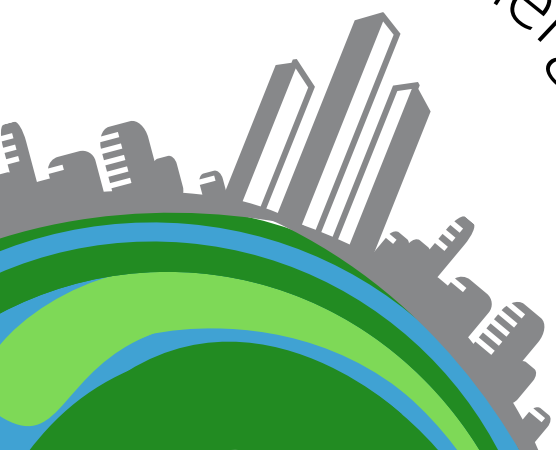




Exhibition

Climate Emergency



Virtual  
14 - 16 June



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

**Our theme this year is the climate emergency.** We will be looking at how asset management can meet the challenges of climate change, and how it develops organisational resilience to the impacts of climate change.

Exhibiting 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.

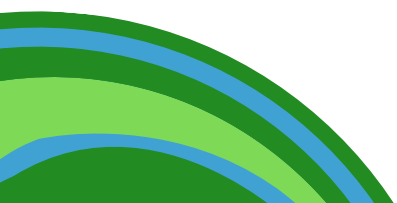
The event attracts over 400 delegates from a global audience, and offers great

opportunities for networking with technical functionality to support your brand awareness and engagement.

The conference is extensively promoted, including:

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

[Find out more about the event.](#)



## Some of our previous exhibitors



Member of the SNC-Lavalin Group



THE WOODHOUSE PARTNERSHIP



BPD ZENITH

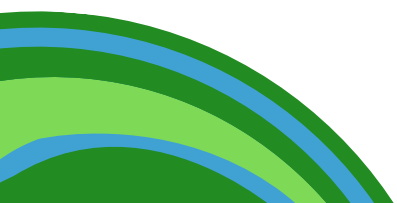
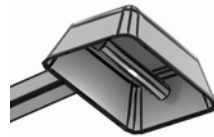
# Exhibition

**Our virtual exhibition hall is back in 2021 - but bigger and better. With improved display and branding options, this conference can offer audiences real insights in to the leading technologies and solutions to meet their needs.**

**Your exhibition package will include:**

- Exhibition page - customisable with your brand images, documents, videos, colours and logos
- 2 attendee passes to the conference (worth £660)
- A discounted ticket price of £250 (+VAT where applicable) for all company employees
- Company presentation available on-demand throughout the conference
- Your logo on all email communications
- Your company mentioned on push notifications and attendee challenge questions to drive engagement

**Price:** £1,000 +VAT  
(1400 USD/1750 CAD/1150 EUR)





## Joint Sponsor and Exhibitor

**Want even greater brand exposure?** Our joint conference sponsor and exhibition package gives you wider physical presence and opportunity for engagement, at a discounted price (15% off).

As well as the above exhibition package you will get:

- Your logo on sponsorship banners, visible on all pages
- Your logo on holding slides
- Your logo in all marketing collateral
- LinkedIn post about your sponsorship and exhibition
- Quarter page advert in Assets magazine (worth £400 +VAT)

**Price:** £3,000 +VAT  
(4200 USD/5250 CAD/3450 EUR)

[See all our sponsorship packages](#)



# Making lasting connections - top 5 tips and tricks

**One of the big goals of conferences and events is to make lasting connections with attendees, leading speakers and experts, and organisations.**

In an online space, this has to be done slightly differently, but doing it right can reap rewards for you and your organisation - and for the person that you connect with.

To help you make the most out of your event experience, our events team have pulled together some of the best tips and tricks for exhibitors to use.



## **Tip 1: Build a comprehensive, event-specific exhibition space**

Take the time to craft your exhibition space - make sure your branding is loud and clear. Build

the content of your online retail space with the attendees in mind - who are they? where do they work? what solutions can you provide to them?

You may want to consider creating video or document downloads for your stall based on what you can offer international asset management professionals; and if you can engage with the Climate Emergency theme it will make it relevant to why attendees have booked.



## **Tip 2: Spend time browsing the attendees**

All attendees will be visible on the attendee list - spend time getting to know them, where they work, and considering how your organisation can connect with them. Identifying the best leads for your exhibition opportunity will make optimal use of your time when reaching out to attendees!

# Making lasting connections - top 5 tips and tricks

## TO DO LIST

1. **GET**
2. **MORE**
3. **LEADS**

### Tip 3: Build your lead generation strategy

You've built your online presence, you've identified the audience – now what? Build a plan of action before the conference begins on how you will engage the attendees and what you will offer them.

Building a bespoke online presence is a stepping stone to getting them on to your website, following you on social media platforms or otherwise connecting with you.

Consider what you want to achieve and how you will use push and pull strategies to get the audience to engage with your organisation meaningfully.



### Tip 4: Incentivise the audience to engage

A custom landing page for conference attendees is a great place to start – why not have a contact form and incentivise them to sign up to hear more? Giveaways and competitions are tried and tested tricks, but often more simple solutions like offering information such as white papers or brochures are even better. If you spend time browsing attendees (tip 2!) your organisation will most likely have something that's perfect to offer as incentivisation.



# Making lasting connections - top 5 tips and tricks



## Tip 5: Have your experts on hand

This one is crucial – if people engage with you, make sure you have the right staff on hand to answer their questions in a timely and informative matter. Nothing counts more in making a good impression!

Remember online conferences are real time – so it's important to have people there and then, waiting to take queries and speak to attendees.

We want your event space to work for you - if you have any ideas or questions, please talk to us to see if we can help.  
Contact  
[Events@theIAM.org](mailto:Events@theIAM.org)





## Contact

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.

86%

members  
working at  
senior  
level

65

countries  
with IAM  
members

51

business  
sectors  
represented

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theIAM.org