



SuperReturn Private Credit Europe

Virtual Event Sponsorship Prospectus



A New Way To Experience SuperReturn

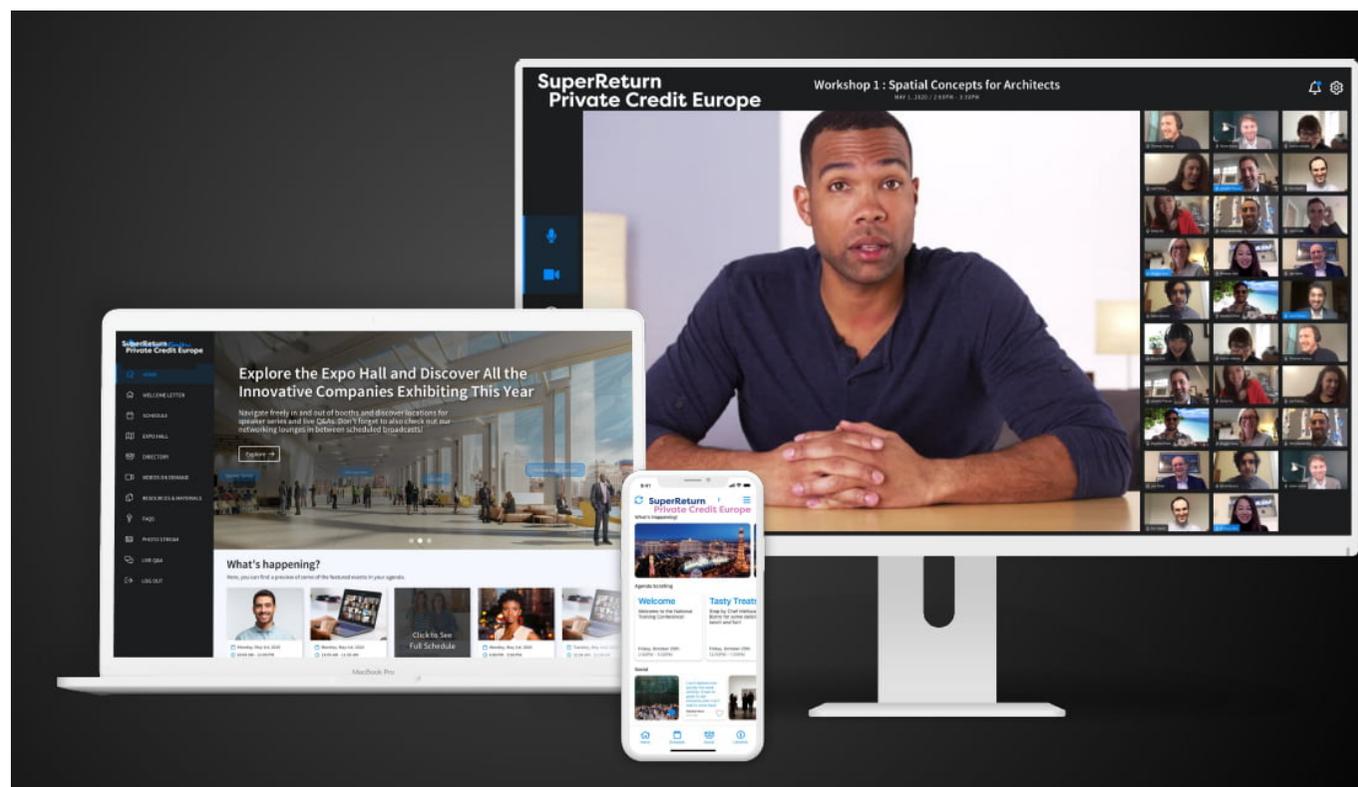
230+ senior decision makers. 230+ business opportunities.

Raise your profile. Make and reinforce connections. Increase brand awareness.

The virtual experience features the same world-class content, collaboration and senior decision makers that SuperReturn always provides. Without the need to travel.

This isn't like other digital events you've experienced.

- See the **latest agenda**
- See the **speaker line-up**
- See **who you'll meet**
- See the **networking opportunities**

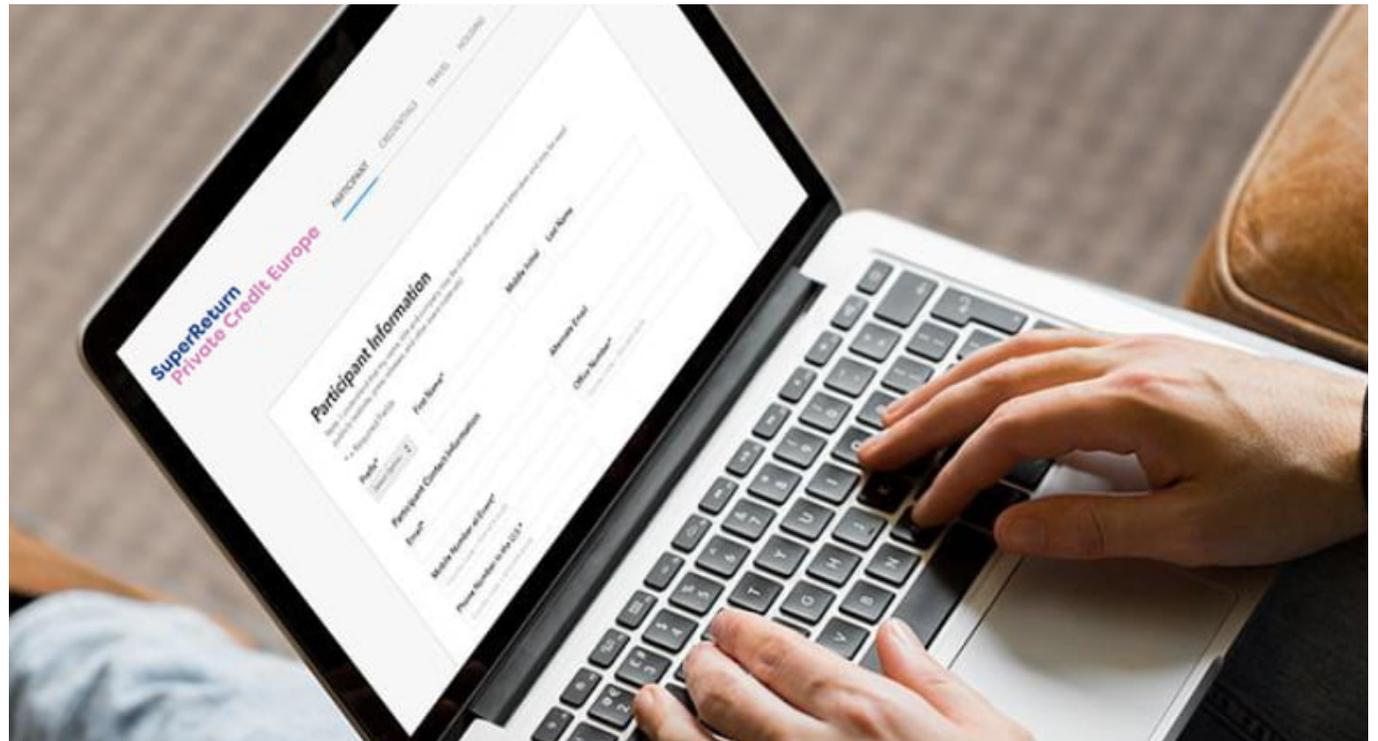


Virtual networking made easy

Meet the people who count. Online.
Without the need to travel.

We've structured SuperReturn Private Credit Europe to make it easy for you to connect with a global audience of senior decision-makers from the comfort of your own home or office.

With lots of dedicated networking time built into the agenda, our networking platform makes it easy to start conversations with the right people.



[Learn more about networking at the event >>](#)

Meet the people that matter to you

Learn from your peers. Grow your network. Expand your opportunities.

A snapshot of the limited partners attending in 2020:

- AP-fonden (AP4)
- BancaMarch
- BNP Paribas Principal Investments
- British Business Bank
- Buisse Partners
- CDC Group
- CPPIB Equity Investments Inc.
- Crusader Sterling Pensions
- DAO FAMILY
- E.L. Rothschild

- EBRD -European Bank for Reconstruction and Development
- European Investment Fund
- Flick Family Office
- GIC
- HSBC Alternative Investments
- Invensys Pension Scheme
- Länsförsäkringar AB
- LHV Pension Fund
- London CIV

- Lufin Partners
- Manulife
- Mercer
- Merrimac Corp.
- Mubadala
- Noa Capital
- OTPP-Ontario Teachers' Pension Plan
- Pluris Capital LLP
- RPMI Railpen
- Siemens

[Find out more about who you'll meet >>](#)

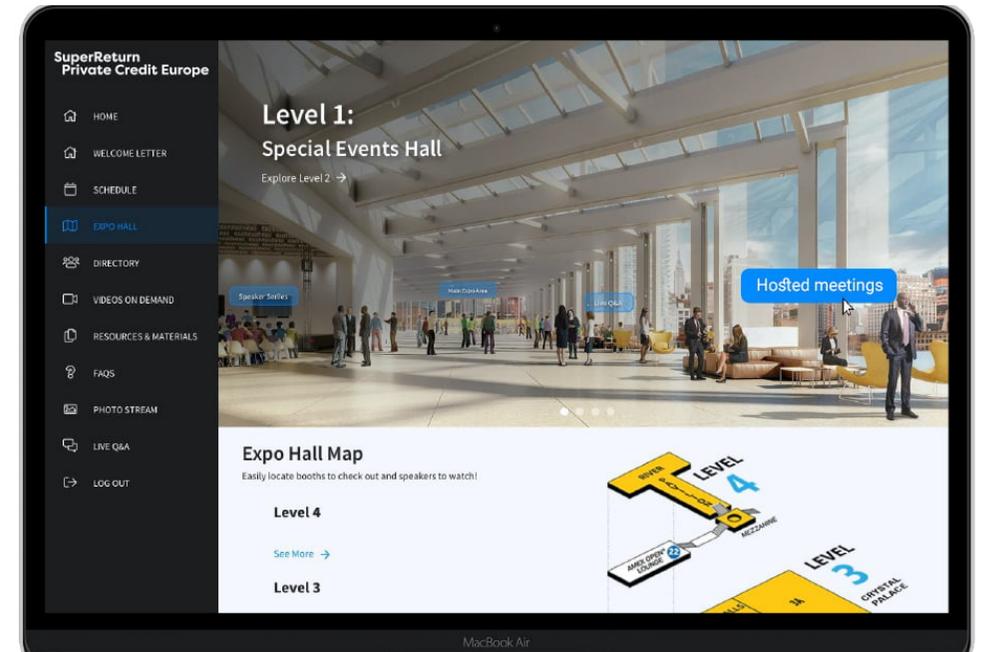


Virtual Sponsor Experience

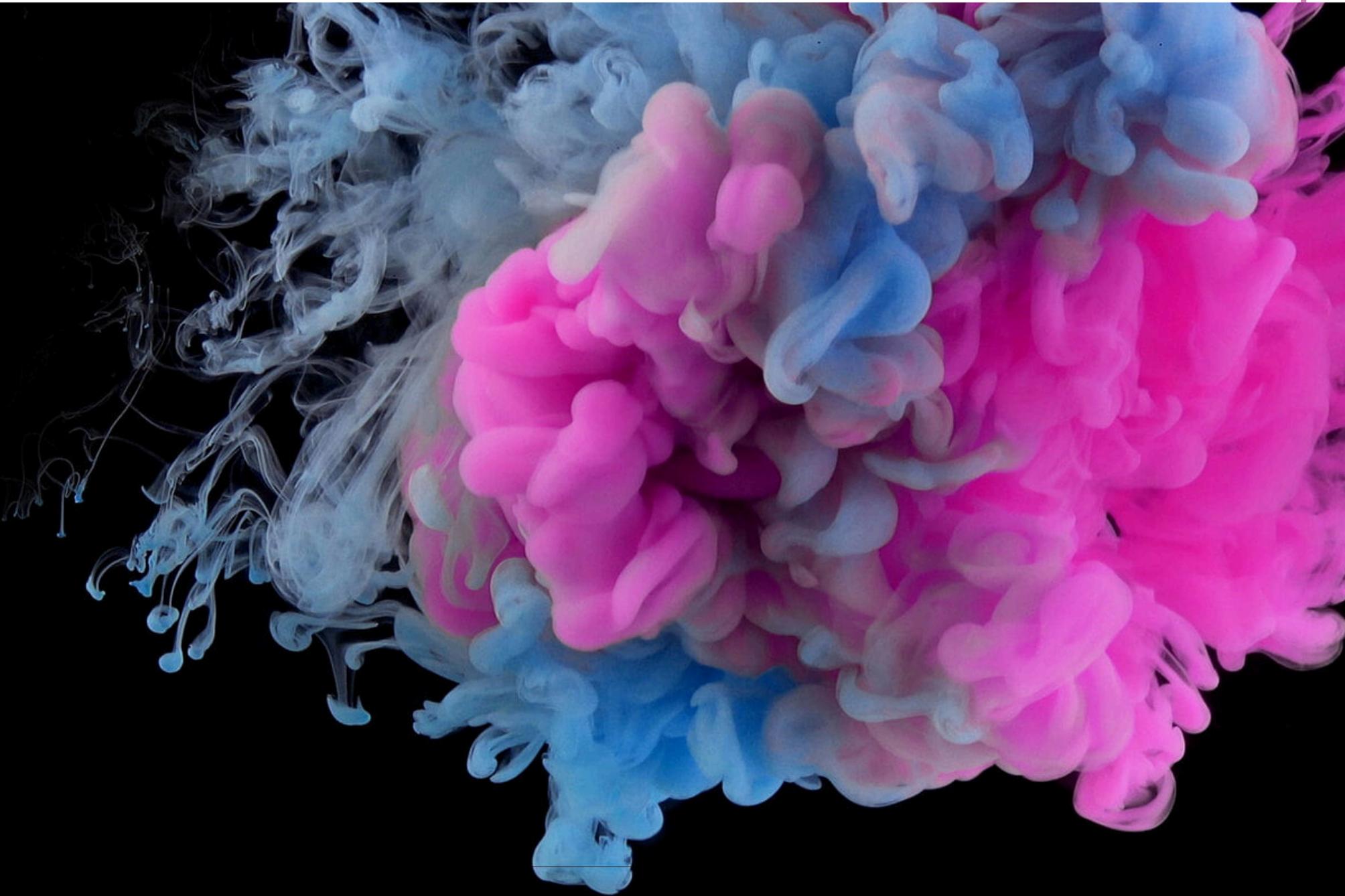
Interested in raising your profile at SuperReturn Private Credit Europe?

We've got a whole host of new and exciting sponsorship opportunities on our virtual event platform.

- You can capture lead or qualification data through polls and surveys
- Secure meetings and network with top LPs or GPs with our One-to-One Meeting Service.
- Virtual networking. Interact live on camera with all those that drop into your exhibition space.
- Fully branded private video chatroom. Invite people to your private chatroom to collaborate and do business. You can screenshare, annotate and invite others to join too.
- Event directory. You'll get a spot on the sponsor and exhibitor listing with your branding for all attendees to browse, and links to interact in your booth space.



[Get in touch with our team for more details](#)



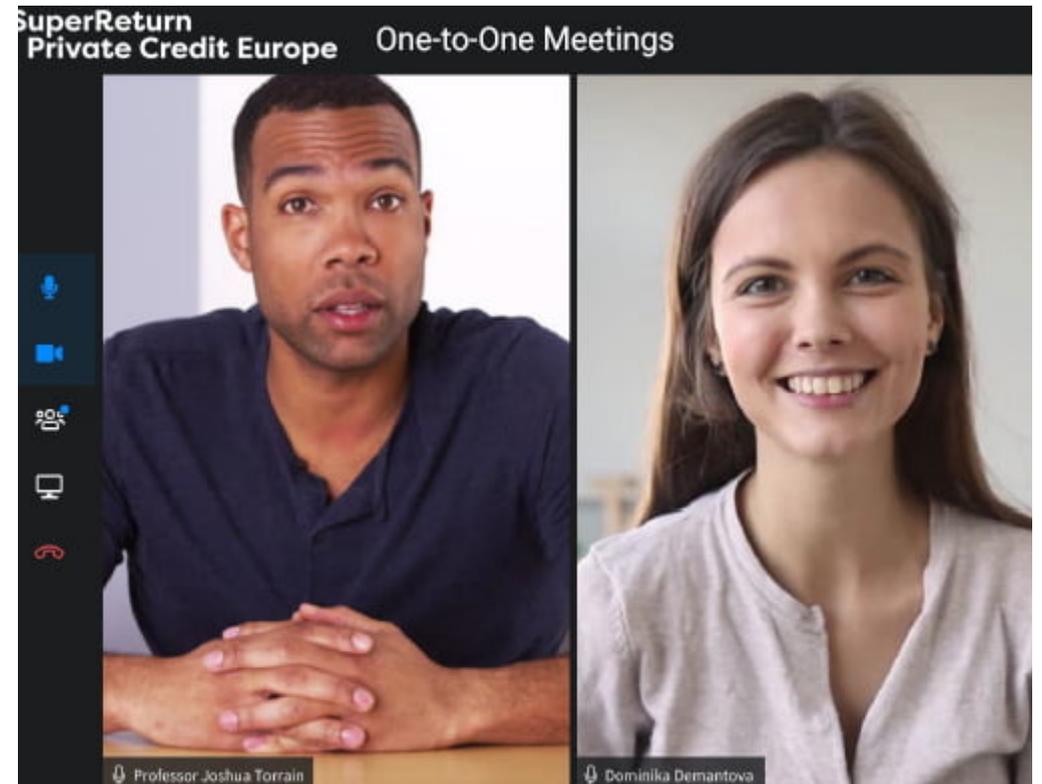
Meet And Network

Our virtual platform will enable digital to digital face-to-face connections, ensuring you can meet the people that matter most to you.

Guarantee time in front of the attendees that matter to you through the bespoke One-to-One Meeting Package.

View the list of attending companies in advance, pre-select those you would most like to meet and let us do the rest! You'll arrive at SuperReturn Private Credit Europe with a full schedule of meetings organized by our VIP relations team.

Take advantage of our strong relationships with key individuals to ensure you get time in their diaries. We will only set up a meeting if it's of mutual interest.



[Get in touch with our team for more details](#)



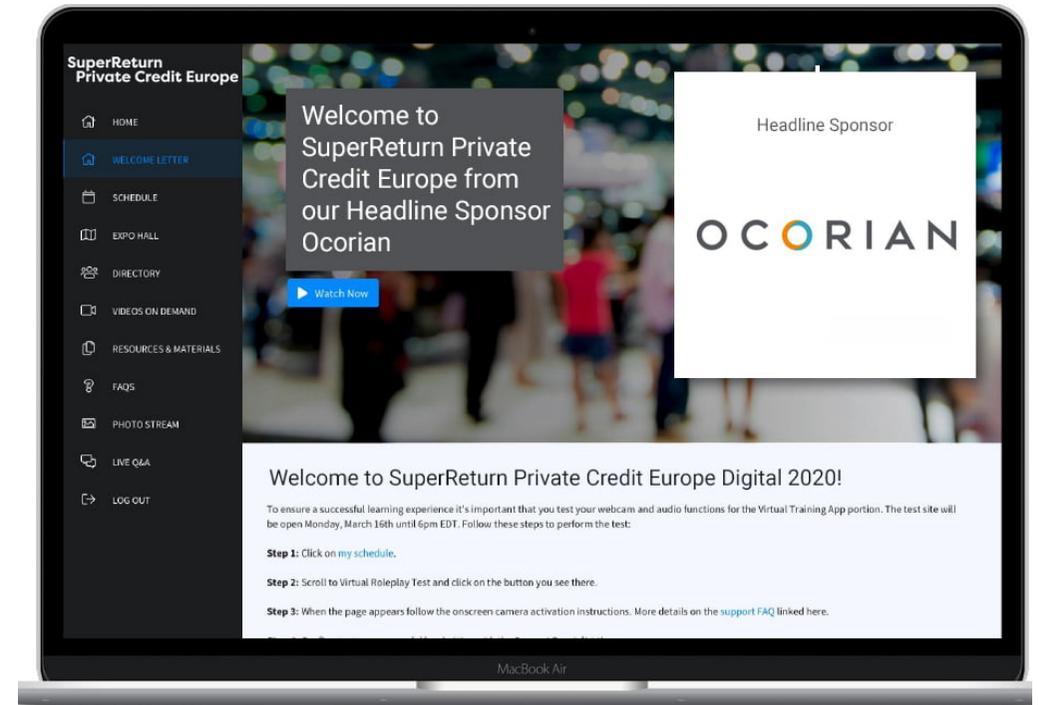
Be Heard

Have your voice heard by senior executives in the private equity community and beyond.

Options include:

- give a keynote address
- join a high profile panel debate
- chair or present a session on a more focused topic

Click through to the [next page](#) for more detailed product specifications.



[Get in touch with our team for more details](#)



Keynote session - solo or panel

Participate in a keynote/ plenary session (pre-recorded or livestreamed).

Live Q&A segment to be conducted post-session.

Live polling during the session; data from the polling will be made available to you.

Share collaterals during the session with all session participants.



Hosted roundtable discussion

We will promote your session among the registered attendees to drive RSVP pre-event and share the list of confirmed attendees. The session will also be available for non-confirmed attendees for joining live (based on availability).

Maximum participants: 15.

Live polling during the session; data from the polling will be made available to you.

Share collaterals during the session with all session participants.



Breakout stream panel discussion

Moderate a panel discussion in the breakout stream session.

Live Q&A segment to be conducted post-session.

Live polling during the session; data from the polling will be made available to you.

Share collaterals during the session with all session participants.



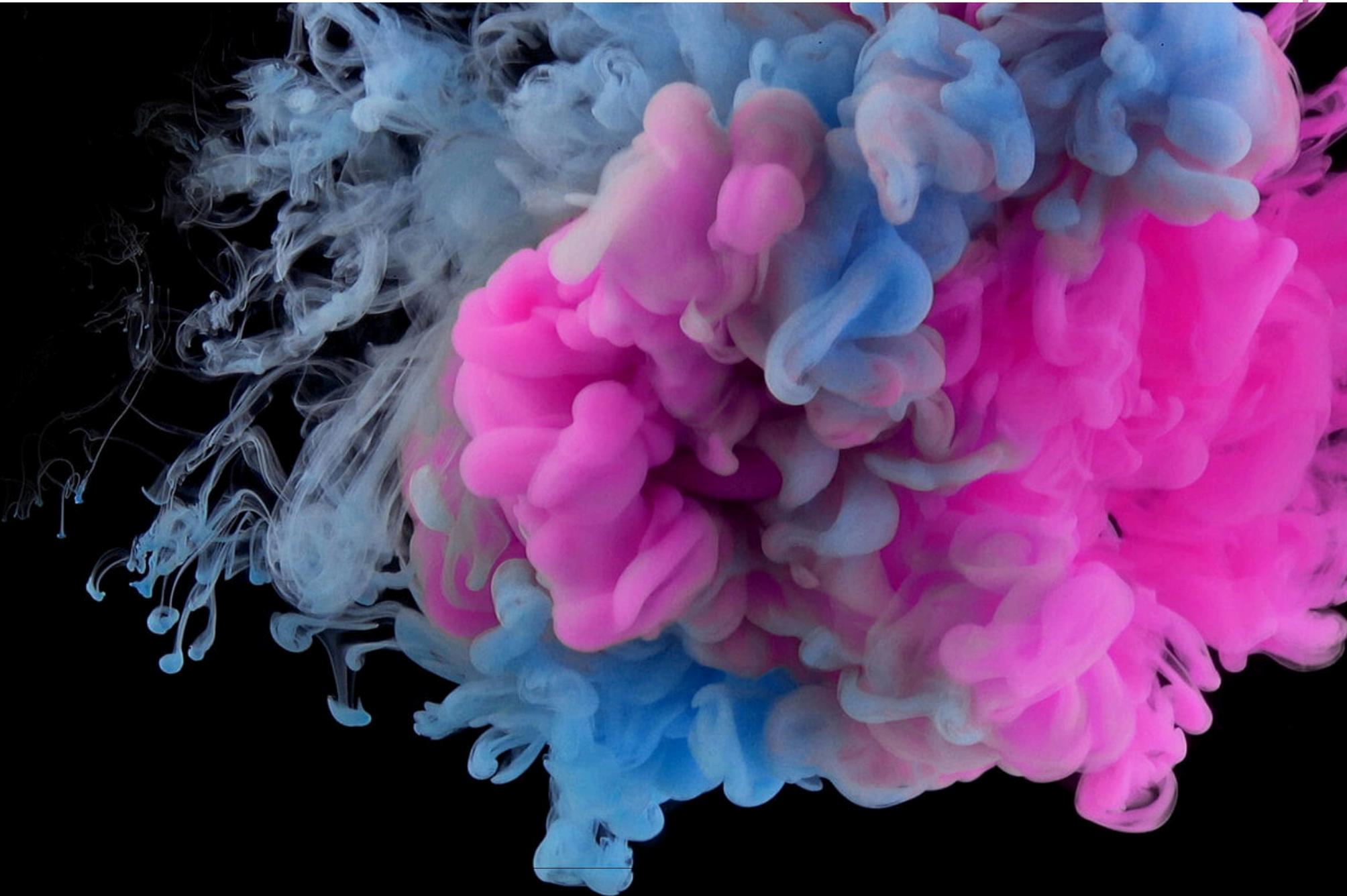
Chairmanship - plenary or stream

Act as the chairperson for the plenary panel discussion with the option to conduct the live Q&A and closing remarks at the end of the stream.

OR

Pick a stream that matches your subject matter expertise and act as the chairperson with the option to conduct the live Q&A and closing remarks at the end of the stream.

[Want to know more? Get in touch with our team](#)



Be Seen At Your Virtual Booth

Have live video conversations when people step into your booth - either one-to-one or in small focused groups.

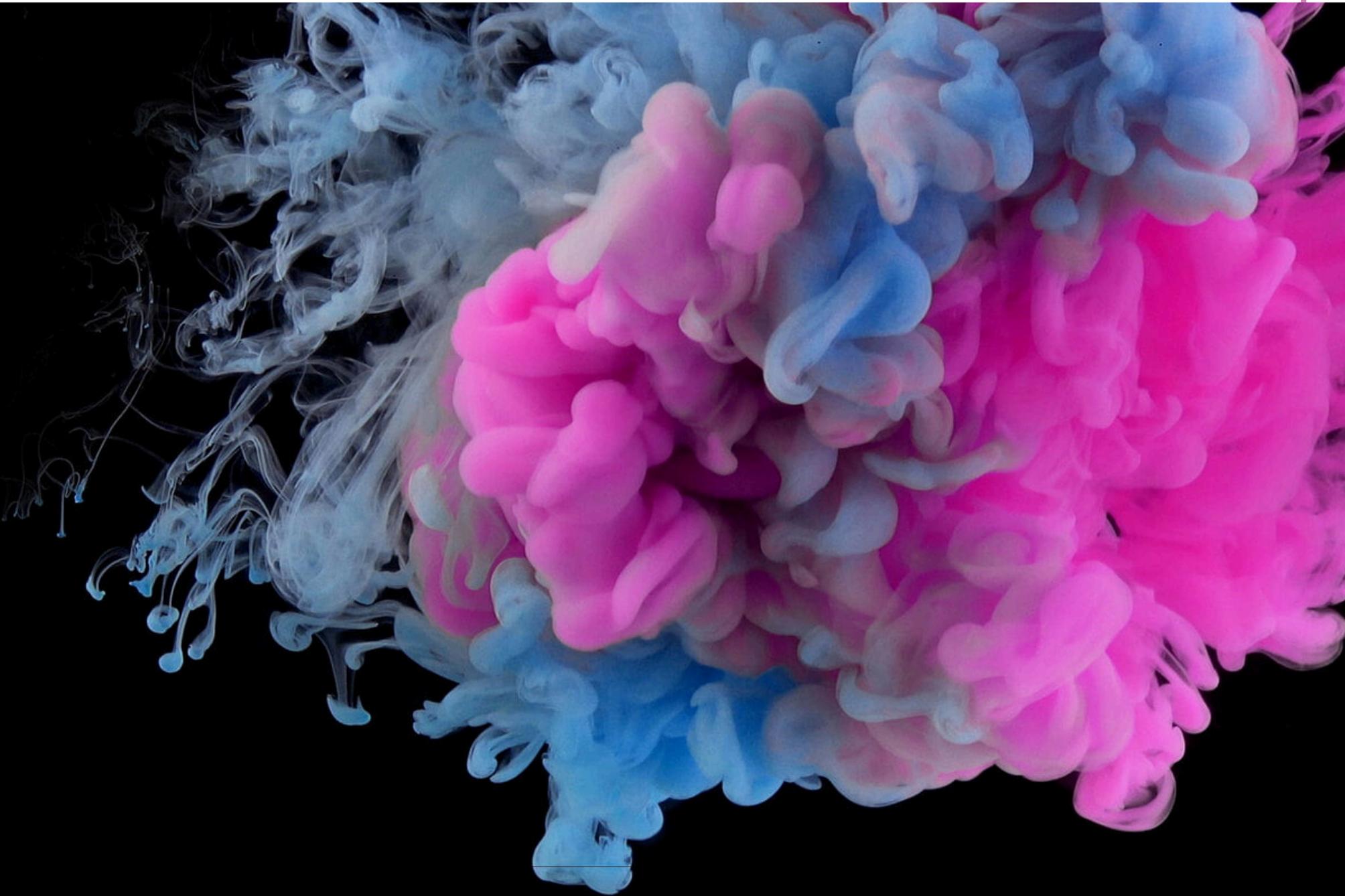
Make those all-important first impressions count just as you would do with a physical exhibition booth.

This is your fully branded lounge/booth/showroom space. Including:

- your branded company profile page showcasing pre-recorded videos eg. data presentation, fundraising pitches, etc
- your own resource area. Include links to a slide deck or brochure which visitors can download. Add links to relevant web pages. Or display videos showing potential customers how you can help them.

The screenshot displays a virtual booth interface for 'SuperReturn Private Credit Europe'. On the left is a dark navigation menu with icons and text for: Home, Welcome Letter, Appointments & Networking, Schedule, Main Stage - Live, Speakers, Sponsors, On Demand Sessions, Event Social Stream, FAQ & Support, and Log Out. At the bottom of the menu is the 'informa connect' logo. The main content area has a light blue header with 'Sponsors' and features the 'experian.' logo. Below the logo is a video player with a play button and a text block: 'We unlock the power of data to create opportunities for people, business and society. Our world is built on data. It's all around us, growing in power and influence every day. We work to turn that data into something meaningful. We gather, analyse, combine and process it to help people and organisations achieve their goals – whether that means planning for a secure future or getting to know your customers better.' A 'Make Appointment' button is positioned below the text. To the right of the video player is a 'Contact Info' section for Devin Lewis, CEM, CMP, with email 'dewis@bcva.com' and title 'Director of Regional Sales | Business Sales'. Below the video player is a 'Resources' section with links for 'Company Website', 'Convention center expansion', 'The Borov Concessions/Don Mark Transportation System', and 'Convention Center Expansion Brochure'. At the bottom left is a 'Gallery' section with a video thumbnail. At the bottom right is a large QR code. The 'informa connect' logo is also visible at the bottom left of the main content area.

[Get in touch with our team for more details](#)



Measurable ROI

Our new online platform will provide you with demonstrable ROI.

You can see who watches your session, who visits your virtual booth, details of meetings scheduled and engagement with your brand throughout the event.

- Analytics available during and post event for your booth and the wider event
- Get details of meetings scheduled and engagement at your session and in your room
- See the impact of engagement features e.g. surveys and polls



[Get in touch with our team for more details](#)



Digital Product Opportunities

Reach The World's Private Equity And Venture Capital Community All Year Round

Private Capital

Connect with the people who matter in private equity, venture capital, private credit and real assets

Content hub of
SuperReturn

The SuperReturn content hub allows you to connect with your clients any time, any place through our digital products.

Generate leads, raise your profile, or demonstrate your thought leadership and expertise. Whatever it is, we can help promoting and strengthening your digital presence.

Options include:

- [Display advertising](#)
- [Direct marketing](#)
- [Lead generation](#)
- [Custom content](#)

[Download the digital opportunities brochure >>](#)



[Get in touch with our team for more details](#)

Interested in getting involved?

Contact Emily Porter on
sponsorsuperreturn@informaconnect.com
or call +44 (0) 20 7017 7224.

