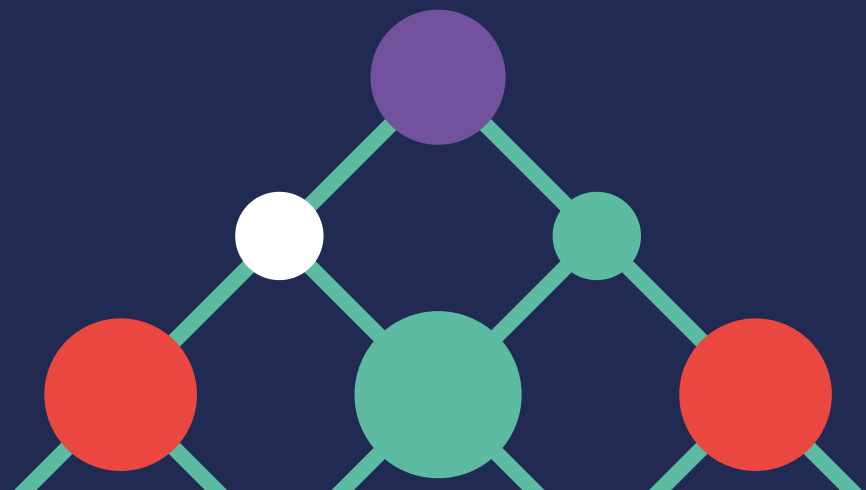




asset
finance
connect

2022 Event Information



Introduction

Asset Finance Connect (formally International Asset Finance Network) brings together the most senior individuals from asset, equipment and auto finance. With our carefully curated calendar of events we provide the ideal mix of digital, physical and on-demand content that allows our audience to engage, learn and network at both a pace and style that best suits them, whilst providing a mix of opportunities for sponsors to engage with their target audience.

The events planned for 2022 are reflection of the most successful and well received events that have been run across the last 3 years, combining our long standing flagship physical events with the innovations of the digital events introduced across the last 2 years.

Our events provide a multitude of opportunities for sponsors to be involved and can be completely tailored to meet an individual's requirements and goals. The mix of physical and digital opportunities work together in harmony to build yearlong engagement and success.





Digital Events

Having originally launched our digital events in 2019, we have seen overwhelming success and the continued warm response and interest from our audience mean that this event type has become a fixed part of our yearly calendar.

Our digital webcasts provide bite sized opportunities to explore topics, hear from senior leaders and explore the evolving world of technology. The added benefit seen with these sessions is the option to host the event both live and on demand meaning that our members have a library of content that they can access throughout the year.

The other area that our digital events focus on is fostering an environment for connection, networking and discussion. The Unconferences provide community specific spaces for delegates to come together in small groups and focus on debating the issues that are most important to them. They also provide additional touchpoints outside of the physical events, allowing the conversation to continue and develop naturally.

Digital Products

Our digital products will span across our 3 communities:

European equipment

UK asset finance

European automotive

Each event focused to serve the needs of the community.

Please note Auto Unconferences will be split to focus on either Consumer or Business



Unconference	Ask anything	Technology explainer/demo	Leadership interview	Bespoke event
Number available				
4 (1 Auto, 1 Indep, 2 Equip)	6	5	6	
Price (all rates are subject to VAT)				
£24,000	£8,000	£8,000	£10,000	POA
Timing per community				
Every 6 months	Every 2 months	Monthly	Every 2 months	
Delegate Target				
30 - 50	75 - 125	50 - 100	150 - 200	TBC
Description				
Session run over 2 days, with the leading principle of the event being that discussions are focused around the community needs and wants and the agenda is driven by the delegates.	Virtual sessions that run for an hour – audience focused and based on a single topic expert who will answer audience questions and explore the topic in depth.	Virtual sessions that run for 45 minutes – focused on a single technology, with either a demo or an in depth exploration around how the technology works and the benefits that it can bring, with some sessions then tackling audience questions at the end of the session.	Virtual sessions that run for an hour – fireside chat style discussion that brings informal access to the big names of the industry. With the session initially focusing on their story and then moving to tackling audience questions.	Virtual event or event series that can are tailored to a vendors specific requirements and delivery needs.

Unconference	Ask anything	Technology explainer/demo	Leadership interview	Bespoke event
Delegate event attendance				
10 Finance Provider – personal invitation 4 staff passes Delegate list in advance (for your event only)	10 Finance Provider – personal invitation 4 staff passes Delegate list post event (for your event only)	7 Finance Provider – personal invitation 3 staff passes Delegate list post event (for your event only)	5 Finance Provider – personal invitation 3 staff passes Delegate list post event (for your event only)	Personal invitations Staff passes Delegate list post event (for your event only)
Event content				
Discussion Leader Drinks reception can be added at additional charge Minutes as included in rate with white paper/report additional charge	Panel opportunity Minutes as included in rate with white paper/report additional charge	Speaking opportunity Minutes as included in rate with white paper/report additional charge	Host / facilitator opportunity Minutes as included in rate with white paper/report additional charge	Host / facilitator opportunity Minutes as included in rate with white paper/report additional charge
Pre event marketing campaign				
Prime position logo on all appropriate pre- and post literature Social posts Dedicated email – content focus	Logo on all appropriate pre- and post literature Dedicated email – question focus Dedicated email – content focus	Logo on all appropriate pre- and post literature Dedicated email – technology focus Dedicated email – content focus	Logo on all appropriate pre- and post literature Dedicated email – speaker focus Dedicated email – content focus	Logo on all appropriate pre- and post literature Dedicated email – speaker focus Dedicated email – content focus
Post event communication				
Branding on delegate survey Branding on delegate thank you email with message from sponsor Branding on post event content	Branding on delegate thank you email with message from sponsor	Branding on delegate thank you email with message from sponsor	Branding on delegate thank you email with message from sponsor Branding on post event content	Branding on delegate thank you email with message from sponsor Branding on post event content

Unconference	Ask anything	Technology explainer/ demo	Leadership interview	Bespoke event
Social posts				
Pre event social post x2 Event social post – to a happen during event x1 Post event social post x1	Pre event social post x1 Event social post – to a happen an hour before event goes live Post event social post x1	Pre event social post x1 Event social post – to a happen an hour before event goes live Post event social post x1	Pre event social post x1 Event social post – to a happen an hour before event goes live Post event social post x2	Pre event social post x1 Event social post – to a happen an hour before event goes live Post event social post x2
Asset Finance Connect website				
Branding on homepage with content piece linking to event Branding on event page Branding on registration page Branding on post event content page Company profile listing	Branding on homepage Branding on event page Branding on registration page Company profile listing	Branding on homepage Branding on event page Branding on registration page Company profile listing	Branding on homepage Branding on event page Branding on registration page Branding on post event content page Company profile listing	Branding on homepage Branding on event page Branding on registration page Branding on post event content page Company profile listing

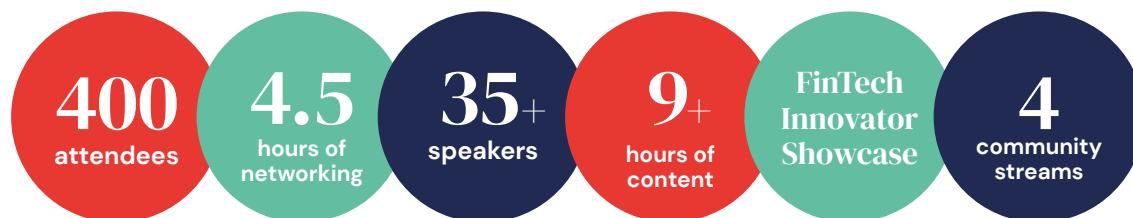


AFC UK Conference returns for 2022 as a physical event running in June and November as a single day conference made up of keynotes, plenary discussions and 3 breakout streams, followed by a drinks reception and evening event.

Our conference centers around collaboration and discussion and provides attendees with a much needed opportunity to meet face-to-face to network and problem solve. While the evening event provides the opportunity to network in a more relaxed atmosphere.

For 2022 the conference will focus on drawing together the ideas explored throughout the year across our community themes.

Per event:



UK Conference June & November

"Headline Sponsor – Conference & Awards"	"Platinum Sponsor – Conference & Awards"	"Gold Sponsor – Conference & Awards"	"Silver Sponsor – Conference & Awards"	"FinTech Innovator Sponsor – Conference & Awards"	Exhibition
Number available					
1	1	1	2	1	8
Price (all rates are subject to VAT)					
£35,000.00	£25,000.00	£20,000.00	£12,000.00	£15,000.00	£9,000.00
Exhibition area					
10x3m Stand – premium position	6x3m Stand – premium position	5x3m Stand – premium position	6x2m stand	3x2m stand	3x2m stand
Attendees					
14 Finance Provider – personal invitation 6 staff passes Delegate list in advance	10 Finance Provider – personal invitation 4 staff passes Delegate list in advance	7 Finance Provider – personal invitation 3 staff passes Delegate list in advance	5 Finance Provider – personal invitation 3 staff passes Delegate list in advance	5 Finance Provider – personal invitation 3 staff passes Delegate list in advance	5 Finance Provider – personal invitation 2 staff passes Delegate list in advance
Conference Content					
Keynote opportunity	Panel opportunity – plenary	Stream session opportunity – first choice of community	Stream session opportunity	FinTech Innovator session	
Evening Reception					
Sponsorship of drinks reception Bespoke food trike * Opportunity to make closing remarks	Bespoke food trike*	Opportunity to host bespoke food trike (POA)*	Opportunity to host bespoke food trike (POA)*	Presentation of FinTech Innovator Awards Opportunity to host bespoke food trike (POA)*	

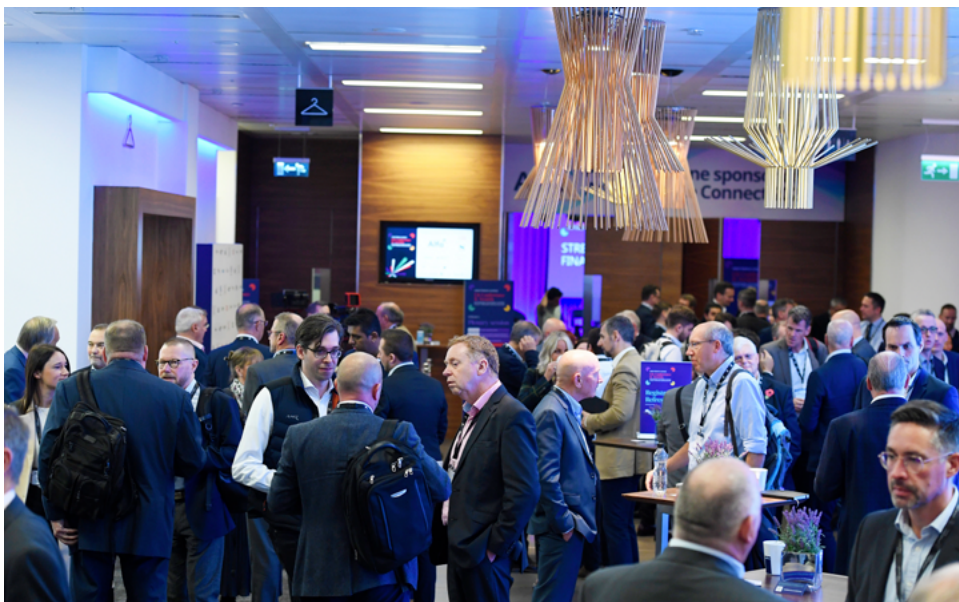
"Headline Sponsor – Conference & Awards"	"Platinum Sponsor – Conference & Awards"	"Gold Sponsor – Conference & Awards"	"Silver Sponsor – Conference & Awards"	"FinTech Innovator Sponsor – Conference & Awards"	Exhibition
Pre and post marketing literature					
Prime position logo on all appropriate pre- and post literature – positioned as Headline sponsor, with logo being the most prominent Social posts Dedicated email – content focus Labelled as Headline Sponsor	Logo on all appropriate pre- and post literature – positioned as Platinum Social posts Dedicated email – content focus Labelled as Platinum Sponsor	Logo on all appropriate pre- and post literature – positioned as Gold Social posts Dedicated email – content focus Labelled as Gold Sponsor	Logo on all appropriate pre- and post literature – positioned as Silver Social post Labelled as Silver Sponsor	Logo on all appropriate pre- and post literature – positioned as FinTech Innovator Social post Labelled as FinTech Innovator Sponsor	Logo on all appropriate pre- and post literature – positioned as Exhibitor Labelled as Exhibitor
Conference branding					
Branding on stage Branding on conference screen Branding on sponsor loop Recognition from stage Enhanced listing on event app 1 pdf included on event app – event documents Welcome letter on event app	Branding on conference screen Branding on sponsor loop Recognition from stage Enhanced listing on event app 1 pdf included on event app – event documents	Branding on conference screen Branding on sponsor loop Recognition from stage Enhanced listing on event app	Branding on conference screen Branding on sponsor loop Recognition from stage Enhanced listing on event app	Branding on conference screen Branding on sponsor loop Recognition from stage Enhanced listing on event app	Branding on conference screen Branding on sponsor loop Listing on event app
Conference website					
Branding on homepage with welcome message Branding on conference page Company profile listing – extended version	Branding on homepage Branding on conference page Company profile listing – extended version	Branding on homepage Branding on conference page Company profile listing	Branding on homepage Branding on conference page Company profile listing	Branding on homepage Branding on conference page Company profile listing	Branding on exhibitors page Company profile listing

Package Upgrades

Lanyard Sponsor	£4,000.00
Pen sponsor	£2,500.00
Notepad/folder	£3,000.00
Branded phone charging point	£4,000.00
Workshop room/entertainment area	POA
Video Sponsorship	POA
Conference Video Promotion (start of day)	£3,000.00
Conference Video Promotion (after coffee)	£2,000.00
Conference Video Promotion (after lunch)	£2,000.00
Leaflet drop to delegates	£2,000.00
Dinner night before	£20,000.00
Hand gel	
Mask	

Food Options

Summer Conference	Winter Conference
Hot Dogs	Hot Dogs
Burger	Burger
Nachos	Nachos
Waffle	Waffle
Ice-cream	Caramelised nuts
Snow cones – incl Alcoholic	Roasted Chestnuts
Popsicles – incl Alcoholic	Mulled Wine / Cider

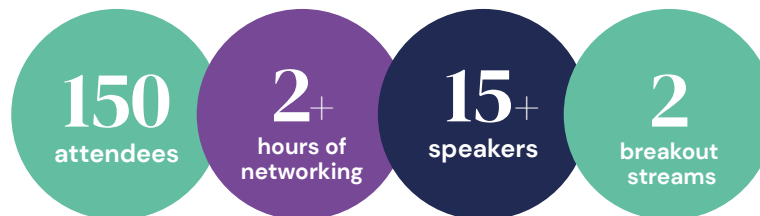


Legal & Regulatory Conference

With the changing landscape and external demands we are re-launching our Legal & Regulatory Conference so that we can explore these topics in details and bring both our C-suite and Regulatory audience together.

This 1 day multi-stream conference will explore the latest developments that are affecting the asset finance industry.

Per event:



Legal & Regulatory Conference

Headline Sponsor	Event Sponsor
Number available	
1	2
Price (all rates are subject to VAT)	
£15,000.00	£10,000.00
Exhibition Area	
3x2m stand – premium position	3x2m stand
Attendees	
5 Finance Provider – personal invitation 4 staff passes Delegate list in advance	5 Finance Provider – personal invitation 2 staff passes Delegate list in advance
Content	
Keynote opportunity	Panel opportunity
Pre and post marketing literature	
Logo on all appropriate pre- and post literature – positioned as Headline Social posts Dedicated email – content focus Labelled as Headline Sponsor	Logo on all appropriate pre- and post literature – positioned as Sponsor Social post Labelled as Event Sponsor
Conference branding	
Branding on stage Headline Sponsor Recognition from stage	Branding on stage Event sponsor
Conference website	
Branding on homepage with welcome message Branding on conference page Company profile listing – extended version	Branding on homepage Branding on conference page Company profile listing

Package Upgrades

Lanyard Sponsor	£4,000.00
Pen sponsor	£2,500.00
Notepad/folder	£3,000.00
Branded phone charging point	£4,000.00
Workshop room/entertainment area	POA
Video Sponsorship	POA
Conference Video Promotion (start of day)	£3,000.00
Conference Video Promotion (after coffee)	£2,000.00
Conference Video Promotion (after lunch)	£2,000.00
Leaflet drop to delegates	£2,000.00
Dinner night before	£20,000.00
Handgel	
Mask	



Launching in July 2022 the Summer Awards will provide an opportunity for the industry to come together and truly celebrate our successes. The evening will kick off with a summer drinks party and then progress into a gala dinner and awards ceremony.

The event itself will be preceded with a formal entry and shortlisting process making the awards more robust and true reflection of the very best that the industry has to offer.

Per event:



Summer Awards

Headline Sponsor	Award Category Sponsor
Number available	
1	13
Price (all rates are subject to VAT)	
£30,000	£8,000
Attendees	
20	10
Awards dinner	
2 tables for awards – enhanced table package Branded menu Branding on table plan Company profile in awards brochure Delegate list in advance	1 table for awards Branded menu Branding on table plan Company profile in awards brochure Delegate list in advance
Awards	
Ownership of the 2 most high profile categories Presentation on stage of your awards Inclusion of your logo in social post to announce category winners Opportunity to send letter of congratulations to award winners Inclusion of your logo in article post event to announce award winners Award will be referred to as "sponsored by x" whenever listed	Ownership of your award category Presentation on stage of your award Inclusion of your logo in social post to announce category winner Opportunity to send letter of congratulations to award winner Inclusion of your logo in article post event to announce award winners Award will be referred to as "sponsored by x" whenever listed
Judging	
Opportunity to a senior member of your team on the judging panel	

Rate card continued on next page

Headline Sponsor	Award Category Sponsor
Shortlist	
Inclusion of your logo in social post to announce category shortlist Opportunity to send letter of congratulations to shortlisted companies within your categories Inclusion of your logo in article post to announce award shortlist	Inclusion of your logo in social post to announce category shortlist Opportunity to send letter of congratulations to shortlisted companies within your category Inclusion of your logo in article post to announce award shortlist
Pre and post marketing literature	
Logo on all appropriate pre- and post literature – positioned as Table Host Labelled as Headline Sponsor	Logo on all appropriate pre- and post literature – positioned as Award Category Sponsor Labelled as Award Category Sponsor
Awards branding	
Your branding on stage 'Headline Sponsor' Your branding on award slide show 'Headline Sponsor' Your branding on award sponsor loop 'Headline Sponsor'	Your branding on award slide show 'Award Category Sponsor' Your branding on award sponsor loop 'Award Category Sponsor'
Awards website	
Branding on homepage with welcome message Branding on awards entry page Branding on award shortlist page Company profile listing – extended version	Branding on homepage Branding on awards entry page Branding on award shortlist page Company profile listing – extended version



Contact Us

Interested in finding out more?

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