



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 Manchester, 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 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 either the Headline Sponsor, Stream Sponsor, Dinner Sponsor, Drinks Reception Sponsor, Eco Friendly Bag Sponsor, Eco Lanyard Sponsor or Water Bottle Sponsor, please express your interest to Events@theiam.org by 06 April 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.
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Headline Sponsor

Gain centre stage visibility to all attendees at the conference by being our headline sponsor. You'll get exclusive perks and prominent branding and recognition.

- 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 own company pop-up banners (up to five) in the main keynote room
- LinkedIn post about your sponsorship
- Three free delegate passes (worth £1950 +VAT)
- Recognition in opening sessions of the conference
- One literature seat drop in the conference main keynote room
- Free exhibition stand
- The chance to host a panel or presentation slot on the agenda
- Half page advert in Assets magazine (worth £750+VAT)



Price: £12,500+VAT
\$17,300 USD, \$21,300 CAD,
€14,700 EUR

Stream Sponsor

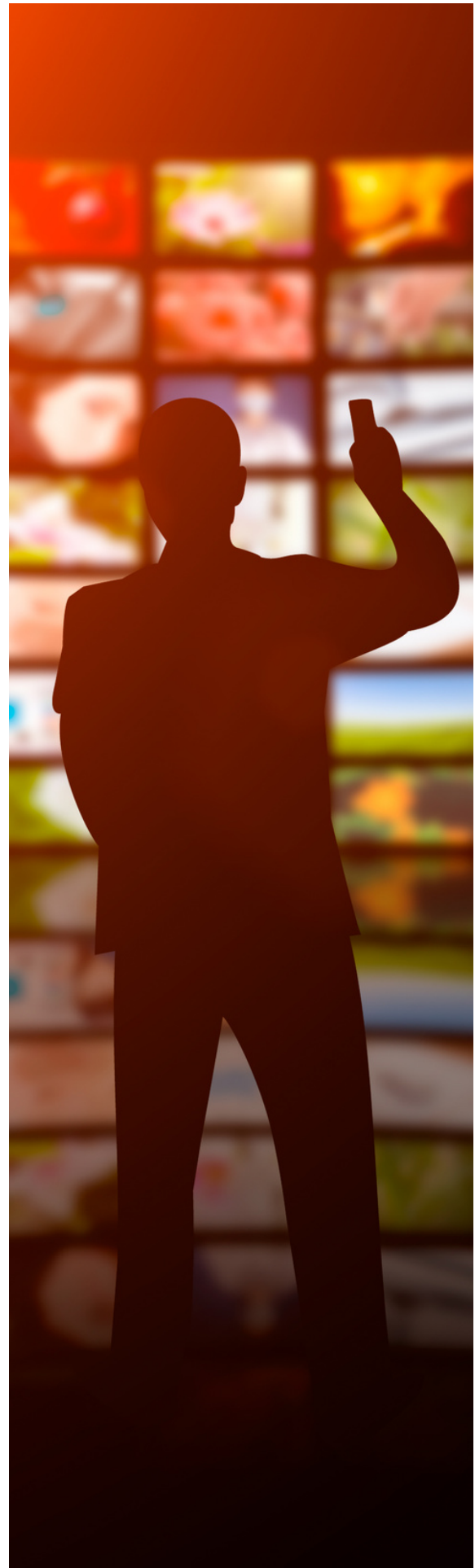
Two streams available to sponsor

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
- The opportunity to open and close the stream session on each day
- Two free delegate pass (worth £1,300 +VAT)
- Shared event advert in Assets magazine
- LinkedIn post thanking you for your sponsorship.

Price: £6,500+VAT
\$9,000 USD, \$11,100 CAD,
€7,700 EUR



Dinner Sponsor

Be at the core of the delegate experience and take advantage of the opportunity to deliver a short welcome speech as the dinner sponsor.

- Highlighted as the dinner sponsor where the dinner is taking place on screens during the duration of the dinner.
- The sponsor website page of the conference shown as the 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 five; to be supplied by sponsor)
- Opportunity to welcome people before dinner
- Your company logo displayed on the dinner menu as the dinner sponsor
- One free table at the dinner for 10 people (worth £1,500 +VAT)
- Two free delegate places for the conference (worth £1,300 +VAT)

Price: £7,500+VAT

\$10,400 USD, \$12,800 CAD,

€8,800 EUR



Drinks Reception Sponsor

Sponsor the drinks reception and be a key component of the delegate experience and take advantage of the opportunity to deliver a short welcome speech at the drinks reception.

- Opportunity to welcome people at the drinks reception
- The sponsor website page of the conference shown as the drinks reception sponsor and will link 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 drinks reception (up to five; to be supplied by sponsor)
- One complimentary conference delegate place for the whole conference (worth £650 + VAT)
- Two complimentary places for drinks & dinner (worth £350 +VAT)

Price: £2,500+VAT
\$3,500 USD, \$4,300 CAD,
€3,000 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 program
- Your logo in all email communications
- One free delegate pass (worth £650 +VAT)

Price: £1,500+VAT
\$2,100 USD, \$2,600 CAD,
€1,800 EUR



Exhibitor Stands

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 shell scheme stand in the exhibitors hall
- Facia name board
- power supply (1 x 500w socket)
- 2 x 6w LED spotlights on a track

You will also get:

- Your logo online, linking through to your website
- Your logo in all email communications
- Your logo in all marketing collateral
- Two free delegate passes (worth £1,300 +VAT)

Price: £3,000+VAT
\$4,200 USD, \$5,100 CAD,
€3,600 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: £4000 +VAT
\$5,600 USD, \$6,800 CAD,
€4,700 EUR



Eco Friendly Bag 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 bag, given to all delegates
- One promotional item/ company brochure in each bag
- One free delegate pass (worth £650 +VAT)

Price: £2,000 +VAT
\$2,800 USD, \$3,400 CAD,
€2,400 EUR

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
- 1 free delegate pass (worth £650 +VAT)

Price: £1,500 +VAT
\$2,100 USD, \$2,600 CAD,
€1,800 EUR



Water Bottle Sponsor

To be seen by all delegates at lunch time. You'll be on everyone's lips!

- Full colour printing on the label
- Bottles provided by the IAM
- Your logo online linking through to your website
- Logo on all email communication
- One free delegate place for the whole conference (worth £650 + VAT)

Price: £2,500 +VAT
\$3,500 USD, \$4,300 CAD,
€3,000 EUR

Program Sponsor

- Your logo online, linking through to your website
- Your logo in all email communications
- Your logo in all marketing collateral
- Your logo is prominently displayed on screens which contain the event program and event information for all delegates
- One free delegate pass (worth £650 +VAT)

Price: £2,500 +VAT
\$3,500 USD, \$4,300 CAD,
€3,000 EUR





Contact

If you have a question about any of our sponsorship packages or would like to 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.

86%

members
working at
senior
level

65

countries
with IAM
members

51

business
sectors
represented

theIAM.org