

Media Pack



2022



**Pensions
Management
Institute**

Moving pensions forward



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Moving pensions

Introduction

The Pensions Management Institute is the UK's largest and most recognisable body for pensions professionals, supporting 7,000 members. Our members represent over 2,000 pension schemes across DB, DC, Master Trust and local government funds. They come to us for industry-leading insights, qualifications and training.

We have an extensive package of commercial opportunities for 2022, allowing you to showcase your brand and expertise to our members and the wider pensions industry in the way that best suits your business. Our sponsorship options range across events, partnerships, advertising, content and training.

We are particularly excited to have expanded our event sponsorship and exhibition options, giving you flexibility to target large or specialist audiences through our virtual and in-person seminars or bespoke events.

We'd like to thank you for your support and look forward to working with you in 2022 and beyond.



Gareth Tancred
Chief Executive Officer

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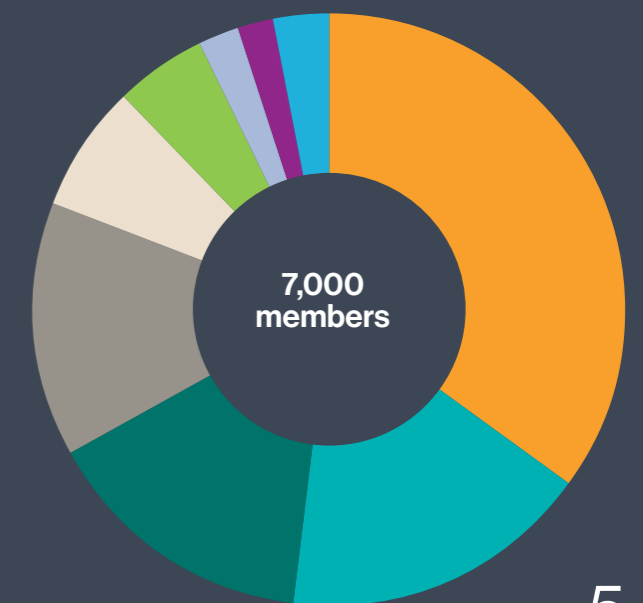


Why work with us?

- We are the UK's largest professional body for pensions professionals
- Get access to our 7,000 members
- Our brand is trusted for delivering unbiased thought leadership
- Showcase your brand alongside other industry leading businesses
- We have extensive networking and business development opportunities

Employment profile:

- Pensions Managers (private sec) 35%
- Trustee 17%
- Administration 15%
- Consultancy 14%
- Pension Managers (public sec) 7%
- Law 5%
- Actuarial 2%
- Accountancy 2%
- Life Insurance 3%



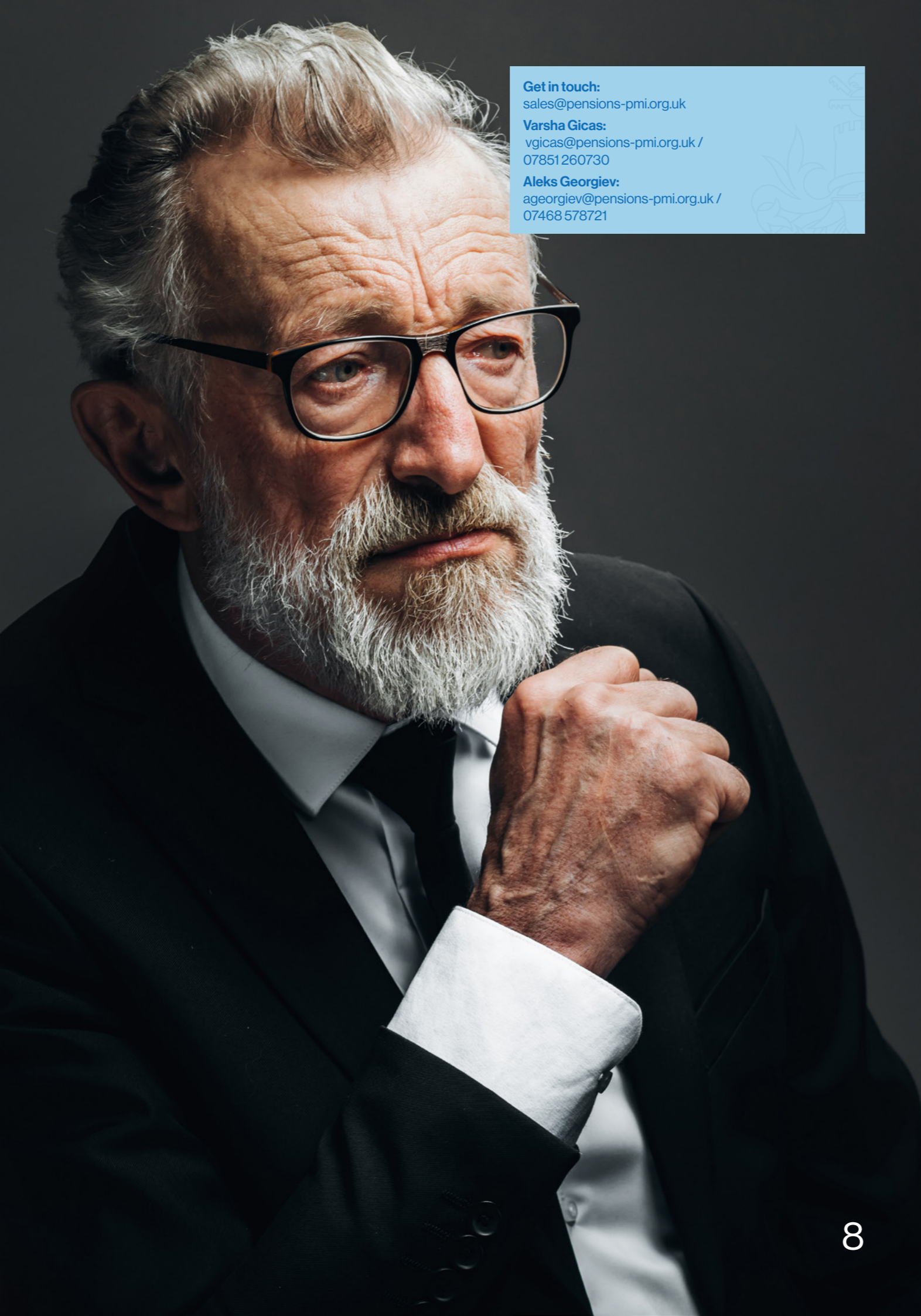
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Key Dates

Key dates						
Next Gen conference	DC and Master Trust Symposium	Annual Dinner	Pensions Aspects Live	Trustee Workbench	PensTech & Admin Summit	ESG and Investment Seminar
March 2022	April 2022	19 May 2022	29 June 2022	September 2022	November 2022	December 2022



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Pensions Management Institute
 Media Pack 2022

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Enhanced Partnership Opportunities

PMI Academy Partnership - £15,000

In 2021 we launched PMI Academy, the home for all our education offerings. Building on our longstanding success with our qualifications offering, the PMI Academy also provides training to our members in association with our sponsoring academy partners.

The PMI Academy Partnership enables a partner to build brand awareness by delivering training and supporting our members with key issues. PMI Academy will allow you to engage with our members using all the channels at PMI's disposal. Channels include web-based training session, email to promote your session and you as a trainer, editorial/ advert in PMI Magazine, and digital case studies. This combined approach enables the partner to reach and engage with all of our 7,000 members as well as our wide network of Pensions Professionals.

Standard Academy Partnership

Activities	Volume	Standard Cost of Line Items	Partnership Fee
Training sessions* (45mins – 1 hour)*	x 2	£14,000	
PMI Academy Digital Manual on the topic. This will be circulated to all members and held online.	x 1	£3,500	
Digital Case Studies	x 2	£6,000	
A certificate with sponsor logo	x 1	£ exclusive	
Dedicated marketing for the session		£ exclusive	
Dedicated PMI website content page/listing	x 1	£ exclusive	
PMI social media promotion		£ exclusive	
PR* – endorsement campaign *only applicable if new topic or new sponsor	x 1	£ exclusive	
Total		£26,000	

*Held virtually over zoom or similar platform

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Events

Flagship Conferences

Our industry leading flagship conferences are lauded for their unbiased content, expert speakers and excellent networking opportunities. Our conferences offer partners with multiple exhibition and sponsorship packages. A skeleton programme of our flagship conferences can be viewed on page 46.

DC & Master Trust Symposium

April 2022, River Rooms at The Mermaid (London)

The DC and Master Trust Symposium builds on our expertise in auto enrolment and DC governance best practice and draws on the current issues and challenges facing employers, trustees, and DC pension fund members.

Get access to over 200 attendees through a range of speaking, sponsorship and exhibition opportunities.

AT A GLANCE

- April 2022
- Hybrid event
- River Rooms at The Mermaid / online
- 227 live delegates in 2021

Exhibition packages¹

Take away the pain of exhibiting with our shell scheme or gold or bronze options.¹

All exhibitors benefit from

- Delegate contact details provided pre- and post-event²
- Complimentary stand personnel passes³
 - Gold stands - 2 complimentary passes
 - Bronze stands - 1 complimentary pass
- Branding on the PMI website including 100 word biography, contact details and link to your website
- Logo included on marketing collateral including email, delegate pack and PowerPoint presentations
- 25% discount on additional delegate passes⁴

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Exhibition Packages

Gold stand £10,000

Package includes:

- 3 metre stand
- Includes freestanding counter
- Stool and poseur table
- Turn up and go - everything is done for you!

Bronze stand £8,000

Package includes:

- 1.5 metre stand
- Includes freestanding counter
- Stool and poseur table
- Turn up and go - everything is done for you!

Virtual exhibition space £1,000

Showcase your brand and speak to our virtual delegates through our virtual branded booths.

- The ability to add links to your website, PDFs, brochures, and videos
- A networking area within your booth ranging from one-to-one meetings to group discussions
- A function for delegates to arrange appointments with your booth staff
- Access to analytics about the booth visits and leads generated
- Booth can also be accessed by delegates via smartphone app

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Events

Flagship Conferences

DC & Master Trust Symposium
April 2022

Floor plan

To be provided

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Sponsorship Packages

All sponsors benefit from:

- Delegate contact details provided pre- and post-event²
- Branding on event promotions and collateral including website, email, delegate pack and PowerPoint presentations
- 100 word biography, logo and link to your website included on PMI's website and in delegate pack
- 25% discount on additional delegate passes

Gold sponsorship (1 available) £15,000

- 45 minute prime speaking slot (morning)
- Named as gold sponsor in promotional materials
- Dedicated promotional email
- Topic developed in conjunction with the PMI⁵
- Social media promotions
- Double page spread in Pensions Aspects magazine April Issue (article or advert)^{12 13}
- Distribution of company literature in conference room
- Four complementary delegate registrations⁶
- Complimentary bronze exhibition stand (upgrade to gold at 50% of rate)



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Sponsorship Packages

DC & Master Trust Symposium
April 2022

Silver sponsorship (2 available) £11,000

- 45 minute speaking slot (afternoon)
- Topic developed in conjunction with the PMI⁵
- Distribution of company literature in meeting room
- PowerPoint presentation to include PMI's logo on all slides (speak to your representative for logo and guidance)
- Signage at meeting room entrance with sponsor's logo (Sponsor to provide own artwork)
- Two complementary delegate registrations⁶
- 25% discount on exhibition stands
- 25% discount on conference delegate passes
- Signage at meeting room entrance with sponsor's logo

Stream sponsorship £10,000

- Exclusive sponsorship of a themed breakout stream (two available, theme tbc)
- Topic developed in conjunction with the PMI⁵
- Session to include at least two speakers
- Further branding for the meeting room may be provided by the sponsor⁸
- Two complimentary delegate registrations⁶
- 25% discount on conference delegate passes
- 25% discount on exhibition stands

Lunch roundtable sponsorship £8,000

- 45 minute lunchtime roundtable
- Include up to 2 speakers from the sponsoring organisation
- Invite up to 10 delegates of your choice (12 spaces available in total including speakers)
- Chair provided as part of sponsorship⁶
- Distribution of company literature in meeting room
- Further branding for the meeting room may be provided by the sponsor⁸
- Two complementary delegate registrations for main event⁶
- 25% discount on exhibition stands
- 25% discount on additional delegate passes

Drinks reception sponsor £10,000

- Host a drinks reception at the end of conference
- Branding on signage around the networking area
- Branded napkins produced in conjunction with the PMI⁹
- Named as drinks reception sponsor in marketing collateral including website, email, social media and agenda
- Drinks and canapes/bowl food
- Two complimentary passes to the conference⁶
- Additional 5 delegates can attend for drinks reception only
- 25% discount on conference delegate passes

Delegate bag sponsor £7,000

- Exclusive sponsorship
- Sponsor's logo to appear on all delegate bags (alongside the PMI logo)
- Can be produced by sponsor or in conjunction with the PMI⁹
- Bags will be handed out from registration desks
- Sponsor to add a gift of choice in each delegate bag (sourced and produced by the sponsor)
- Sponsor can include an A4 double sided page of promotional material in each bag, subject to the PMI's approval¹⁰
- 25% discount on additional delegate passes

Face mask sponsor £5,000

- Exclusive sponsorship
- Sponsor's logo to appear on all face masks, in a colour of your choice
- To be produced in conjunction with the PMI⁹
- Face masks to be distributed from registration desk and at points throughout the venue
- 25% discount on additional delegate passes

Coffee cup sponsor £5,000

- Exclusive sponsorship
- Branded coffee cups produced in conjunction with the PMI⁹
- Branding behind coffee serving points and on signage throughout the networking area (if permitted by venue)
- Mention from the chair when announcing tea breaks
- Named on marketing collateral including event agenda
- 25% discount on additional delegate passes

Name badge sponsor £5,000

- Exclusive sponsorship
- Sponsor's logo to appear on all name badges (alongside the PMI logo)
- Lanyard branded with sponsor's logo in colour of your choice
- Logo to appear on email confirmations
- 25% discount on additional delegate passes

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Events

Flagship Conferences

Pensions Aspects Live 29 June 2022, IET (London)

One of the highlights of the pensions calendar, our annual conference attracts over 200 pensions professionals from across the sector. Our largest and most reputable conference has multiple opportunities for you to showcase your brand and expertise.

AT A GLANCE

- 29th June
- Hybrid event
- IET (London) / online
- 221 live delegates in 2019
- Exhibition and sponsorship opportunities

Exhibition opportunities

Take away the pain of exhibiting with our gold or bronze options¹.

All exhibitors benefit from

- Delegate contact details pre- and post-event²
- Complimentary stand personnel passes³:
 - Gold stands - 2 complimentary passes
 - Bronze stands - 1 complimentary pass
- Branding on the PMI website including 100 word biography, contact details and link to your website
- Logo included on marketing collateral including email, delegate pack and PowerPoint presentations
- 25% discount on additional delegate passes⁴

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Gold stand £10,000

Package includes:

- 3 metre stand
- Includes freestanding counter
- Stool and poseur table
- Turn up and go - everything is done for you!

Bronze stand £8,000

Package includes:

- 1.5 metre stand
- Includes freestanding counter
- Stool and poseur table
- Turn up and go - everything is done for you!

Virtual exhibition space £1,000

Showcase your brand and speak to our virtual delegates through our virtual branded booths.

Virtual booths offer you:

- The ability to add links to your website, PDFs, brochures, and videos
- A networking area within your booth ranging from one-to-one meetings to group discussions
- A function for delegates to arrange appointments with your booth staff
- Access to analytics about the booth visits and leads generated
- Booth can also be accessed by delegates via smartphone app

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Events

Flagship Events

Pensions Aspects Live
29 June 2022

Floor plan

To be provided

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Sponsorship Packages

All sponsors benefit from:

- Delegate contact details provided pre- and post-event
- Branding on event promotions and collateral including website, email, delegate pack and PowerPoint presentations
- 100 word biography, logo and link to your website included on website and in delegate pack
- 25% discount on additional delegate places

Gold sponsorship (1 available) £15,000

- 45 minute prime speaking slot (morning)
- Named as gold sponsor in promotional materials
- Dedicated promotional email
- Topic developed in conjunction with the PMI⁵
- Social media promotions
- Double page spread in Pensions Aspects magazine (June edition) article or advert ^{12, 13}
- Distribution of company literature in conference room
- Four complementary delegate registrations⁶
- Complimentary bronze exhibition stand (upgrade to gold at 50% of rate)



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Sponsorship Packages

Pensions Aspects Live
29 June 2022

Silver sponsorship (2 available) £11,000

- 45 minute speaking slot (afternoon)
- Topic developed in conjunction with the PMI⁵
- Distribution of company literature in delegate bag or on seats
- Two complementary delegate registrations⁶
- 25% discount on exhibition stands
- PowerPoint presentation to include PMI's logo on all slides (speak to your representative for logo and guidance)
- 25% discount on conference delegate passes
- Signage at meeting room entrance with sponsor's logo - to provide own artwork

Lunch roundtable sponsorship £8,000

- 45 minute lunchtime roundtable
- Include up to 2 speakers from the sponsoring organisation
- Invite delegates of your choice
- Chair provided as part of sponsorship
- Distribution of company literature in meeting room
- Further branding for the meeting room may be provided by the sponsor⁸
- Two complementary delegate registrations for main event⁶

Stream sponsorship (2 available) £10,000

- Exclusive sponsorship of a themed breakout stream
- Topic developed in conjunction with the PMI
- Further branding for the meeting room may be provided by the sponsor⁸
- Session to include at least two speakers
- Two complimentary delegate registrations⁶
- 25% discount on conference delegate passes⁶
- 25% discount on exhibition stands

Drinks reception sponsor £10,000

- Host a drinks reception at the end of conference day¹
- Branding on signage around the networking area
- Branded napkins produced in conjunction with the PMI⁵
- Named as drinks reception sponsor in marketing collateral including website, email, social media and agenda
- Drinks and canapes/bowl food
- Two complementary conference delegate passes
- Additional 5 delegates can attend for drinks reception only
- 50% discount on conference delegate passes

Delegate bag sponsor £7,000

- Exclusive sponsorship
- Sponsor's logo to appear on all delegate bags (alongside the PMI logo)
- Can be produced by sponsor or in conjunction with the PMI⁹
- Bags will be handed out from registration desks
- Sponsor to add a gift of choice in each delegate bag (sourced and produced by the sponsor)
- Sponsor can include an A4 double sided page of promotional material in each bag, subject to the PMI's approval¹⁰
- 25% discount on additional delegate passes

Coffee cup sponsor £5,000

- Exclusive sponsorship
- Branded coffee cups produced in conjunction with the PMI⁹
- Branding behind coffee serving points and on signage throughout the networking area (if permitted by venue)
- Mention from the chair when announcing tea breaks
- Named on marketing collateral including event agenda
- 25% discount on additional delegate passes

Face mask sponsor £5,000

- Exclusive sponsorship
- Sponsor's logo to appear on all face masks, in a colour of your choice
- To be produced in conjunction with the PMI⁹
- Face masks to be distributed from registration desk and at points throughout the venue
- 25% discount on additional delegate passes

Name badge sponsor £5,000

- Exclusive sponsorship
- Sponsor's logo to appear on all name badges (alongside the PMI logo)
- Lanyard branded with sponsor's logo in colour of your choice
- Logo to appear on email confirmations
- 25% discount on additional delegate passes

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Events

Flagship Conferences

Trustee Workbench September 2022

Trustee Workbench is the go-to event for Pensions Trustees, whether professional, member or employer-nominated. This prestigious event builds on our expertise in helping trustees succeed in their roles and draws on the current issues and challenges which trustees are facing today.

Get access to the largest trustee membership in the pensions industry through a range of speaking, sponsorship and exhibition opportunities.

Exhibition opportunities

Take away the pain of exhibiting with our gold or bronze options¹. All exhibitors now get a complimentary virtual stand!

All exhibitors benefit from:

- Delegate contact details provided pre- and post-event²
- Complimentary stand personnel passes³
 - Gold stands - 2 complimentary passes
 - Bronze stands - 1 complimentary pass
- Branding on the PMI website including 100 word biography, contact details and link to your website
- Logo included on marketing collateral including email, delegate pack and PowerPoint presentations
- 25% discount on additional delegate passes⁴

AT A GLANCE

- September 2022
- Hybrid event
- 252 virtual delegates in 2021 / 237 live delegates in 2019
- Exhibition and sponsorship opportunities

Gold stand £7,000

Package includes:

- 3 metre stand
- Includes freestanding counter
- Stool and poseur table
- Turn up and go - everything is done for you!

Bronze stand £5,000

Package includes:

- 1.5 metre stand
- Includes freestanding counter
- Stool and poseur table
- Turn up and go - everything is done for you!

Virtual exhibition space

Included with all exhibition packages

Showcase your brand and speak to our virtual delegates through our virtual branded booths.

- The ability to add links to your website, PDFs, brochures, and videos
- A networking area within your booth ranging from one-to-one meetings to group discussions
- A function for delegates to arrange appointments with your booth staff
- Access to analytics about the booth visits and leads generated
- Booth can also be accessed by delegates via smartphone app

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Events

Flagship Conferences

Trustee Workbench
September 2022

Floor plan

To be provided

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Sponsorship Packages

All sponsors benefit from:

- Delegate contact details provided pre- and post-event
- Branding on event promotions and collateral including website, email, delegate pack and PowerPoint presentations
- 100 word biography, logo and link to your website included on website and in delegate pack
- 50% discount on additional delegate places

Gold (1 available) £15,000

- 45 minute prime speaking slot (morning)
- Named as gold sponsor in promotional materials
- Dedicated promotional email
- Topic developed in conjunction with the PMI⁵
- Social media promotions
- Double page spread in Pensions Aspects magazine April Issue (article or advert)^{12 13}
- Distribution of company literature in conference room
- Four complementary delegate registrations⁶
- Complimentary bronze exhibition stand (upgrade to gold at 50% of rate)



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Sponsorship Packages

Trustee Workbench
September 2022

Silver sponsorship (2 available) £11,000

- 45 minute speaking slot (afternoon)
- Topic developed in conjunction with the PMI⁵
- Distribution of company literature in meeting room
- PowerPoint presentation to include PMI's logo on all slides (speak to your representative for logo and guidance)
- Signage at meeting room entrance with sponsor's logo (Sponsor to provide own artwork)
- Two complementary delegate registrations⁶
- 25% discount on exhibition stands
- 25% discount on conference delegate passes
- Signage at meeting room entrance with sponsor's logo

Stream sponsorship £10,000

- Exclusive sponsorship of a themed breakout stream (two available, theme tbc)
- Topic developed in conjunction with the PMI⁵
- Session to include at least two speakers
- Further branding for the meeting room may be provided by the sponsor⁸
- Two complimentary delegate registrations⁶
- 25% discount on conference delegate passes
- 25% discount on exhibition stands

Lunch roundtable sponsorship £8,000

- 45 minute lunchtime roundtable
- Include up to 2 speakers from the sponsoring organisation
- Invite up to 10 delegates of your choice (12 spaces available in total including speakers)
- Chair provided as part of sponsorship⁶
- Distribution of company literature in meeting room
- Further branding for the meeting room may be provided by the sponsor⁸
- Two complementary delegate registrations for main event⁶
- 25% discount on exhibition stands
- 25% discount on additional delegate passes

Drinks reception sponsor £10,000

- Host a drinks reception at the end of conference
- Branding on signage around the networking area
- Branded napkins produced in conjunction with the PMI⁹
- Named as drinks reception sponsor in marketing collateral including website, email, social media and agenda
- Drinks and canapes/bowl food
- Two complimentary passes to the conference⁶
- Additional 5 delegates can attend for drinks reception only
- 25% discount on conference delegate passes

Delegate bag sponsor £7,000

- Exclusive sponsorship
- Sponsor's logo to appear on all delegate bags (alongside the PMI logo)
- Can be produced by sponsor or in conjunction with the PMI⁹
- Bags will be handed out from registration desks
- Sponsor to add a gift of choice in each delegate bag (sourced and produced by the sponsor)
- Sponsor can include an A4 double sided page of promotional material in each bag, subject to the PMI's approval¹⁰
- 25% discount on additional delegate passes

Face mask sponsor £5,000

- Exclusive sponsorship
- Sponsor's logo to appear on all face masks, in a colour of your choice
- To be produced in conjunction with the PMI⁹
- Face masks to be distributed from registration desk and at points throughout the venue
- 25% discount on additional delegate passes

Coffee cup sponsor £5,000

- Exclusive sponsorship
- Branded coffee cups produced in conjunction with the PMI⁹
- Branding behind coffee serving points and on signage throughout the networking area (if permitted by venue)
- Mention from the chair when announcing tea breaks
- Named on marketing collateral including event agenda
- 25% discount on additional delegate passes

Name badge sponsor £5,000

- Exclusive sponsorship
- Sponsor's logo to appear on all name badges (alongside the PMI logo)
- Lanyard branded with sponsor's logo in colour of your choice
- Logo to appear on email confirmations
- 25% discount on additional delegate passes

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Events

Annual Dinner

PMI Annual Dinner 19 May 2022, Museum of London

Get involved in the social highlight of the year! Our prestigious Annual Dinner brings together our members for an evening of celebration of their achievements over the past year. This year, our dinner will be held at The Museum of London.

Choose from a range of sponsorship packages drinks reception, canapé or entertainment sponsorship. You can also opt for a table only package, where you can invite guests of your choice or ask us to invite members for you.

AT A GLANCE

19th of May 2022
Museum of London
200 attendees
Sponsorship or table only packages



Further branding for the meeting room may be provided by the sponsor⁸

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Sponsorship Packages

Dinner sponsorship¹⁴ £12,000

- Named as dinner sponsor in marketing collateral including website, email invitations, social media
- 15 minute speech by sponsor
- Branding on signage around reception area
- 100 word biography, logo and link to your website on event web page
- Complimentary half table (5 tickets)
- 50% discount on additional tickets
- PMI to arrange after dinner entertainment

Canapé sponsorship £8,000

- Named as canapé sponsor in marketing collateral including website, email invitations, social media
- Branding on signage around reception area
- Branded napkins produced in conjunction with the PMI
- 100 word biography, logo and link to your website on event web page
- Complimentary half table (5 tickets)
- 50% discount on additional tickets

Champagne reception sponsorship £7,000

- Named as drinks reception sponsor in marketing collateral including website, email invitations, social media
- Branding on signage around drinks reception area
- Branded napkins produced in conjunction with the PMI
- 100 word biography, logo and link to your website on PMI's Event web page
- Complimentary half table (5 tickets)
- 50% discount on additional tickets

Tables - Full table sponsor £6,000

- Each table seats 10¹¹
- Listed as table host in the event programme and on the table
- Invite your own guests or liaise with the PMI to invite members of your choice
- PMI's flagship conferences, seminars or virtual events

Half tables (£4,000) and individual tickets (£800) can also be purchased.

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Virtual Conferences

Increasingly popular, our virtual conferences offer sponsors with multiple speaking opportunities and attract large audiences from our entire member network and the entire pensions industry.

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Virtual Conferences

Next Gen March 2022

Our NextGen online seminar is delivered in conjunction with NextGen to promote new ideas and fresh faces, where people from across the pensions industry can debate the most pressing current and future challenges facing our sector and the next generation of savers and pensions professionals.

AT A GLANCE

- March 2022
- Virtual event
- Sponsorship and speaking opportunities

Sponsorship Packages

Gold sponsorship £5,000

- 30 minute prime speaking slot
- Named as headline sponsor in promotional materials
- Dedicated promotional email
- A show of gratitude from the chair at the opening and closing remarks
- Social media promotions
- Double page spread in Pensions Aspects magazine (article or advert) – pre or post event

Silver sponsorship £3,000

- 45 minute speaking slot (afternoon)
- Topic developed in conjunction with the PMI
- Two complementary delegate registrations



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Virtual Conferences

PensTech and Admin Summit November 2022

The PensTech and Admin Summit is a virtual conference aimed at in-house pension scheme managers, pension trustees and finance directors who want to keep up-to-date with the best practices, trends and find solutions to some of the industry's most challenging issues.

AT A GLANCE

- November 2022
- Virtual conference
- 209 virtual delegates in 2020
- Sponsorship opportunities

All sponsors benefit from:

- Delegate contact details provided pre- and post-event
- Branding on event promotions and collateral including website, email and PowerPoint presentations
- 100 word biography, logo and link to your website included on website and in delegate pack
- 25% discount on additional delegate passes

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Sponsorship Packages

Gold sponsorship (2 available) £8,000

- 45 minute prime speaking slot
- Named as headline sponsor in promotional materials
- Dedicated promotional email
- A show of gratitude from the chair at the opening and closing speeches
- Social media promotions
- Double page spread in Pensions Aspects magazine article or advert) – pre or post event
- Two complementary delegate passes

Silver sponsorship (2 available) £6,000

- 45 minute speaking slot (afternoon)
- Topic developed in conjunction with the PMI
- Distribution of company literature in delegate pack or on seats
- Two complementary delegate registrations



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Virtual Conferences

ESG and Investment Seminar December 2022

Our ESG and Investment Conference will look at the key investment issues which decision makers within Pensions are facing, with a focus on ESG and climate change.

AT A GLANCE

- December 2022
- Virtual Event
- Speaking and sponsorship opportunities

All sponsors benefit from::

- Delegate contact details provided pre- and post-event
- Branding on event promotions and collateral including website, email, delegate pack and PowerPoint presentations
- 100 word biography, logo and link to your website included on website and in delegate pack
- 50% discount on additional delegate places

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Sponsorship Packages

Gold sponsorship £8,000

- 45 minute prime speaking slot
- Named as headline sponsor in promotional materials
- Dedicated promotional email
- Thanks from the chair at opening and closing speeches
- Social media promotions
- Double page spread in Pensions Aspects magazine (article or advert) – pre or post event
- Two complementary delegate passes

Silver sponsorship £6,000

- 45 minute speaking slot (afternoon)
- Topic developed in conjunction with the PMI
- Distribution of company literature in delegate pack or on seats
- Two complementary delegate registrations

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Bespoke Events

Bespoke webinars £5,000

Engage your audience with a captivating presentation on the hottest industry topics or present a case study of your clients. Come to us with a topic or let us guide you in the direction of a presentation your prospects will truly value. Each session is 45-50 minutes long and includes:

- Live audience Q&A
- The finalised recording of the webinar
- The full registration list (opt in contacts only)
- Engagement scoring of all live attendees

Private dining £10,000

Connect with a small group of our members over a private dinner, while you present or discuss a topic of your choice.

- Exclusive sponsorship
- PMI will source venue and cover cost of food and drink
- Face-to-face discussion 8-12 senior-level executives
- Sponsor to liaise with PMI to invite members of choice
- Chaired by a senior PMI executive
- Programme to be agreed with the PMI

Bespoke roundtables £8,000 (virtual or in-person)

- Exclusive sponsorship
- Sponsor to provide speaker of choice, and liaise with the PMI to invite additional speakers
- Face-to-face event with 8-12 senior-level executives
- Chair to produce write up for double page spread in Pensions Aspects magazine (or opt for Chatham House rules)
- Sponsor to liaise with PMI to invite members of choice

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Advertising Opportunities

Pensions Aspects Magazine Advert and Editorial

The PMI's member magazine, Pensions Aspects, is distributed to over 7,000 members, with six editions a year. Pensions Aspects articles and features are written by recognised industry professionals, covering a variety of pensions related issues. The magazine is a trusted and authoritative source of information, providing the latest Institute updates and offering expert insight and analysis on the current pensions landscape.

- Full page - **£1,500**
- Half Page - **£900**

Technical Supplement £5,000

A supplement of focused editorial, offering members in-depth and forward-thinking analysis of a particular topic. This is a loose-leaf supplement sent with our magazine to all 7,000 members. We also include it in our magazine newsletter and promote on social media.

PMI Website Starts from £1,000

The PMI's website is a key reference source for members, providing vital information on its activities, qualifications, CPD, industry developments and resources to the public and members. It is widely used by the membership and therefore has an impressive number of visits per month. The PMI website provides a unique opportunity for businesses to target and communicate to trustees and specialised pensions, employee benefits, legal, actuarial and investment professionals.

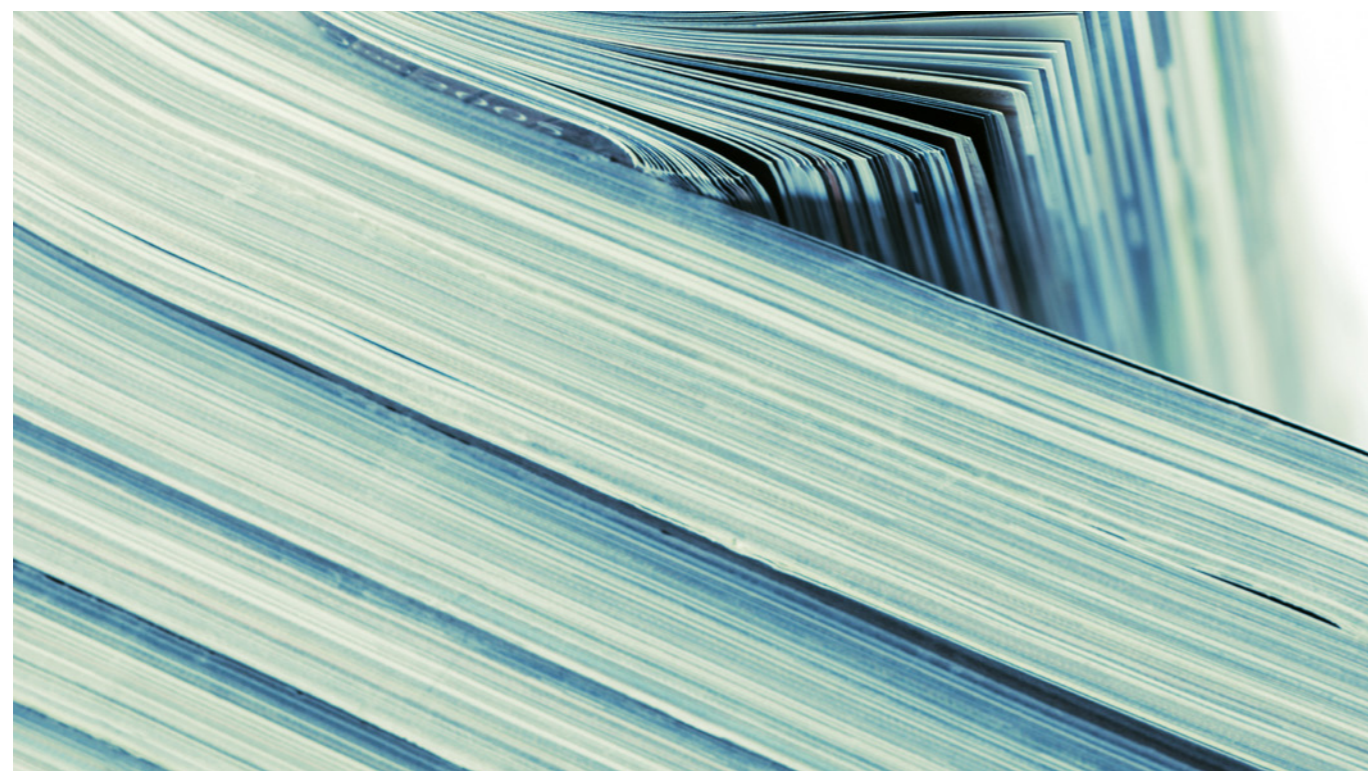
Traffic figures - 2021

- Total visits – 150,000
- Page views – 597,000
- Pages per visit – 3.95

Most visited Pages – Home, Learning, Membership, Knowledge, Insight Partner (For IP only)

Solus emails £2,000 per email

Reach our full opted-in member base (circa 5,000 individuals) or targeted audiences with a dedicated email.



Items	Position	Size	Rate
Main Banner	Underneath Menu bar on any chosen page. Available on Home, Learning, Membership, Knowledge, Insight Partner (For IP only) page.	728x180 px	£2,000 per month £3,000 for three months £10,000 for 12 months
Leader board/ Strap Banner	Anywhere depending on availability. Available on Home, Learning, Membership, Knowledge, Insight Partner (For IP only) page.	728x90 px	£1,000 per month £1,500 for three months £5,000 for 12 months
Side Bar Banner – Half Page	Right Hand side of the page. Exclusive to articles page only	600x300 px	£500 per month £1000 for three months £3000 for 12 months
Side Bar Banner – Medium Rectangle	Right Hand side of the page. Exclusive to articles page only	300x250 px	£500 per month £1000 for three months £3000 for 12 months

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Digital Advertisement Opportunities

Digital Case Studies

PMI case studies are themed and written by leading brands of the sector, using data and observations from real situations to bring a technical point to life.

Case studies will be circulated to our members via Knowledge newsletters, and then held on our website as a central resource that can be accessed by all our members.

Themes – Investment, Pensions Admin and Tech, Pensions Law, DC/DB, Governance and more

Rates

- Ad Hoc – £2000 per theme/Case Study per month
- Quarterly – £4,000 per theme, up to three case studies
- Annual package - £10,000 per theme, Upto 12 case studies for 12 months.

Bitesize TV £7,000

Our new Bitesize TV videos are 10 minute themed Q&A sessions. We'll ask you a series of pre-agreed questions on a pre-recorded video. Package includes:

- One solus email to promote the video to all members or a segment of your choice
- Promotion in one member newsletter
- Social media promotion
- Video held on BrightTalk for further viewership

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Events Accreditation

We accredit a range of events, one-off events or regular sessions, online learning programmes or web-based video, internal or commercially focused. We accredit programmes that contribute directly to raising standards in the field of pensions, employee benefits and retirement savings.

PMI Accreditation is distinct from any process of verification or approval that may be undertaken in connection with the delivery of our qualifications. PMI Accreditation does not confer any qualification or membership status on those who undertake accredited programmes. The period of accreditation is linked to the nature of the programme but for ongoing programmes, it is reviewed at least annually.

Benefits of being accredited

- Ability to use the 'PMI Accredited' logo in conjunction with accredited programmes
 - An accredited programme can be described as a 'PMI Accredited Professional Programme'
 - Where relevant, 'PMI Accredited' programmes will meet the requirements of one or all of the various PMI CPD programmes
 - Independent recognition of high quality which could be shared with clients and potential clients
 - Meeting the accreditation criteria provides a robust quality assurance process
 - Closer association with the PMI and our goals, and recognition on our website and in PMI News
- Full day agenda = £750
 - Half day agenda = £500
 - One to two-hour agenda = £250
 - Print content = £150

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Insight Partnership

PMI Insight Partnership - £23,000

The PMI Insight Partnership enables a partner to build brand awareness by conveying key messages, thought leadership and expertise across a combination of marketing channels. Channels include web, email, editorial content, and speaking opportunities at events, roundtables, and online broadcasts. This combined approach enables the partner to reach and engage with the PMI membership and wider pensions industry.

What will you gain by becoming a partner?

- be named as a partner of the PMI
- get access to over 7,000 pension professionals across the UK
- be associated with PMI's reputable independent brand
- be seen as an expert in your field through valued added content, support, member servicing and advice
- be seen as a valuable source of expertise and first port of call on your specialist issue
- gain exposure across all PMI's marketing and PR associated with the PMI support proposition
- advance your pipeline



*Standard Insight Partnership package

* if inclusions below aren't used within contractual period of 12m, items cannot be carried forward **if inclusions below aren't used within contractual period of 12m, items cannot be carried forward **Can choose any conference excluding Pensions Aspects Live and Annual Dinner.
2. max of 2 insight partners per conferences so allocations will be given on a first come first served basis
3. Slot can either be a stream session slot or a silver sponsorship slot
*** date of delivery must be agreed within 30 days of start of contract
**** start of campaign

Activities	Volume	Standard cost	Partnership Fee
Speaking slot at a flagship event**	x 1	£10,000	£23,000
Webinar	x 2	£10,000	
Featured article in Pensions Aspects or a technical supplement***	x 2	£1,500	
Service listings in Pensions Aspects	x 12	£7,200	
PMI bitesize TV slot	x 1	£ 5,000	
Dedicated email to all members	x 2	£ exclusive	
Dedicated PMI website content page	x 1	£ exclusive	
Insight partner quarterly round up email	x 4	£ exclusive	
PMI social media promotion	x 12	£ exclusive	
Contribution to partners annual report	x 1	£ exclusive	
PR – endorsement campaign****	x 1	£ exclusive	
Total		£33,700 (if purchased on ad hoc basis – exclusive options are only available to partners)	

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Miscellaneous Sample Event Programme

Sample programme for flagship conferences	
9.30-10.15	Keynote speech
10.15-11	Gold sponsor session
11.00-11.20	Break
11.20-12.00	Breakout stream
11.20-12.00	Breakout stream
12.00-12.30	House session
12.30-13.30	Lunch
12.30-13.10	Lunch roundtable 40 mins
13.30-14.15	Silver sponsor session
14.15-14.35	Break
14.35-15.20	Breakout stream
14.35-15.20	Breakout stream
15.20-16.00	Silver sponsor
16.00-16.30	House speaker
16.45-18.00	Drinks reception

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Miscellaneous Terms & Conditions

1. Use of exhibition space: exhibitors or related organisations may not sub-let or share any part of the allotted space and may not represent or advertise or distribute literature for the products or services of any other firm or individual except if approved by the PMI.
2. Delegate contact details including email addresses will be provided pre and post-event, where permission has been granted to share and in line with GDPR legislation post 28 May 2018. Contact details may only be used for promotional details relating to the event.
3. Stand personnel passes do not give access to conference sessions. They are non-transferable between colleagues. Additional stand personnel passes are available at an additional cost.
4. Delegate registrations may only be used for representatives of the exhibiting/ sponsoring organisation and are non-transferable between colleagues.
5. Content and format of the session must be agreed by the PMI prior to confirmation of sponsorship.
6. Speakers are granted access to their session only (unless approved by the PMI). Complimentary delegate passes can be used by speakers if they wish to attend the full conference, or can be used by a colleague if the speaker does not wish to stay. Delegate registrations are non-transferable between colleagues and must be used for representatives of the sponsoring organisation. This cannot be applied to guests or anyone outside the sponsoring organisation.
7. Set-up of additional room branding is the sponsor's responsibility.
8. Please note that the sponsors are responsible for their own in-house marketing
9. The PMI must approve style and design and have final sign off of product.
10. The promotional material must be pre-inserted into the bag pre-event by the sponsor. Material must relate to the conference and is subject to the PMI's approval.
11. Tables seat a maximum of 10 people so when inviting guests please ensure you allow places for the table's hosts, e.g. if you have two hosts, only eight guests can be invited to sit on your table. Guests must be registered as delegates with the PMI.
12. Sponsor to supply print-ready artwork for the advert within the artwork deadline (size to be confirmed).
13. Sponsor to supply content for article or advertorial. Must be approved by PMI.
14. Please note that the organisation of the event is the sole responsibility of the PMI, however the sponsor will be kept informed of arrangements.

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**Pensions
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Institute**

Moving pensions forward