

Commercial Sponsorship Program

"Creating Insight through Shared Knowledge"

Founded in March 2001, the Toronto Product Management Association is a non-profit, volunteer-managed organization formed to facilitate learning, mentoring and networking opportunities for product managers and product marketers.

Our reach includes over 500 product managers, directors and marketers from leading Toronto and GTA technology companies. This includes members from small to large firms and represents a full range of high technology software, hardware and services products.

Benefits of sponsoring the TPMA include:

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| Target Audience | <ul style="list-style-type: none">• If your organization sells to product managers, then you will have direct access to your perfect target users. Since our membership list consists primarily of product managers, your event and collateral hit the right target without much cost |
| Increased Visibility | <ul style="list-style-type: none">• Your organization's logo and a link to your web site are prominently displayed on www.tpma.ca in the sponsor's sidebar• At every event, sponsor's names are communicated to the attendees and your staff are introduced if they are attending. |

The TPMA Commercial Sponsorship program targets vendors of products or services of interest to Product Managers. This program helps defray costs and gives our membership inside access to leading technologies, best practices and product management thought leaders.

The TPMA holds monthly meetings during the fall, winter and spring months. These generally occur in the evening on the last Tuesday of the month at Metro Hall in downtown Toronto. The venue is easily accessible by transit and car.

Some of the recent sessions covered topics on:

- Win/Loss Analysis
- Quantitative Analysis
- Competitive Analysis
- SaaS
- Web 2.0/3.0 technologies
- Agile Development

Some of the other activities and tools the TPMA offers our members include:

- ProductCamp Toronto – an unconference on software product management
- Membership Discussion Forums – where members to learn and share ideas online
- LinkedIn group – a place to network with a global audience of product managers
- Jobs Postings Forum – the place to reach the GTA’s best product managers

You can learn more about upcoming events on the TPMA website: www.tpma.ca

Program	Cost	Term
Commercial Sponsor	\$1,000	1 year
Targeted at organizations that offer products or services of particular interest to Product Managers. <ul style="list-style-type: none"> > Logo and link displayed on TPMA Sponsor page > Acknowledgement at all TPMA events > Promotional ownership of one of the monthly member events during the year including: <ul style="list-style-type: none"> ○ Prominent display of your logo and offering a handout at the event ○ Proposing a relevant topic and providing a guest speaker for the event (topics must be targeted to issues relevant to our membership, and can not be blatant promotions for products or services. All content subject to pre-screening by the TPMA executive.) 		

To find out more about Corporate Memberships or Commercial Sponsorships please email: sponsorship@tpma.ca.