



ILPA GP SUMMIT

SPONSORSHIP OPPORTUNITIES

12TH ANNUAL GP SUMMIT / NOVEMBER 3 - 4, 2016 / NEW YORK, NY / WALDORF ASTORIA

OVER 500 PE PROFESSIONALS FROM OVER 30 COUNTRIES

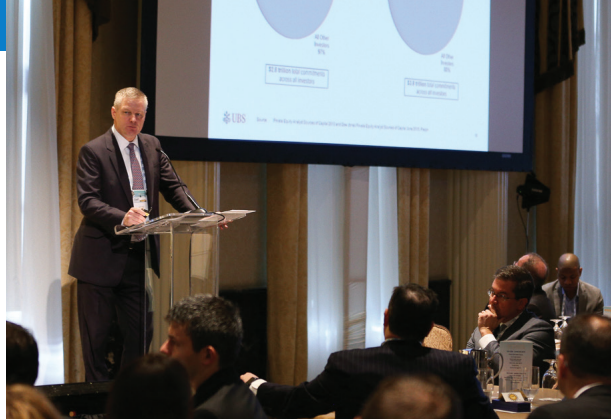
NEW EMERGING MANAGER SHOWCASE / WEDNESDAY, NOVEMBER 2



WHO IS THE ILPA . . .

The ILPA is the leading global, member-driven organization dedicated to advancing the interests of private equity limited partners through forward thinking educational programs, independent research, best practices, LP-only events and industry networking forums, and broad-based collaborations with both investor and private equity organizations.

ILPA membership is comprised exclusively of asset owners investing in private equity and spans a diverse range of institutions both small and large who collectively manage over US \$1 trillion of private equity assets.



. . . AND WHAT IS THE GP SUMMIT?

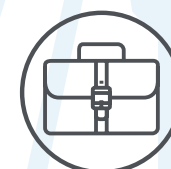
Since 2005, the ILPA has hosted the GP Summit—the premier event for the private equity industry—bringing together a select number of GPs with LPs from around the world for two days of one-on-one meetings and networking opportunities.

The GP Summit is built around networking and relationship building. The majority of the agenda consists of one-on-one meetings between LPs and GPs, arranged using the ILPA’s proprietary scheduling algorithm to optimize attendee interests. Additionally, the GP Summit has networking breakfasts and breaks, a keynote luncheon and cocktail party to provide opportunities for attendees to meet others who may not be on their meeting schedule.

Registration for the GP Summit is only open to LPs and GPs, and therefore, the only other way to attend is via sponsorship. The ILPA looks for strategic partners to form sponsorships that will provide value to attendees.



525 PE PROFESSIONALS



111 LP ORGANIZATIONS REPRESENTING 190 INDIVIDUALS WITH OVER \$400 BILLION AUM ALLOCATED TO PRIVATE EQUITY



80 GPs



30 COUNTRIES

WHO ATTENDS THE GP SUMMIT?

LIMITED PARTNERS

Limited Partner attendees include a broad range of senior level institutional investors representing public and corporate pension plans, endowments, foundations, family offices, insurance companies, sovereign wealth funds and other private equity institutional investors.

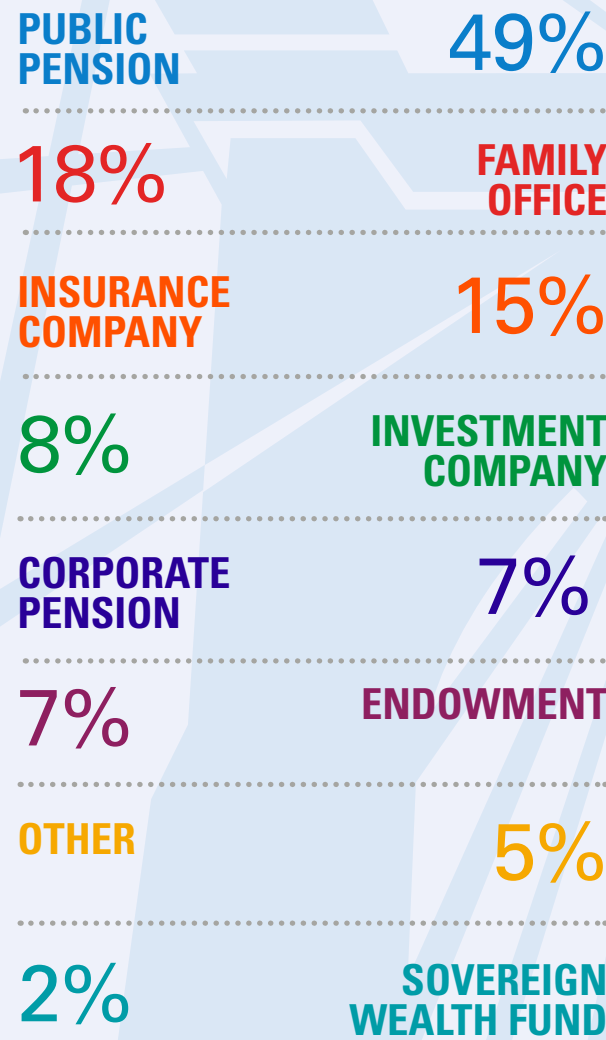
Over 110 LP organizations attend each year.

GENERAL PARTNERS

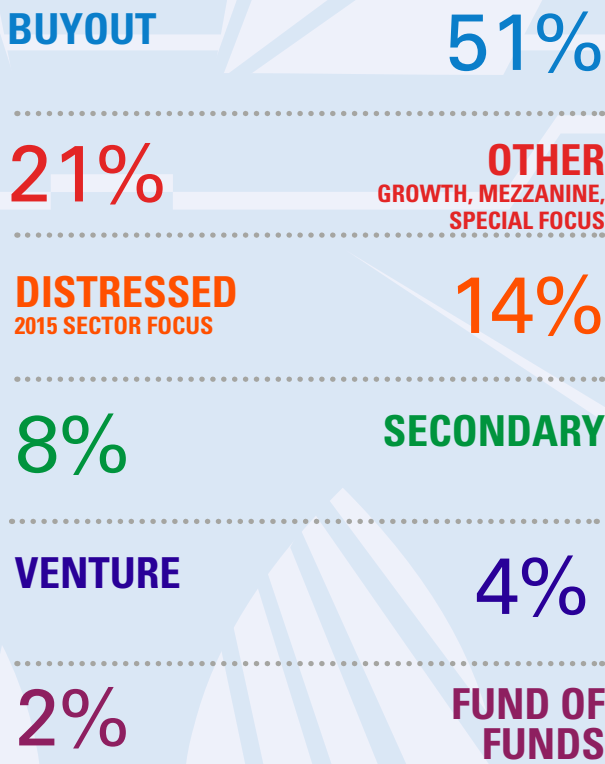
General Partner attendees including buyout, growth, distressed, mezzanine, secondary, venture capital, and select specialty funds from around the world.

GP registration is capped at 80 GPs.

LP ATTENDEE BREAKDOWN



GP ATTENDEE BREAKDOWN



INTERESTED IN EMERGING MANAGERS?

The pre-Summit Emerging Manager Showcase will be capped at 12 up-and-coming managers in private equity and passes for this event will be exclusive to the company sponsoring this package.

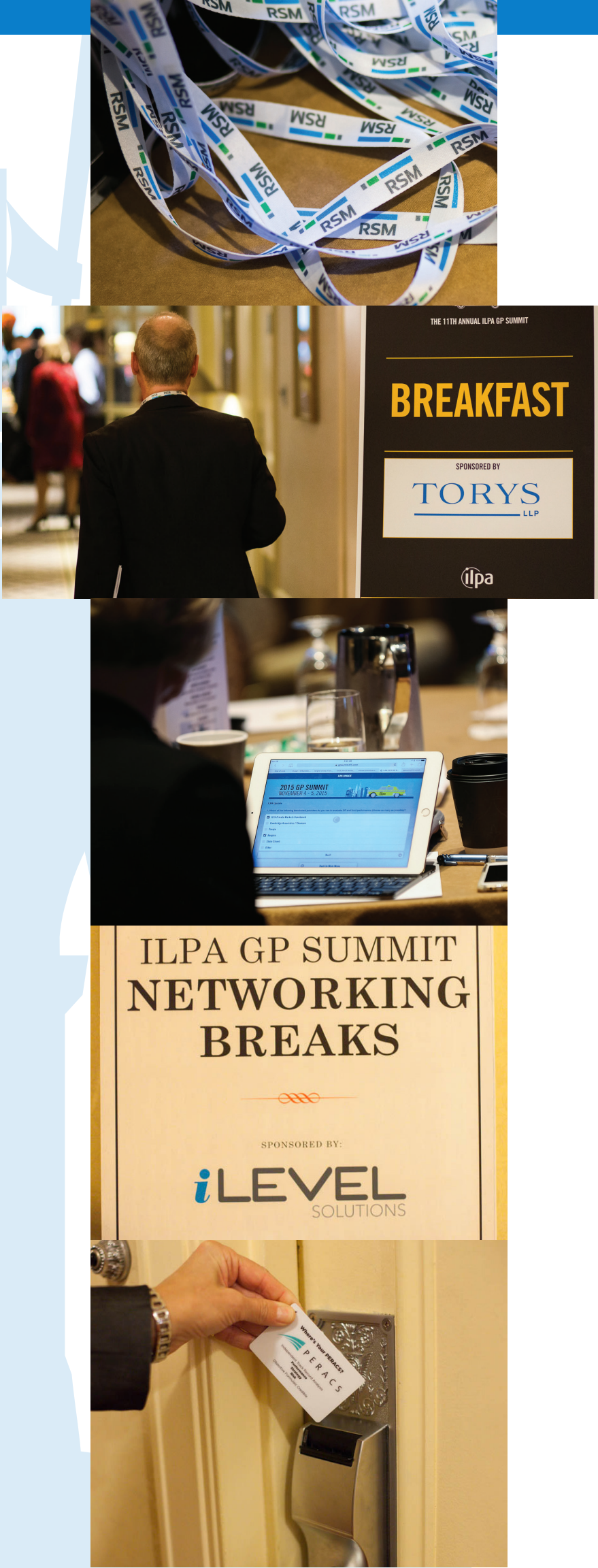
WHAT ARE THE BENEFITS TO SPONSORING THIS EVENT?

Build relationships and gain exposure to over 500 global private equity professionals

Exclusive access to the attendees—*sponsoring is the only way to attend if you are not a GP or LP*

Promote your brand and gain recognition in the private equity community

Show your support of the Institutional Limited Partners Association



EXCLUSIVE SPONSORSHIP OPPORTUNITIES

PREMIER LEVEL	SOLD	
PLATINUM LEVEL	Luncheon and Keynote Speaker with speaking opportunity LP-Only Dinner with speaking opportunity	
GOLD LEVEL	Breakfasts Hospitality Suite and Networking Breaks Event Website & Wifi	
SILVER LEVEL	LP Gifts GP Gifts Private Suite Keys Name Badge Lanyards Emerging Manager Showcase	
BRONZE LEVEL	Private Suite Newspapers Mobile Charging Station	
CONTRIBUTOR	Corporate Branding and Profile	

FOR MORE INFORMATION ON THESE PACKAGES, PLEASE CONTACT:
Pamela Jenkins, Event Manager, pjenkins@ilpa.org

DETAILED SPONSORSHIP BENEFITS PER LEVEL

	PREMIER	PLATINUM	GOLD	SILVER	BRONZE	CONTRIBUTOR
BRANDING						
Sponsorship recognition with tier specific & scaled logo placement on: <ul style="list-style-type: none">• Event signage and presentations• ilpa.org with hyperlink to website• Hard copy invitations to all ILPA members (~2000 individuals)	✓	✓	✓	✓	✓	✓
Organization logo and profile of up to X words and key contact information in event brochure	200 words	150 words	100 words	75 words	50 words	
Full page colour ad in on-site brochure	✓					
Opportunity to display collateral at Members-Only Conference in June	✓	✓	✓	✓	✓	✓
ONSITE						
X passes for attendees to attend all event functions and networking events	8	4 (+2 alternates)	3 (+1 alternate)	2 (+1 alternate)	1 (+1 alternate)	
Opportunity to address the entire audience during the opening remarks	✓					
Speaking opportunity (as specified by the ILPA)		✓				
Verbal acknowledgement from the ILPA Chairman during welcome remarks	✓	✓	✓	✓	✓	
An assigned ILPA staff sponsor delegate tasked to ensure your satisfaction, help make introductions, etc.	✓	✓	✓	✓	✓	✓
Opportunity to share corporate marketing collateral with attendees via sponsor hub	✓	✓	✓	✓	✓	✓
EVENT WEBPAGE (onsite application)						
Rotating web banner hyperlinked to your website	✓	✓	✓	✓	✓	✓
Dedicated sponsor section highlighting your organization profile and key contact information	✓	✓	✓	✓	✓	✓
Access to the entire event participant list, including contact information (up to x business days prior to the event and for the entire year following)	10	10	5	5	2	
Opportunity to provide corporate marketing collateral to attendees in downloadable format via your sponsor profile	✓	✓	✓	✓	✓	✓

PACKAGES

PLATINUM LEVEL

LUNCHEON AND KEYNOTE SPEAKER

As the exclusive sponsor of the two luncheon functions, your organization will be featured prominently as the attendees gather together each afternoon for lunch. As part of this package, your organization will have the opportunity to briefly address the audience and introduce the keynote speaker. You will also receive two head tables and the ILPA will assist in facilitating invitations to those attendees you wish to join the head table. You will receive 6 employee passes (4 + 2 alternates) to all of the GP Summit networking events.

LP-ONLY DINNER

As the exclusive sponsor of the LP-Only Dinner, your organization will be featured prominently as over 120 LPs gather for cocktails, networking and dinner prior to the Summit. As part of this package, you will have the opportunity to address the audience during dinner, and will have exclusive invitations to this networking event. You will receive eight employee passes to attend the LP-only Dinner and four employee passes to attend all of the GP Summit networking events.

GOLD LEVEL

BREAKFAST SPONSORSHIP

As the exclusive sponsor of the two breakfast functions, your organization will be featured prominently as the attendees gather together each morning for breakfast. As part of this package, you will receive 4 employee passes (3 + 1 alternate) to all of the GP Summit networking events.

HOSPITALITY SUITE AND NETWORKING BREAKS

As the exclusive sponsor of the 10th floor breaks, you will have access to a hospitality suite where you can invite attendees for a demonstration of your services. You will also have the opportunity to maximize corporate exposure during the breaks including signage and circulation of your corporate materials. The one-on-one meetings between the GPs and the LPs take place on the 10th floor over the course of the two-day event. As part of this package, you will receive 4 employee passes (3 + 1 alternate) to all of the GP Summit networking events.

GOLD LEVEL CONTINUED

EVENT WEBSITE AND WIFI

As the exclusive sponsor of the event website, your logo and corporate information will be prominently featured twice each day as attendees utilize the event website via a unique splash page of your design. Your organization will also be featured as the exclusive sponsor of the 10th and 18th floor complimentary wireless for all attendees including your logo on the instructions for this network and your organization name (if appropriate due to text length) can be used as the password to use the network. As part of this package, you will receive 4 employee passes (3 + 1 alternate) to all of the GP Summit networking events.

SILVER LEVEL

LP GIFTS

As the exclusive sponsor of each LP gift, your logo will be prominently featured on each gift as well as on the welcome note attached to each gift. The ILPA will work closely with you to determine a gift that will effectively maximize your brand exposure. As part of this package, you will receive 3 employee passes (2 + 1 alternate) to all of the GP Summit networking events.

GP GIFTS

As the exclusive sponsor of each GP gift, your logo will be prominently featured on each gift as well as on the welcome note attached to each gift. The ILPA will work closely with you to determine a gift that will effectively maximize your brand exposure. As part of this package, you will receive 3 employee passes (2 + 1 alternate) to all of the GP Summit networking events.

PRIVATE SUITE KEYS

As the exclusive sponsor of the Waldorf=Astoria suite keys, your color logo and corporate information will be featured on each key double-sided. Keys are used by LP and GP attendees staying at the hotel, as well as for all GP meeting suites on the 10th floor. As part of this package, you will receive 3 employee passes (2 + 1 alternate) to all of the GP Summit networking events.

NAME BADGE LANYARDS

Worn for the entire duration of the event by every GP Summit participant (LPs, GPs, and Sponsors: over 500 attendees), the name badge lanyards provide a continued opportunity for your organization in the forefront at all times during the event. It is mandatory that all name badges with your organization's logo on them are worn throughout the Summit in order to gain access to networking functions. As part of this package, you will receive 3 employee passes (2 + 1 alternate) to all of the GP Summit networking events.

SILVER LEVEL CONTINUED

EMERGING MANAGER SHOWCASE

A new feature of the GP Summit for 2016, as sponsor of the Emerging Manager Showcase, you will have exclusive access to attend the afternoon of the pre-Summit LP-Only Day when the Emerging Manager Showcase will be held. You will receive two employee passes to attend the lunch on November 2 and remain on-site for the afternoon during the Showcase where you will have the opportunity to network with the LPs and Emerging Managers featured. You will also receive 3 employee passes (2 + 1 alternate) to all of the GP Summit networking events. *Emerging Manager Showcase may be sold as a separate package outside of the GP Summit options, in which case detailed sponsorship benefits outlined on page 4 would not be included and a custom built package would be offered instead.*

NEW
OPPORTUNITY
FOR 2016

BRONZE LEVEL

PRIVATE SUITE NEWSPAPERS

As the exclusive sponsor of the private suite newspapers, your logo will be featured on each newspaper that will be distributed to each LP and GP attendee suite, each 10th floor meeting suite and displayed at registration / hospitality desks. The newspapers will be delivered on November 3 and 4 and you can select the newspaper of your choice. As part of this package, you will receive two employee passes (1 + 1 alternate) to all of the GP Summit networking events.

MOBILE CHARGING STATION

As the exclusive sponsor of the mobile charging stations, your logo will be displayed on the signage placed next to each station. Mobile charging stations will be available to attendees throughout the 10th and 18th floors. As part of this package, you will receive two employee passes (1 + 1 alternate) to all of the GP Summit networking events. *OPTION to increase to gold level for professional branded charging kiosks.*

CONTRIBUTOR

As a corporate branding sponsor, your logo will be featured on all print materials, mobile app and website features for the GP Summit. In addition, your organization will be fully profiled in the onsite mobile app and featured in a color advertisement.



PREMIER SPONSOR

Coller Capital

PLATINUM SPONSOR

TORYS
LLP

GOLD SPONSOR



SILVER SPONSOR

TO BECOME A STRATEGIC PARTNER WITH ILPA, CONTACT PAMELA JENKINS, EVENT MANAGER AT PJENKINS@ILPA.ORG

INSTITUTIONAL LIMITED PARTNERS ASSOCIATION 55 YORK STREET, SUITE 1200 TORONTO, ONTARIO CANADA M5J 1R7

