



# **IAM GLOBAL CONFERENCE 2025**

**SPONSORSHIP BROCHURE**





## Connect with leading asset management professionals at our Global Conference taking place in London on 18 & 19 June 2025

**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 offers opportunities for networking and promoting your organization to delegates, with a conference app designed to enhance 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 by emailing [Events@theiam.org](mailto:Events@theiam.org)**

# Sponsorship Sealed-Bid Process

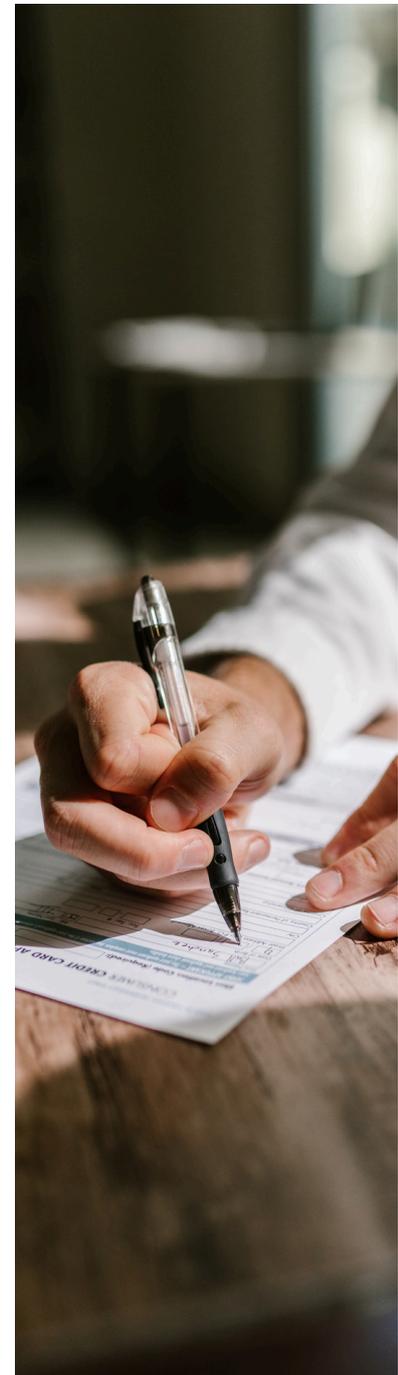
Following feedback on the process for who wins our exclusive sponsorship packages when more than one sponsor has expressed an interest, we now have a sealed-bid process.

The process will apply to exclusive sponsorship packages, as well as situations where the number of interested sponsors exceed the number of possible sponsor packages. (e.g.: stream sponsor, technology showcase or combined technology and exhibitor packages)



## 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 **6 February 2025** as this is when the sealed-bid process will close.
- Once the sealed bid process is closed 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

### MAX ONE

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 complimentary delegate passes (worth £1,800 +VAT)
- Special recognition as the headline sponsor during the opening of the conference via a two-minute recorded video
- Free exhibition stand
- The chance to host a panel, presentation or technology showcase slot on the agenda that aligns with the theme of the conference
- Half page advert in Assets magazine (worth £750+VAT)
- Displayed on the conference app as the headline sponsor

**Price: £8,000+VAT / \$10,600 USD / \$14,600 CAD / €9,700 EUR**



## PRE-DINNER DRINKS & AWARDS DINNER SPONSOR

### MAX ONE

Elevate your brand's presence and make a lasting impression as the Pre-Dinner Drinks & Dinner Sponsor at our Global Conference Awards Dinner. With the premier sponsorship opportunity, your brand will enjoy heightened visibility during the pre-dinner drinks and throughout the evening.

- Highlighted as the pre-dinner drinks and dinner sponsor where the drinks and dinner is taking place on screens during the duration of the drink's receptions and dinner.
- The sponsor website page of the conference shown as the drinks and dinner sponsor and will link to your website
- All electronic mailings promoting the event (following 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)
- An opportunity to extend a warm welcome to our guests before dinner through a 60 second video
- Your logo on the conference app as the Pre-Dinner and Dinner sponsor
- Your company logo displayed on the dinner menu as the dinner sponsor
- One free table at the dinner for 12 people (worth £,200 + VAT)
- Two complimentary places for the conference (worth £1,200 + VAT)

**Price: £7,500+VAT/ \$9,900 USD / \$13,700 CAD/ €9,100 EUR**

## CONFERENCE SPONSOR

Enhance your brand's presence with this sponsorship package, designed to maximize exposure before and during the event

- Your logo online, linking through to your website
- Your logo in all email communications
- Your logo to appear on the conference app as one of the conferences sponsors

**Price: £1,500+VAT/ \$2,000 USD/  
\$2,750 CAD/ €1,850 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 space in the exhibitors hall
- Two chairs and 6 foot table

**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 complimentary delegate passes (worth £1,200 +VAT)
- Your logo to appear on the conference app as one of the exhibitors

**Price: £3,500+VAT/ \$4,650 USD/  
\$6,400 CAD/ €4,250 EUR**

## COMBINED CONFERENCE SPONSOR & 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

Enjoy all the benefits listed in the two packages above.

**Price: £4,500 +VAT/ \$5,950 USD/ \$8,200 CAD/ €5,450 EUR**





## STREAM SPONSOR

### MAX THREE

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
- Acknowledgement of sponsorship will be featured during the stream session through a 60-second recorded video
- Your logo on holding slides
- Your logo on all marketing and communications emails
- Your logo on the conference app as one of the stream sponsors
- One complimentary delegate pass (worth £600+VAT)
- Shared event advert in Assets magazine
- LinkedIn post thanking you for your sponsorship.

**Price: £2,000+VAT / \$2,650 USD/ \$3,650 CAD/ €2,450 EUR**



## TECHNOLOGY SHOWCASE SPONSOR

### MAX TWO

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

- Firm listed as technology showcase 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 technology showcase sponsors
- 30 minute showcase during stream session

**Price: £1,500+VAT / \$2,650 USD/ \$3,650 CAD/ €2,450 EUR**



## COMBINED TECHNOLOGY SHOWCASE & EXHIBITOR SPONSOR

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 and captive audience.

### Your Benefits include:

- Stand in the exhibitor's area
- Logo featured in all email communications and marketing collateral
- Two complimentary registrations
- Listed as a technology showcase and exhibitor on the website and conference app
- LinkedIn post highlighting your sponsorship
- 30 minute showcase during the stream session

**Price: £4,500+VAT / \$5,950 USD/ \$8,200 CAD/ €5,450 EUR**

## APP SPONSOR

- Your logo prominently displayed on the app as the conference app sponsor
- Your logo online, linking through to your website
- Your logo in all email communications
- Your logo in all marketing collateral
- One complimentary delegate pass (worth £600 +VAT)

**Price: £1,500 +VAT / \$2,000 USD/  
\$2,750 CAD/ €1,850 EUR**



## ECO LANYARD SPONSOR

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

- 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
- One complimentary delegate pass (worth £600 +VAT)

**Price: £1,500 +VAT/ \$2,000 USD/  
\$2,750 CAD / €1,850 EUR**





## NETWORKING DRINKS TICKET SPONSOR

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

- Firm listed as networking drinks ticket 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 networking drinks ticket sponsor.

**Price: £2,500+VAT/ \$3.300 USD / \$4,550 CAD/ €3,050 EUR**



## AWARDS PROGRAM SPONSOR

- 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 Menu
- One complimentary delegate pass (worth £600 +VAT)

**Price: £1,500 +VAT/ \$2,000 USD/ \$2,750 CAD / €1,850 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.

theIAM.org