



MEDIA PACK 2010 2011



SPONSORSHIP PACKAGES 2010 2011





SPONSORSHIP PACKAGES

The Irish Association of Pension Funds is the Voice of Pensions in Ireland. In 2010 we will present three large scale conferences that will focus on the main issues facing the pensions community in Ireland.

In view of the challenges faced by Pension Funds in the last 18 months, IAPF conferences are even more relevant and attract **key people in the pension's community**. They are attended by an increasing number of Pension Scheme Trustees, HR & Finance Directors, Scheme Managers, Company Executives and Pensions Professionals.

The IAPF would like to offer you the opportunity to access this group in the form of sponsorship. Sponsorship of an IAPF conference is a fantastic opportunity, offering not only increased visibility and reinforcement of your brand but also the occasion to leverage a positive association with the IAPF. Conference sponsorship provides a unique opportunity for brand recognition and business development.

Please see below for a description of the conference and the various sponsor packages that are available

IAPF Investment Conference, March 2011

The IAPF Investment Conference will be held in March 2011. This conference will examine the issues that trustees, sponsoring employers, investment managers and consultants are currently facing. It is expected that up to 200 Pension Scheme Trustees and Scheme Managers, Pension and Investment Professionals, HR and Finance Managers and other company executives will attend this event.

IAPF DC Conference, May 2011

The IAPF DC Conference will be held in May 2010. This conference will feature a mixture of presentations and discussion covering practical issues of concern to trustees and managers of DC pension schemes. The event is likely to be attended by over 150 members of the pensions community and will end with presentations to the IAPF DC awards winners. The IAPF DC Awards seek to identify new and innovative pension scheme governance and investment thinking and to provide a mechanism whereby innovation focussed on these areas is recognised, awarded and shared.

IAPF Benefits Conference, October 2011

The IAPF Benefits Conference will be held in October 2011. This conference will focus on [the topical](#) issues facing trustees, sponsors and policy makers. Speakers from Ireland and overseas will give their experience and insight into these issues and it is expected that up to 250 members of the pensions community will attend.





SPONSORSHIP PACKAGE OVERALL CONFERENCE SPONSOR

The package for OVERALL SPONSORSHIP of a conference will include the following:

- Logo placement on IAPF website and web-link invitation/follow up emails after the event to 1,000+ IAPF members & non members.
- Complimentary attendance for 2 delegates to the conference.
- Branding on conference pack.
- Branding on all lunch menus.
- Shared branding with the IAPF on 'General' conference PowerPoint & Banners.
- Exhibition Stand or Promotional display in the refreshment & lunch area
- Photo call opportunity for Sponsor, Chairman of the IAPF and the key note speaker[s].
- Mention in the IAPF conference press release (If one is released).
- Sponsor can provide a conference speaker to cover a topic which will be of educational interest to the audience and that fits in with the conference programme.
- 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 the conference.

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





SPONSORSHIP PACKAGE CO – SPONSORSHIP

The Package for CO-SPONSORSHIP of a conference includes many of the same benefits as the overall sponsorship packages. Each Co Sponsor will receive the following benefits:

- Logo placement on IAPF website and web-link invitation/follow up emails after the event to 1,000+ members & non members.
- Complimentary attendance for 1 delegate to the conference.
- Branding on conference pack.
- Branding on all lunch menus.
- Shared branding with the IAPF on 'General' conference PowerPoint & Banners.
- Exhibition Stand or Promotional display in refreshment & lunch area
- Photo call opportunity for Sponsor, Chairman of the IAPF and the key note speaker[s].
- Mention in the IAPF conference press release (*If one is released*).
- Sponsor may wish to provide promotional leaflet and pen/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 the conference.

** Precise details will depend on the number of Co-Sponsors and will be subject to written agreement*





ALTERNATIVE SPONSORSHIP PACKAGES

Insert into Conference Delegate Pack:

- Promotional leaflet to be inserted into delegate pack.
- Dedicated member of IAPF staff to liaise with on logistics, before, during and after the conference.

Exhibition Stand:

- Opportunity to provide Promotional display in drinks reception for the duration of the conference.
- Mention on the IAPF Conference Brochure.
- Dedicated member of IAPF staff to liaise with on logistics, before, during and after the conference.

Conference Webcast:

IAPF intend on video recording the event and emailing members (after the event) a link to the video of presentations.

- Logo placement on email communication which will go out to all members.
- Dedicated member of IAPF staff to liaise with on logistics, before, during and after the conference.

*Precise details subject to other sponsorship packages being availed of.





THANK YOU TO RECENT IAPF CONFERENCE SPONSORS

J.P.Morgan
Asset Management



Irish Life

Investment Managers

MERCER



MARSH MERCER KROLL
GUY CARPENTER OLIVER WYMAN





ONLINE MAGAZINE





ONLINE MAGAZINE

The IAPF is the leading organisation representing pensions in Ireland. It is a powerful voice in promoting the cause of provision for retirement. Established in 1973 the Irish Association of Pension Funds (IAPF) is a non-profit, non-commercial organisation. Our membership provides retirement security to over 260,000 employees, pay pensions to nearly 90,000 people who have already retired and are responsible for some €63billion in retirement savings.

As part of our overall services to members, the IAPF provides a quarterly online magazine. The online magazine will feature up to date articles and editorial comment in relation to pensions in Ireland.

The IAPF online magazine offers you access, through advertising, to a large audience of members and trustees in a focused way.

READERSHIP

At present IAPF represents 312 corporate members. These include the largest occupational pension schemes in Ireland. The online magazine will reach over 1,400 individuals made up of:

- Pension Scheme Managers and Trustees
- HR & Finance Directors
- Pension & Investment Professionals
- Other company executives

REASONS TO ADVERTISE

- IAPF is recognised as the leading voice of Irish Pensions
- The effective and affordable way to advertise to give your business exposure

ADVERTISING RATES

	Member Price	Non Member Price
Double Page Spread	€1,500	€2,500
Full Page Inside Front Cover	€1,250	€2,000
Full Page Inside magazine	€1,000	€1,750
Page Strip x 2	€850	€1,500
Services Listing (4 issues in 2011- plus Dec 2010 Free)	€1,700	€2,000

Series Discounts available





IAPF ANNUAL YEARBOOK





IAPF ANNUAL YEARBOOK

Each year the IAPF produces a high quality Yearbook for its members, which is issued free to about 2,000 individuals. Our members provide pension cover for over 260,000 employees, pay pensions to nearly 90,000 retirees, and are responsible for some €63bn in retirement savings.

The IAPF Yearbook offers access, through advertising, to a large audience of members and trustees in a focused way. It is highly valued as a reference source by members and other pension professionals.

The IAPF Yearbook contains:

- Membership Details and Contact Information
- Very relevant Data on Pensions Industry
- Details of IAPF Activities

All IAPF member representatives, nominated staff and trustees receive a FREE copy of the Yearbook as part of their membership.

The costs for advertising in the Yearbook are as follows:

- Full Page Colour €1900
- Half Page Colour €1350
- Back Cover Outside €2650
- Back Cover Inside €2350
- Inside Front Cover €2350
- Opposite Contents Page €2350
- Opposite Membership Directory €2350

Advertising Enquiries

To make an enquiry about advertising in the IAPF Yearbook, please contact Anne Kelly at anne.kelly@iapf.ie or phone +353 1 661 2427 in the IAPF Office.

