

# SPONSORSHIP BROCHURE

**IAM NORTH AMERICAN CONFERENCE  
16 - 18 SEPTEMBER 2025**





# Connect with leading asset management professionals at our Annual IAM NA Conference

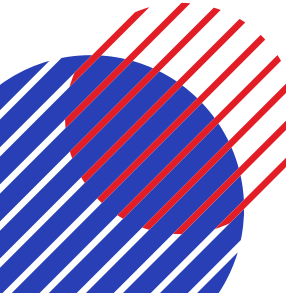
Sponsoring this event will place your organization in a unique position to promote your brand, products and services to the key decision making individuals amongst your target client businesses.



The event will be held in **Montreal, Canada**. With delegates from a global audience, offering a great opportunity to reach our network of asset management professionals.

It 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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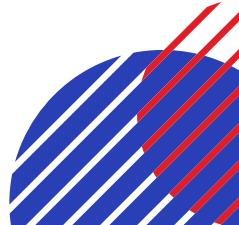
# SPONSORSHIP SEALED-BID PROCESS

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.

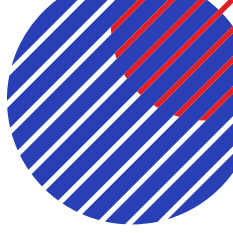
The process will only apply to exclusive sponsorship packages, as well as situations where the number of interested sponsors exceed the number of possible sponsor packages, (eg: track sponsor, technology showcase or Bundle Track/Joint Conference & standard Exhibitor Sponsorship).

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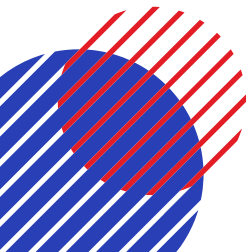
## How will it work:

- If you are interested in either the Headline Sponsor, Track Sponsor, Technology Showcase or the Eco lanyard Sponsor, please express your interest to [Events@theiam.org](mailto:Events@theiam.org) by **15 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



From The Woodhouse Partnership





## **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
- Two free delegate passes
- 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
- The chance to host either a panel, presentation or technology showcase slot on the agenda with a client that aligns with the theme of the conference
- Half page advert in Assets magazine

**Price: \$25,000 CAD / \$17,500 USD / £13,500 GBP / €16,000 EUR**



## **DRINKS TICKET SPONSOR**

*16 September or 17 September*

**Maximize your brand's exposure and leave a lasting impression by sponsoring at the 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 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 drinks ticket sponsors.

**Price: \$4,050 CAD / \$2,800 USD / £2,200 GBP / €2,600 EUR**



## **TRACK SPONSOR** *(MAX 3)*

**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 track sponsors.**

- Firm listed as track sponsor on printed and website materials.
- Third level billed sponsors on banners.
- Recognition that your company is the track sponsor for the slot by means of a 60 second video played at the beginning of the track, thereafter moderator can thank the track sponsor.
- Your logo in all email communications.
- Your logo in all marketing collateral.
- Your logo on the conference app as one of the Track sponsors.

**Price: \$3,500 CAD / \$2,500 USD / £1,900 GBP / €2,300 EUR**



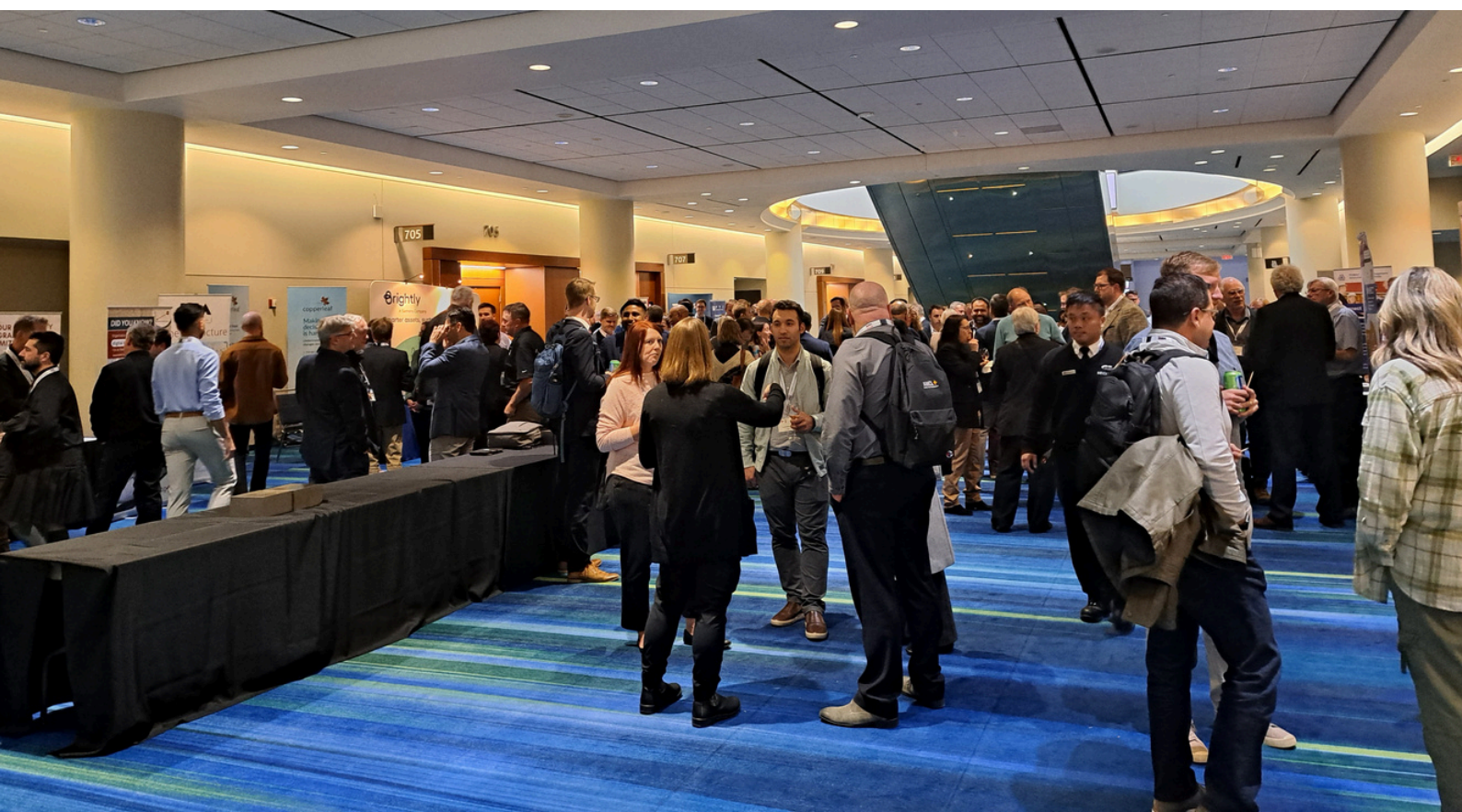
## **TECHNOLOGY SHOWCASE SPONSOR**

*(MAX 3)*

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

- Firm listed as one of the Technology showcase sponsors 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 track session.

**Price: \$1,000 CAD / \$700 USD / £600 GBP / €700 EUR**







## **STANDARD 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.**

- 3m x 2m space in the exhibitors hall
- Two chairs and 6 foot table
- Your logo in all email communications.
- Your logo in all marketing collateral.
- Billed as an exhibitor on banners and website.
- 2 complimentary Registrations for the whole event.
- Your logo on the conference app as one of the exhibitor sponsors.

**Price: \$6,000 CAD / \$4,200 USD / £3,300 GBP / €3,900 EUR**

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## **PREMIUM EXHIBITOR - SPONSOR**

**Gain all the benefits of being an Exhibitor but with a double space:**

- Two 3m x 2m spaces in the exhibitors hall
- Your logo in all email communications.
- Your logo in all marketing collateral.
- Billed as an exhibitor on banners and website.
- Your logo on the conference app as one of the exhibitor sponsors
- **3** complimentary Registrations for the whole event.

**Price: \$9,500 CAD / \$6,600 USD / £5,200 GBP / €6,100 EUR**





## **CONFERENCE SPONSOR**

**Gain great brand exposure, attend the conference and meet the speakers and attendees, as well as seeing all the great sessions on the program.**

- Firm listed as conference sponsor on printed and website materials.
- Your logo in all email communications.
- LinkedIn post about your sponsorship.
- Your logo to appear on the conference app as one of the conferences sponsors.

**Price: \$3,000 CAD / \$2,100 USD / £1,700 GBP / €2,000 EUR**

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## **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.

**Price: \$3,000 CAD / \$2,100 USD / £1,700 GBP / €2,000 EUR**

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## **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



**Price: \$1,000 CAD / \$700 USD / £600 GBP / €700 EUR**

## **COMBINED CONFERENCE SPONSOR AND STANDARD 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 above.

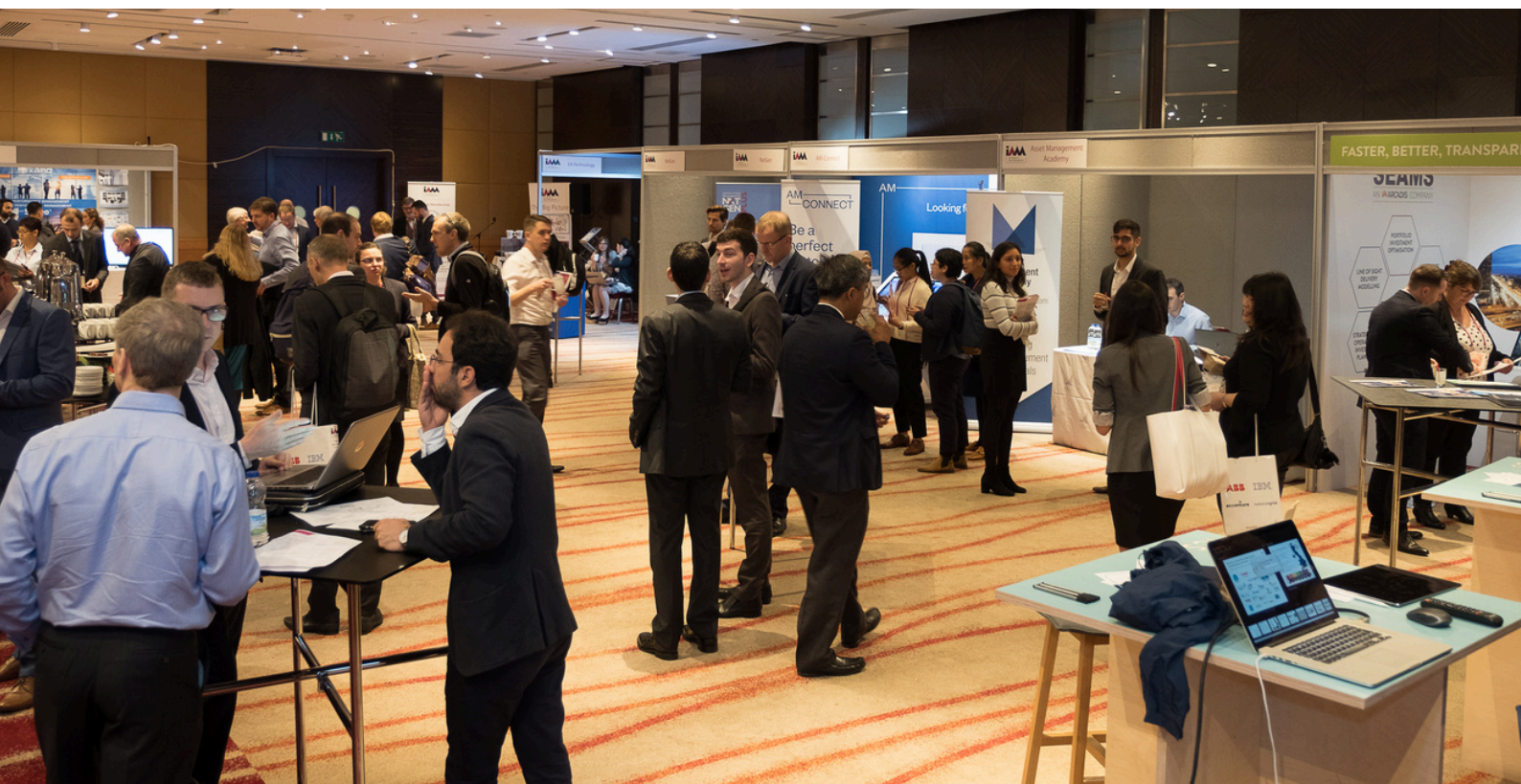
**Price: \$8,000 CAD / \$5,600 USD / £4,400 GBP / €5,200 EUR**

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## **COMBINED CONFERENCE SPONSOR AND PREMIUM EXHIBITOR**

Our Combined conference sponsor and premium exhibition package gives you wider physical presence and opportunity for engagement, at a discounted price. Enjoy all the benefits listed in both packages, including a premium exhibitor with double the space!

**Price: \$11,500 CAD / \$8,000 USD / £6,300 GBP / €7,400 EUR**



# **BUNDLE - TRACK, STANDARD EXHIBITOR & CONFERENCE SPONSOR**

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

- Firm listed as sponsor on printed and website materials.
- Logo in all email communications and marketing collateral.
- Third-level billing on banners.
- Recognition with a 60-second video at the start of the track.
- Dedicated LinkedIn post about your sponsorship.
- Standard booth in the exhibitor space.
- Billed as an exhibitor on banners and website.
- Two complimentary registrations.
- Your logo on the conference app.

**Price: \$10,500 CAD / \$7,300 USD / £5,700 GBP / €6,800 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**

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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.

a network  
of:

**46,000**

countries  
with IAM  
members:

**69**

business  
sectors  
represented:

**41**