

A photograph of the Chicago skyline, featuring the Willis Tower and other skyscrapers, with Lake Michigan in the foreground. A large, semi-transparent geometric overlay in shades of magenta and teal covers the right side of the image. The text is overlaid on the left side of the image.

SuperReturn

CFO/COO
NORTH AMERICA

March 13-15, 2025
Gwen Hotel, Chicago

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What is SuperReturn CFO/COO North America?

SuperReturn's dedicated conference for senior finance, operations, risk, compliance and tech professionals in PE, VC and PD.

As North America's leading gathering of 250+ senior level attendees, the audience includes 150+ CFOs, COOs, CCOs, CROs and CTOs from leading private capital firms and institutions.



Who will you meet?

250+

senior operations, compliance
and finance leaders

150+

CFOs, COOs, CCOs, CROs & CTOs
from leading private capital firms



Who's attending?

A snapshot of CFO/COO/CCO/CRO/CTOs that attended in 2024 include:

- Argosy Capital
- Azimut Alternative Capital Partners
- Canyon Partners
- Chicago Pacific Founders
- Churchill Asset Management
- Coller Capital
- Deciens Capital
- Enko Capital
- Enlightened Hospitality Investments
- Equity Group Investments
- Golub Capital
- Gryphon Investors
- Gryphon Investors
- GTIS Partners
- Israel Secondary Fund
- Jadian Capital
- Lerer Hippeau
- LLR Partners
- LongRange Capital
- MetLife Investment Management
- Newlight Partners
- NewRoad Capital Partners
- NewView Capital
- NXT Capital
- OnePrime Capital
- Periscope Equity
- Petershill
- Quad-C Management
- Sapphire Ventures
- Shamrock Capital Advisors
- Star Mountain Capital
- TT Capital Partners
- Victory Park Capital Advisors
- Water Equity



What's on the agenda?

Key themes will focus on strategic insights and market trends including:

AI and automation

Outsourcing and operational infrastructure

The future regulatory environment

Managing data and reporting

Moving your business forward and scaling

Improving GP & LP relationships

People risk, compliance and retaining talent

Market volatility, liquidity and valuations



Lead Insights

Actionable Leads. Richer Insights.

Sponsoring gives you access to a custom Lead Insights platform - offering a near real-time view of your leads and reporting in one place.

Benefits



Lead Access:

Access all your event and digital leads in one place, updated throughout your campaign in near real-time. Leads are cleaned, validated and unified across products, improving their accuracy and completeness. Customizable export of the data enables simple integration with your existing process and systems.



Lead Scoring:

Leads are ranked by the most frequent and meaningful engagement with your content, allowing you to save time, effort and budget by prioritising the leads most likely to convert to customers.



Lead Profiles:

Engagement data is combined with company intelligence data, building enhanced profiles of your target leads, giving you a deeper understanding of who your leads are and what their needs are. This enables you to tailor your follow up messaging more effectively and turn leads into customers.



Lead Targeting:

Sophisticated customisable individual and company filtering and segmentation allows you to pinpoint your hottest prospects and most qualified potential customers in seconds.



Campaign Insights and Reporting:

Quickly visualise how your campaign is performing and whether you are attracting the right audience to analyse the success of different products and measure ROI.

Sponsor packages: thought-leadership



Keynote Sponsor

- Keynote on our Main Agenda – Includes one Speaker Pass (Full Access)
- Co Sponsor Branding across our marketing campaign, website & app and onsite at the event
- 2 delegate passes to the Summit & Main Conference
- Access to the delegate list (including contact details) 5 weeks before the conference with updates on a weekly basis and a final list after the event



Panel Slot

- Plenary Panel Slot on our Main Conference – Includes one Speaker Pass (Full Access)
- Associate Branding across our marketing campaign, website & app and onsite at the event
- 2 delegate passes to the Summit & Main Conference
- Access to the delegate list (including contact details) 5 weeks before the conference with updates on a weekly basis and a final list after the event



Tech Showcase

- Tech Showcase Solo Presentation to take place during the Main Conference Agenda – Includes one Speaker Pass (Full Access)
- Associate Branding across our marketing campaign, website & app and onsite at the event
- 2 delegate passes to the Summit & Main Conference
- Access to the delegate list (including contact details) 5 weeks before the conference with updates on a weekly basis and a final list after the event



Boardroom Session, Host Opportunity

- Host role(s) on one of our boardroom sessions (operate under Chatham House Rule) – Includes two Speaker Passes (Full Access)
- Associate Branding across our marketing campaign, website & app and onsite at the event
- 2 delegate passes to the Main Conference
- Access to the delegate list (including contact details) 5 weeks before the conference with updates on a weekly basis and a final list after the event

Packages are intended as a guide and can be tailored as required

Sponsor packages: networking & exhibition sponsorships



Networking drinks

- Branded notifications to be sent to all attendees in advance via the app
- Branded signage, banners and items on the day
- Food, beverage, venue and organisational costs
- Opportunity to deliver a short welcome address
- Co-Sponsor branding on our website & app, on site at the event and across our marketing campaign
- 2 delegate passes to the Summit & Main Conference
- Access to the delegate list (including contact details) 5 weeks before the conference with updates on a weekly basis and a final list after the event



Networking lunch

- Networking lunch on Day 1 or Day 2 of the Main Conference, in a separate room at the venue, for up to 14 guests (including representatives from sponsor) – additional guests incur a £500 per guest charge
- Support from our VIP Team on invitations
- Co-sponsor Branding – Logo and profile on website & app, logo on stage set and conference banners
- 2 delegate passes to the Summit & Main Conference
- Access to the delegate list (including contact details) 5 weeks before the conference with updates on a weekly basis and a final list after the event



Exhibitor package

- 3m x 2m space in the exhibition area including a table, 2 chairs and a power socket
- 2 delegate passes to the Summit & Main Conference
- Exhibitor branding
- Logo and profile on the web site and app
- Logo on exhibition banners
- Access to the delegate list (including contact details) 5 weeks before the conference with updates on a weekly basis and a final list after the event



Delegate lunch

- Branded notifications to be sent to all attendees in advance via the app
- Branded signage, banners and items on the day eg menus, napkins etc
- Food, beverage, venue and organisational costs
- 2 delegate passes to the Summit & Main Conference
- Associate branding Logo and profile on the web site and App Logo on stage set and conference banners
- Access to the delegate list (including contact details) 5 weeks before the conference with updates on a weekly basis and a final list after the event

Packages are intended as a guide and can be tailored as required

Sponsor packages: branding opportunities



Speaker lounge

- Co-sponsor Branding – Logo and profile on website & app, logo on stage set and conference banners
- 2 delegate passes to the Summit & Main Conference
- Access to the delegate list (including contact details) 5 weeks before the conference with updates on a weekly basis and a final list after the event



Coffee house sponsorship

- Your company brand to be included on:
 - Barista stand & backdrop
 - Cups (8oz and 4oz)
 - Napkins
 - Menus
 - Aprons
- Co-sponsor Branding – Logo and profile on website & app, logo on stage set and conference banners
- 2 delegate passes to the Summit & Main Conference
- Access to the delegate list (including contact details) 5 weeks before the conference with updates on a weekly basis and a final list after the event



App sponsorship

- Official app sponsor with your logo visible to all delegates on our event app dashboard
- Associate Branding – Logo and profile on website & app, logo on stage set and conference banners
- 2 delegate passes to the Summit & Main Conference
- Access to the delegate list (including contact details) 5 weeks before the conference with updates on a weekly basis and a final list after the event

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Year-round digital marketing

Your marketing efforts are not limited to the event dates

Enhance your participation with pre-event and post-event activity promoting your brand and expertise to more senior decision makers from the global private capital industry.

Speak to the team about

- Webinars
- Advertising
- Bespoke emails
- Social media amplification
- Audience extension
- Research projects
- Content amplification
- Enhanced video post-production



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Get in touch

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