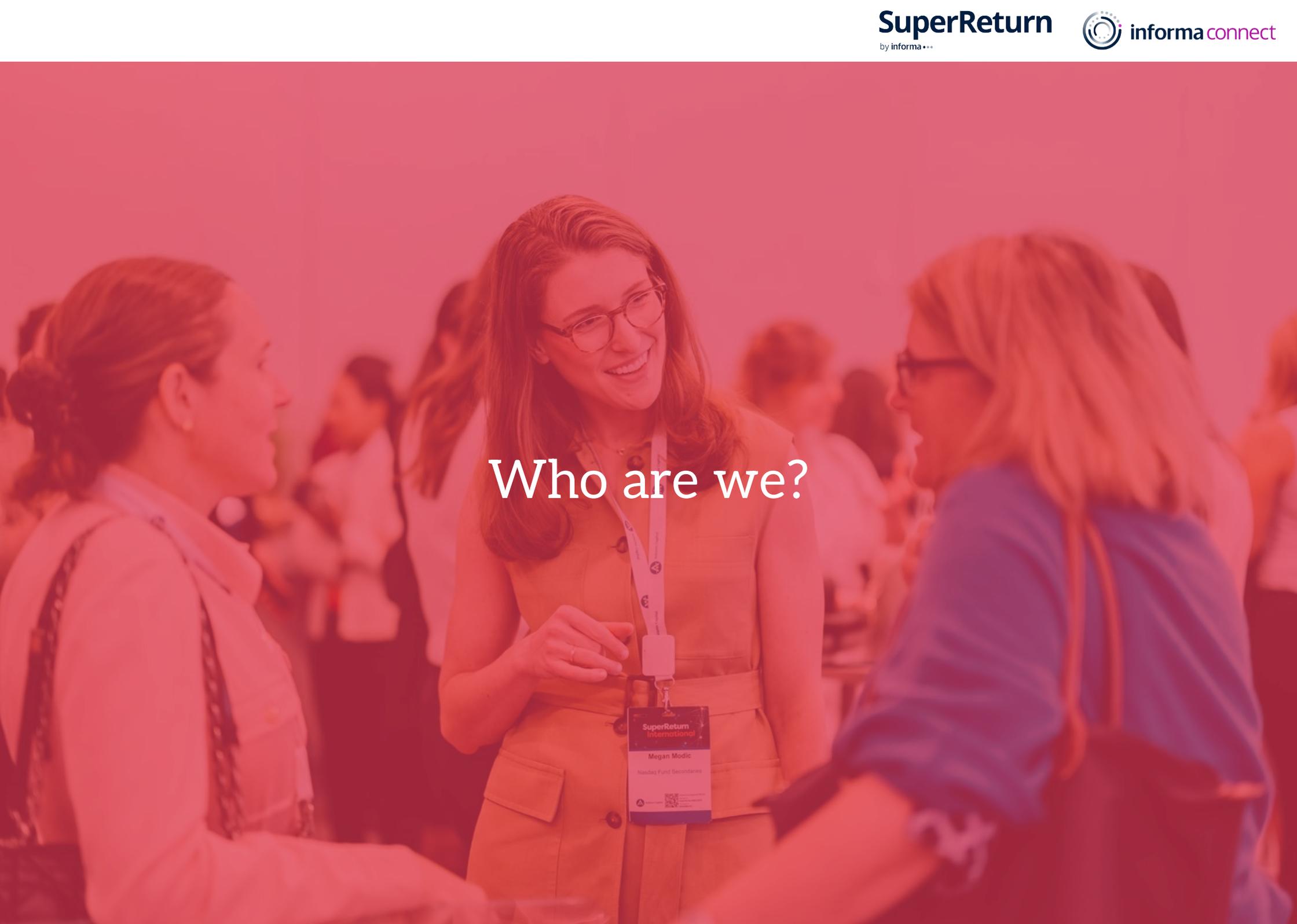


SuperReturn Digital Opportunities

Connect with the people who matter to your business all year round



Who are we?

Your gateway to international private capital

The SuperReturn blog is your one-stop shop to insights from thought-leaders in private equity, venture capital, private credit and real assets. We have a wealth of expert articles, exclusive interviews, event recordings and more.

Learn from your peers and showcase your expertise with the SuperReturn community outside of the events to our engaged audience of global LPs and GPs.

SuperReturn is the largest brand connecting 20,000+ private market leaders, including 7,000+ LPs and 10,000+ GPs, through a series of events across the globe, such as SuperReturn International, the world's largest private equity and venture capital event.

[Find out more](#)

[Explore now](#)



The SuperReturn community is...



...global

We've got people around the world.

- US & Canada- 41 %
- Europe - 31%
- Asia and Oceania - 14%
- Middle East and Africa - 11%
- Latin America - 3%



...holistic

We've got the whole ecosystem.

- 200,000+ email database
- 100+ countries represented
- 60 % GPs
- 21% LPs
- 19% service providers/others
- 65% of database are C-level, directors & department heads, VPs and senior partners



...connected

We've got a large, engaged digital audience.

- 600,000+ users on our event website per year
- 87,000+ readers of our industry insight articles
- 110,000+ views of our industry insight articles



...is social

We've got followers.

- 47,000+ LinkedIn Page followers and LinkedIn group followers
- 7,900+ X followers
- 4,300+ YouTube subscribers
- 100,000+ video views on YouTube per year

Make the most of your time with SuperReturn

Explore your opportunities

Reach the private capital community

SuperReturn connects you with your clients - any time, any place.

Generate leads, raise your profile, prove your thought leadership and expertise. Whatever your goal, our expert digital team will work with you to get you what you want.

Before, during, and after the event



Prime and prepare

Discover ways to reach and engage your target audience.

Before the event



Ensure your visibility

SuperReturn events are busy, so make sure your clients can see and reach you.

At the event



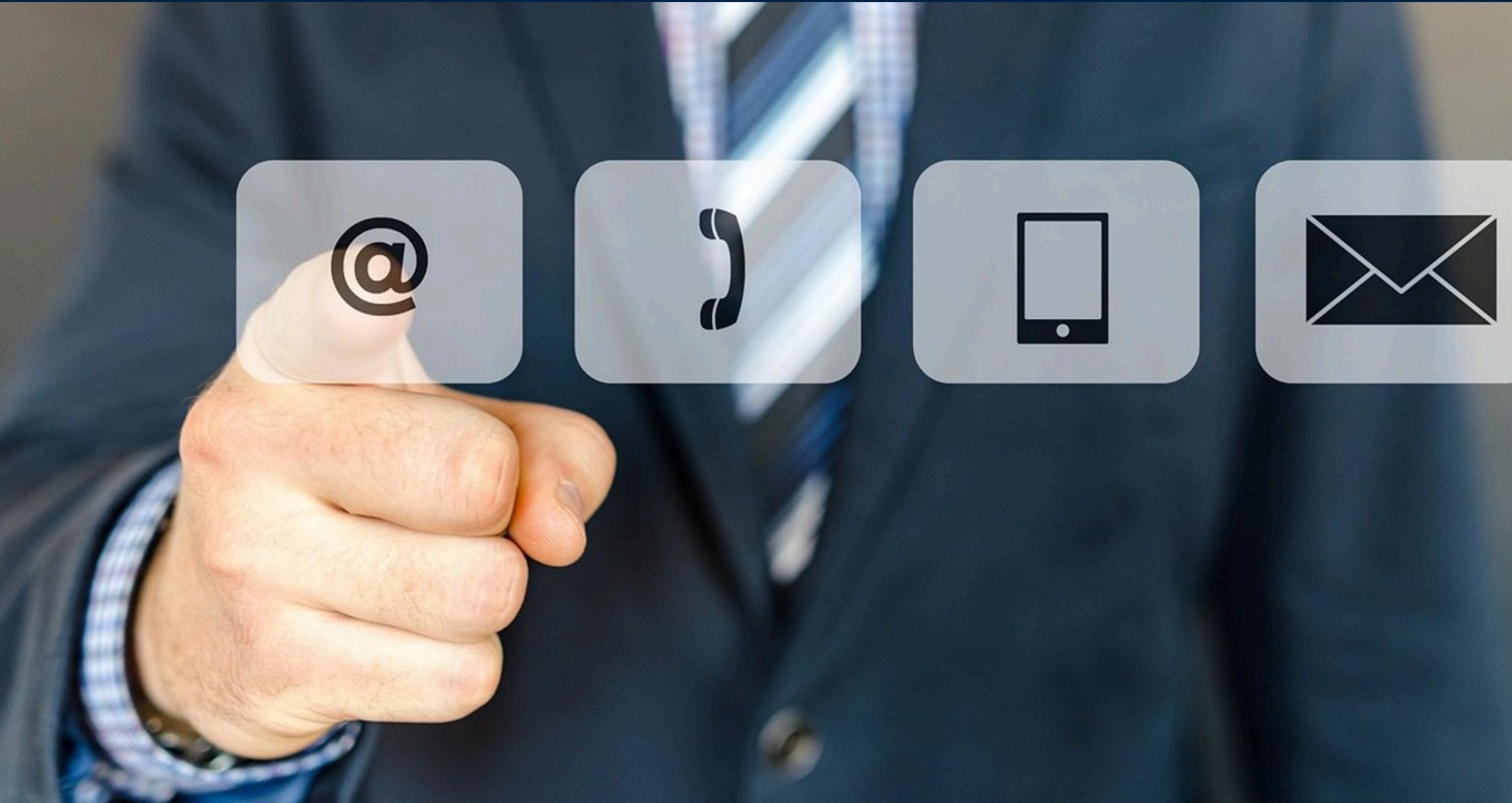
Follow up

Continue your conversations from the event, and reach out to the community.

After the event

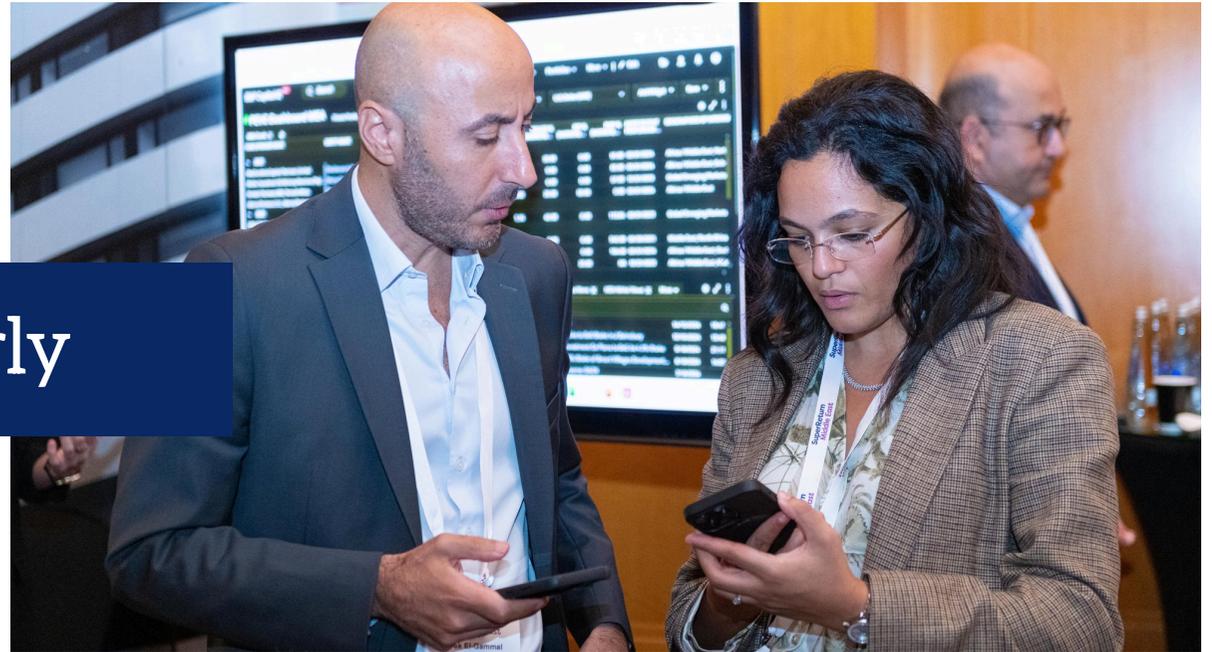
Before the event

Let SuperReturn make your presence known to the private capital community



Start the conversation early

Whether you have a new solution or research that you want to share at the event, why not introduce it early on?



Showcase your expertise

Host a webinar and get leads

Share content on our blog page

Speak to the community

Send an email to our database

Share your story on social media

Promote your brand

Share ads in our newsletters

Target ads to your key accounts

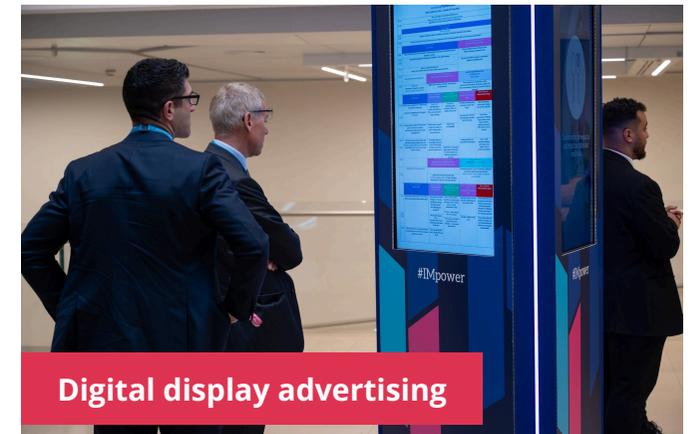


At the event

Use our digital resources to make a memorable impact on site

Make your investment count

Our digital team will be onsite to capture every inch of the event - this is your chance to get involved! Receive professionally edited videos and photos of your thought leaders to use during or after the event. Or elevate your brand and message around the event and on our social media accounts.



After the event

Keep the momentum going and extend your reach once the event is over

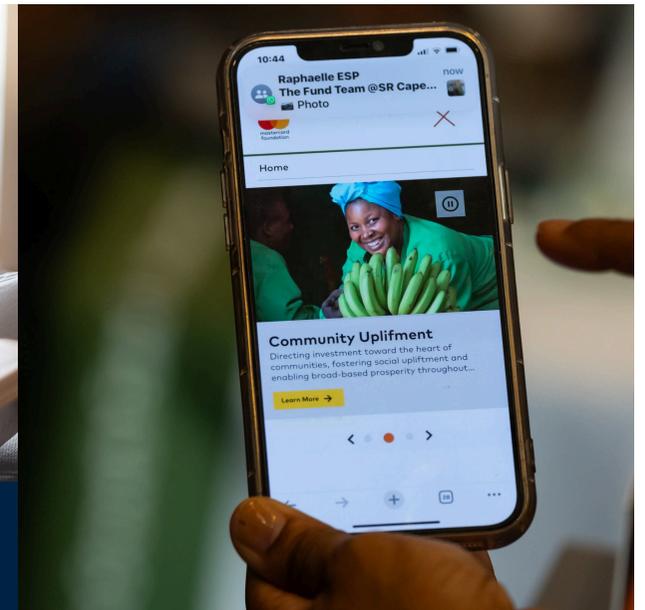


Stay top of mind

The event may have concluded but it's not faded in memory. This is your chance to extend your reach and showcase your brand across our follow-up digital output. This ensures your brand gets maximum visibility in the SuperReturn community, at a time where everyone wants to relive the event.



Showcase your content



Contribute to our eMagazine

Share content on the blog

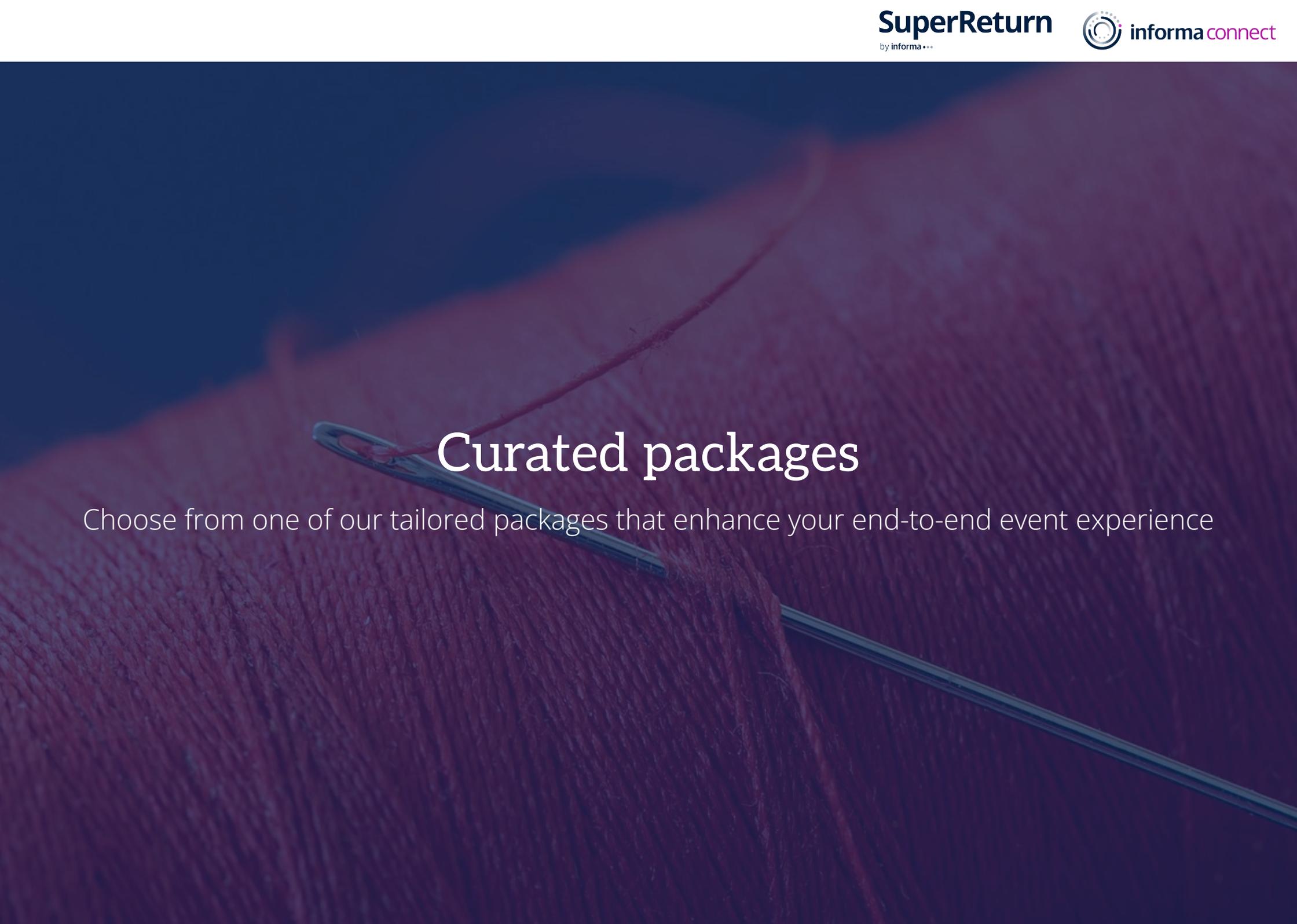
Put a banner in our newsletter

Target ads to our web visitors

Generate more leads

Sponsor our eMagazine

Follow up in a webinar



Curated packages

Choose from one of our tailored packages that enhance your end-to-end event experience

Choose from one of our curated packages to get the most out of your SuperReturn experience

SuperSpotlight

Reach the people that matter to you before, during and after the event. The package includes:

- Early access to the delegate list, 8 weeks prior to the event starting. Standard access is 5 weeks out
- 1 x company space on the allocate meeting program, 1 hour series of meeting with LPs who match your investment interests
- Featured in the pre-event email to LPs in the build up to the event
- Company branding in the post-event LP magazine (only offered at SuperReturn Private Credit Europe, SuperReturn International and SuperReturn Asia)

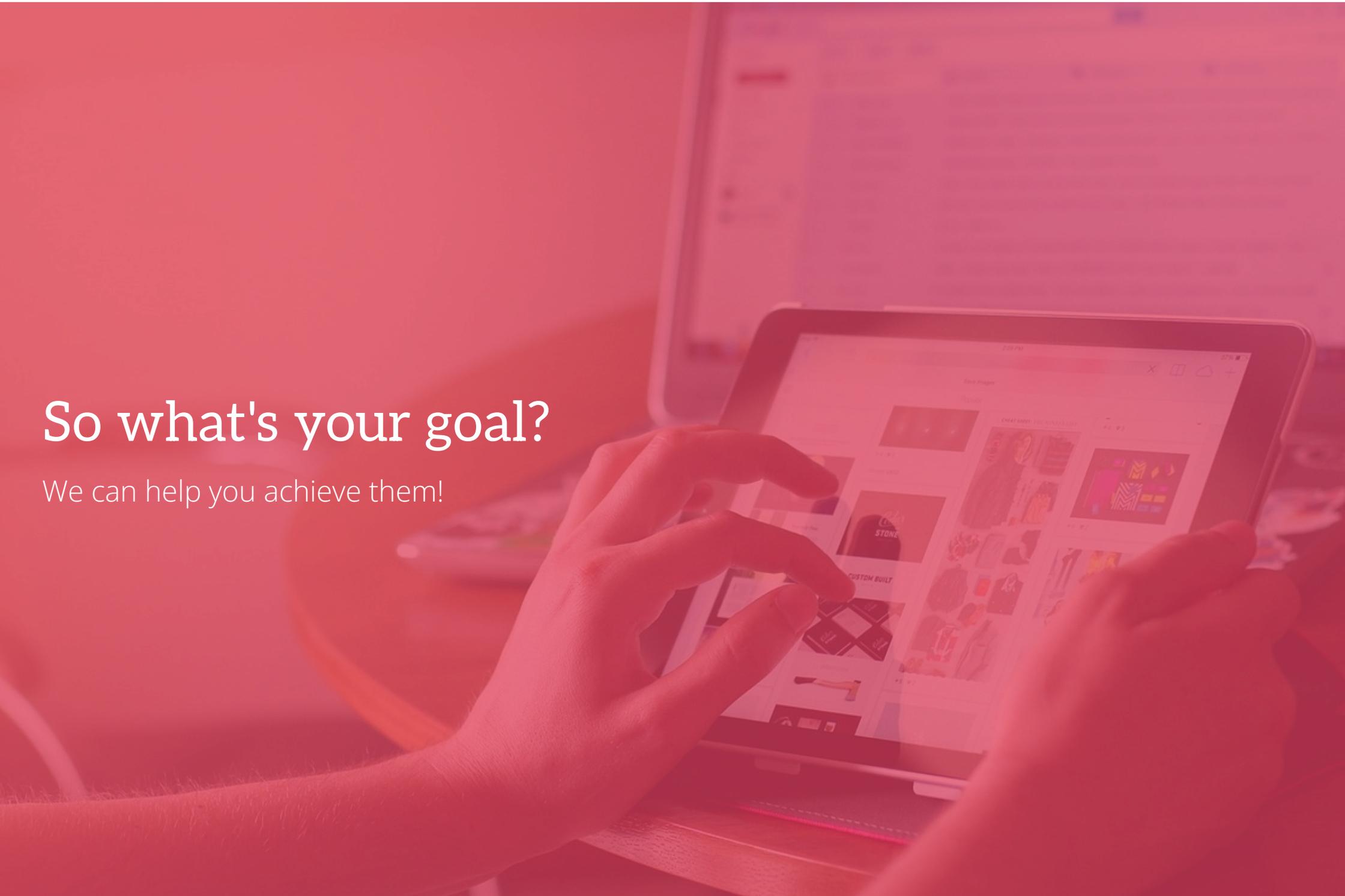
SuperConnect

Build your brand and amplify your product throughout the entire event cycle. The package includes:

- Quick turn around photography
- Interview with speaker or KOL, mp4 provided for own use and promotion on SuperReturn social media
- Speaker and topic featured in the pre-event email to all event attendees
- Creation of pre-event speaker card to promote the session, promoted on SuperReturn social media

So what's your goal?

We can help you achieve them!



Do you want to grow your brand and reach?

Explore advertising opportunities online and onsite with SuperReturn.

Audience extension campaigns

Banner ads in our newsletters

Banner ads in our eMagazine

Display ads at SuperReturn

Photography services at SuperReturn

Social media amplification

Studio sponsorship

Do you want to show off your thought leadership?

Cement yourself as a key figure in private capital.

Article in our eMagazine

Bespoke emails

Bespoke research report

Content syndication on our blog

Custom video & infographic design

Video interviews

Do you want to generate leads?

Keep your sales pipeline steady and get to know the SuperReturn community.

Custom roundtable with key accounts

eMagazine headline sponsorship

Host a webinar

Audience extension

Target the 600,000+ influential professionals who visit our event websites each year and the 87,000+ readers who visit the SuperReturn blog. You can also target individuals from our 200,000+ database by seniority, company, industry, geography and more!



Your benefits include:

- Relevancy: You know your investment is being targeted to your relevant prospects only
- Frequency: Specified targets will see your ad many times - standard package is 16,000+ impressions in a one month period
- Flexibility: Up to 10 ads to try out different messaging and see what works for future campaigns
- Improved engagement: Click through rates can be 5x higher on average than static media banners
- Analytics: Access to post campaign report so you can measure the success of each ad

**Available year-round -
recommended before
and after the event**

Newsletter banner ads

Thousands of professional decision makers rely on our editorial team to keep them up to date in industry news. Advertise within one of our monthly newsletters, that deliver inspiring and thought-provoking content to the industry's decision makers. Work with our team to figure out which would work for the message you're aiming to send, inspiring and thought-provoking content to the industry's decision makers.

What you'll get

Brand exposure to the industry's most senior decision-makers and an opportunity to take them to your website.

- 50% average open rate for newsletters
- 5% average click rate for newsletters

Available up to 6 months ahead and after the event

Display ads

Strengthen your brand messaging and share a horizontal banner or video on the screens dotted around the event space.



What you'll get

Additional brand exposure in front of hundreds of decision makers.

Why not let us create it for you ?

SuperReturn



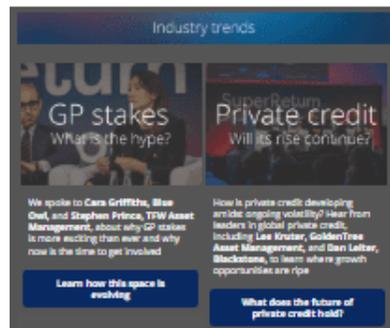
AI, specialisation and manager selection

Dry powder remains high, fundraising remains low, and the PE industry seems to be reaching a significant turning point. But how are firms adapting?

Touch base with industry decision makers in our exclusive interview series from SuperReturn International featuring:

- Orlando Bravo, Thoma Bravo, on how sector specialisation is key
- Ian Charles, Arctos Partners, on generating alpha in maturing markets
- Dana Halimoff, J.P. Morgan Asset Management, on leveraging manager selection
- Richard Hope, Hamilton Lane, on the importance of liquidity and AI
- Rebecca Gibson, Oakley Capital, on strategies for value creation

Get ready to tackle the future with insights from senior leaders



Learn how this space is evolving

What does the future of private credit hold?



Senior industry leaders

Jensen Partners

For winning the talent war? We on, Jensen Partners, on how top senior business development y's candidate-driven market

Sidmore, Broadhaven

Photography sponsorship

Provide delegates with professional photos of their time at the event - live! Each delegate can sign up to receive a personalised event album, download their photos, and share! In partnership with Spot My Photos, all photos will be branded and watermarked with your logo, ensuring that you benefit from everyone's social networks.

What you'll get

Brand visibility for every delegate and recognised as the Photography Sponsor in pre-event and onsite marketing.



Headshot sponsorship

Bring delegates to your stand and provide them with headshots.

What you'll get

A dedicated photographer, arranged by SuperReturn, stationed by your stand and promoted as "Headshot Sponsor" pre-event and onsite



Quick turnaround photos

Get a selection of photos of your time on stage to use on your social media channels!



What you'll get

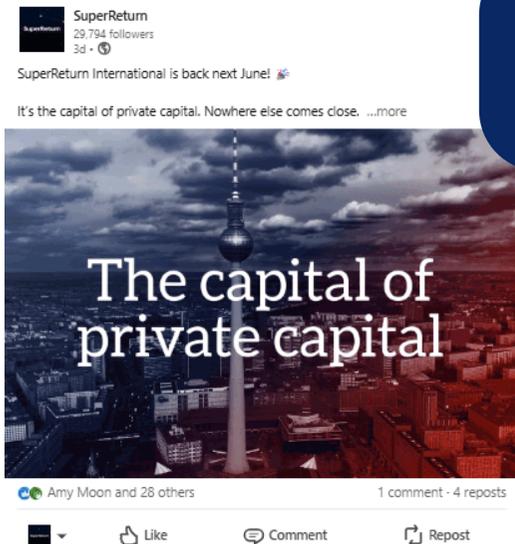
Up to 5 photos from each speaking session, delivered within 2 hours

Social amplification

Boost traffic to your site, and grow your audience by utilising the SuperReturn social following. Give us the content you want to amplify, and our social media team will engage and share your posts to put your message in front of our followers.

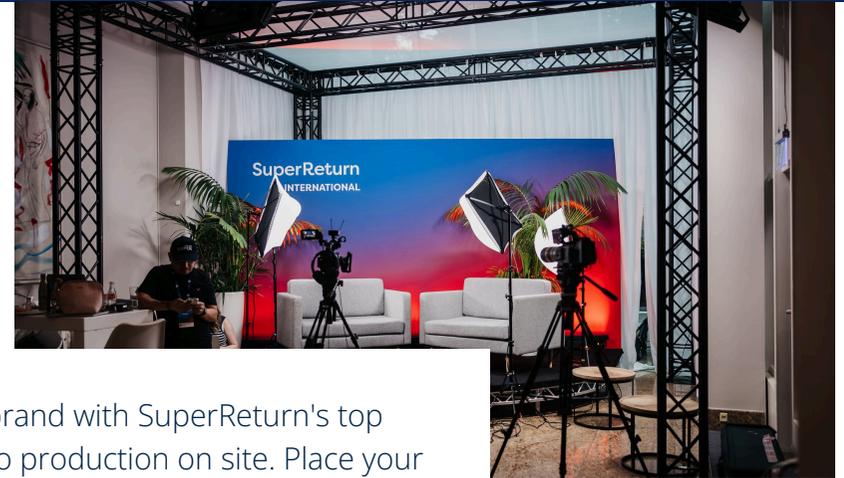
What you'll get

Exposure to 49,000+ followers for SuperReturn accounts across X and LinkedIn.



**Available year-round
- recommended
during the event**

Studio sponsorship



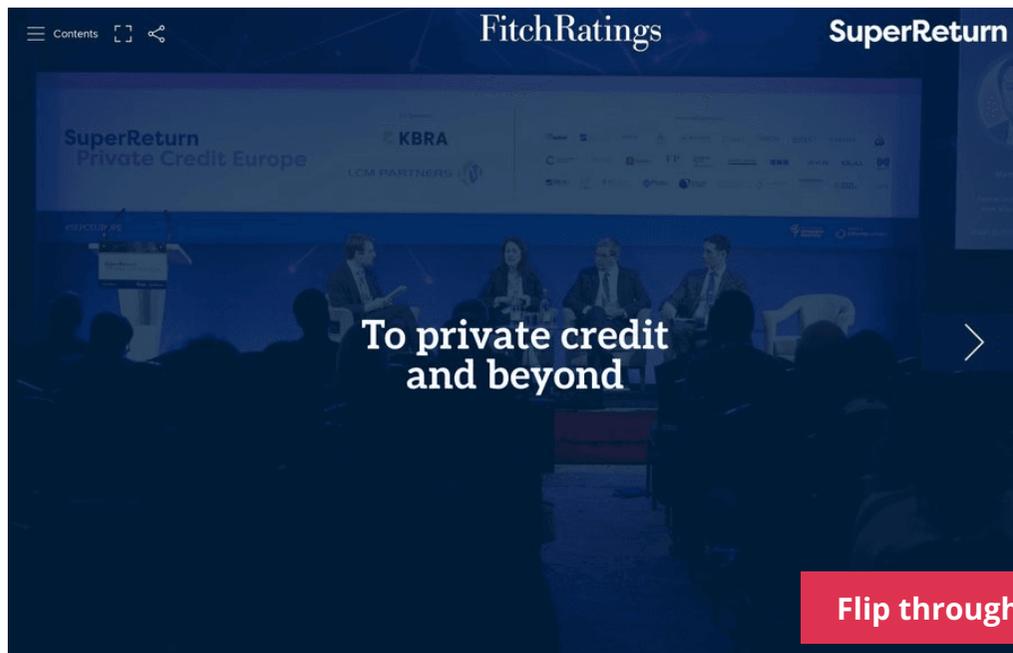
Align your brand with SuperReturn's top quality video production on site. Place your brand on the editorial interviews and be seen on site and when the interviews are shared!

What you'll get

- Recognised as the "Studio Sponsor" pre-event and onsite
- Brand visibility on our editorial interviews (10-12)

Banner ad or article inclusion in the eMagazine

Curated by the SuperReturn content team, the eMagazine addresses the key industry themes and latest insights. Align yourself with leaders in the industry and share your content with the SuperReturn online community.



What you'll get

An opportunity to show your brand and message to our most dedicated and engaged community members

Looking to get leads as well?
Consider Headline Sponsorship

Bespoke research report

Interested in finding out more about your target audience? Our research service helps you obtain market insight to better understand your target audience and create unique content.

Work with the SuperReturn editorial team research team to form a survey, then the SuperReturn team puts together a bespoke report, distilling the results and forming ultra-sharable content.



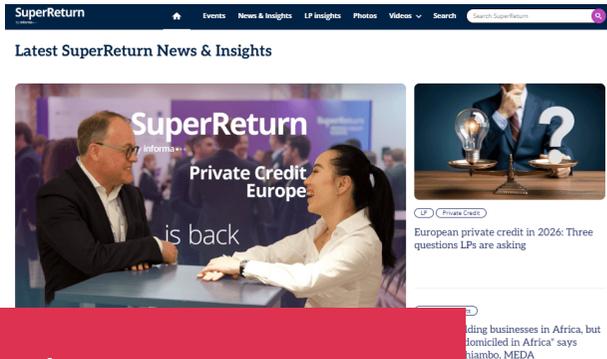
Package includes:

- Dedicated program manager to oversee research project
- Kick-off off call with SuperReturn analysts and research team to define scope of the project
- You supply to questions, SuperReturn designs and distributes the survey (aiming for 75+ qualified respondents to your specifications)
- Briefing call on results with in-house research team, plus professional journalist who will write up the results into an industry whitepaper
- Whitepaper and any accompanying content hosted on the SuperReturn home in a dedicated blog article, and shared with you for your own marketing purposes
- Whitepaper included in weekly eNewsletters, plus extensive social campaign and banner advertising.

Price upon request, depending on scope of project

Content syndication

Share your message with our engaged digital audience. Either create a bespoke piece of content to publish exclusively on our SuperReturn content page, or provide us with a pre-created piece for re-sharing.



What you'll get

Content promotion to 25,000+ newsletter subscribers and 49,000+ social media followers.

Available year-round -
recommended before and after
the event

Bespoke emails

Have a message you want to send directly to your target audience? Work with the SuperReturn editorial team to craft your email and send to your chosen dataset.

The numbers that matter

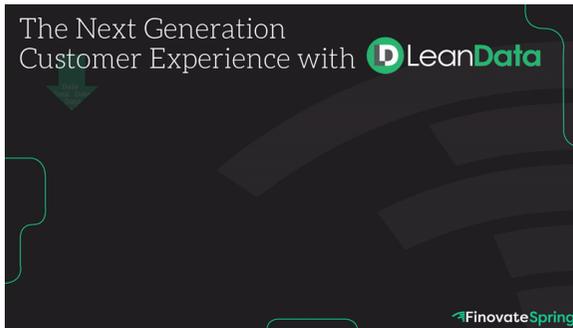
- 200,000+ senior decision makers on our database
- 50% average open rate for newsletters
- 5% average click rate for newsletters

What you'll get

A custom message sent to your selection of our 20,000+ database on the date of your choosing.

Available year-round -
recommended before and
after the event

Custom video & infographic design



Bring your message to life through visual design - static or motion! Our editorial, video and design team can turn your story and insights into attractive and digestible content for your target audience.

Options include:

- Infographic design
- Display ads at events
- Video highlights from SuperReturn

Video interviews year-round



Can't wait until SuperReturn to talk to the community? Come to our central London office and create unique video content for us and for you to share.

What you'll get:

- Professional video production and editing services
- Promotion across the SuperReturn marketing channels

Video interviews

Position your company as a thought leader and generate more buzz onsite or online.

John McDermott

Is Africa still being mispriced?
See what's really driving risk

SuperReturn
AFRICA



Standard interview

- Your content promoted on the SuperReturn Blog and in the newsletter
- Your content shared on the SuperReturn social media channels to our 49,000+ followers
- The MP4 file of your interview to be used as you wish

Imogen Richards

Europe's mid-market boom
Still undervalued - or getting too crowded?

SuperReturn
EUROPE



Upgraded interview

- Everything in the standard package (promotion across our channels and the MP4 file for your own use) is included
- Have your interview conducted by a professional broadcast journalist

Dana Haimoff

Leveraging manager selection
Managing uncertainty and shaping the future of PE

SuperReturn
INTERNATIONAL



Enhanced interview

- Everything in the upgraded package (promotion across our channels, the MP4 file for your own use, and broadcast journalist) is included
- Receive marketing materials for the interview to share on social media

LP magazine sponsorship

Become Headline Sponsor for our post-event LP magazine and benefit from increased brand exposure, as well as receive the opt-in leads of from the audience downloads.

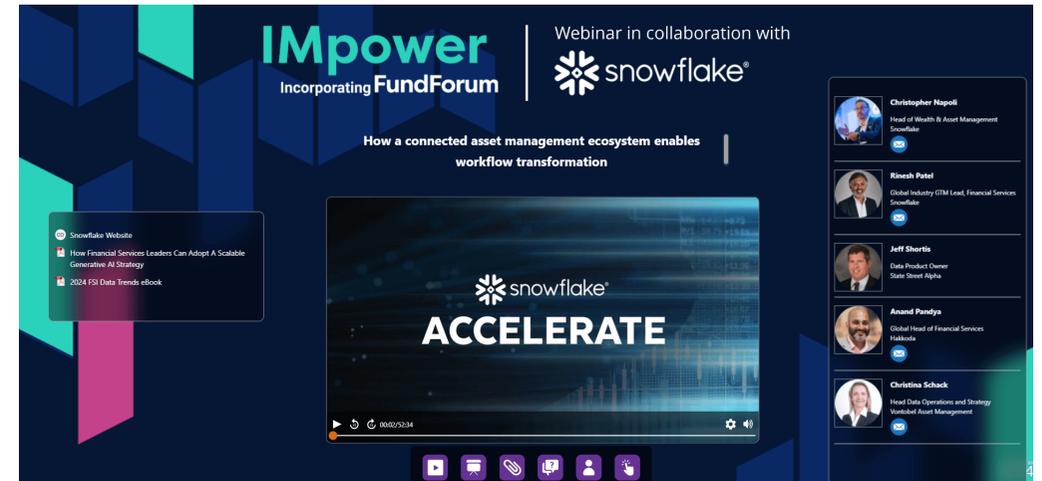
Sponsorship includes:

- GDPR compliant lead list
- Prominent logo placement on the eMagazine and gated landing page
- Article inclusion, up to 800 words with imagery and design
- Full page advert to drive click through back to your site



Webinars

SuperReturn webinars are a great way to engage with your target audience year-round. Share your message and generate leads. The SuperReturn team provides audience development, marketing, production and project management as well as a professional moderator to help with the introduction and Q&A.



Promotion includes

- 2 dedicated emails to the SuperReturn database
- Dedicated blog post on the SuperReturn blog and module on upcoming SuperReturn event sites
- Social media promotion across our channels

Promoted to

- 87,000+ visitors to the SuperReturn blog
- 25,000+ newsletter subscribers
- 200,000+ relevant professionals on our email database
- 49,000+ social media followers

What you'll get

- 75+ leads
- 40% average webinar attendance

**Available
year-round**

Want to know more?

Contact Emily Porter on sponsorsuperreturn@informa.com or call +44 (0) 20 8052 0423.

