



# IAM Virtual North American Conference 2020



17 - 19 November





## Our forum for information exchange, problem solving, and collaboration has gone virtual

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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. Sponsoring various elements of the event will align your brand with the preeminent body for the asset management professional.

The event attracts over 400 delegates from the North American asset management community, and offers great opportunities for networking and promoting your organisation to delegates, with technical functionality to support your brand awareness and engagement.

The conference is extensively marketed, including:

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







## Conference Sponsorship

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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. Sponsoring a session will align your brand with the information and delegates directly involved in your organisational activities.

### Conference Sponsor

- Your branding on the virtual conference website and app
- Your logo on our websites, with links to your online presences
- Your logo on all email promotions
- 1 free delegate pass
- Social media post about your sponsorship on LinkedIn

**Price:** \$3,500

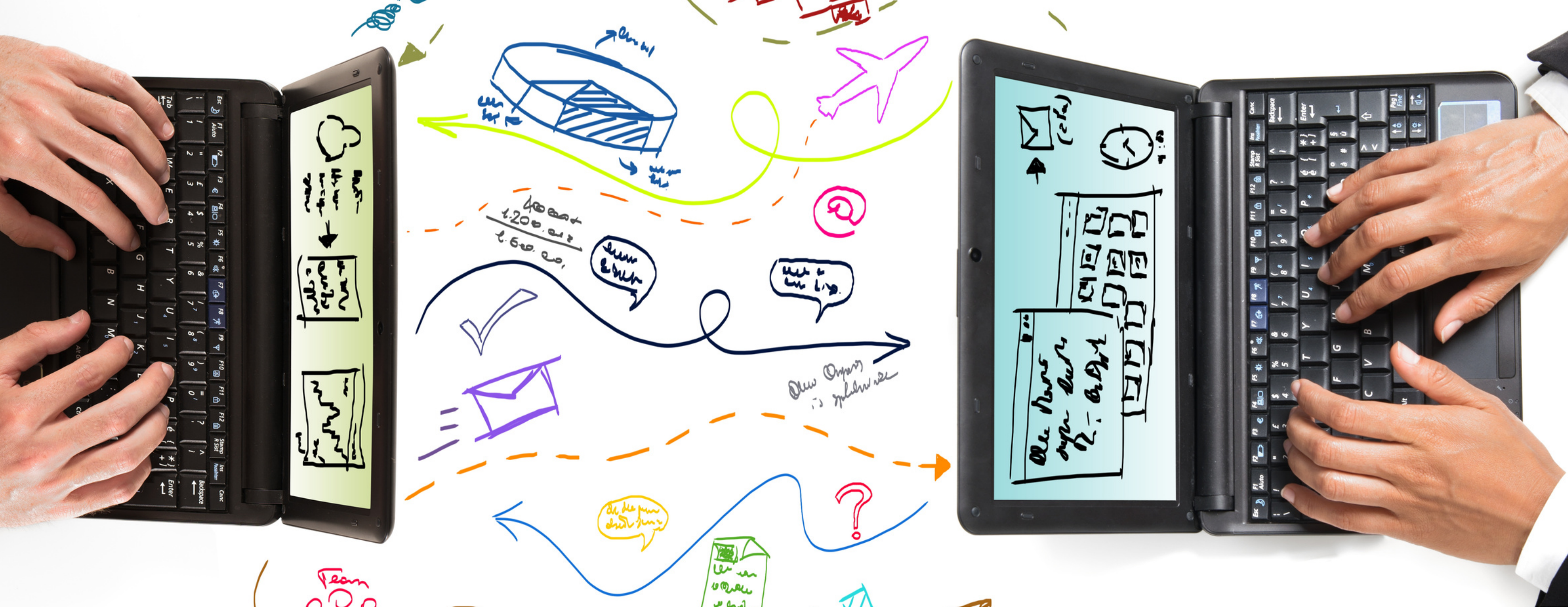
### Session Sponsor

- Your company name in the session title on the programme and online agenda
- Your logo on session holding slides
- Recognition from the session speaker
- Your logo on all email promotions

**Price:** \$3,000







## Exhibit at our conference using our interactive exhibition tools

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Our fantastic virtual exhibition hall is a great opportunity to network with and reach key decision-making professionals with your products and services. The virtual hall will be open access to all delegates during and post event (up to 6 months)

- Create a virtual exhibition stand with your branding
- Have your documents, videos and marketing collateral easily accessible
- Have staff on hand to take queries or talk to delegates through the attendee chat and exhibitor lead generation functionality

### You will also receive

- 2 conference attendee registrations
- Delegate attendee lists
- your company promoted throughout
  - Event pages online
  - Emails promoting the event

**Price:** \$3,500





## Contact

Events@theIAM.org

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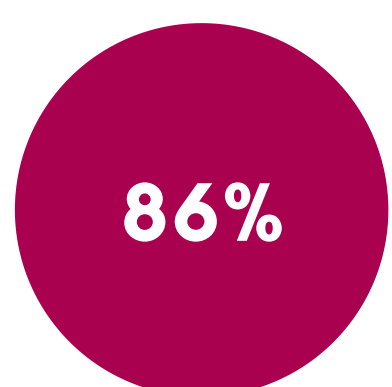
## About the IAM

The Institute of Asset Management (IAM) is the international professional body for asset management professionals.

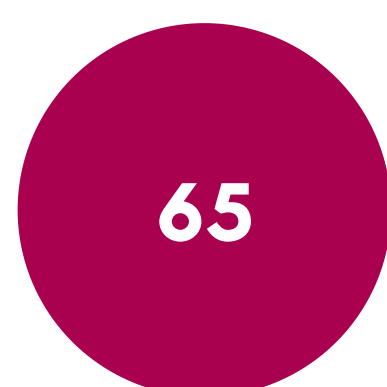
We develop asset management knowledge and best practice, and generate awareness of the benefits of the discipline for the individual, organizations and wider society.



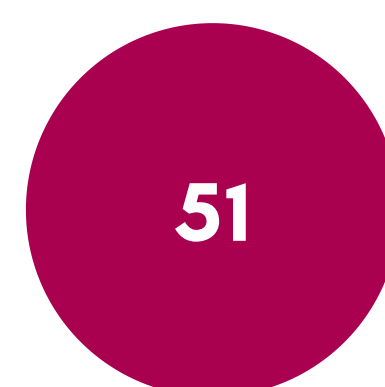
We connect and engage with professionals, running networking events and collaborative projects to progress and professionalize asset management.



members  
working at  
senior level



countries with  
IAM members



business sectors  
represented

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theIAM.org