



Sponsorship & Promotion Opportunities

Innovation for Financial Services 2013

“Innovation for Financial Services” is a series of specialised international events for people working with innovation in the financial services sector. The aim is to visit prime financial services centres across the world, building connections between financial services professionals and academics and enabling them to present and discuss the latest developments relating to innovations for, and within, the financial services sector.

This series of events is supported by ISPIM - International Society for Professional Innovation Management, a network of researchers, industrialists, consultants and public bodies who share an interest in innovation management. Founded in 1983, ISPIM has around 3000 members and associates from 100+ different countries. As an ISPIM supported event, these events benefit from the ISPIM global network of innovation experts, while building on the successes of the previous two editions that took place in the Grand-Duchy of Luxembourg. Luxembourg is not only a major European financial centre but also holds a leading position in the international funds industry.

Following the success of the Luxembourg events, each attracting around 150 delegates, the aim is now to move the event to a leading Asian financial centre. The event will include active participation from local and international innovative firms, academics active in the field as well as interactive sessions focusing on topical themes for financial services, such as cloud computing, customer-centricity, the role of regulation, trends and challenges for leading financial centres. Attention will be devoted to cultural specificities of Asian financial centres, while maintaining the overall objective of addressing the global trends and perspectives for financial services.

The local host for the 2013 event will be the Singapore Management University (SMU), one of the leading research and educational institutions in Singapore. Last year, Singapore was also represented at the Innovation for Financial Services Summit in the Grand-Duchy of Luxembourg with the participation of IDC and NUS.

Who attends Innovation for Financial Services events?

The audience is predominantly a mixture of European and local/regional delegates, although about 30 countries were represented in the last editions. Delegates include practitioners from the banking industry, financial services, independent consultants, global consulting companies, auditing and legal firms, information and telecommunication providers, regional and national policy-makers as well as researchers and academics with a shared interest in innovation in and for financial services. Profiles range from CEOs and VPs to mid-executives, from full professors to PhD researchers, and from independent researchers and consultants to global companies.

What sponsorship and promotion opportunities exist?

The 2013 event offers a number of different support packages, details of which can be found on page 2. Although standard packages are available, we also try to work with supporters on an individual basis to ensure that their support is maximised and their specific needs are met. Typically the event attracts 4 different types of supporter:

- **Sponsors:** Sponsors typically fall into four categories: 1. Large companies that want to position themselves, their products or research alongside their peers as leading companies in the innovation management community; 2. Consulting, technology or service providers who wish both recognition within the innovation community and also want business leads; 3. Academic & industry publishers that want to promote their journals and books in the field of innovation management; 4. Regional or public innovation and development bodies who wish to promote and attract innovation in their field. Recent sponsors:



- **Exhibitors:** A display area is always located where coffee and lunch is served to ensure maximum exposure to Summit delegates. This has proven popular with academic and industry publishers, innovation consultants, business schools and product vendors as they are able to interact with delegates.

Sponsorship & Promotion Packages	Exhibitor	General Sponsor	Main Sponsor
Price in Singapore Dollars	5,000	10,000	20,000
DELEGATE PLACES			
complimentary delegate passes (inc. all included social events)	1	2	3
additional delegates at the discounted ISPIM member rate	1	2	∞
SESSIONS AND SPEAKING			
speaking slot - non-commercial, subject to approval of content - 30 minutes luminary session subject to availability and content			✓
hot topic discussion roundtable (if applicable in the programme) - facilitated by sponsor delegate, subject to profile approval - logo recognition in programme (e.g. Table #1 on Topic XYZ hosted by ABC Ltd)		✓	✓
workshop/special interest group - +/- 90 minutes dedicated session on sponsor-chosen approved topic - pre-invitation and sign-up assistance - logo recognition in programme (e.g. Workshop XYZ hosted by ABC Ltd)		✓	✓
lunch host - tables to include printed message of recognition of support - logo recognition in programme (e.g. Monday Lunch hosted by ABC Ltd) - no lunchtime speaking opportunity			✓
ELECTRONIC, PRINTED AND DELEGATE PUBLICITY			
logo recognition as a sponsor on: - all pre-event printed communications - event website - event book front cover - event proceedings front page - post-event highlights document - all pre-event e-mail general communications (non-logo; distribution to 17,500 innovation professionals)		secondary position	primary position
organisational profile in event book and on website		secondary position	primary position
colour advertisement in event book (1/2 page A4)	1	1	2
insert into each delegate bag: - pre-printed publication (sponsor brochure or similar) - delegate gift (gift provided by the sponsor)			1
pre-event delegate contact: - pre-event delegate list provision (organisation, position) - facilitated meeting/session invitation to sponsor-selected short-list		✓	✓
provide prizes for event awards (prizes provided by the sponsor)			✓
added support for sponsor PR department - help with press releases - priority with press requests for interviews - priority at press conference (subject to press demand) - other reasonable support on joint actions to your clients or lists			✓
DISPLAY AND EXHIBITING			
display stand (maximum 10 at the event) - +/- 1.80m standard table with table cloth and chair (as required) - space behind table for roll-up banners or similar or 2 metres width - positioning in area of high delegate traffic during breaks - internet access and power outlet (as required)	✓	✓	✓
loose-leaflet display on shared table in communal area	✓	✓	✓
ADDITIONAL			
keynote speaker slot			please contact us
social event sponsorship (welcome reception, gala dinner)			
sponsorship of signage, coffee breaks, pens, bags, proceedings, minor items	not available		

Contact Details

To discuss sponsorship and promotion opportunities, please contact:

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