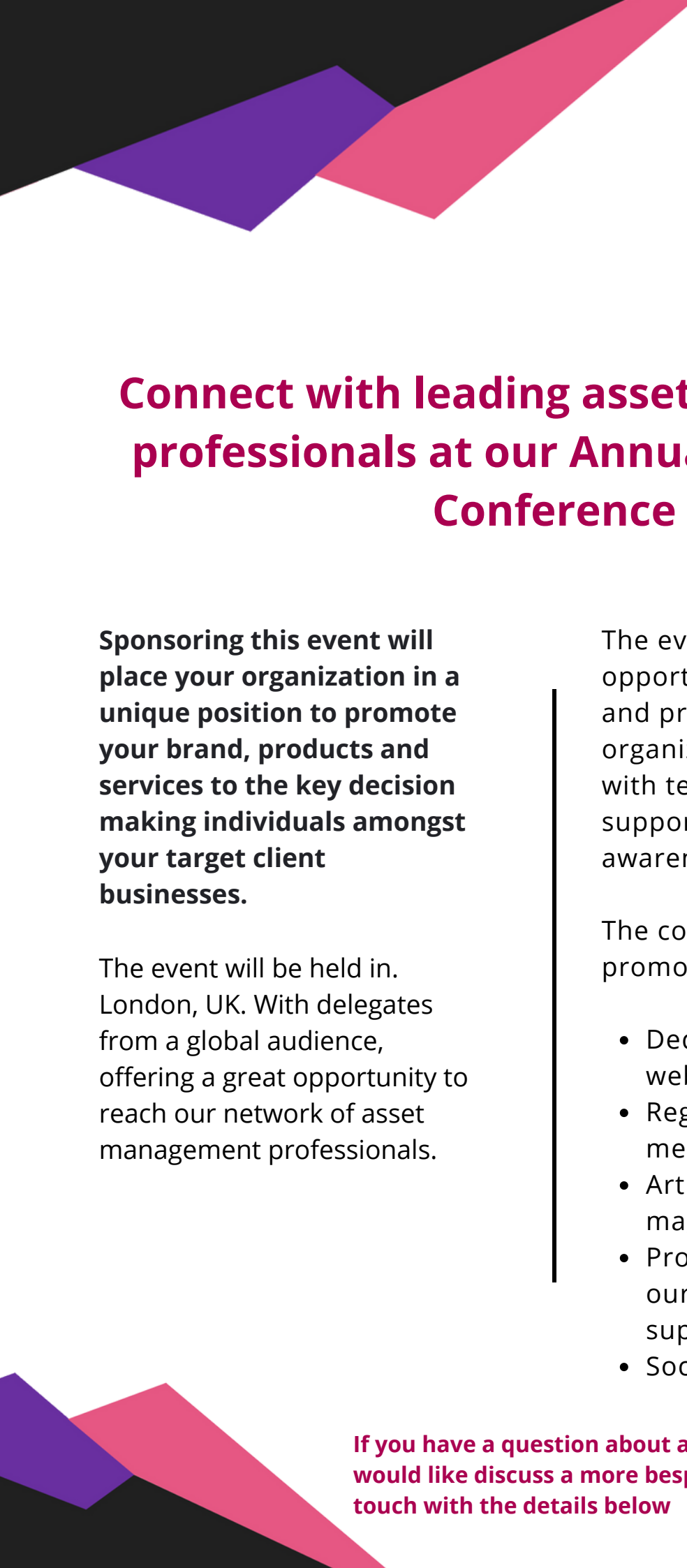




# SPONSORSHIP BROCHURE



## Connect with leading asset management professionals at our Annual UK Chapter Conference

**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 will be held in London, UK. With delegates from a global audience, offering a great opportunity to reach our network of asset management professionals.

The event offers great 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. 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 either the Headline Sponsor, Opening Drinks Reception Sponsor, Pre-dinner drinks & Dinner Sponsor, Closing Drinks Reception, Stream sponsor, Technology Showcase or the Eco lanyard Sponsor, please express your interest to [Events@theiam.org](mailto:Events@theiam.org) by **19 March 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

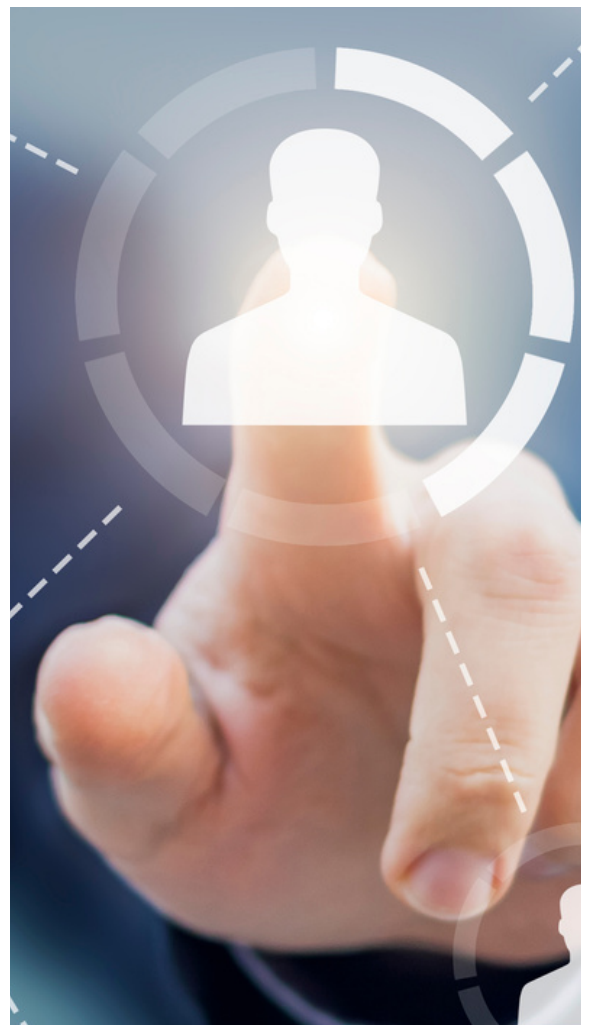
**Gain unparalleled visibility among all conference attendees as our esteemed headline sponsor. Enjoy exclusive perks and standout branding opportunities that will set your brand apart his sponsorship guarantees prime recognition and positions your brand at the forefront of our event, ensuring maximum exposure and engagement. Don't miss this chance to showcase your brand's leadership and connect with our captive audience.**

- 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 logo on the conference app as the headline sponsor
- Your own company pop-up banners (up to 5) in the main keynote room
- LinkedIn post about your sponsorship
- Three free delegate passes (worth £2,250 +VAT)

- As our headline sponsor, you'll be exclusively recognized during the opening remarks via a two-minute video, ensuring prime visibility for your brand.
- Free exhibition stand (worth £3500 +VAT)
- The chance to host a panel or presentation slot on the agenda with a client
- Half page advert in Assets magazine (worth £750+VAT)

**Price: £15,000+VAT**

\$20,250 USD, \$25,500 CAD,  
€17,550 EUR



# Stream Sponsor

(Max 3)

**Be at the core of the delegate networking experience.**

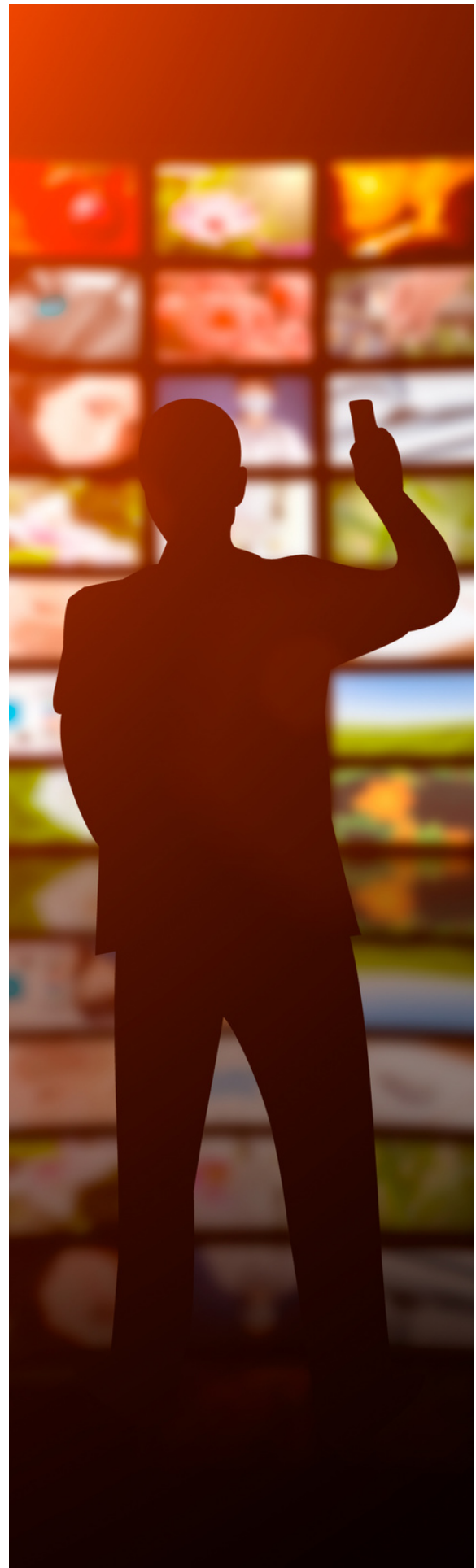
**If your organization is interested in growing your networks and developing your contacts throughout asset management be one of our stream sponsors.**

- Your logo will appear on all session promotions
- Acknowledgment of sponsorship will be featured during the streaming session through a 60-second recorded video.
- Your logo on holding slides
- Your logo on all marketing and communications emails
- Your logo on the conference app as one of the stream sponsors
- One free delegate pass (worth £750 +VAT)
- Your own company pop-up banners (up to 3) in the stream room
- Shared event advert in Assets magazine
- LinkedIn post thanking you for your sponsorship.

**Price:** £3,000+VAT

\$4,050 USD, \$5,100 CAD,

€3,550 EUR



# Pre-Dinner Drinks & Dinner Sponsor

**Elevate your brand's presence and make a lasting impression as the Pre-Dinner Drinks & Dinner Sponsor at our UK Chapter Awards Dinner. With this premier sponsorship opportunity, your brand will enjoy heightened visibility, captivating attendees during the pre-dinner drinks and throughout the evening**

- Highlighted as the pre-dinner drinks and dinner sponsor where the drinks and dinner is taking place on screens during the duration of the drink's receptions and dinner.
- The sponsor website page of the conference shown as the Drinks and dinner sponsor linking to your website
- All electronic mailings promoting the event (subject to date of confirmation of sponsorship)
- Your own bespoke company pop-up banners displayed during the dinner (up to 5; to be supplied by sponsor)
- An opportunity to extend a warm welcome to our guests before dinner through a brief 60-second video

- Your logo on the conference app as the Pre-Dinner and Dinner sponsor
- Your company logo displayed on the dinner menu as the dinner sponsor
- One free table at the dinner for 10 people (worth £1,700 +VAT)
- Two free delegate places for the conference (worth £1,500 +VAT)

**Price: £7,500+VAT**  
\$10,150 USD, \$12,750 CAD,  
€8,800 EUR



# Opening Drinks Reception Sponsor

**Maximize your brand's exposure and make a lasting impression as the Opening Drinks Reception Sponsor. Partner with us to showcase your company's offerings and connect with our engaged audience.**

- As the opening drinks reception sponsor you have the opportunity to create a rolling video to be played on screens with subtitles, captivating delegates throughout the event's opening reception.
- Your own bespoke company pop-up banners displayed during the opening reception (up to five; to be supplied by sponsor)
- Your logo in all email communications
- Your logo in all marketing collateral
- Your logo on the Conference app as the opening drinks reception sponsor

**Price:** £2,500+VAT  
\$3,400 USD, \$4,250 CAD,  
€2,950 EUR





# Closing Drinks Reception Sponsor

**Be the highlight of the event's conclusion by sponsoring the Closing Drinks Reception. Maximize exposure and connect with attendees as they unwind and network.**

- As the Closing drinks reception sponsor you have the opportunity to create a rolling video to be played on screens on a loop with subtitles for delegates to see
- Your own bespoke company pop-up banners displayed during the opening reception (up to five; to be supplied by sponsor)
- Your logo in all email communications
- Your logo in all marketing collateral
- Your logo on the Conference app as the closing drinks reception sponsor

**Price:** £2,500+VAT  
\$3,400 USD, \$4,250 CAD,  
€2,950 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 programme.

- Your logo online, linking through to your website
- Your logo on conference app as one of the conference sponsors
- Your logo in all email communications
- One free delegate pass (worth £750 +VAT)

**Price:** £1,500+VAT  
\$2,050 USD, \$2,550 CAD,  
€1,800 EUR



# 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 space 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
- Your logo to appear on the conference app as one of the exhibitors
- Two free delegate passes (worth £1,500 +VAT)

**Price:** £3,500+VAT  
\$4,750 USD, \$5,950 CAD,  
€4,100 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 packages on the previous page.

**Price:** £4,500 +VAT  
\$6,100 USD, \$7,650 CAD,  
€5,300 EUR



## Conference App Sponsor

- Your logo online, linking through to your website
- Your logo in all email communications
- Your logo in all marketing collateral
- Your logo prominently displayed on the app as the conference app sponsor
- One free delegate pass (worth £750 +VAT)

**Price:** £2,500 +VAT  
\$3,400 USD, \$4,250 CAD,  
€3,000 EUR

## Eco Lanyard Sponsor

Showcase your brand's commitment to sustainability and gain exposure with our engaged audience as an Eco Lanyard Sponsor.

- 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
- Your logo on the conference app as the eco lanyard sponsor
- 1 free delegate pass (worth £750 +VAT).

**Price:** £1,500 +VAT  
\$2,050 USD, \$2,550 CAD,  
€1,800 EUR



## Technology

### Showcase Sponsor (Max 4)

As a Technology Showcase Sponsor, take advantage of the opportunity to be recognized at the IAM annual UK Chapter conference. Demonstrate your cutting-edge technology to a captive audience.

- Firm listed as Technology Showcase sponsor on printed and website materials
- Your logo in all email communications
- Your logo in all marketing collateral
- LinkedIn post about your sponsorship
- Your logo on the conference app as one of the Technology Showcase sponsors
- 30 minute showcase during stream session
- Your logo on the conference app as one of the technology showcase sponsors
- One complimentary ticket to the whole event

**Price:** £1,500 +VAT  
\$2,050 USD, \$2,550 CAD,  
€1,800 EUR



## Contact

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

[Events@theIAM.org](mailto:Events@theIAM.org)  
(+44) 0117 450 4992

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## 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**

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[theIAM.org](http://theIAM.org)