



SPONSORSHIP BROCHURE

**IAM UK CHAPTER CONFERENCE
4 - 5 NOVEMBER 2025**





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 Birmingham, 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
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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. 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, Pre-dinner drinks & Dinner Sponsor, Stream sponsor, Technology Showcase or the Eco lanyard Sponsor, please express your interest to Events@theiam.org by **17 April 2025** 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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Some of our previous sponsors





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 logo on the Conference App as the headline sponsor
- Your own company pop-up banners (up to 5) in the main keynote room
- LinkedIn post about your sponsorship
- Three free delegate passes (worth £1,800+VAT)
- As our headline sponsor, you'll be exclusively recognised during the opening of the conference via a two-minute recorded video, ensuring prime visibility for your brand.
- Free exhibition stand (worth £3,500 +VAT)
- The chance to host a technology showcase, panel or presentation slot on the agenda with a client that aligns with the theme of the conference
- Half page advert in Assets magazine

Price: £9,000 GBP / \$11,900 USD / \$16,400 CAD / €10,900 EUR



Pre-Dinner Drinks Reception Sponsor

Elevate your brand's presence and make a lasting impression as the Pre-Dinner Drinks & Dinner Sponsor at our UK Chapter Awards Dinner. With this premier sponsorship opportunity, your brand will enjoy heightened visibility, captivating attendees 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 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 drinks reception (up to 5; to be supplied by sponsor)
- An opportunity to extend a warm welcome to our guests before the dinner through a brief 60-second video.
- Your logo on the conference app as the Pre-Drinks and Dinner sponsor
- Your company logo displayed on the dinner menu as the dinner sponsor
- One free table at the dinner of 10 people (worth £1,700 + VAT)
- Two complimentary places for drinks & dinner (worth £1,200 +VAT)

Price: £7,500 GBP / \$9,900 USD / \$13,650 CAD / €9,100 EUR



Stream Sponsor *(Max 2)*

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
- Acknowledgment of sponsorship will be featured during the streaming 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 free delegate pass (worth £600 +VAT)
- Your own company pop-up banners (up to 3) in the stream room
- Shared event advert in Assets magazine
- LinkedIn post thanking you for your sponsorship.

Price: £3,000 GBP / \$4,000 USD / \$5,500 CAD / €3,650 EUR

Technology Showcase Sponsor

(Max 2)

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

- Firm listed as Technology Showcase sponsor on the website as well as on the conference app
- Your logo in all communication materials
- LinkedIn post about your sponsorship
- 30 minute showcase during a stream session
- One Complimentary ticket for the whole event (worth £600 + VAT)

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

Conference Sponsor

Gain great brand exposure, attend the conference and meet the speakers and attendees. As well as seeing all the great session in the program.

- Your logo online, linking through to your website
- Your logo on the conference app as one of the conference sponsors
- Your logo in all email communications
- One free Delegate pass (worth £600 + VAT)

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



Exhibitor

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
- Your logo will appear on the conference app as one of the exhibitors
- Two free delegate passes (worth £1,200 +VAT)

Price: £3,500 GBP / \$4,650 USD / \$6,400 CAD / €4,250 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. Enjoy all the benefits listed in both packages.

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



Conference App

- 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 app as the conference App sponsor
- One free delegate pass (worth £600 +VAT)

Price: £2,500 GBP / \$3,300 USD / \$4,550 CAD / €3,050 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
- One free delegate pass (worth £600 +VAT)

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



Bundle- Stream, Technology Showcase, Conference & Exhibitor Sponsor

Gain the benefits to all of these packages at a discounted rate.

- Your logo will appear on all session promotions.
- Acknowledgment of sponsorship featured during the streaming session through a 60-second recorded video.
- Your logo on all holding slides.
- Your logo in all marketing and communication emails.
- Your logo on the conference app as both a stream sponsor and exhibitor.
- Firm listed as a Technology Showcase sponsor on the conference website and app.
- Your logo in all conference communication materials.
- Your logo in all email communications.
- Shared event advert in Assets magazine.
- LinkedIn post thanking you for your sponsorship.
- Additional LinkedIn post highlighting your involvement in the Technology Showcase.
- One 30-minute showcase during a stream session to demonstrate your cutting-edge technology to a captive audience.
- Opportunity to place up to three company pop-up banners in the stream room.
- 3m x 2m exhibitor space in the exhibitors' hall.
- Two chairs and a 6-foot table provided.
- All refreshments and lunches are served in the exhibition area, ensuring maximum brand exposure and networking opportunities throughout the conference.
- Three free delegate passes providing full access to the event.

Price: £8,500 GBP / \$11,250 USD / \$15,500 CAD / €10,300 EUR

Bundle- Stream, Technology Showcase, Conference, Exhibitor & Lanyard Sponsor

Gain the benefits to the bundle package on previous page, plus your logo printed on delegate lanyards, worn at all times during the event.

Price: £10,000 GBP / \$13,200 USD / \$18,200 CAD, / €12,100 EUR

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





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.

a network
of:

46,000

countries
with IAM
members:

69

business
sectors
represented:

41