



PRIVATE DEBT
INVESTOR
EVENTS

EMEA 2019

Sponsorship opportunities



Private Debt Investor

Private Debt Investor (PDI) provides a complete private debt news and intelligence service. Whether you are tasked with restructuring existing capital structures, sourcing new debt funding for private assets, or an investor wanting to acquire a deeper understanding of how private debt can fit in your allocation model, PDI is the vital intelligence service to help you optimise your debt strategy.

PDI Events are built on this strong foundation of servicing the private debt markets, working with our editorial team, sponsors and industry leaders to construct an agenda that is highly relevant to all those who attend. As such, our programs are designed and held to the strictest of standards.

We have two market leading events in our EMEA portfolio:

- **5th Annual PDI Germany Forum | 12-13 June, Munich**
- **7th Annual PDI Capital Structure Forum | 20-21 November, London**

As a sponsor, you can contribute to the focus of the agenda, take advantage of exclusive, preferential networking opportunities, and raise your profile amongst the leading private debt managers and investors at the most prestigious events in the industry.

This document outlines the sponsorship opportunities available across our portfolio of private debt events in 2019.

Best regards,

Alexander Jakes | Business Development Director, EMEA

T: +44 (0) 20 3862 7498

E: alexander.j@peimedia.com

GERMANY FORUM 2019

German Investors. Global Opportunities.
12-13 June, Munich

www.privateinvestor.com/germany-forum

The PDI Germany Forum is uniquely tailored to the growing German LP base and offers private debt fund managers the chance to network with a niche, active, subset of alternative investors and build their brand in the region.

The Forum is the perfect place for global firms to understand the nuances of investing and fundraising in continental Europe, and for local funds to share their knowledge of deal-making in their backyard.

Who will you meet?



200

Attendees



50

Investors



10

Hours of networking



110

Companies



40

Speakers

CAPITAL STRUCTURE FORUM 2019

Where the private debt market meets
20-21 November, London

events.privatedebtinvestor.com/capitalstructure

The longest-standing private debt conference in Europe, the PDI Capital Structure Forum brings together alternative lenders and their investors for one-and-a-half days of curated editorial content, exclusive data and research, and extensive intimate networking opportunities.

From fundraising statistics and dynamics to deal structuring and borrower terms, the Capital Structure Forum is the best place to generate exposure in this growing industry and showcase how your firm stands apart from the rest.

Who will you meet?



250

Attendees



70

Investors



10

Hours of networking



150

Companies



60

Speakers

Previous sponsors include:



What's included with your package?

Contact us for information on any of the opportunities



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 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 onsite guide.



Exhibition

A dedicated space in the main networking hall where all lunch, coffee and onsite networking functions are held. Use as a meeting point for extra signage 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 a firm to demonstrate their capabilities by having them lead a discussion critical to their business.



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.



Marketing support

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



Branding

Impactful and visible branding on digital and printed marketing and on-site at the Forum. Profiles and logos are featured on the conference website and networking app. A variety of branding levels are available to reflect your market position and ambitions.

Additional sponsorship opportunities

▶ Lanyard Sponsorship

All delegates will receive a name badge connected to a lanyard. The sponsor will have their logo printed on all lanyards. In addition to citation as a sponsor on selected promotional and event materials, we will appropriately acknowledge the lanyard sponsor through our marketing materials and via signage during the event.

▶ Official Drinks Reception Sponsorship

This exclusive package enables you to sponsor the main day (day 1) drinks reception. We will offer branding around the event including signage and tent cards. Your team can choose to make a brief introduction or we can work with you to arrange entertainment and drinks or canape's. Our marketing campaign and customised mailings will have you branded as the exclusive sponsor of the drink's reception.

▶ Networking Break Sponsorship

During specific networking breaks, we will distribute corporate information around networking tables. This is an ideal way to release a report as we will brand the networking area with tent cards including your corporate logo. The chair will also make reference to the break being sponsored by your organisation which is designed to drive traffic to your stand.

▶ Barista Coffee Sponsorship

We have an exclusive sponsorship opportunity of a barista stand to be provided at the conference. This package includes Barista Coffee Stations provided along with trained baristas.

- Branded station with your company name
- Exclusive signage provided displaying your company name
- Latte art available in quieter periods

▶ Mobile Device Charging Stations

PEI will set up a mobile phone, laptop and tablet charging station which is accessible for the duration of the Forum. The charging station will be situated at high visibility locations outside the main meeting room where all plenary sessions will be held throughout the Forum. By sponsoring this opportunity you will be able to place company literature on the tables provided.

▶ Conference WiFi

There is an exclusive opportunity to sponsor the Wi-Fi service for the duration of the conference. There will be Wi-Fi access provided to the Forum delegation throughout the entire event. In addition, the Wi-Fi sponsor logo will appear on signage and the marketing materials distributed for the event. The sponsor will decide the password for the Wi-Fi (usually company name).

▶ Private Breakfast Sponsorship

Host a private breakfast for your target clients, prospects and contacts. This will be held on day 1 or 2 of the Forum and will allow you to bring together a specific group for a function in advance of the main conference sessions.

▶ Conference Delegate App Sponsorship

Throughout the Forum you will be able to view the conference schedule, sponsor profiles and speaker profiles throughout the app. The app offers a unique, exclusive branding opportunity for a sponsor. Your logo will be visible by the attendees from the start of the Forum and each time the system returns to rest (i.e when it is inactive or not being used to review programme/ send messages).

▶ Official Dinner Reception Sponsorship

This exclusive opportunity allows you to host an official dinner bringing together key speakers and delegates from across the private debt space. The sponsor will work with PEI to adjust the delegate list and ensure that your key clients and prospects are involved. You will have the option to open the dinner delivering a welcome address or introducing a speaker to lead proceedings.

To reserve your sponsorship place or for information on pricing, please contact:

Alexander Jakes

Business Development Director, EMEA

T: +44 (0) 20 3862 7498

E: alexander.j@peimedia.com



PRIVATE DEBT
INVESTOR