

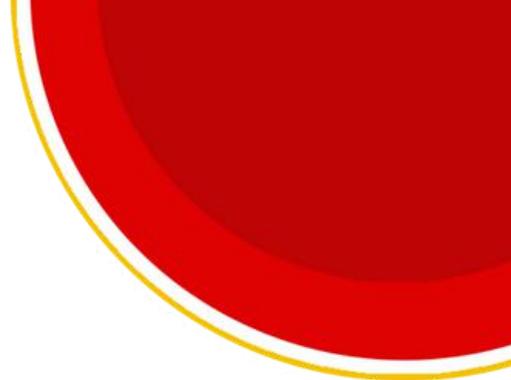


# **IAM NORTH AMERICAN CONFERENCE 2023**

**23 - 25 OCTOBER**



## **SPONSORSHIP BROCHURE**



# Connect with leading asset management professionals at our Annual North American 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 Toronto, Ontario Canada. With delegates from a global audience, offering a great opportunity to reach our network of asset management professionals.

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. 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, Gala Dinner Drinks Sponsor, Gala Dinner Sponsor or the Opening Reception Sponsor, please express your interest to [Events@theiam.org](mailto:Events@theiam.org) by 04 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.

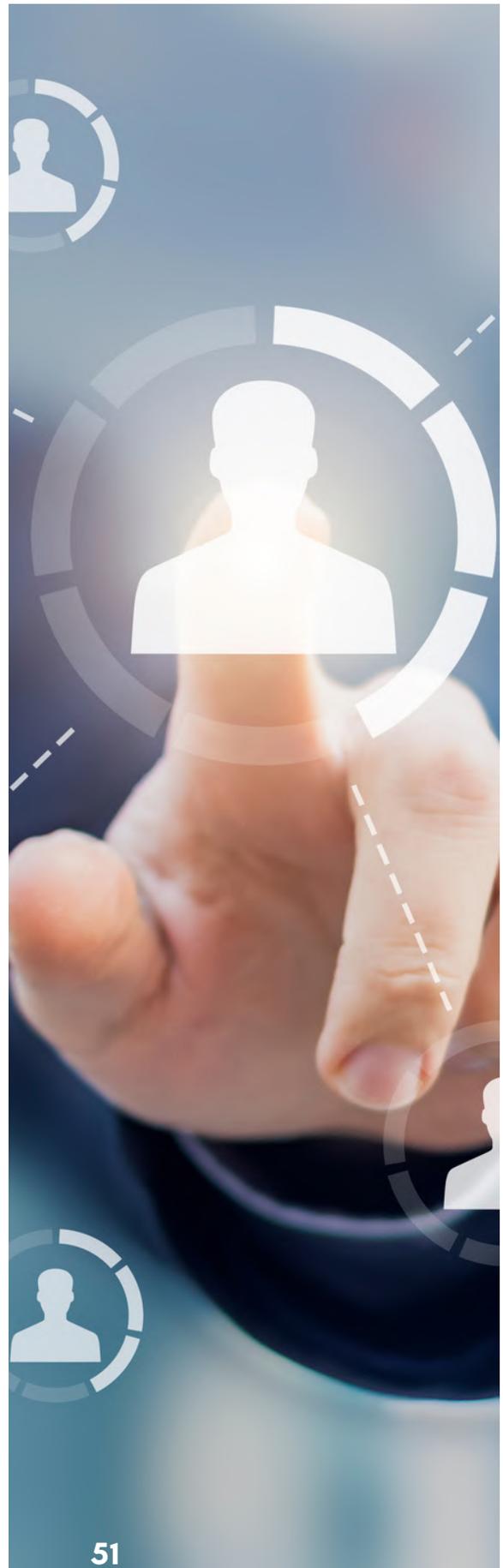
# Headline Sponsor

**Gain centre stage visibility to all attendees at the conference by being our headline sponsor.**

**You'll get exclusive perks, prominent branding and recognition.**

- Prominent logo placement visible on every page, linking through to your website
- Your logo on all holding slides
- Your logo in all email communications
- Your logo in all marketing collateral
- LinkedIn post about your sponsorship
- Two free delegate passes (worth up to CAD 2460 / USD)
- Participation in opening remarks from each day of the conference
- The chance to host a 30 minute track slot
- Free exhibition stand (worth \$4,000 CAD)
- Half page advert in Assets magazine (worth £750+VAT)

**Price:** \$25,000 CAD  
\$19,800 USD, £15,800 GBP,  
€18,300 EUR



# Gala Dinner Drink Reception Sponsor

Join us as the Gala Dinner Drink Reception Sponsor and take advantage of the exclusive opportunity to deliver a short welcome speech at the drinks reception.

- Opportunity for a company representative to do a short welcome speech at the beginning of the drinks reception (max. 5 minutes; PA system provided)
- 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 5; to be supplied by sponsor)
- Two complimentary places for drinks & dinner

**Price:** \$6,000 CAD  
\$4,800 USD, £3,800 GBP,  
€4,400 EUR



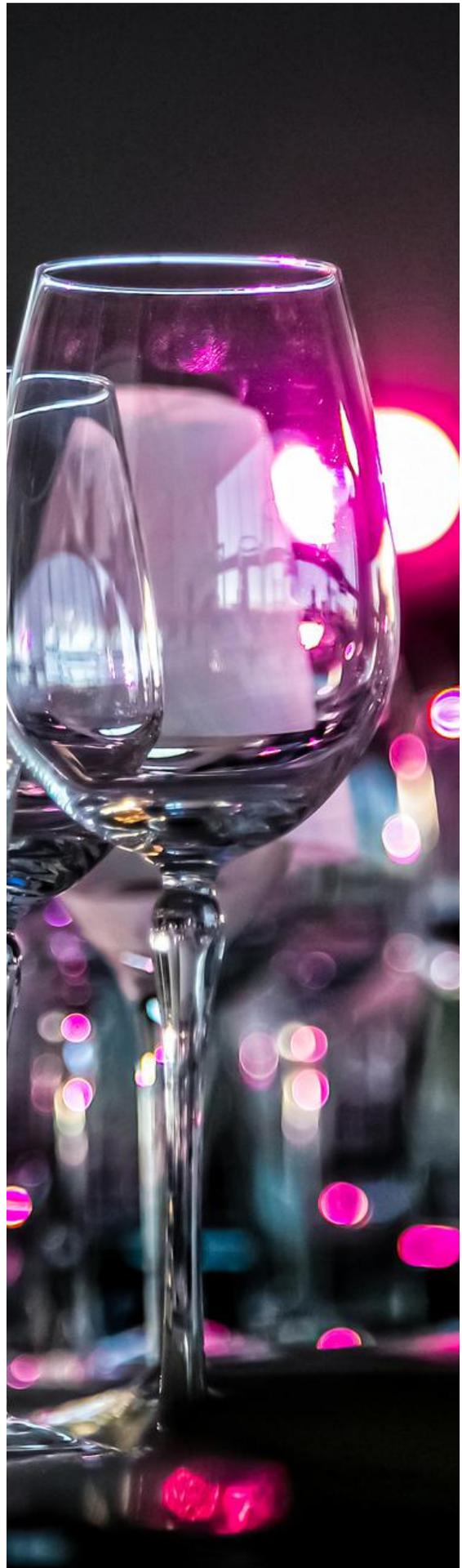
# Gala Dinner Sponsor

**Take the spotlight at the IAM annual North American conference as the sponsor of the Gala Dinner event!**

**Showcase your company to the conference attendees with a separate and bespoke social media promotion campaign for this unique event.**

- Firm listed as host of evening Gala dinner event in venue
- Your own bespoke company pop-up banners displayed during the Gala dinner (up to 5; to be supplied by sponsor)
- Your logo in all email communications
- Your logo in all marketing collateral
- Second level billed sponsor on banners
- Five minute speech from the dinner sponsor
- Complimentary exhibitor space
- Two free delegate passes (worth \$2460 CAD)

**Price:** \$20,000 CAD  
\$15,800 USD, £12,600 GBP,  
€14,600 EUR



# Opening Reception Sponsor

The opening reception sponsor will have their name on a banner and display up to 5 bespoke pop-up banners during the event. They will have a 5-minute slot to speak at the opening reception and will receive complimentary exhibitor space.

Their logo will also be included in all email communications and marketing collateral.

- Name on banner
- Your own bespoke company pop-up banners displayed during the opening reception (up to five; to be supplied by sponsor)
- Five minute sponsor slot at opening Reception
- Complimentary exhibitor space
- Your logo in all email communications
- Your logo in all marketing collateral

**Price:** \$17,500 CAD  
\$13,900 USD, £11,100 GBP,  
€12,800 EUR



# Conference Sponsor

**Our most popular sponsorship package - gain great brand exposure, attend the conference and meet the speakers and attendees as well as all the great content.**

- Firm listed as conference sponsor on printed and website materials
- Your logo in all email communications
- Your logo in all marketing collateral
- LinkedIn post about your sponsorship.

**Price:** \$3,000 CAD  
\$2,400 USD, £1,900 GBP,  
€2,200 EUR



# Track Sponsor

**Sponsor one of the conference's themed daily presentation and panel tracks that has relevance for your organization.**

- Firm listed as track sponsor on printed and website materials.
- Third level billed sponsors on banners
- Five minute sponsor track slot at the beginning of the track
- Your logo in all email communications
- Your logo in all marketing collateral.

**Price:** \$3500 CAD  
\$2,800 USD, £2,300 GBP,  
€2,600 EUR

## Exhibitor sponsor

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.

- Booth in the exhibitor space
- Your logo in all email communications
- Your logo in all marketing collateral
- Billed as an exhibitor on banners and website
- Two complimentary places

**Price:** \$6000 CAD  
\$4,800 USD, £3,800 GBP,  
€4,400 EUR



## Joint Sponsor & Exhibitor

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

**As well as the above exhibition package you will get:**

- Firm listed as conference sponsor on printed and website materials, logo on website
- Your logo in all email communications
- Your logo in all marketing collateral
- LinkedIn post about your sponsorship and exhibition.
- Two complimentary places

**Price:** \$8,000 CAD  
\$6,400 USD, £5,100 GBP,  
€5,900 EUR

# Technology Showcase Sponsor

**As a Technology Showcase Sponsor, take advantage of the opportunity to be recognized at the IAM annual North American conference. Demonstrate your cutting-edge technology to a captive audience.**

- Firm listed as conference sponsor on printed and website materials
- Your logo in all email communications
- Your logo in all marketing collateral
- LinkedIn post about your sponsorship
- 30 minute showcase during one of the breaks when sessions are not taking place

**Price:** \$1,000 CAD  
\$800 USD, £700 GBP, €800 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](mailto: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](http://theIAM.org)