

Private Equity  
International

# Operating Partners Forum: Europe London 2020

5-6 October

The value creation event for  
alternative asset classes

PEI

Sponsorship opportunities 2020

# Welcome

Inside this brochure you will find detailed information on the sponsorship opportunities available at the PEI Operating Partners Forum Europe.

Record dry powder in the alternative asset sector has led to value creation being pushed from a niche topic to a priority for private market managers and investors. The need to add value or grow assets or portfolio companies in order to generate desired returns means managers are constantly seeking partners and suppliers from the range of value creation levers.

Operating Partners are the key decision makers at a Private Fund and they decide on who to work with at portfolio companies and hold the key to servicing a manager's entire portfolio. Sponsoring the forum offers direct access to these hard to reach contacts at Europe's largest and most established value creation forum. With 200 non-service provider attendees and a guaranteed better than 1:1 ratio there is no better place to build your profile.

Every package is unique to the sponsor and will be designed with your objectives in mind. We tailor all our offerings to ensure you get the most value

from working with us. We offer a range of speaking, exhibiting, branding and networking packages depending on how you want to engage with the market.

More detailed information is available upon request, please don't hesitate to contact me directly.

Best regards,

**Christopher Wagland | Business Development EMEA**

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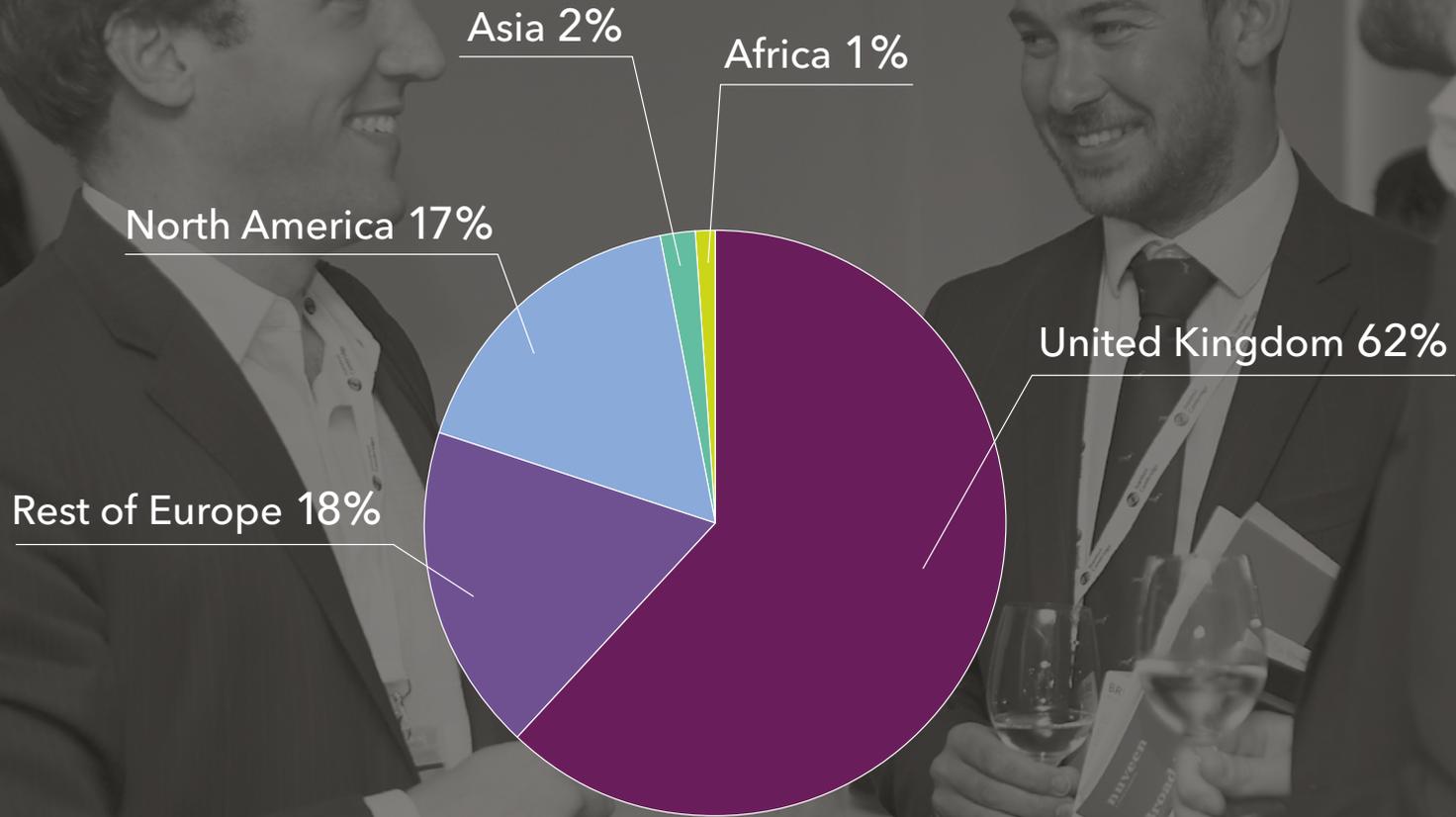
E: [chris.w@peimedia.com](mailto:chris.w@peimedia.com)

# Who should sponsor?

Do you offer solutions in any of the following?



# Who will you meet?



**300+**  
Attendees



**15/20**  
Top managers  
by AUM



**130+**  
GP firms

# What can be included with your package?

Contact us for information on any of the opportunities below



## Email

Your branding will be present throughout our promotional email campaign.



## Bespoke events

We offer the opportunity to run bespoke dinners, breakfasts and other social engagements to help you meet the right clients.



## Website

Showcase your company's profile and branding on the frequently visited sponsors page.



## Attendee list

View the delegate list pre, during and post-event to ensure you're making the most of your time with us.



## Print

Your logo will be present on all printed and digital collateral (where relevant), including the main brochure and on site guide.



## Exhibition

A dedicated space in the main networking hall where all lunch, coffee and on site networking functions are held. Use as a meeting point, for extra signage and to distribute literature.



## Speaking

An opportunity to show expertise and thought leadership. We do not offer the opportunity to pitch but rather a forum for the firm to demonstrate their capabilities by leading a discussion critical to your business.



## Marketing support

We have a dedicated marketing team keen to engage with you and the market through traditional and social channels.



## Bespoke branding opportunities

One off branded pieces, barista stands, lanyards, shoe shine all of which, offer unique ways to make sure you are noticed onsite.



## Delegate passes

Packages include passes for a small team to attend the forum and network with the audience. Discounts available for clients or colleagues should you need more passes.



## 360 Degrees visibility

Impactful and visible branding on digital and printed marketing and onsite at the forum. Profile and Logo featured on the conference website and networking app.



## Onsite introductions

We work with our sponsors to identify your top targets from the delegate list and work hard to organise face to face introductions onsite.

# Previous sponsors include:



# Contact us

For data protection purposes, information on pricing and past attendees are not included here but available on request. For more in-depth information or to discuss how we can custom build a package to suit your goals, please contact me directly.

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