




SPONSORSHIP BROCHURE



Connect with leading asset management professionals at our Global Conference taking place in London on 13 June 2024

Sponsoring this event will place your organization 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 opportunities for networking and promoting your organization to delegates, with technical functionality to support your brand awareness and engagement.

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



If you have a question about any of our sponsorship packages or would like discuss a more bespoke package then please get in touch with the details below

Some of our previous sponsors



Sponsorship Sealed-Bid Process

Following feedback on the process for who wins our exclusive sponsorship packages when more than one sponsor has expressed an interest, we are introducing a sealed-bid process.

The process will only apply to exclusive sponsorship packages and the stream sponsor packages (i.e. where there is a limit on the number of packages available).

It will also only apply if the number of sponsors interested in package exceeds the number of possible sponsors.

How will it work:

- If you are interested in one of the limited sponsorship packages, please express your interest to Events@theiam.org by 13 February 2024 as this is when the sealed-bid process will close.
- After this two-week period the IAM Office will review and see which packages have had interest from multiple sponsors. This information will be confidential to the IAM Office.
- If a sponsorship package has more interest than the number of packages available, the interested companies will be asked to submit a sealed bid within seven days to the IAM Office. This information will remain confidential. The prices indicated within this brochure are the minimum value for any bids.
- The highest bidder will be informed that their bid has been successful, and the contract will be sent out to the key contact. This contract will need to be returned within five days.
- If the contract is not returned within the five-day window, the next highest bidder will receive the contract to sign.

Headline Sponsor

Gain centre stage visibility to all attendees at the conference by being our headline sponsor. You'll get exclusive perks lasting beyond the conference, prominent branding and recognition, as well as the opportunity to help us shape the content of the conference.

- 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 five) in the main keynote room
- LinkedIn post about your sponsorship
- Three free delegate passes (worth £600 +VAT)
- Special recognition as the headline sponsor during the opening of the conference via means of a two-minute recorded video
- Free exhibition stand

Price: £7,500+VAT

\$10,150 USD

\$12,800 CAD

€8,800 EUR

- The chance to host a panel or presentation slot on the agenda
- Half page advert in Assets magazine (worth £750+VAT)



Stream Sponsor

Three streams available to sponsor

Be at the core of the delegate networking experience.

If your organization is interested in growing your networks and developing your contacts throughout asset management be one of our stream sponsors.

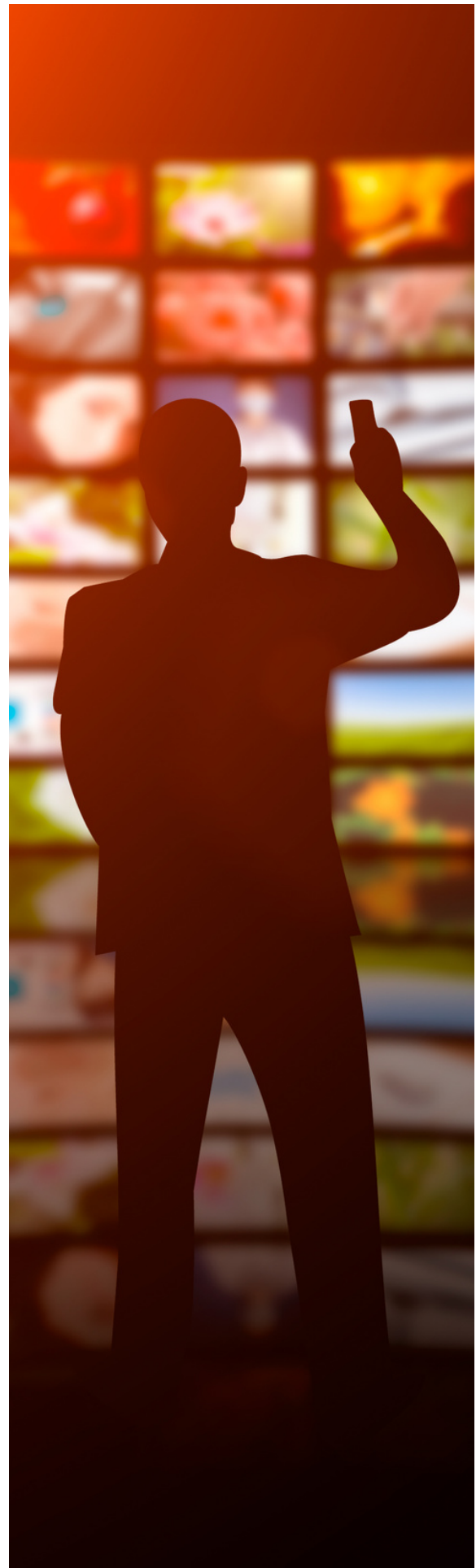
- Your logo will appear on all session promotions
- Recognition of sponsorship during stream sessions
- Your logo on holding slides
- Your logo on all marketing and communications emails
- The opportunity to open and close the stream session
- one free delegate pass (worth £200+VAT)
- Shared event advert in Assets magazine
- LinkedIn post thanking you for your sponsorship.

Price: £2000 +VAT

\$2,750 USD

\$3,400 CAD

€2,350 EUR



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 program.

- Your logo online, linking through to your website
- Your logo on conference app
- Your logo in all email communications

Price: £1,250 +VAT

\$1,700 USD

\$2,150 CAD

€1,500 EUR



Exhibitor Stands

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 stand in the exhibitors hall
- Two chairs and 6-foot table

You will also get:

- Your logo online, linking through to your website
- Your logo in all email communications
- Your logo in all marketing collateral
- Two free delegate passes (worth £400 +VAT)

Price: £2,500 +VAT

\$3,400 USD

\$4,300 CAD

€2,950 EUR

Combined Conference Sponsor and Exhibitor

Want even greater brand exposure? Our combined conference sponsor and exhibition package gives you wider physical presence and opportunity for engagement, at a discounted price.

Enjoy all the benefits listed in the two packages above.

Price: £3000 +VAT

\$4,100 USD

\$5,100 CAD

€3,550 EUR



Eco Lanyard Sponsor

An easy and simple way to gain brand exposure at our event.

- Your logo online, linking through to your website
- 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
- 1 free delegate pass (worth £200 +VAT)

Price: £1,500 +VAT

\$2,050 USD

\$2,600 CAD

€1,800 EUR



Contact

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Events@theIAM.org
[\(+44\) 0117 450 4992](tel:+441174504992)

About the IAM

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, organizations and wider society.

We connect and engage with professionals, running networking events and collaborative projects to progress and professionalize asset management.

a network
of:

46,000

countries
with IAM
members:

69

business
sectors
represented:

41

theIAM.org