



Event Sponsorship Opportunities 2017



About

The Irish Association of Pension Funds

In view of the challenges currently faced by Pension Funds, IAPF events are targeted, relevant and purposeful in attracting key personnel from the Irish Pensions community. They are attended by an increasing number of Pension Scheme Trustees, HR & Finance Directors, Scheme Managers, Company Executives and Pensions Professionals.

IAPF Key Performance Indicators

- Representing a growing membership of currently 300+ member organisations including pension schemes and pension service providers
- Maintaining a growing database of over 1600 contacts drawn from the above organisations
- Promoting year on year growth in Trustees' attendance at IAPF conferences
- Welcoming over 16,000 visitors annually to IAPF website
- Engaging social media conversations on LinkedIn, Twitter & MallowStreet

Sponsorship of an IAPF event is exclusive to our members. IAPF events are ideal channels for your company to showcase your brand, products and services to the Irish pensions industry.

Sponsorship



Opportunities to sponsor IAPF events

Pensions and pension provision have never experienced a more challenging time than they do at present. Neither have they had as much exposure across media channels as they are presently experiencing.

However media channels are broad in their reach. Sponsorship enables targeted communications. Sponsorship of IAPF events ensures your message reaches your target audience, raising your awareness in the market place, making new contacts and developing existing leads and opportunities.

Sponsorship of an IAPF conference or seminar is an investment that offers great value for money with some great returns as our previous sponsors have found.

“ Testimonial

“OPDU was delighted to have sponsored the IAPF Investment Conference which we found very worthwhile. The Conference was professionally organised and the venue was conducive to maximising networking opportunities for successfully launching our trustee liability insurance and services in Ireland.

We were also able to participate in a platform debate which was valuable in raising awareness of relevant issues in addition to our literature which was distributed within the conference packs. This generated a number of substantive leads from delegates visiting our stand.

An excellent event.

OPDU Limited - Sponsors of the IAPF Investment Conference

IAPF Conferences & Seminars provide your organisation with an uncongested channel through which to reach your target audience. We offer exclusive sponsorship for all IAPF events to assist your organisation in achieving the greatest level of exposure and non-dilution of your message.

If you are interested in sponsoring any of the IAPF events held during the year we would be delighted to hear from you.

Event Sponsorship Offers

- Increased visibility and reinforcement of your industry leadership
- Your brand at the centre of attendee awareness before, during and after the event
- The opportunity to make key decision makers aware of your philosophy and views
- The opportunity to leverage your positive association with the IAPF
- Initiates new business conversations & opportunities within the industry



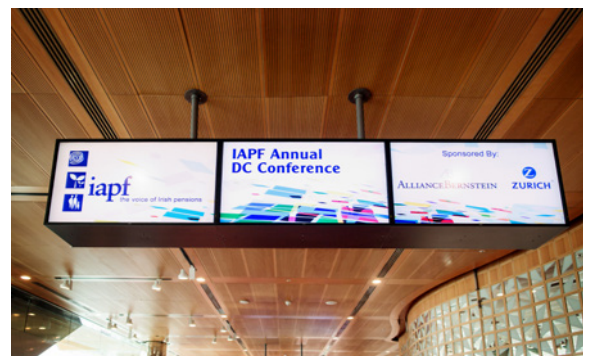
Conferences

Opportunities to Sponsor an IAPF Conference

The package for EXCLUSIVE SPONSORSHIP of IAPF Conferences will include the following:

- Logo placement on IAPF website Events Page and in all conference communiqués to the 1,600+ member contacts. This includes email, social media.
- Prominent placement of your Exhibition Stand/Promotional Display in the refreshment & lunch areas of the conference venue.
- Branding on all conference literature and lunch menus.
- Shared branding with the IAPF on all Housekeeping/General conference PowerPoint slides.
- Sponsor can provide a conference speaker to cover a topic which will be of educational interest† to the audience and that fits with the conference programme.
- Photo-call opportunity for Sponsor with Chairperson of the IAPF and conference key note speaker[s].
- 5 Complimentary Delegate tickets to the conference.
- Sponsor may wish to provide promotional leaflet and gift to the delegates. The delegate pack may also include promotional material from other companies. (Sponsor will be advised if this is the case.)
- Dedicated member of IAPF staff to liaise with on logistics, before, during and after conference.
- Promotion across our communication channels; IAPF website, IAPF Yearbook & IAPF Digital Magazine as well as our Press Releases.

† Precise details to be agreed by sponsor and IAPF in written agreement



Available Sponsorship

There are 4 primary conferences available for sponsorship:

- IAPF Benefits Conference – October
- IAPF Investment Conference – March
- IAPF Defined Contribution Conference – May
- IAPF Governance Conference - November

IAPF DC Conference

Attendee Statistics

Date	Venue	Sponsor	Total	Funds	Pract	Other
2017	Dublin Castle	Standard Life Investments	230	87	106	37
2016	Dublin Castle	SSgA	203	66	94	43
2015	Dublin Castle	Zurich	238	73	113	46
2014	Convention Centre	Irish Life	214	70	95	41
2013	Convention Centre	AllianceBernstein/Zurich	210	71	103	36

2017 Topics

- DC and the true cost of volatility
- GDPR for Pension Trustees
- NEST- Investing for 4m members
- Hi Alexa, how should I save for my pension?
- RetireSmart - ESB Case Study
- CPAS Case Study
- From good to great – Analytics in Action: The Vodafone Experience

“Feedback

“Best IAPF Conference I have ever attended. Great mix of speakers with often conflicting views which yielded good debate & thought provoking ideas. Well done!”

“Very high standard of speakers”

“Really good focus on member needs this year”

“Another great conference - well done all”

“The round table approach was very good, innovative and fostered engagement”



IAPF Benefits Conference

Attendee Statistics

Date	Venue	Sponsor	Total	Funds	Pract	Other
2016	The Shelbourne Hotel	Standard Life Investments	308	122	131	55
2015	Dublin Castle	SSgA	316	129	141	46
2014	Convention Centre	SSgA	310	124	130	43
2013	Convention Centre	Pioneer Investments	303	138	150	15
2012	Convention Centre	Prescient	256	90	133	33

2016 Topics

- Minister for Social Protection Address
- Re-imagining the DB Funding Challenge
- Consumer and Competition Challenges in Investing for Retirement - The Case of ARFs
- DC investment strategies: Value for members
- A Universal Pension for Ireland
- Mandatory Retirement Ages
- Brain Health - The Best Investment for Retirement

“Feedback

“Excellent event, lots of insight to take away - particularly from the OECD & Royal College of Surgeons”

“Excellent event, great delivery, presentations and networking!”

“Fantastic location for conference. Excellent audio visual aids. Really really well run conference”

“Very Good! Interesting speakers & themes. Length of presentations was perfect.”

“Panel works well, plus good to see plenty of time given to this. That was very good.”



IAPF Investment Conference

Attendee Statistics

Date	Venue	Sponsor	Total	Funds	Pract	Other
2017	Dublin Castle	AXA Investment Managers	300	127	142	31
2016	Dublin Castle	APT	316	129	141	46
2015	Dublin Castle	Pioneer / OPDU	201	66	88	37
2014	Convention Centre	Pioneer / Zurich	266	100	117	49
2013	Convention Centre	J.P.Morgan / LGIM	201	51	117	33

2017 Topics

- Minister for Social Protection Address
- Re-imagining the DB Funding Challenge
- Consumer and Competition Challenges in Investing for Retirement - The Case of ARFs
- DC investment strategies: Value for members
- A Universal Pension for Ireland
- Mandatory Retirement Ages
- Brain Health - The Best Investment for Retirement

“Feedback

“Well done - good provocation to encourage trustees to review their investment strategies”

“An excellent conference”

“Enjoyed the event - will come again”

“Good venue - excellent speakers and pertinent topics”

“The structure of the conference was a good blend of technical & interesting with some entertainment”



IAPF Governance Conference

Attendee Statistics

Date	Venue	Sponsor	Total	Funds	Pract	Other
2016	Dublin Castle	Trustee Decisions	161	82	48	31
2015	Dublin Castle	Alder Capital	188	85	61	42
2014	Dublin Castle	EY	145	63	48	34

2016 Topics

- Better Governance = Better Outcomes
- Anti Money Laundering - Cross Border Customer Due Diligence Challenges
- Lessons Trustees can learn from Corporate Governance
- Pensions Scheme Governance - The Importance of Communication
- The Emergence of Financial Wellness
- Communication Case Studies
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“Feedback

“Another great conference, well done!”

“Excellent presentations and discussion. Our trustee group attended and it proved valuable to do this as a group”

“Good presentations. Some thought provoking ideas and well worthwhile“

“The Pension Board presentation was as always the best most useful session“



Seminars & Trustee Network

Opportunities to Sponsor an IAPF Seminar

The IAPF also holds a number of themed seminars (Investment, DB & DC & Trustee Events) during our calendar year. With regard to these smaller events we are open to discussions with member organisations to sponsor any these seminars.

Attendance at these seminars has been steady, despite the challenging operating environment, with on average 100 attendees at each seminar over the past 4½ years. The Trustee Network attracts smaller numbers as these events are limited to Trustees only

As Exclusive Sponsors of an IAPF Seminar you will receive the following;

- Logo placement on IAPF website Events Page and in all seminar correspondence to the 1,600+ contacts currently on the IAPF database. This includes email, social media.
- Prominent placement of your Exhibition Stand/Promotional Display in the refreshment areas of the seminar venue.
- Shared branding with the IAPF on Housekeeping/General seminar PowerPoint slides and any seminar literature.
- Photo-call opportunity for Sponsor with Chairman of the IAPF and seminar chair. *
- Sponsor can provide a seminar speaker to cover a topic which will be of educational interest† to the audience and that fits in with the seminar programme.
- Sponsor can provide promotional leaflet and pen/gift to seminar delegates.
- Promotion across our communication channels; IAPF website, IAPF Yearbook & IAPF Digital Magazine as well as our Press Releases.

* Seminar chair is usually the Chair of the IAPF committee responsible for hosting the seminar

† Precise details to be agreed by sponsor and IAPF in written agreement



Contact

Contact us for more information

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A full list of events are available on the IAPF website at: www.iapf.ie

Sponsors

A selection of our recent sponsors

