



PROTOCOL & DIPLOMACY INTERNATIONAL

PROTOCOL OFFICERS ASSOCIATION

Partnering with PDI-POA

Protocol & Diplomacy International-Protocol Officers Association is excited to announce our Annual Sponsorship Program for 2024.

PDI-POA's mission is to provide the highest level of collective expertise and training, information, and advice regarding international and national accepted rules of protocol. The partnership between PDI-POA's members and its vendors is a crucial part of this mission, and we look forward to fostering more connections and showcasing our sponsorship partners.

In 2022, we released the first PDI-POA annual sponsorship program; sponsors saw the typical Forum sponsor opportunities that were familiar from previous years. In addition to those familiar Forum sponsor benefits, beginning in 2023 sponsors began receiving year-round benefits, such as visibility via the PDI-POA website and in electronic communications to members and our mailing list.

The partnership offerings listed in the packet provide sponsors with opportunities for year-round exposure to PDI-POA members. These opportunities also provide sponsorship partners the ability to further support the protocol industry beyond the Annual Educational Forum and establish themselves as the experts in their service industry.

Please note, this sponsorship packet is meant to be a starting point - if there are opportunities to meet your marketing goals that are not included within the packet, please let us know and we would be happy to get creative!

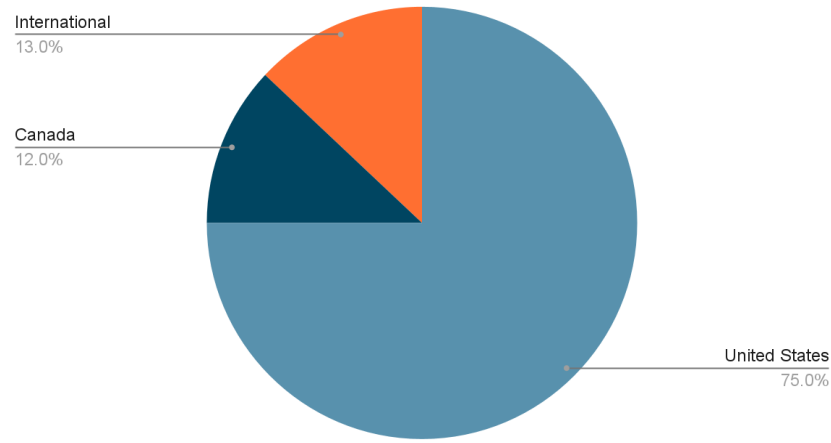
As we further establish the Annual Sponsorship Program, you will see below that we have added new opportunities for recognition throughout the year and specifically at the Annual Education Forum. As PDI-POA grows, we invite you to grow with us, with exclusive exposure to our members and new opportunities to connect and engage with them.

Thank you for your continued support of PDI-POA.

Sarah Eller
Executive Director, PDI-POA

What you should know about PDI-POA members

Membership Reach



What positions do PDI-POA members hold in their organizations?

Members of PDI-POA are decision makers who purchase gifts, goods, and services. Some work in a single person office. Others are part of extensive protocol teams influencing every decision made at their events, visits, and ceremonies.

No matter the size of the organization or number of employees, PDI-POA members frequently work with vendors across industries. They plan and execute events not only in their immediate location, but also in numerous cities throughout the world. To successfully deliver high quality events and provide hospitality and support for dignitaries, they engage the services of vendors including but not limited to:

- Transportation
- Travel support
- Security
- Lodging
- Conference and meeting spaces
- Catering
- Floral and decor
- Audio-video services
- Photography and videography
- Gifts
- Interpretation and translation

The most frequently occurring job title is Protocol Officer, Protocol Manager, or Protocol Specialist. Other frequently held job titles include: Chief of Protocol, Deputy Chief of Protocol, Chief of Staff, Director of Events, Director of Ceremonies, Director of International Relations, Event Coordinator, Executive Director of Protocol & Events, Head of Protocol & VIP Management, Manager of Protocol & Customer Relations, Professor (and its variations), Social Secretary to the Ambassador, Special Events Coordinator, Vice President of Events, and Visits Officer.

Sampling of PDI-POA represented organizations

Please note, not all organizations are listed.

Academy of Social Competency
Accord Protocol International
African Reinsurance Corporation
Arizona State University
Boeing
City of Atlanta - Department of Aviation
City of Montreal
City of San Antonio
Defense Information Systems Agency
Delta Airlines
Department of State
Embassy of Australia
Embassy of Switzerland
Global Affairs Canada
Gulfstream Aerospace Corporation
Headquarters, Department of the Army
International Law Institute
Lawrence Livermore National Laboratory
Lockheed Martin
Meta
National Air & Space Intelligence Center
Office of Naval Research
Office of the Chief of Protocol, U.S. Department of State
Parliament of Ghana
University of British Columbia
University of the West Indies
US Embassy Yaounde
Walter Reed National Military Medical Center
York University

2024 Annual Sponsorship Program

At the 2023 PDI-POA Annual Education Forum

- 189 professionals in attendance
- Over 100 organizations, companies, governments, etc. represented

Benefits to the Sponsorship Partner

- At the 2023 Annual Forum, there were over 6 hours of dedicated networking opportunities
- Exclusive exhibiting opportunities at the Annual Forum
- Visibility throughout the year with a minimum of 6 virtual opportunities available

Benefit	Ambassador - \$15,000	Minister - \$10,000	Counselor - \$7,500	Attache - \$5,000	Exhibitor* - \$2,500
Logo & company description to appear on the PDI-POA website, with a link to company website	X	X	X	X	X
Recognition at all events, in-person or virtual	x	x	x	x	X (only at Forum)
Sponsor recognition in PDI-POA newsletter & appropriate communications	X	X	X		
Company logo to appear on PDI-POA's home page for the entire year, with link to company website	x				
Sponsorship recognition on PDI-POA social media channels	x	x			
Sponsorship recognition on PDI-POA membership and events app	x	x			
Complimentary 2024 Forum registration (value of up to \$1995)**	Up to 3	Up to 2	Up to 2	Up to 1	

**Complimentary registrations will be available to sponsors based on unrestricted cash donations only.

Details of the benefits specific to the Annual International Education Forum are provided on the following page.

In addition to the corporate sponsor levels described above, we welcome **individuals to sponsor PDI-POA at the Patron level (\$500)**. Patrons will be listed on an informational slide during the 2024 General Membership Meeting, on the Patrons list on the PDI-POA website, as well as on a Patrons page in Forum materials. Patrons have the option of designating their sponsorship to the PDI-POA Scholarship Fund.

Forum Package Details

The Annual Education Forum is an opportunity for protocol professionals to expand their knowledge, refresh skills, and reunite with colleagues from around the world. A typical format of the Forum is plenary sessions, educational breakouts, networking lunches, off-site plenary sessions & visits, a welcome and closing reception.

The 2024 International Protocol Education Forum will be held in Montréal, Quebec, Canada. PDI-POA welcomes sponsors from around the world to support this event and our internationally attended events held throughout the year.

Specific 2024 opportunities to sponsor are:

- Welcome Reception
- Closing Reception
- Plenary Speaker(s) - travel, hotel, honorarium, etc.
- Luncheon
- Snack Break
- Transportation to and from off-site locations
- Audio-visual sponsorship
- Attendee gifts

These are just a few of the options for the 2024 Forum. We welcome your ideas and look forward to discussing how we can create a mutually beneficial partnership.

2024 Forum Sponsorship Benefits	Ambassador	Minister	Counselor	Attache	Exhibitor
6' Table & chairs in Forum Vendor Space	Up to 3	Up to 2	Up to 2	x	x

Electronic list of Forum registrants	6 weeks in advance, with weekly updates	3 weeks in advance, with weekly updates	2 weeks in advance, with weekly updates	On-site at Forum	On-site at Forum
Sponsorship listing on Forum app	Premier logo placement	Logo	Logo	Logo	Name
Sponsorship listing on Forum electronic slides	Premier logo placement	Logo	Logo	Logo	Name
App Push Notifications	x	x			
5 minute speaking opportunity	x				
2 minute speaking opportunity		x			
Option to co-present an educational session at the Forum	x	x			
Invitation to reception with Forum attendees	x	x	x	x	x