><li>• Booth space</li><li>• Turn-key design</li><li>• Lead retrieval device</li></ul>	<ul style="list-style-type: none"><li>• Logo on booth header</li><li>• Sponsor designation</li><li>• 42-inch monitor</li><li>• Internet access (wi-fi &amp; wired connection)</li><li>• Content sign</li><li>• Power</li><li>• 2 Stools</li><li>• Whiteboard</li><li>• Bullet points/company description</li><li>• Evening clean-up</li></ul>	<ul style="list-style-type: none"><li>• Logo and company description on mobile app</li><li>• Logo on conference website</li></ul>

## EXPO HOURS

<b>Tuesday, April 24</b>	12:30 - 5:30pm // <b>Reception:</b> 5:30 - 8:00pm
<b>Wednesday, April 25</b>	10:00am - 5:00pm
<b>Thursday, April 26</b>	10:00am - 3:00pm





# Exhibitor Booth

## Bronze • Exhibitor

On-site Presence	Booth Gear	Brand Presence
<ul style="list-style-type: none"><li>• Booth space</li><li>• Turn-key design</li><li>• Lead retrieval device</li></ul>	<ul style="list-style-type: none"><li>• Logo on booth header</li><li>• Sponsor designation</li><li>• 42-inch monitor</li><li>• Internet access (wi-fi &amp; wired connection)</li><li>• Content sign</li><li>• Power</li><li>• 2 Stools</li><li>• Whiteboard</li><li>• Evening clean-up</li></ul>	<ul style="list-style-type: none"><li>• Logo and company description on mobile app</li><li>• Logo on conference website</li><li>• Additional brand presence with higher level sponsorships. <i>(See sponsorship packages on page 4 for details.)</i></li></ul>

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# À la carte Sponsorships

Opportunity	Description	Qty	Price
<b>General Session Sponsorship</b>	Surprise each attendee with a branded giveaway placed on each seat when they enter the keynote session on Day 1. Giveaways are provided by the partner and must be submitted for approval. Branding will be on General Session signage.	1	\$10,000
<b>Breakfast Sponsorship</b>	Sponsoring breakfasts will provide your company exposure all three days of the event during most important meal of the day! Signage and company logo visibility will be included in schedule and promotion. Sponsor may provide any sort of giveaway (coffee cup sleeves, mints, etc.).	1	\$15,000
<b>Cold Brew Coffee Station</b>	Attendees love their coffee. Here's your chance to jump on the new trend of Cold Brew. Sponsorship includes your logo directly on the coffee cups as your company name included on all signage and mobile app announcements.	1	\$7,500
<b>Welcome Reception Sponsor</b>	The Welcome Reception kicks off the conference with appetizers and drinks! This sponsorship provides your company with the ability to interact with attendees in a unique way on the first day of the conference. Sponsorship includes signage on site and in promotional pre-marketing.	1	\$10,000
<b>Industry Dinner Sponsor</b>	Sponsor one of the popular industry dinners that will be taking place on Wednesday evening and have the unique opportunity to meet with attendees in a relaxed out of expo setting in San Francisco! Your sponsorship will cover a portion of the dinner check (depends on industry dinner size) and will provide 1-2 seats at the dinner. First come, first served for industry selection.	1	Varies \$2,500-\$5,000
<b>Geek Night Activity Sponsor</b>	Be an active part of the popular annual Geek Night event! Develop your own game or activity for attendees to interact with your brand that evening. Sponsorship includes signage on site and in promotional pre-marketing. Sponsor may also provide giveaways and/or prizes.	1	Varies
<b>Geek Night After Party Sponsor</b>	Keep the party going after the Thursday Geek Night for a private event at Feinstein's Lounge in Hotel Nikko! Sponsorship includes signage on site and in promotional pre-marketing.	1	\$7,500

# À la carte Sponsorships

Opportunity	Description	Qty	Price
<b>Internet Sponsor</b>	Every attendee will need internet access. As our Internet Sponsor, your logo will be included on the welcome page and signage throughout all three Wi-Fi meeting venues – Hilton Union Square, Parc 55 and Hotel Nikko. This includes a hyperlink to your company website, inclusion of your company name/logo in all Wi-Fi related announcements and communications, and recognition during the General Session.	1	\$10,000
<b>Recharge Lounge</b>	Capture attendee's undivided attention as they power up their laptops, cell phones and other wireless devices without leaving the Conference. The Recharge Station provides a convenient service to attendees and gives your company the opportunity to get your message across to a captive audience. Your company logo or message will be displayed on all signage in this area.	1	\$5,000
<b>Wellness Sponsor</b>	Start off each morning of the busy conference helping attendees stay on track with fitness activities and healthy snacks in the Wellness Lounge throughout the conference! Sponsorship includes your logo on any giveaways and your brand name associated with signage on site and pre-event marketing for all fitness events (e.g. yoga, walk/run).	1	\$5,000
<b>Hotel Room Drops</b>	Reach every conference attendee staying at the Hilton Union Square, Parc 55 and/or Hotel Nikko by sponsoring a room drop. A promotional flyer with giveaway of your choice will be distributed to each conference attendee's hotel room.	1	\$10,000
<b>Hotel Room Keys</b>	Reach every conference attendee staying at the Hilton Union Square, Parc 55 and/or Hotel Nikko by sponsoring the room key!	1	\$5,000

# Speaking Opportunities

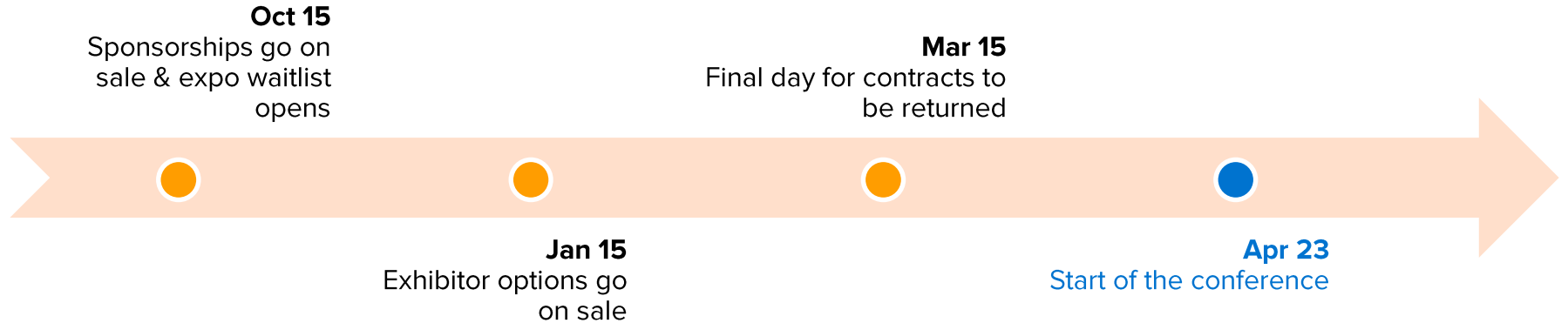
OSIsoft has specific standards around the content delivered at the conference. In order to ensure the best content for our attendees, speaking opportunities are not tied to sponsorships.

**There are two types of presentations:**

1. **User Presentations** – Presentation on the value obtained from the PI System from an end-users prospective.
2. **Technical Labs** – OSIsoft Partner presents the value obtained from a PI System based solution.

[Click here to submit an application](#) through our Call for Papers System.

# Register Your Interest Today!



[Click here](#) to register your interest!

## Consideration Criteria for SPONSORSHIPS:

1. Date/time registered
2. Currently a member of the OSIsoft Partner EcoSphere

## Consideration Criteria for EXHIBITORS:

1. Date/time you registered
2. How many events your organization has sponsored in the last five years
3. Direct or influences channel revenue

# Questions?

Email [partners@osisoft.com](mailto:partners@osisoft.com)