

SuperReturn

PRIVATE CREDIT ASIA

7-8 May 2025

JW Marriott, Hong Kong

Capitalise on private credit
investments in Asia and beyond

Contents

What is SuperReturn Private Credit Asia?	2
Who will be there?	3
What's on the agenda?	4
Lead Insights	5
Sponsorship packages	6
Sponsorship packages: brand awareness	8
SuperReturn 2025 calendar	12
Contact	13



What is SuperReturn Private Credit Asia?

SuperReturn Private Credit Asia is the must-attend event for professionals shaping private credit investment across Asia and beyond.

Bringing together senior level decision-makers, it offers cutting edge insights on the region's hottest topics including fundraising activity, direct lending, asset-backed lending, mezzanine, distressed plus case studies on mid-market outlooks in Asia, Europe and the US.

With exclusive networking opportunities and focus on innovation, this is your gateway to shaping the future of private credit in one of the world's most dynamic markets.



Who will be there?

SuperReturn events offer unparalleled quality and influence, consistently bringing together the foremost leaders in private markets for an exceptional networking and knowledge-sharing experience.

Join 350+ influential leaders shaping private credit in Asia and beyond, including 120+ LPs and 150+ GPs from the industry's top firms. SuperReturn Private Credit Asia gathers the brightest minds and boldest voices in the field. Meet your next partner, gain strategic insights and build connections that drive success.

Attending LPs include sovereign wealth funds, government-backed investment entities, pension funds, insurance companies, endowments, and development finance institutions, all with a strategic interest in the region.

GPs will feature top-tier private capital firms, fund-of-funds and other key players in the industry.



What's on the agenda?

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

Global credit market outlook

Opportunities in APAC private credit

Direct lending

Asset-backed lending

Structured capital solutions

Liquidity solutions

Private credit mid-market opportunities in Asia, Europe, and the US

Special situations and opportunistic credit



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.

Sponsorship packages



Panel Sponsor

Senior executive from your firm to speak on a panel session on the main conference days. Exact topic and time to be mutually agreed by conference producer.



Matchmaking Sponsor

1-2-1 meetings with profiled LPs shortlisted by your IR team.

SuperReturn to guarantee at least 7 LP meetings at the event in an area/room/suite provided by SuperReturn.



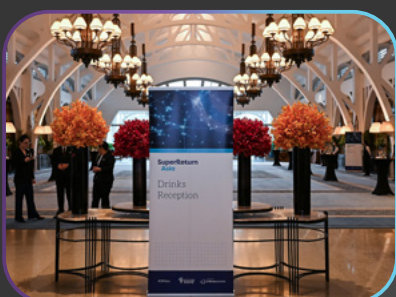
Keynote Sponsor

A senior executive from your firm to host a keynote address, session or fireside chat on the main conference days. Exact topic and time to be mutually agreed by conference producer.



Exhibitor Level Sponsor

A 3x2m exhibition stand in a prominent location on the main networking floor – includes table and chairs.



Drinks Reception Sponsor

Your firm to have the exclusivity to host the main conference drinks reception at the end of the main conference day 1, the busiest day.

Your firm will have the exclusivity to host the evening drinks reception with a short welcome speech to open the drinks reception.

For more information on all sponsorship opportunities, please go to pages 7-11

Sponsorship packages



Meeting Room Sponsor

Exclusive access to private meeting room during the conference. SuperReturn to cover the cost of the room hire and basic furniture only.



Lanyard Sponsor

Recognition as a lanyard/badge sponsor with company logo to appear on all conference lanyards. Receive high-level visibility.



Meeting Table Sponsor

Exclusive access to a meeting table during the conference. SuperReturn to cover the cost of the room hire and basic furniture only.



Lounge Sponsor

Showcase your brand where top decision makers connect. Sponsor the Speaker/LP lounge and secure premium visibility among industry leaders.



Private Lunch Sponsor

Your firm to host a Private lunch .
Exact date and time to be agreed.

For more information on all sponsorship opportunities, please go to pages 7-11

Sponsorship packages: brand awareness

Thought Leadership	Option 1 Panel Sponsor	Option 2 Keynote Sponsor
Ideal for	Demonstrating thought leadership and educating the whole audience	Thought leadership and positioned as a key player in the market
Level Branding	Co-Sponsor Level Priority positioning of your logo to appear on all relevant marketing materials, logo on website, onsite signage, event networking app and conference brochures	Associate/Co-Sponsor Level Priority positioning of your logo to appear on all relevant marketing materials under Co- sponsorship branding category, Logo on website, priority positioning onsite signage and event networking app
Unique opportunity	Senior executive from your firm to speak on a panel session. Exact topic and time to be mutually agreed by conference producer	A senior executive from your firm to host a standalone keynote session on the main conference days. Exact topic and time to be mutually agreed by conference producer
Delegate passes included	1 x speaker pass 3 x delegate passes	1x Speaker pass 4x delegate passes

Included in all packages:

Access to the delegate list 5 weeks before the conference

Lead Insights: Leads collected from your booth/ session schedules/ QR code scans/ reception sent to you with name, company, job title, industry, email.

20% discount off additional delegate passes*

* Passes may not be shared. Additional passes subject to the 20% discount valid when relevant VIP code is quoted at the time of booking

If package includes speaker opportunity:
(Options 1 to 3)



Networking	Option 3 Drinks Reception Sponsor	Option 4 Matchmaking Sponsor	Option 5 Exhibitor Level Sponsor
Ideal for	Branding and networking	1-2-1 meetings with profiled LPs shortlisted by your IR team	Lead generation and branding
Level Branding	Associate Level Exclusive branding under Drinks Reception Sponsor branding category Additional banners, signage and direction with your logo, as well as your logo to appear on the napkins, aprons and drinks menu at drinks receptions Your logo to be positioned on all plasma screens and projected at the venue throughout the entire duration of the drink's reception	Associate Level Your logo to appear on all relevant marketing materials, conference brochures, website and onsite signage	Exhibitor Level Exhibitor branding
Unique opportunity	Your firm will have the exclusivity to host the evening drinks reception with a short welcome speech to open the drinks reception. Drinks reception last up to 2 hours at the hotel where the conference is being held. Over 2 hours of open bar with canape served to all attendees.	SuperReturn to guarantee at least 7 LP meetings at the event in an area/room/suite provided by SuperReturn. <i>Any meetings arranged over and above the 8th will be charged at a rate of £1000 per meeting subject to mutual agreement.</i> <i>Exclusive access to Private board meeting room. please put this in italics >>> SuperReturn to cover the cost of room-hire and basic furniture only.</i>	A 3x2m exhibition stand in a prominent location on the main networking floor
Delegate passes included	4 x delegate passes	3 x delegate passes	2 x delegate passes

Included in all packages:

Access to the delegate list 5 weeks before the conference
Lead Insights: Leads collected from your booth/ session schedules/ QR code scans/ reception sent to you with name, company, job title, industry, email.

20% discount off additional delegate passes*

* Passes may not be shared. Additional passes subject to the 20% discount valid when relevant VIP code is quoted at the time of booking

If package includes speaker opportunity:
(Options 1 to 3)

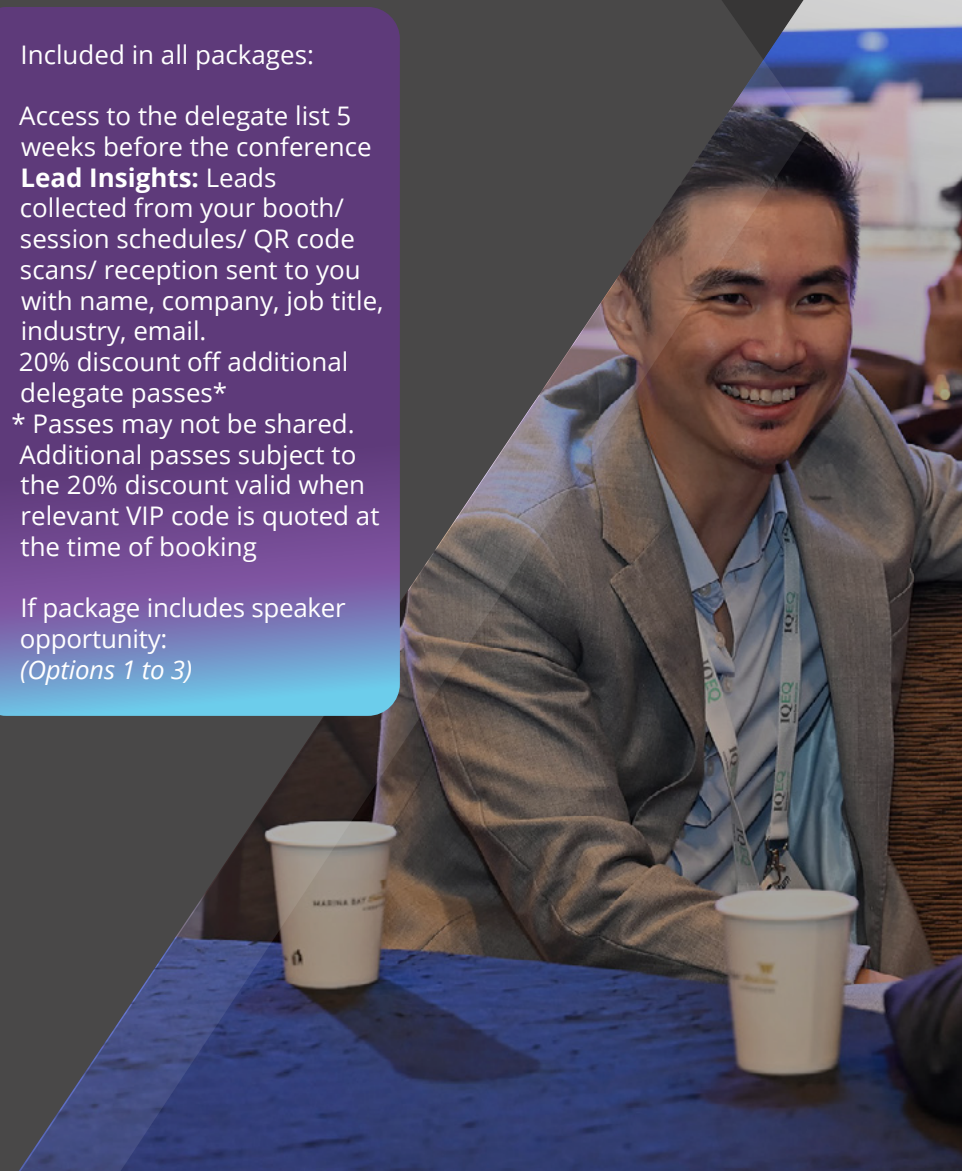
Meeting Spaces	Option 6 Meeting Room Sponsor	Option 7 Meeting Table Sponsor
Ideal for	Networking	Networking
Level	Associate Level	Associate Level
Branding	Your logo to appear on all relevant marketing materials, conference brochures, website & onsite signage	Your logo to appear on all relevant marketing materials, conference brochures, website & onsite signage
Unique opportunity	Exclusive access to private meeting room. SuperReturn to cover the cost of the room hire and basic furniture only.	Exclusive access to a private meeting table. SuperReturn to cover the cost of the room hire and basic furniture only.
Delegate passes included	2 x delegate passes	1 x delegate pass

Included in all packages:

Access to the delegate list 5 weeks before the conference
Lead Insights: Leads collected from your booth/ session schedules/ QR code scans/ reception sent to you with name, company, job title, industry, email.
 20% discount off additional delegate passes*

* Passes may not be shared. Additional passes subject to the 20% discount valid when relevant VIP code is quoted at the time of booking

If package includes speaker opportunity:
(Options 1 to 3)



Other	Option 8 Private Lunch Sponsor	Option 9 Lanyard Sponsor
Ideal for	Networking	High level visibility
Level	Associate Level	Associate Level
Branding	Your logo to appear on all relevant marketing materials, conference brochures, website and onsite signage	Your logo to appear on all relevant marketing materials, conference brochures, website and onsite signage
Unique opportunity	<p>Your firm to host a private lunch for up to 10-15 people at the JW Marriott, date and time to be agreed.</p> <p>Access to our VIP manager to extend lunch invitation to prospects</p>	Recognition as a lanyard sponsor with company logo to appear on all conference lanyards
Delegate passes included	4 x delegate passes	1 x delegate pass

Included in all packages:

Access to the delegate list 5 weeks before the conference

Lead Insights: Leads collected from your booth/ session schedules/ QR code scans/ reception sent to you with name, company, job title, industry, email.

20% discount off additional delegate passes*

* Passes may not be shared. Additional passes subject to the 20% discount valid when relevant VIP code is quoted at the time of booking

If package includes speaker opportunity:
(Options 1 to 3)

SuperReturn Series

Calendar 2025

January

SuperReturn
SAUDI ARABIA
27-28 January
Fairmont, Riyadh

March

SuperReturn
PRIVATE CREDIT
EUROPE
10-12 March
Royal Lancaster, London

SuperReturn
SECONDARIES
EUROPE
10-11 March
Royal Lancaster, London

SuperReturn
NORTH AMERICA
17-19 March
InterContinental Miami

SuperReturn
FAMILY OFFICE
NORTH AMERICA
17 March
InterContinental Miami

SuperReturn
ENERGY
NORTH AMERICA
18-19 March
InterContinental Miami

May

SuperReturn
CHINA
6 May
JW Marriott, Hong Kong

SuperReturn
PRIVATE CREDIT
ASIA
7-8 May
JW Marriott, Hong Kong

SuperReturn
CFO/COO
NORTH AMERICA
13-15 May
The Gwen Hotel, Chicago

June

SuperReturn
INTERNATIONAL
2-6 June
InterContinental Berlin

SuperVenture
2-4 June
Hotel Palace, Berlin

SuperReturn
CLIMATE & ENERGY
TRANSITION
2-4 June
DoubleTree Hilton, Berlin

SuperReturn
EMERGING
MARKETS
16-18 June
Hotel Okura Amsterdam

September

SuperReturn
US WEST
15-17 September
Hilton Los Angeles
Century City

SuperReturn
ASIA
16-19 September
Marina Bay Sands, Singapore

SuperReturn
CLIMATE, ENERGY
& INFRASTRUCTURE
16-17 September
Marina Bay Sands, Singapore

SuperReturn
CFO/COO
ASIA
16-17 September
Marina Bay Sands, Singapore

SuperReturn
FAMILY OFFICE
ASIA
18 September
Marina Bay Sands, Singapore

September cont.

SuperReturn
CFO/COO
EUROPE
29 Sept - 1 Oct
Hotel Okura Amsterdam

SuperReturn
GLOBAL
INFRASTRUCTURE
30 Sept - 2 Oct
Hilton Bankside, London

October

SuperReturn
MIDDLE EAST
21-23 October
Ritz Carlton DIFC, Dubai

November

SuperInvestor
4-7 November
Venue TBC

SuperReturn
FAMILY OFFICE
EUROPE
4-5 November
Venue TBC

SuperVenture
NORTH AMERICA
18 November
Convene 360 Madison Avenue,
New York

SuperReturn
PRIVATE CREDIT
NORTH AMERICA
18 -19 November
Convene 360 Madison Avenue,
New York

December

SuperReturn
AFRICA
2-4 December
Westin, Cape Town

SuperReturn
JAPAN
3-4 December
Ritz Carlton, Tokyo

Information correct as of 10 January 2025

SuperReturn

PRIVATE CREDIT ASIA

6 May 2025
JW Marriott, Hong Kong

Capitalise on private credit
investments in Asia and beyond



Get in touch

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