

# 22<sup>ND</sup> IPMA WORLD CONGRESS



PROJECT MANAGEMENT TO RUN  
**ROMA** 9-11 November 2008



**EXHIBITION**



IPMA<sup>®</sup>  
international  
project  
management  
association





## **PROJECT MANAGEMENT OF THE FUTURE: READY TO RUN**

The International Project Management Association (IPMA) is the world's oldest project management organisation. It is an international network of national project management societies.

While these national societies serve the specific project management development needs of each country in its national language, the IPMA as an umbrella organisation represents them at the international level. The IPMA is truly a global organisation with member associations spread throughout the world. Currently there are some 43 national representative bodies spread across Europe, Africa, Asia and the Americas promoting project management professionalism on the specific cultural requirements across all types of projects. The IPMA maintains its continuous presence in the global project management arena through its regular hosting of its annual World Congress.

## **EXHIBITING AT 22ND IPMA WORLD CONGRESS IN ROME**

The outstandingly high quality of the people who attend this event means that for contacts in government, industry or media you cannot beat the 22nd IPMA World Congress in Rome. It is recognised as the forum for the global project management industry. Therefore, as a serious contender in this sector, your brand, your contacts and your sales will be hugely enhanced by participation at this leading event.

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## INDUSTRIES REPRESENTED AT THE IPMA WORLD CONGRESS:

- Government
- Financial
- Engineering and construction
- Architecture and design
- Energy
- Aerospace and defence
- Automotive
- Telecommunications
- Manufacturing industries



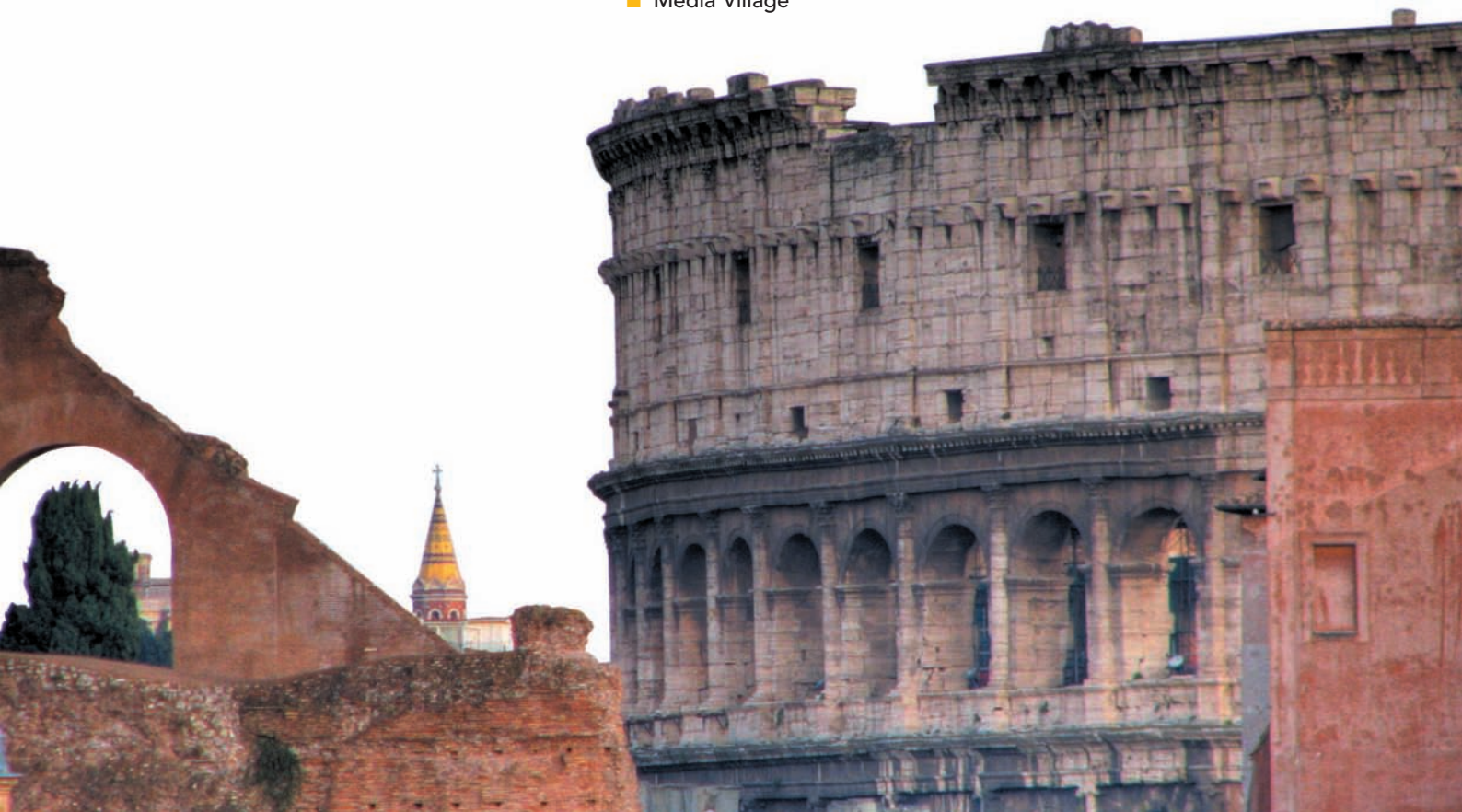
## WHY EXHIBIT

The 22nd IPMA World Congress and Exhibition will be held at the same venue, allowing participants to visit both the presentations and the exhibition. Over 1,000 delegates are expected for the Congress, with a further 8,000 attendees to visit the exhibition. Covering over 4,000 square meters of space, the exhibition is the must-attend event for the global project management industry.

The 22nd IPMA World Congress and Exhibition in Rome will provide a highly flexible environment in which a wide range of sales and marketing objectives can be achieved, from generating sales leads and launching new products, to building brand image, and maintaining customer relations.

## THE EXHIBITIONS AT THE 22ND IPMA WORLD CONGRESS

- Information and Communication Technology Exhibition
- Banking and Financial Area
- Engineering and Construction Centre
- Architecture and Design Arena
- Media Village





## EXHIBITING INVESTMENT

Exhibit space starts at 9 square metres.

Raw space is Euro 300 per sqm

Shell scheme construction is an additional Euro 100 per sqm



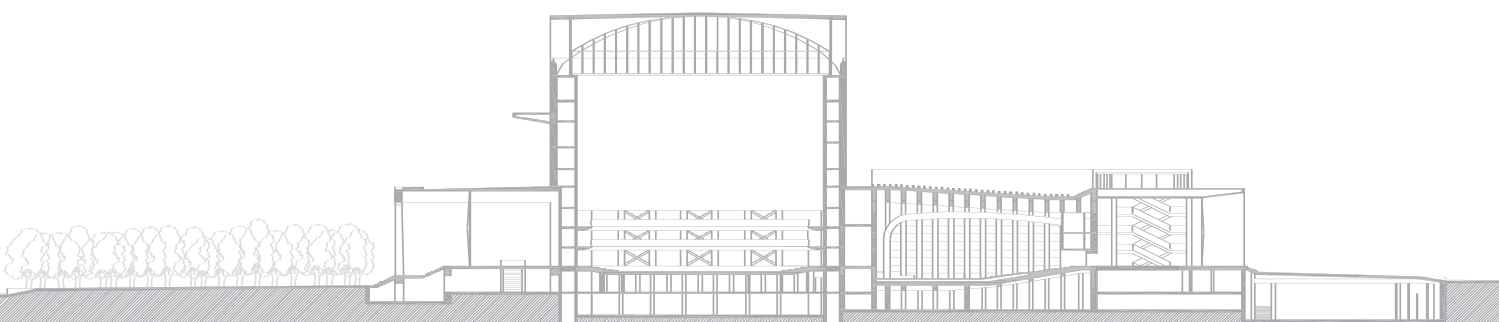
## EXHIBITING PACKAGE

- Invitation tickets to send to your existing and potential clients, giving them the opportunity to pre-register for fast-track admission to the exhibition.
- Free exhibitor listing on the Rome 2008 web site.
- Free listing in the official Rome 2008 Show Guide, including company contact information and a 30-word description of your company.
- Editorial coverage opportunities in the on-site editions of the show newspaper.

## MARKETING AND PROMOTION

The 22nd IPMA World Congress in Rome promotion plan is an integrated operation based on direct mail, advertising, P.R. and telemarketing campaigns.

- Direct Mail (over 100,000 mailshots for the exhibition and conferences).
- Print Advertising (the constant support of the sponsor magazines, with a total of 50,000 copies every month).
- Rome 2008 Website ([www.ipmaroma2008.it](http://www.ipmaroma2008.it) -- interactive site for delegates and visitors of the event).





## WHO SHOULD ATTEND

- Chief Executive Officer
- General Manager
- Project Manager
- Process Manager
- Strategic Planning Manager
- Program Manager
- Project Leader
- Product Manager
- Project Management Consultant
- Business Analysis Manager
- Business Development Manager
- New Product Dev. Manager
- R&D Manager
- IT /Systems Manager
- Engineering Manager
- Finance Manager
- Sales and Marketing Manager

## PRIMARY JOB FUNCTION

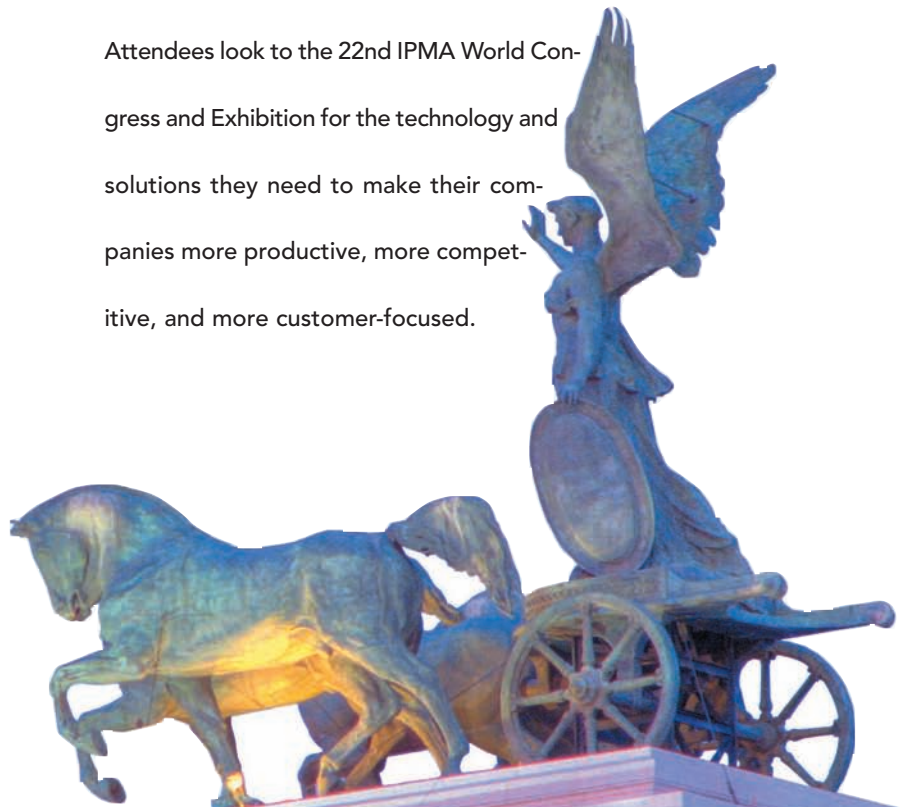
In order to cope with new challenges and opportunities in a global and dynamic business environment, companies apply projects more frequently, as projects are instruments to manage change processes and maintain a competitive advantage. In this context, it is becoming more and more strategic and critical to select, manage and prioritise a large numbers of projects that provide the best application of resources to increase ROI and optimise shareholders value.

## REASONS FOR ATTENDING THE IPMA WORLD CONGRESS

The 22nd IPMA World Congress and Exhibition covers the technology, solutions, and services used by all the global project management industry. If you sell or market products or services that have application in project management operations, this is your best opportunity to ...

- reach all the key industries
- connect with more leading companies
- target more decision makers for your products.

Attendees look to the 22nd IPMA World Congress and Exhibition for the technology and solutions they need to make their companies more productive, more competitive, and more customer-focused.



## PARTNER SPONSORS

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## LEADING SPONSORS

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## SUPPORTING SPONSORS

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## ORGANIZING COMMITTEE

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## ORGANIZING SECRETARIAT

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## EXHIBITION ORGANIZER

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