

Private Equity
International

Operating Partners Forum: Europe Virtual Experience 2020

6 - 7 October, BST/UTC+1

The value creation event for
alternative asset classes



Sponsorship opportunities 2020

Welcome

Inside this brochure you will find detailed information on the sponsorship opportunities available at the virtual 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 Fund Managers. 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. The global pandemic and ensuing downturn has only added to the challenge of how to find growth within a difficult market.

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. Our virtual platform offers multiple touchpoints and engagement opportunities for those selling into this market, we have a range of thought leadership and branding options to help promote your firm.

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

Best regards,

Christopher Wagland | Business Development EMEA

T: +44 (0) 207 566 5475

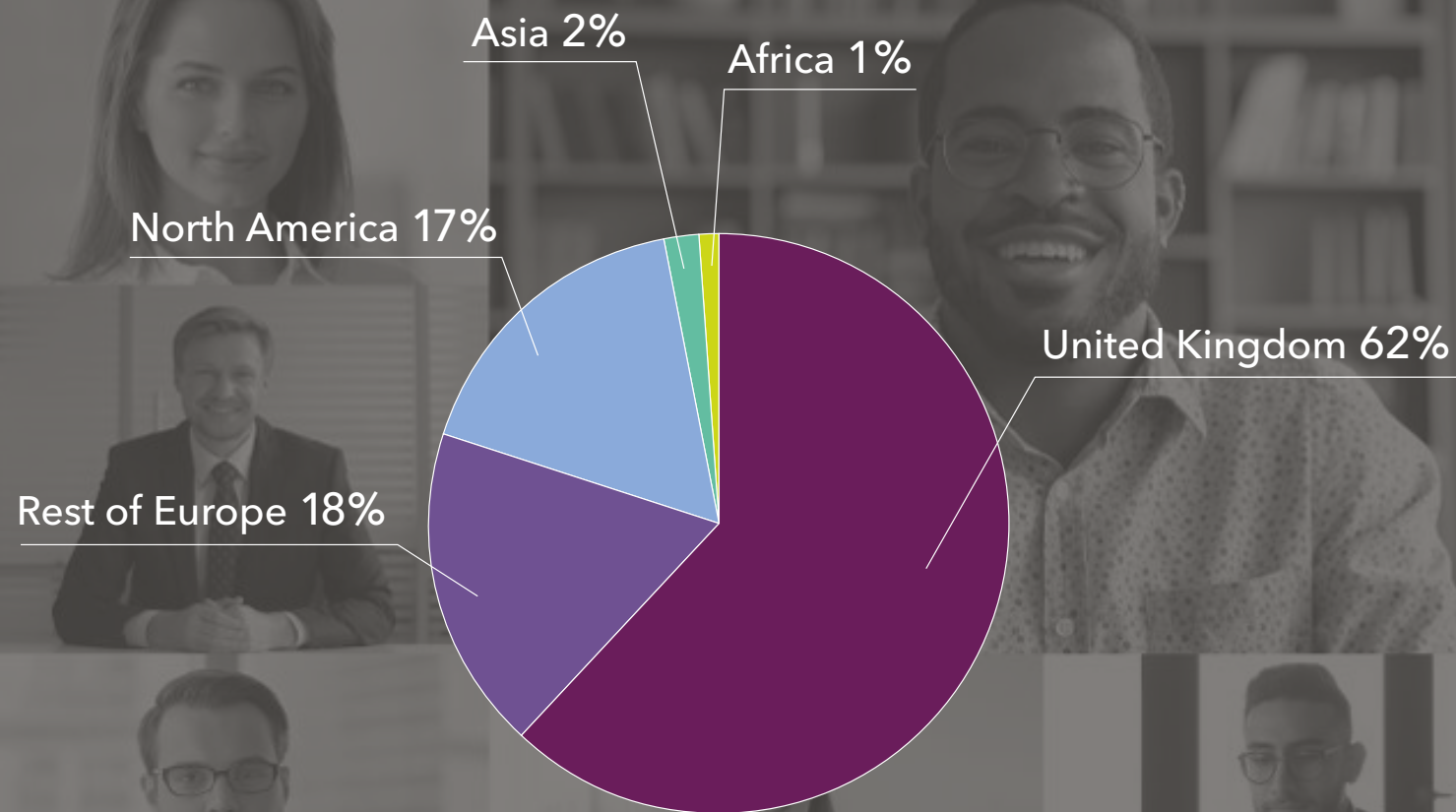
E: chris.w@peimedia.com

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.



Website

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



Attendee list

View the delegate list before, during and post-event to ensure you're making the most of your time with us. Make use of the direct messaging and meeting functionalities within the platform.



Exhibition

A dedicated space on the platform with options to showcase thought leadership, marketing collateral and information about your firm. Inbound lead generation and analytics will show you who's visiting your page.



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.



Delegate passes

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



360 Degrees visibility

Impactful and visible branding on digital marketing before and during the virtual event. Profile and logo featured on the conference website and event platform.

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.

Christopher Wagland | Business Development EMEA

+44 (0) 207 566 5475

chris.w@peimedia.com

