

Conference Sponsorship

2025

PASA 

About us

PASA exists for a single purpose:

A little bit of history...

To promote and improve the quality of pensions administration services to improve outcomes for UK pension scheme savers.

We're a not for profit, membership-only company – run by its members to support the industry deliver the high quality administration pension scheme members deserve. PASA members (both corporate and individual) have a passion for improving services for the benefit of scheme members, scheme sponsors and those charged with the oversight of pension arrangements.



Set up in 2011 by a small group of like-minded industry thought leaders, we've successfully grown our membership and introduced a set of administration standards against which member providing administration can be assessed and accredited.

OUR MISSION

While PASA is the only industry body focused solely on driving up the standard of pensions administration, this is simply a route to achieving better outcomes for the millions of people who save in to all UK pension schemes (DB, DC, trust-based and insured pensions). But this aim can't be realised without ensuring the interests and challenges of the previously unrepresented and undervalued administration sector are recognised and understood.

PASA is continually driving up standards of overall administration delivery through Codes of Conduct, Accreditation and Guidance. The innovative volunteer structure leverages the expertise of our members and industry specialists ensuring our output is clear, pragmatic and implementable. All PASA collateral is open-source and freely available to the pensions community providing support and education around specific pensions related topics.

OUR OBJECTIVES

PASA's agreed strategic objectives are:

- Create and maintain industry standards to support good pensions administration
- Promote pensions administration as a profession and support future SMEs development
- Influencing the digital journey to define best practice
- Engaging with senior stakeholders to influence policy to provide better outcomes

The PR Team

To discuss your sponsorship opportunities at the Annual PASA Conference please contact:



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About the PASA Annual Conference 2025

PASA is excited to host its **7th Annual Conference** at Convene 155 Bishopsgate, on **Monday 24 March 2025**. This conference will be a full day event, with plenty of opportunity for networking and exhibiting.

The venue is easily accessible from Liverpool Street Station, and a short walk from Bank, Moorgate and Monument Stations. As well as the conference and exhibition space, there's a workspace area available to use throughout the day.

The theme of PASA's 2025 Conference is '**Unwritten**', and will focus on the many changes and uncertainties impacting administration, embracing possibilities and moving forward with confidence, innovation and community. The change of government in Summer 2024 has already brought the launch of a Pension Review and the announcement of an upcoming Pensions Schemes Bill. The Bill is expected to build further on the topics of small pots, VFM and consolidation. Alongside this, the first schemes are due to connect to the dashboards ecosystem at the end of April 2025. It's a critical time and the administration industry needs to be empowered to deliver real change and create a legacy for the future of pension savers. Nothing is yet set in stone. Administrators need to be part of the conversation, and strong collaboration together with skilled and thoughtful implementation are key. The upcoming challenges present great opportunity for administration to be heard and empowered.

There's a large exhibition space with numerous branding opportunities available. The Conference attracts trustees, pension managers, administrators, lawyers, actuaries and SMEs, creating numerous opportunities to exchange ideas on administration and topical themes. A copy of the days outline, including breakfast, coffee breaks, lunch and drinks reception is available on request.



24

DAY

03

MONTH

25

YEAR

2024 Conference Review

Our 6th Annual Conference 'The time is now' was held on 30 April 2024. This event was attended by **296** people, from all areas of the pensions industry. We had representatives from The Pensions Regulator (TPR) and The Pensions Ombudsman (TPO) as speakers and exhibitors. An anonymised copy of the attendee list is available on request.

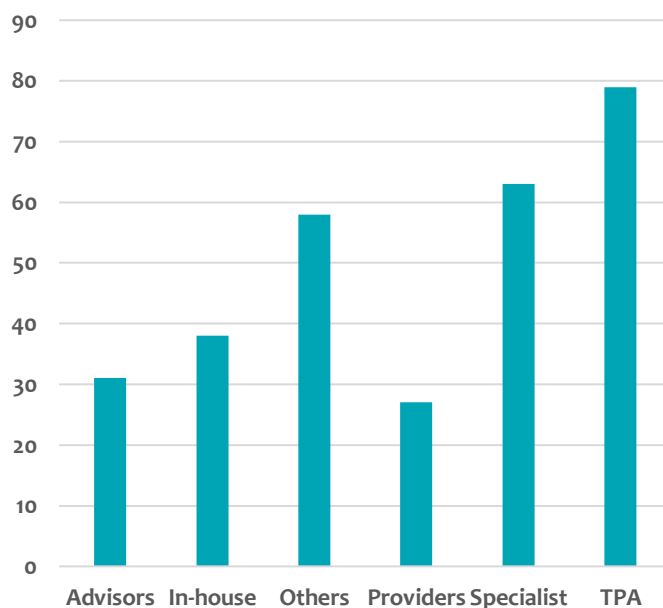
SPONSOR REVIEW



The PASA Conference is one of our favourite events of the year, there's always a high number of delegates with plenty of traffic at each exhibition stand. You can really tell it's created by Pensions Professionals for Pension Professionals, as they understand what our industry appreciates. The quality of the speakers is always excellent, and the day feels very organised from start to finish. We would recommend this event all day long and are already looking forward to the next one!

James Slevin

Attendees



- Advisors – e.g. legal, audit, consultancy, communications, investment managers
- In-house – public & private sector
- Others – press, regulators, associations, trustees, recruiters
- Providers – Master Trusts, consolidators, buy-out
- Specialist services – provided to admin such as data cleansing, technology, ID management, ISP, payments

2024 Sponsors:

Trafalgar House

Video Canvas
by moneyalive

Procentia
Innovating PenTech since 2002

CASHFAC

Intellica

BARNETT WADDINGHAM
beyond the expected

Knowa

itm
Solution delivered...

target
TRUSTED TRACE PROFESSIONALS

CFH
BEYOND COMMUNICATIONS

wtw

LexisNexis
RISK SOLUTIONS

equisoft
BUSINESS-DRIVEN INNOVATION

Crown Agents Bank

mantle



What can you expect in 2025?

We want our exhibitors to get as much out of the day as our attendees...



CHAIR MENTIONS

Our Chair will encourage attendees to visit the exhibition stands in their opening speech and lunchtime round up.



PASA BINGO

All attendees are provided with a bingo card on arrival and encouraged to collect stickers from each of the exhibition stands to enter a prize draw.



DEDICATED SUPPORT

A member of our PR Team will be on hand in the exhibition space throughout the day to help you with any questions, take photos and share the exhibition experience on our social media.



IMPARTIALITY

Speaking slots are designed to provide innovative insight to topics relevant to pensions administration. This isn't a commercial opportunity and as such speakers will not mention their own organisation or services unless there's an agreed purpose.



PROMOTION

We create dual branded collateral for you to share on your socials. In the lead up to the Conference we promote the event, speakers and sponsors on our own socials including re-sharing of any posts you do tagging PASA.

Please note, in order to maintain independence and quality, we **do not** offer sponsored speaking opportunities.

If you want to suggest a speaker or topic for consideration you can do so by submitting your suggestions [here](#).



2025 Sponsorship Opportunities



Bronze Exhibition Stand

£4,000

- Distribution of your company materials at the event
- Two delegate passes*
- Tailored, joint branded social media images promoting your sponsorship
- Confidential delegate list pre and post event (GDPR rules apply)
- Company logo listed in the conference programme
- Breakfast, coffee breaks, lunch and the drinks reception will be held in the exhibition area
- Company logo and biography included on the dedicated event website
- Inclusion in PASA Bingo during the day and promotion on social media
- A 'turn up and go' branded space with:
 - 1.5 x 2.4 m stand, including high impact graphic backdrop
 - 1 x counter with lockable storage & printed graphic infill
 - 1 x LED light

conference
EXPO
sponsor stand packages

Artists impression, graphics and colours used are for illustrative purposes only. Copyright on this design is reserved for Nimick Ltd and should not be copied, reproduced or passed on without permission. Please note that on European projects the furniture shown and quoted will be sourced from the local contractor and may vary slightly in design from that shown. You will be sent pictures of the furniture selected prior to the event.

Event: PASA Conference 2025
Date: 24th March 2025
Location: 155 Bishopsgate

You will receive a link to our event partner's portal to upload your branding which will be printed on your stand ready for arrival.

Finished artwork to be supplied by exhibitors, artwork services are available, POA.

*delegate passes for the conference are free to encourage industry involvement with PASA. However, spaces are limited, and a restriction is placed upon the number of passes available to each organisation if a waiting list is required. The two passes included with the sponsorship package are in addition to any imposed company limit. All stand personnel are considered delegates and may attend all sessions.



2025 Sponsorship Opportunities



Silver Exhibition Stand

£5,000

- Distribution of your company materials at the event
- Two delegate passes*
- Tailored, joint branded social media images promoting your sponsorship
- Confidential delegate list pre and post event (GDPR rules apply)
- Company logo listed in the conference programme
- Breakfast, coffee breaks, lunch and the drinks reception will be held in the exhibition area
- Company logo and biography included on the dedicated event website
- Inclusion in PASA Bingo during the day and promotion on social media
- A 'turn up and go' branded space with:
 - 2.4 x 2.4 m stand, including high impact graphic backdrop
 - 1 x counter with lockable storage & printed graphic infill
 - 1 x LED light

conference
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24

DAY

03

MONTH

25

YEAR

2025 Sponsorship Opportunities

Gold Exhibition Stand

£6,000



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Date: 24th March 2025
Location: 155 Bishopsgate

You will receive a link to our event partner's portal to upload your branding which will be printed on your stand ready for arrival.

Finished artwork to be supplied by exhibitors, artwork services are available, POA.

- Distribution of your company materials at the event
- Two delegate passes*
- Tailored, joint branded social media images promoting your sponsorship
- Confidential delegate list pre and post event where permission has been granted
- Company logo listed in the conference programme
- Breakfast, coffee breaks, lunch and the drinks reception will be held in the exhibition area
- Company logo and biography included on the dedicated event website and app
- Inclusion in PASA Bingo during the day and promotion on social media
- Half page advert in the conference programme
- A 'turn up and go' branded space with:
 - 3 x 2.4 m stand, including high impact graphic backdrop
 - 1 x counter with lockable storage & printed graphic infill
 - 2 x LED lights

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24

DAY

03

MONTH

25

YEAR

2025 Sponsorship Opportunities

Platinum Exhibition Stand

£7,000



Stand D

conference
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Event: PASA Conference 2025
Date: 24th March 2025
Location: 155 Bishopsgate

You will receive a link to our event partner's portal to upload your branding which will be printed on your stand ready for arrival.

Finished artwork to be supplied by exhibitors, artwork services are available, POA.

- Distribution of your company materials at the event
- Two delegate passes*
- Tailored, joint branded social media images promoting your sponsorship
- Confidential delegate list pre and post event where permission has been granted
- Company logo listed in the conference programme
- Breakfast, coffee breaks, lunch and the drinks reception will be held in the exhibition area
- Company logo and biography included on the dedicated event website and app
- Inclusion in PASA Bingo during the day and promotion on social media
- Full page advert in the conference programme
- A 'turn up and go' branded space with:
 - 4.1 x 2.4 m stand, including high impact graphic backdrop
 - 1 x counter with lockable storage & printed graphic infill
 - 3 x LED lights

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2025 Sponsorship Opportunities UPGRADES

Upgrade your stands with all of the original benefits and add more.

BRONZE



SILVER



GOLD



PLATINUM



Choose from additional add-ons to customise your stand. Options include:

- 1 x Bench
- 1 x 32" HD screen including wireless keyboard & mouse (Bronze)
- 1 x 43" HD screen including wireless keyboard & mouse (Silver, Gold & Platinum)
- 1 x A4 concertina literature holder
- 2 x stools (3 x stools for Gold & Platinum)
- XL branded counter width (Silver, Gold & Platinum)



2025 Sponsorship Opportunities



Starting from £7,000 - Drinks sponsor:

Sponsor the twilight slot! When the day's sessions are done, there's a buzz in the air and the delegates are ready to network and de-brief, everyone is ready for a refreshing drink and chat in the exhibition area. This hour and a half slot rounds off the day and captures the PASA community at their most animated. Brand the floor tiles in the serving area, or get in touch to discuss how this option could work for you – we're open to your creative ideas!

Starting from £3,000 - Breakfast sponsor:

Capture the anticipation of the day, increase your brand profile and sponsor the breakfast slot. The event opens at 9am for arrivals keen to hear and share their thoughts on the day ahead. A fabulous 'Energizer' breakfast including pastries, baked goods, fruit and smoothies is available to sustain the delegates through the morning's sessions starting at 9.30am. Get in touch to discuss how this option could work for you – we're open to your creative ideas!

All sponsors of these options also receive:

- Logo and biography on the event website
- Logo listed in the event programme
- Confidential delegate list pre and post event where permission has been granted
- Sponsor logo to appear against the relevant session on the event programme in print and web
- Tailored, joint branded social media images promoting your sponsorship

24

DAY

03

MONTH

25

YEAR

2025 Sponsorship Opportunities

Tea & coffee stations

£3,000

Add your brand to the two very popular refreshment stations in the exhibition hall. There's an additional option to brand the tea and coffee cups if required, please do ask for more details.

Conference Room Doors

£2,000

Add your branding to the ideas centre of the day for all to see as they take their seats for the main event.

Lanyards

SOLD

An opportunity to supply the lanyards for all delegates
We're anticipating 250-300 delegates this year.

Programme Advertising

£400, £600

Advertise your business in our event programme with a half-page or full back page advert.

All sponsors of these options also receive:

- Logo and biography on the event website
- Company logo listed in the event programme
- Tailored joint branded social media images promoting your sponsorship





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