




iam NORTH AMERICAN CONFERENCE 2024

21 - 24 OCTOBER



SPONSORSHIP BROCHURE



Connect with leading asset management professionals at our Annual North American 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 Denver, Colorado, USA. 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



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, Conference Social Drinks Sponsor evening of the 22 October, Conference Social Drinks Sponsor evening of the 23 October, Opening Reception Sponsor, Technology Showcase, either of the Bundle packages, Conference App, NxtGen Session sponsor or the Track Sponsor please express your interest to Events@theiam.org by **14 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.

Some of our previous sponsors



Headline Sponsor

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

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

Prominent logo placement

on every page, linking

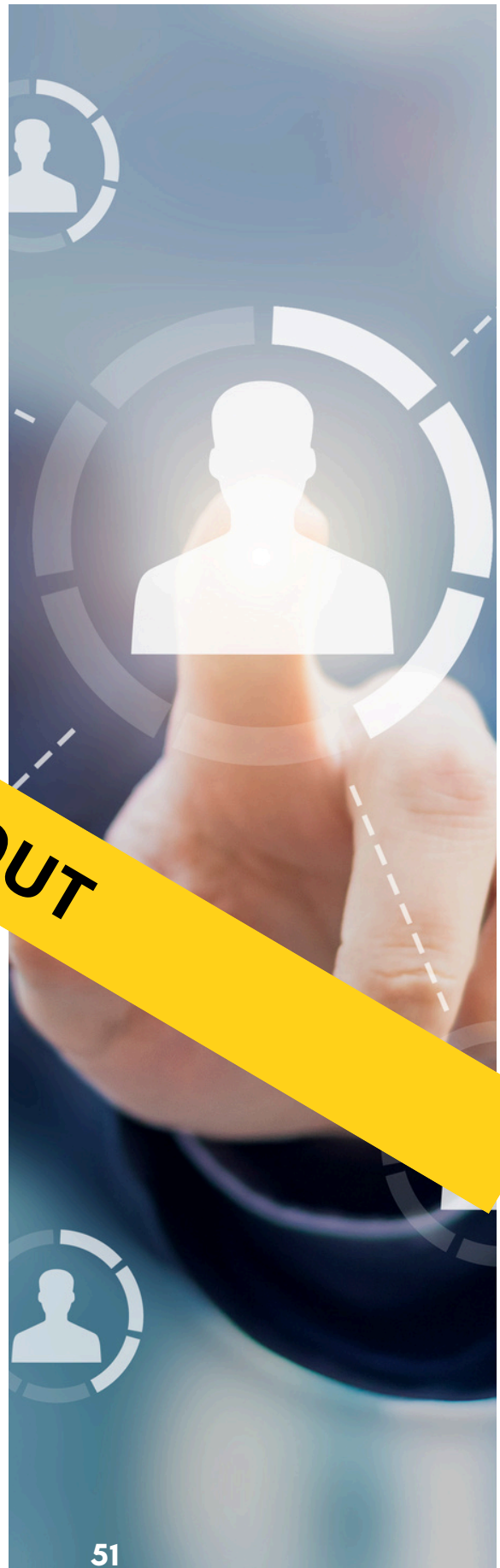
to your website.

on all holding slides.

- Your logo on all email communications.
- Your logo in all collateral.
- LinkedIn post about your sponsorship.
- 2 free delegate passes (worth up to USD 1,550 / CAD 2,095).
- As our headline sponsor, you'll be exclusively recognized during the opening remarks via a two-minute video, ensuring prime visibility for your brand.
- The chance to host a 30 minute track slot.
- Free exhibition stand (worth USD 5,000 / CAD 6,750).
- Half page advert in Assets magazine (worth £750+VAT).

Price: \$22,500 USD
\$30,375 CAD, £18,000 GBP,
€20,700 EUR

SOLD OUT



Celebration Drinks Sponsor

Maximize your brand's exposure and leave a lasting impression by sponsoring a drink at one of our drinks receptions. This opportunity ensures your brand is front and centre during one of the most social and engaging parts of the event.

- Firm listed as celebration drinks sponsor on printed and website materials.
- Logo on the ticket which delegates will use to redeem their drink.
- Your own bespoke company pop up banners displayed at the reception (up to 2 to be supplied by sponsor)
- 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 celebration drinks sponsors.

Price: \$3000 USD/ \$4050 CAD

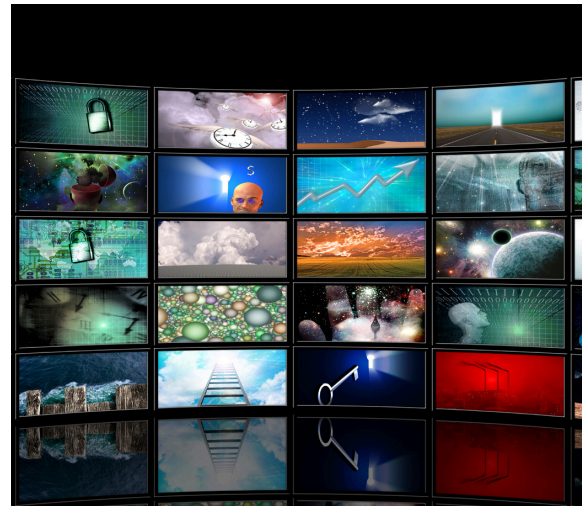


Conference Sponsor

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

- Firm listed as conference 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 conference sponsors.

Price: \$3,000 USD
\$4,050 CAD, £2,400 GBP,
€2,800 EUR



Track Sponsor

Sponsor one of the conference's themed daily presentation and panel tracks that has relevance for your organization.

- Firm listed as track sponsor on printed and website materials.
- Third level billed sponsors on banners.
- Recognition that your company is the track sponsor for the slot by means of a 60 second video played at the beginning of the track, thereafter moderator can thank the track sponsor.
- Your logo in all email communications.
- Your logo in all marketing collateral.
- Your logo on the conference app as one of the Track sponsors.

Price: \$4,000 USD
\$5,400 CAD, £3,200 GBP,
€3,700 EUR

Exhibitor Sponsor

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.

- Booth in the exhibitor space.
- Your logo in all email communications.
- Your logo in all marketing collateral.
- Billed as an exhibitor on banners and website.
- 2 complimentary Registrations for the whole event.
- Your logo on the conference app as one of the exhibitor sponsors.

Price: \$5000 USD
\$6,750 CAD, £4,000 GBP,
€4,600 EUR



Joint Sponsor & Exhibitor

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

As well as the above exhibition package you will get:

- Firm listed as conference & Exhibitor sponsor on printed and website materials, logo on website.
- Your logo in all email communications.
- Your logo in all marketing collateral.
- LinkedIn post about your sponsorship and exhibition.
- Your logo on the conference app as one of the joint Conference & exhibitor sponsors.

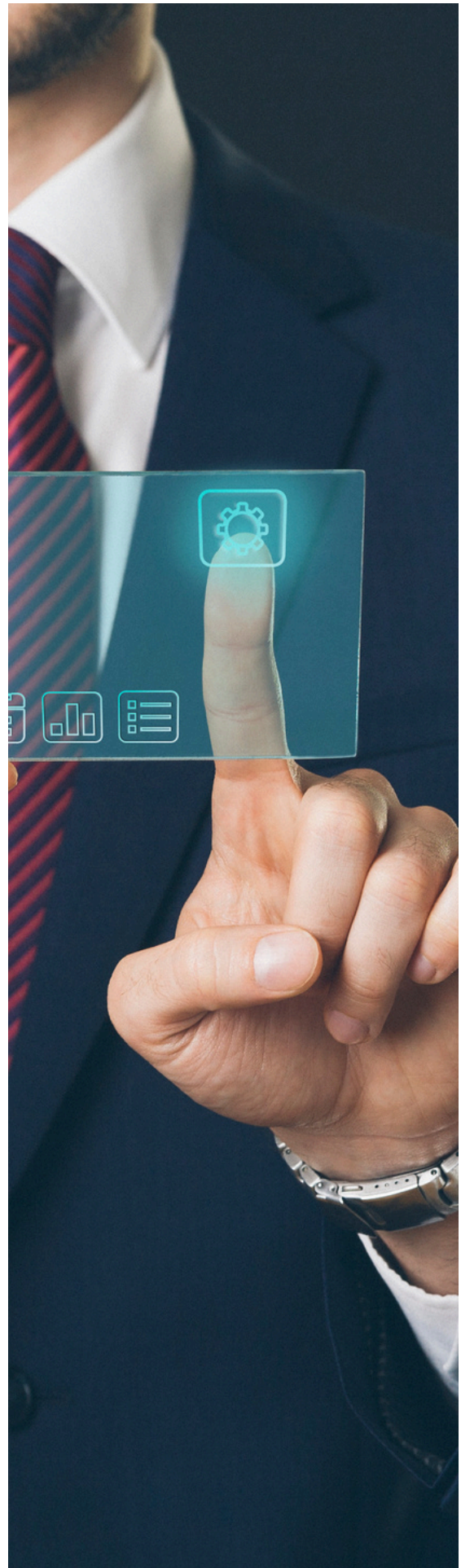
Price: \$7,000 USD
\$9,450 CAD, £5,600 GBP,
€6,450 EUR

Technology Showcase Sponsor

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

- Firm listed as one of the technology showcase sponsors 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 track session.

Price: \$1,500 USD
\$2,025 CAD, £1,200 GBP,
€1,400 EUR



Bundle – Track, Joint Conference & Exhibitor Sponsorship

This sponsorship package offers a complete solution to amplify your brand's presence at the event. By combining track, conference, and exhibitor sponsorships, you ensure comprehensive exposure across all aspects of the event, maximizing your brand's impact and engagement with attendees.

Track Sponsorship:

- Firm listed as track sponsor on printed and website materials.
- Third-level billing on banners.
- Recognition as track sponsor with a 60-second video at the start of the track.
- Logo in all email communications and marketing collateral.

Conference Sponsorship:

- Firm listed as conference sponsor on printed and website materials.
- Logo in all email communications and marketing collateral.
- Dedicated LinkedIn post about your sponsorship.

Exhibitor Sponsorship:

- Booth in the exhibitor space.
- Logo in all email communications and marketing collateral.
- Billed as an exhibitor on banners and website.
- Two complimentary registrations.
- Your logo on the conference app

Price: \$10,500 USD
\$14,175 CAD, £8,400 GBP,
€9,700 EUR



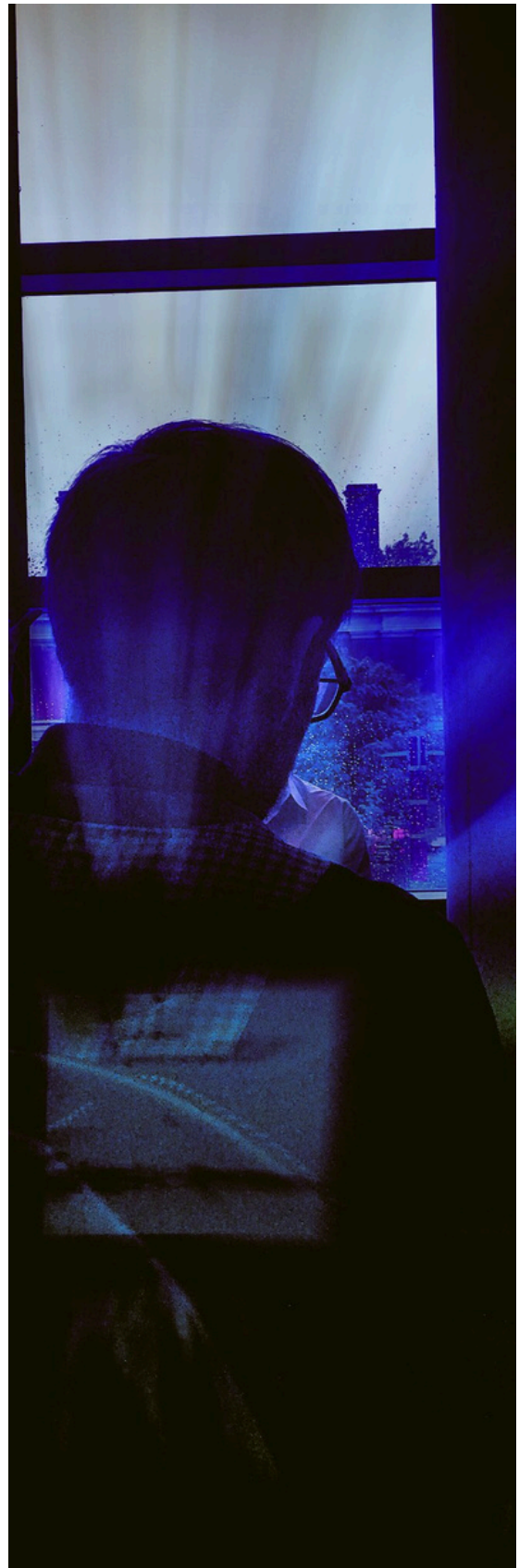
Bundle – Exhibitor & Technology Showcase

Maximum brand exposure and networking opportunities as all refreshments and lunches are served in the exhibition area during the conference. As a Technology Showcase Sponsor, seize the chance to demonstrate your cutting-edge technology to a captive audience.

Your Benefits Include:

- Booth in the exhibitor space.
- Logo featured in all email communications and marketing collateral.
- Billing as an exhibitor on banners and website.
- Two complimentary registrations.
- Listing as a conference sponsor on printed and website materials.
- LinkedIn post highlighting your sponsorship.
- 30-minute showcase during a track session.
- Your logo on the conference app as one of the exhibitor & technology showcase sponsors.

Price: \$6,000 USD
\$8,100 CAD, £4,800 GBP,
€5,550 EUR



Conference App

- 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.

Price: \$5,000 USD
\$6,750 CAD, £4,000 GBP,
€4,600 EUR



NxtGen Session Sponsor

Demonstrate your organization's commitment to the growth of Asset Management practices in future generations by sponsoring the NxtGen session. Here's why it's the perfect fit for your brand

- Firm listed as the NxtGen session sponsor on printed and website materials.
- Recognition that your company is the NxtGen Session sponsor for the slot by means of a 60 second video played at the beginning of the session.
- Your logo in all email communications.
- Your logo in all marketing collateral.

Price: \$4,000 USD
\$5,400 CAD, £3,200 GBP,
€3,700 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
(+44) 0117 450 4992

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