

ProShare Employee Share Plans Conference – Sponsorship Opportunities

The voice of employee share ownership

Thursday 29 September 2016, at etc.venue, 200 Aldersgate, EC1A 4HD



Our annual conference is now in its 24th year and it remains the perfect opportunity for companies, plan administrators, advisors and providers to meet at one of the largest events of its kind in the UK. It's a time- and cost-efficient way to share best practice, discuss new developments, enhance technical knowledge and engage with regulators and policymakers.

Delivered flexibly and efficiently through a series of seminars and case studies (all with CPD points accreditation) delivered by industry experts, the conference schedule also includes panel discussions with regulators and policymakers, keynote speeches from senior business leaders, plus abundant networking opportunities.

This year our conference theme is **'British success on the global stage'**.

"Globalisation remains an existential challenge to entrenched business models and those without the means to update and adapt their skills and knowledge accordingly. But there are many examples of businesses and workforces that are not just surviving, but thriving on the global stage, and share plans can be a great way of forming additional corporate 'glue' across increasingly diverse workforces and jurisdictions. In the post-EU referendum environment, what will be the priorities and challenges for UK plan issuer companies and their workforces?"

We are including sessions on the EU Market Abuse Regulation, challenges in operating share plans in 'BRIC' countries and other parts of the world, the UK environment for share plans after the EU Referendum vote, technological developments in communications, tracking and taxing mobile employees, behavioural economics, best practice on the use of digital and social media in the corporate arena, financial education and wellbeing in the workplace, and much more besides.

Our aim as always is to set employee share ownership in a broader context and to enhance delegates'

knowledge of related fields, with an emphasis on their practical application in employee share plans. Delegate favourites such as plan issuer case studies, perspectives on global developments and our well-established Q&A session on tax technicalities with representatives from HMRC remain part of the conference schedule.

Who does the conference attract?

Finance directors, HR directors, company secretaries, share plans specialists, lawyers, accountants, advisors, communications experts, consultants and supporters of employee share plans from across the UK, Europe and beyond.

Why you should become a sponsor:

- Increase awareness of your brand and enhance your organisation's profile within the industry
- Showcase your organisation's products, services and knowledge to an audience of industry professionals and budget-holders
- Create new business opportunities
- Demonstrate your organisation's commitment to the industry, thought leadership on key issues, and your support for the aims of employee share ownership, ProShare and our members.

We offer a range of sponsorship packages and opportunities to suit your budget and objectives. We are happy to tailor bespoke packages if required and all new ideas are welcome. Please contact the ProShare team via ifsproshare@ifslearning.ac.uk or call +44 (0)207 444 7141.

Thank you for your interest – I look forward to welcoming you to the 2016 ProShare Employee Share Plans Conference!

Gabbi Stopp
Head of Employee Ownership
ProShare



Major Sponsor

SOLD



Branding

- Joint conference branding with *ProShare* across all promotional activity
- Branding as 'Major Sponsor' at conference including use of your logo
- Signage throughout the event as 'Major Sponsor'
- Logo on all holding slides used throughout the conference
- Logo on all delegate badges alongside *ProShare* branding (lanyard will be *ProShare* branded)
- One full colour full page advertisement in the Event Guide
- Organisation profile in the Event Guide, 500 words plus logo
- Contribution to conference delegate bag contents – two items – see list of suggested items

Communication

- Opening address to conference, on a topic relevant to the overall conference theme
- Opportunity to chair a panel discussion
- Editorial in the Event Guide, 500 words plus logo
- Exclusive branding and co-delivery (with *ProShare*) of post-conference webinar

Physical Presence

- Large stand space with key positioning in the exhibitor marketplace (up to 6m x 2m, or two 3m x 2m stands)
- Eight delegate passes (inclusive of staff manning your stand and presenting at the event)

Digital Presence

- Organisation profile on the *ProShare* website as 'Major Sponsor'
- Hyperlink between conference website and your homepage, with your logo on conference website
- Logo in mobile conference app & link to your organisation's website

Supporting Sponsor

Gold members – £3,325, Standard members – £4,150
Non-members – £4,985

Branding

- Branding as 'Supporting Sponsor' at the conference
- Branding as 'Supporting Sponsor' with your company logo on the front cover of the Event Guide alongside other supporting sponsors
- Organisation profile in the Event Guide, 250 words plus logo
- Contribution to conference delegate bag contents – one item – see list of suggested items
- Opportunity to take up optional add-ons

Physical Presence

- Stand space 4m x 2m in exhibitor marketplace
- Six delegate passes (inclusive of staff manning your stand and presenting at the event)

Digital Presence

- Organisation profile on the *ProShare* website as 'Supporting Sponsor'
- Hyperlink between conference website and your homepage with your logo on the conference website
- Logo in mobile conference app & link to your organisation's website

Additional Sponsor Opportunities

Prices and full details on these packages are available upon request.

- **Drinks reception at close of conference**
- Delegate bag provision – Contribution to contents open to all sponsors
- Mobile conference app for smartphones – 71% adoption rate at 2015 conference

To book your sponsorship opportunity and for all further information, please contact the *ProShare* team on: ifsproshare@ifslearning.ac.uk or +44 (0)207 444 7141.



Exhibiting Sponsor

Gold members – £2,485, Standard members – £2,915, Non-members – £3,745

Branding

- Organisation profile in the Event Guide, 100 words plus logo
- Contribution to conference delegate bag contents – 1 item – see list of suggested items
- Opportunity to take up optional add-ons

Physical Presence

- Stand space 3m x 2m in the exhibitor marketplace
- Four delegate passes (inclusive of staff manning your stand)

Digital Presence

- Organisation profile on the *ProShare* website as 'Exhibiting Sponsor'
- Hyperlink between the conference website and your homepage with your logo on the conference website
- Logo in mobile conference app & link to your organisation's website

Suggested items for contribution to delegate bag

Items can be sourced via *ProShare*. Prices available on request.

- Notepads and pens
- Printed lanyard
- Sweets
- Oyster card holder
- Hand warmer
- Mini-torch and USB
- Hand sanitiser
- LED key ring

Delegate Pricing

Member plan issuer delegate £15

Non-member plan issuer delegate £25

Refunded in full if annual membership is taken up within a month of attending conference, plus a discount on annual membership for those joining within a fortnight of attending conference

Gold provider/advisor delegate £195
(2014 price: £365)

Standard provider / advisor delegate £225
(2014 price: £475)

Non-member provider / advisor delegate £575
(2014 price: £845)

Please note that all prices throughout are exclusive of VAT.



★ **Contact us to discuss bespoke packages** ★

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