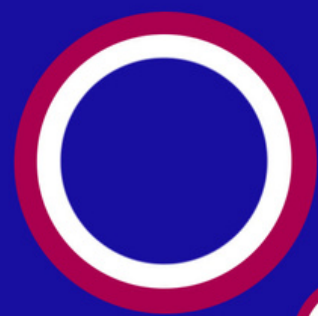





# **SPONSORSHIP BROCHURE**





## **Connect with leading asset management professionals at our Global Conference taking place virtually on 14-15 June 2023**

**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 available free to our 2000+ membership with delegates from a global audience, and offers a great opportunity to reach our network of asset management professionals.

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](mailto:Events@theiam.org) by 06 March 2023 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 and platform 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 visible on every conference webpage, linking through to your website
- Your logo on all conference holding slides
- Your logo on all marketing and communications emails
- LinkedIn post about your sponsorship
- Access to Platform Networking Room
- Five free new memberships for a year from 01 June 2023
- Your company video played during conference opening
- Provide reflections on the day during closing session
- Company presentation available on-demand throughout the conference
- Featured platform push notification throughout the duration of the conference

**Price: £10,000+VAT**

\$13,800 USD

\$17,000 CAD

€11,700 EUR

- The chance to host a panel or presentation slot on the agenda with a client
- The opportunity to take part in the gamification challenge.
- Half page advert in Assets magazine (worth £750 +VAT)
- Free virtual exhibition stand (worth £1000 +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.**

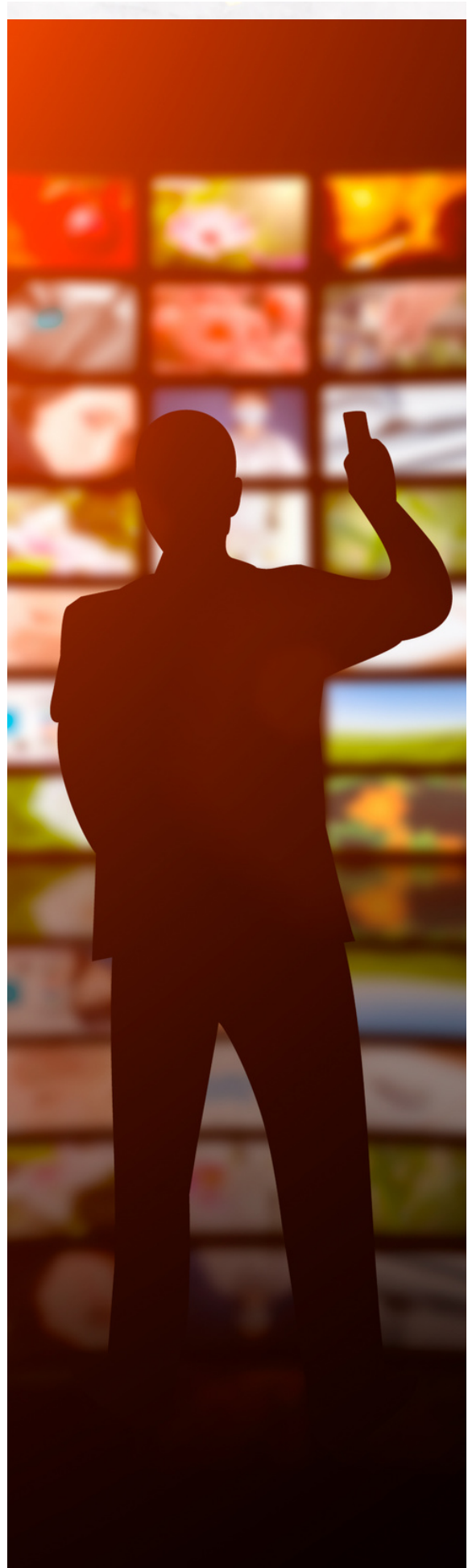
- Your logo will appear on all session promotions
- Recognition of sponsorship during stream sessions
- Your logo on holding slides
- Your logo on all marketing and communications emails
- Your company mentioned on push communications about networking
- Two free new memberships for a year from 01 June 2023
- The opportunity to take part in the gamification challenge
- Shared event advert in Assets magazine
- LinkedIn post thanking you for your sponsorship.

**Price: £5000 +VAT**

\$7000 USD

\$8500 CAD

€5900 EUR



# Gamification Sponsor

Sponsor the gamification throughout the virtual event encouraging delegates to interact and engage with each other

- Your logo on all prize announcements
- Your questions as part of the challenge
- Your company logo on gamification pages
- Your logo on holding slides
- Your logo on all marketing and communication emails
- The opportunity to take part in the gamification challenge
- LinkedIn post about your partnership during and after the event
- One free pass to the event
- Shared event advert in Assets magazine

**Price:** £3000 +VAT

\$4200 USD

\$5100 CAD

€3600 EUR



## Conference Sponsor

Our most popular sponsorship package. With this package you will gain great brand exposure, attend the conference and meet the speakers and attendees as well as all the great asset management content.

- Your logo on sponsorship banners, visible on all conference webpages
- Your logo on holding slides
- Your logo on all marketing and communications emails
- LinkedIn post thanking you for your sponsorship
- The opportunity to take part in the gamification challenge
- One free pass to the event
- Shared event advert in Assets magazine.



**Price: £2500 +VAT**

\$3500 USD

\$4300 CAD

€3000 EUR

## Exhibitor

Our virtual exhibition hall is back in 2023 offering audiences real insights into the leading technologies and solutions to meet their needs.

**Your exhibition package will include:**

- Exhibition page – customizable with your brand images, documents, videos, colours and logos
- Company presentation /content available on-demand throughout the conference
- LinkedIn Post thanking you for your support
- Platform access for delegates to your exhibitor stand
- Access to the Platform Networking Room
- One free pass to the event
- The opportunity to take part in the gamification challenge
- Your company mentioned on push notifications to delegates to drive engagement
- Shared event advert in Assets magazine

**Price: £1000 +VAT**

\$1400 USD

\$1700 CAD

€1200 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 (14% off).

Enjoy all the benefits listed in the packages on the previous page.

**Price: £3000 +VAT**

\$4200 USD

\$5100 CAD

€3600 EUR



## Banner Sponsor

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

- Your logo on sponsorship banners, visible on all pages of the platform
- The opportunity to take part in the gamification challenge

**Price: £500 +VAT**

\$700 USD

\$900 CAD

€600 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**

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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.



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theIAM.org