



IAM UK Chapter Conference 2022

Birmingham
23-24 November

Sponsorship



Connect with leading asset management professionals at our UK Conference

Climate change is here and the rate of change means that it is rightly being called a Climate Emergency. But what does Climate Emergency mean for Asset Management?

How do we adapt our assets to reduce their environmental impacts whilst increasing their resilience? We have large asset portfolio's, so where do we start? How do we plan for likely future scenarios and build the business case for investment?

The IAM UK Chapter Conference will explore these topics and bring together many of the leading minds in this space.

Learn from our speakers and network with peers to understand what this means for you and your organisation.

Sponsoring this event will place your organisation in a unique position to promote your brand, products and services to the key decision making individuals amongst your target client businesses.

The event offers great opportunities for networking and promoting your organisation to delegates.

The conference is extensively promoted, including:

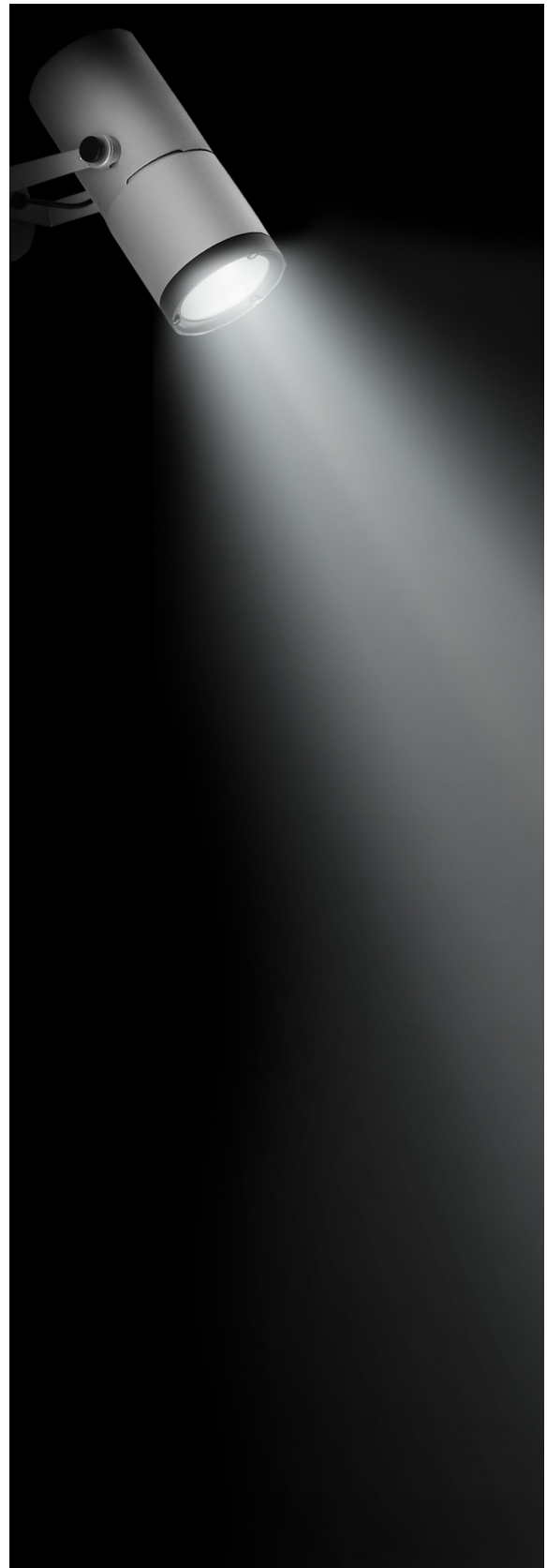
- Dedicated pages on IAM website
- Regular emails to IAM members and contacts
- Articles/adverts in Assets magazine
- Promotion provided by our partners and supporters
- Social media updates

Headline Sponsor

Gain centre stage visibility to all attendees at the conference by being our headline sponsor.

You'll get exclusive perks and prominent branding and recognition.

- Prominent logo placement online, linking through to your website
- Your logo on all holding slides in main keynote room
- Your logo in all email communications
- Your logo in all marketing collateral
- Your own company pop-up banners (up to 5) in the main keynote room
- LinkedIn post about your sponsorship
- 3 free delegate passes (worth £1800 +VAT)
- Recognition in opening sessions of the conference
- One literature seat drop in the conference main keynote room
- One promotional item in each delegate bag
- Half page advert in Assets magazine (worth £750+VAT)



Price: £10,000 +VAT

Conference Sponsor

Our most popular sponsorship package - gain great brand exposure, attend the conference and meet the speakers and attendees, as well as seeing all the great sessions on the programme.

- Your logo online, linking through to your website
- Your logo on conference programme
- Your logo in all email communications
- Your logo on pop-up banners around the venue
- 1 free delegate pass (worth £600 +VAT)

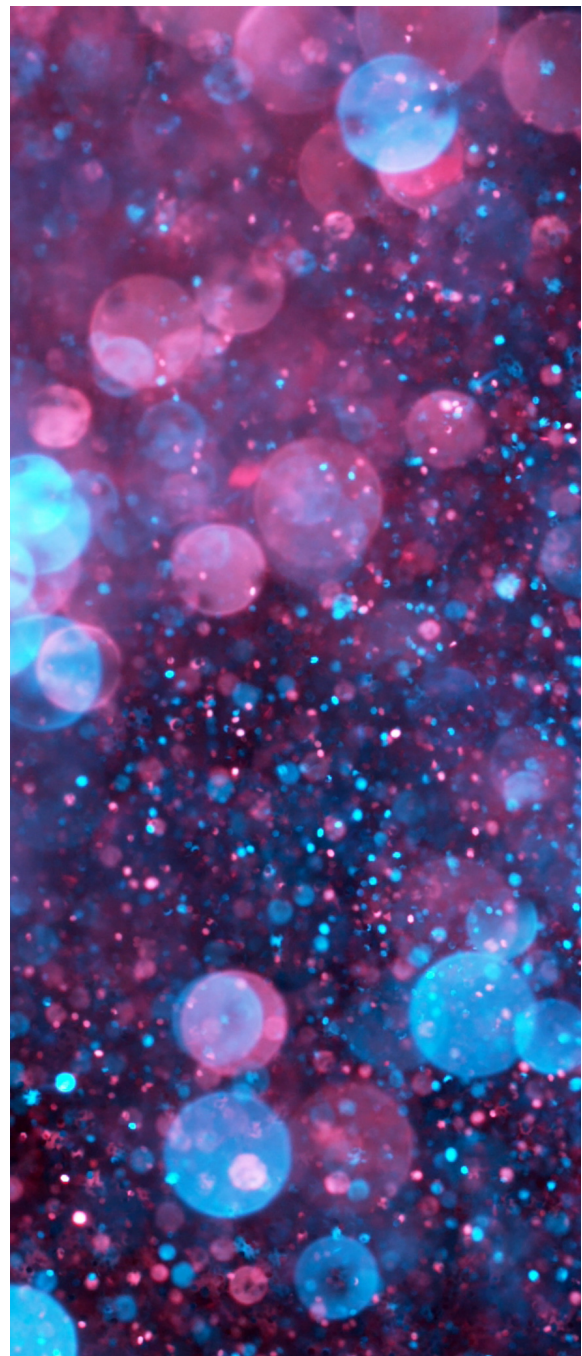
Price: £1,500 +VAT



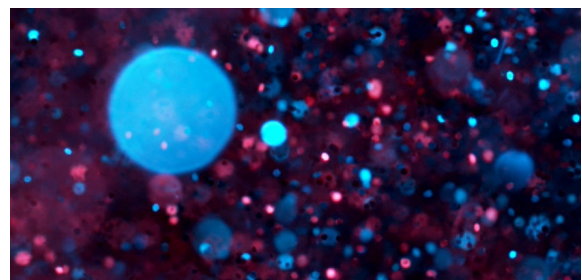
Drinks Reception Sponsor

- Opportunity for a company representative to do a short welcome speech at the beginning of the drinks reception (max. 10 minutes; PA system provided)
- The sponsor website page of the conference shown as the drinks reception sponsor and will link to your website
- All electronic mailings promoting the event (subject to date of confirmation of sponsorship)
- Sponsors and exhibitors conference pop-up banners displayed around the venue highlighted as the drinks reception sponsor
- Your own bespoke company pop-up banners displayed during the drinks reception (up to 5; to be supplied by sponsor)
- 1 complimentary conference delegate place for the whole conference
- 2 complimentary places for drinks & dinner

Price: £1,500 + VAT



2022



Dinner Sponsor

- Screen where the dinner is taking place, during the whole duration of the dinner, highlighted as the dinner sponsor
- The sponsor website page of the conference shown as the dinner sponsor and will link to your website
- All electronic mailings promoting the event (subject to date of confirmation of sponsorship)
- Sponsors and exhibitors conference pop-up banners displayed around the venue highlighted as the dinner sponsor
- Your own bespoke company pop-up banners displayed during the dinner (up to 5; to be supplied by sponsor)
- Recognition in the chair's welcome address before dinner
- Your company logo displayed on the dinner menu as the dinner sponsor
- 1 free table at the ceremony for 10 people (worth £1,500 +VAT)
- 2 free delegate places for the conference (worth £1200 +VAT)



Price: £4,000 + VAT

Eco Delegate Bag Sponsor

- Your logo online, linking through to your website
- Your logo on pop up banners around the venue
- Your logo in all email communications
- Your logo in all marketing collateral
- Your logo printed on delegate bag, given to all delegates
- One promotional item/company brochure in each bag
- 1 free delegate pass (worth £600 +VAT)

Price: £2,000 +VAT



Water bottle Sponsor

To be seen by all delegates at lunch time. You'll be on everyone's lips!

- Full colour printing on the label
- Bottles provided by the IAM
- Your logo online linking through to your website
- Logo on all email communication
- Your logo on pop-up banners around the venue
- 1 free delegate place for the whole conference (worth £600 +VAT)

Price: £2,500 + VAT



Gamification Sponsor

Sponsor the gamification throughout the event encouraging delegates to interact, network and engage.

- Your logo online linking through to your website
- Logo on all email communication
- Your logo on pop-up banners around the venue
- Your logo on the prize announcement
- Opportunity to give a branded prize
- 2 free delegate places for the conference (worth £1,200)

Price: £3,000 + VAT

Lanyard Sponsor

- Your logo online, linking through to your website
- Your logo on pop up banners around the venue
- Your logo in all email communications
- Your logo in all marketing collateral
- Your logo printed on delegate lanyards, worn at all times during the event
- One promotional item/company brochure in each delegate bag
- 1 free delegate pass (worth £600 +VAT)

Price: £2,000 +VAT



Programme Sponsor

- Your logo online, linking through to your website
- Your logo on pop up banners around the venue
- Your logo in all email communications
- Your logo in all marketing collateral
- Your logo prominently displayed on the screens which contains the event programme and event information for all delegates
- 1 free delegate pass (worth £600 +VAT)

Price: £2,000 +VAT

Exhibitor

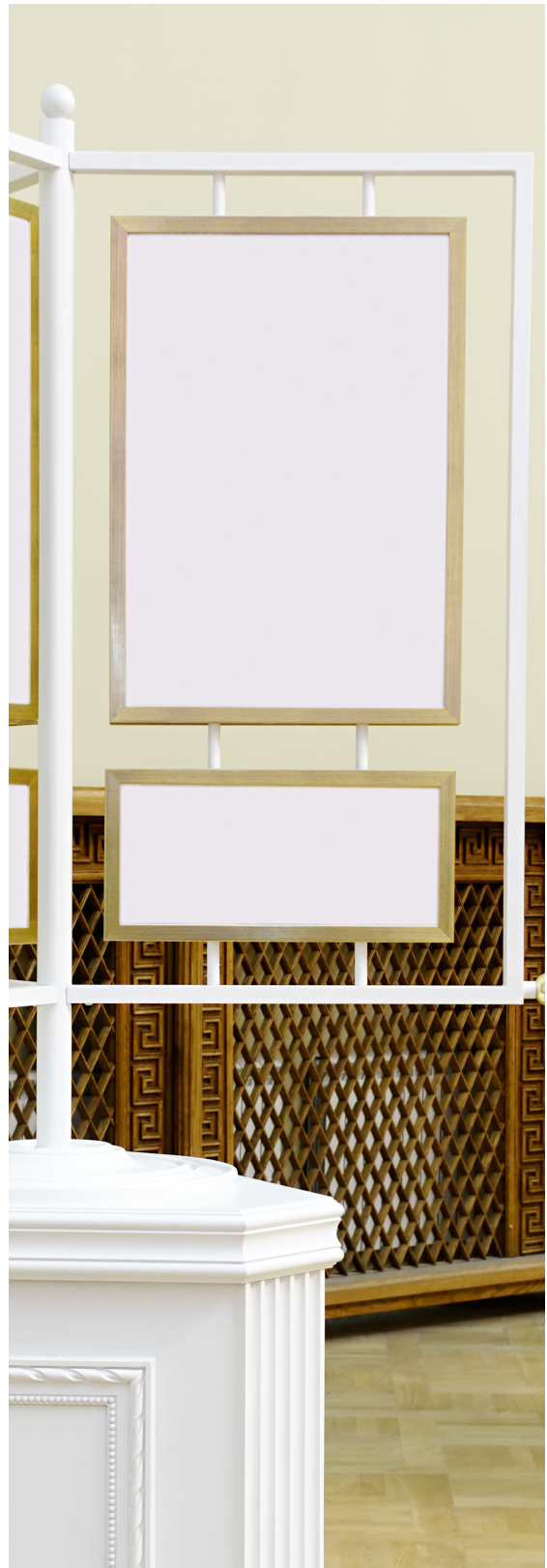
All refreshments and lunches are served in the exhibition area, so you will have maximum brand exposure with considerable networking opportunities for the duration of the conference.

- 3m x 2m shell scheme stand in the exhibitors hall
- fascia name board
- power supply (1 x 500w socket)
- 2 x 6w LED spotlights on a track

You will also get:

- Your logo online, linking through to your website
- Your logo on pop up banners around the venue
- Your logo in all email communications
- Your logo in all marketing collateral
- 2 free delegate passes (work £900 +VAT)
- One promotional brochure or flyer included in each delegate bag

Price: £3,000 +VAT



Want even greater exposure? Get this joint package to receive all the benefits in the above Conference Sponsor and Exhibitor packages* at a discounted price.

*Free Delegate spaces limited to 2.

Joint Sponsor & Exhibitor

Price: £4,000 +VAT

*free delegate spaces limited to 2



Contact

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The Institute of Asset Management (IAM) is the international professional body for asset management professionals. We develop asset management knowledge and best practice, and generate awareness of the benefits of the discipline for the individual, organisations and wider society. We connect and engage with professionals, running networking events and collaborative projects to progress and professionalise asset management.

65

countries
with IAM
members

business
sectors
represented

51

86%

members
working at
senior
level

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