

CHANGECONNECT4

OCTOBER 10 & 11, 2016



AT THE PORTLAND ART MUSEUM

**Proven Track Record
Maximize your Connections**

BE AN EVENT SPONSOR



**PACIFIC NORTHWEST
REGIONAL NETWORK**

We are excited to announce the **fourth Change Connect Symposium** which will be hosted at the Portland Art Museum (PAM) in downtown Portland, OR. Our theme this year is **The Art and Science of Change**.

We continue to offer many networking opportunities, which provide you with valuable time to connect with change leaders. The Change Connect Symposium opens on Monday, October 10 with an inspiring afternoon of presentations. This will be followed by our traditional Networking Night. On Tuesday, October 11, we will have a full schedule including dynamic business leaders, topical break-out sessions and a plenary session.

The Symposium is presented by the ACMP Pacific Northwest Regional Network. Established in 2012, ACMP PNW Regional Network is a group of change management professionals who are passionate about building change capability to achieve competitive advantage. We are proud to have been selected as the first US chapter for the Association of Change Management Professionals (ACMP).



WHY SPONSOR?

Connect with more than 250 change professionals from over a dozen Fortune 500 organizations representing multiple industry perspectives. Our recent Symposia included representation from the following Companies and Organizations:

Nike	Providence Health
Premera Blue Cross	Wells Fargo
Bill & Melinda Gates Foundation	Insurance Corp. of British Columbia
Portland General Electric	T-Mobile
Bonneville Power Assoc.	Portland General Electric
Alaska Airlines	PeaceHealth
Intel	Microsoft
World Vision	Liberty Mutual Insurance
Adobe, Inc.	Kaiser Permanente
Whirlpool Corporation	Univ. of Washington
Cisco Systems	Columbia Sportswear
eBay	City of Seattle
Amazon	City of Portland
Univ. of British Columbia	Nordstrom
Cambia Health Solutions	

THE ART AND SCIENCE OF CHANGE

It takes a conference about Change located in an Art Museum to rethink and energize the way we engage *Keynotes*. This year we shift our attention away from the podium and focus collectively on unique experiential learning galleries that will immerse your senses in both the "Art" and "Science" of change. Over the course of the conference, we will gather and explore these two very different perspectives. Day One will focus on the Art of Change and take you through the nuance and intangibles of managing change. Day Two the spotlight shifts to the Science of Change as we explore the well-researched, systematic, and proven side of change management practice.

CHANGE CONNECT 3 PARTICIPANT DEMOGRAPHIC HIGHLIGHTS

- Over 60% of conference attendees were from Industry, with only 40% representing consulting firms.
- Primarily attended by organizational leaders with 23% holding the position of VP, Director, or Sr. Director and an additional 40% identified as Sr. Manager or Lead.
- Symposium attendees primarily come from the Washington and Oregon area with a growing representation from surrounding states as well as Canadian Western provinces.

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SPONSORSHIP OPPORTUNITIES

NETWORKING Sponsor - \$7,500

One Networking Sponsor Level Opportunity

Features four complimentary Symposium passes, plus:

- Exclusive host of Networking Night at the close of the first conference day (October 10). This event is open to all attendees for a time of conversation and connection. Hosting includes targeted signage and a verbal thank you highlighting that the night is "Brought to you by...".
- Booth at event, prominently placed in attendee pathway to main conference plenary space.
- Prominent recognition at the event; verbal thank you shared in front of 250+ attendees at Welcome gatherings.
- Immediate placement of Corporate logo and profile on Symposium website.
- Immediate placement of Corporate logo in ACMP PNW Chapter newsletter and Symposium marketing emails (with distribution list of ~900)
- Logo on each conference table centerpiece
- Inclusion of branded promotional product (pen, post-it notes, etc.) in Symposium goodie bags (250 items to be provided by sponsor).

BOND Sponsor - \$5,000

Features three complimentary Symposium passes, plus:

- Exclusive host of one of the following events. Hosting includes targeted signage and a verbal thank you highlighting that the session is "Brought to you by...". *Please note: Only one sponsorship is available per session, sponsorship will be assigned on a first-come, first served basis.*
 - Breakfast on Main Symposium Day (Oct 11)
 - Lunch on Main Symposium Day (Oct 11)
 - Host of "The ART of Change" plenary session (featured all attendee activity on Oct 10)
 - Host of "The SCIENCE of Change" plenary session (featured all attendee activity on Oct 11)
 - Symposium Closing Coffee/Snack Station "Caffeine to Go" (Oct 11)
- Booth at event, prominently placed in attendee pathway to main conference plenary space.
- Prominent recognition at the event; verbal thank you shared in front of 250+ attendees at Welcome gatherings.
- Immediate placement of Corporate logo and profile on Symposium website.
- Immediate placement of Corporate logo in Symposium emails
- Logo on each conference table centerpiece
- Inclusion of branded promotional product (pen, post-it notes, etc.) in Symposium goodie bags (250 items to be provided by sponsor).

CONNECTOR Sponsor - \$3,000

Features two complimentary Symposium passes, plus:

- Table at event in Exhibit Area near main conference plenary space.
- Verbal thank you shared in front of 250+ attendees
- Immediate placement of Corporate logo and profile on Symposium website
- Immediate placement of Corporate logo in Symposium emails
- Logo on each conference table centerpiece
- Inclusion of branded promotional product (pen, post-it notes, etc.) in Symposium goodie bags (250 items to be provided by sponsor).

LINK Sponsor - \$1,000

Features one complimentary Symposium pass, plus:

- Immediate placement of Corporate logo and profile on Symposium website.
- Inclusion of branded promotional product (pen, post-it notes, etc.) in Symposium goodie bags (250 items to be provided by sponsor)

To sign up as a sponsor
or learn more please contact:
abby@sound-planning.com

