



Conference Sponsorship

2026

PASA 

About PASA

OUR PURPOSE

To promote and improve pensions administration services

OUR HISTORY

Founded in 2011 by industry thought leaders

OUR STRUCTURE

Not-for-profit, membership - only company



PASA is the only industry body focused solely on driving up the standard of pensions administration to achieve better outcomes for millions of UK pension scheme savers.

Our Mission & Objectives



Create Industry Standards

Support Good pensions administration through high standards

Promote Professionalism

Support future SMEs development in administration

Influence Digital Journey

Define best practice in digital transformation

Engage Stakeholders

Influence policy for better outcomes

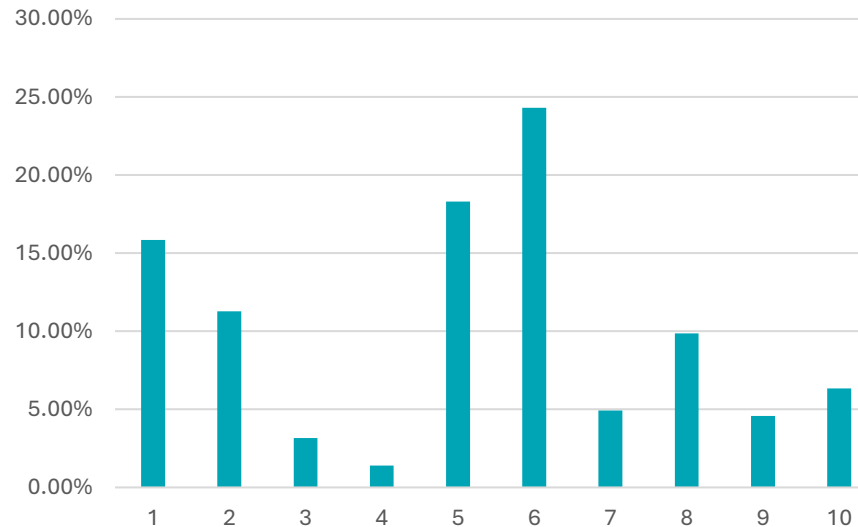
2025 in Review



383 Registered Delegates
284 Delegates Checked-in



Delegate Breakdown



KEY:

1. TPA
2. In-house – public & private sector
3. Trustee
4. TPE
5. Advisors – EBC, legal, audit, consultancy, communications, investment manager
6. Specialist services provided to admin – data cleansing, technology, ID management, ISP, payments
7. Providers – Master Trusts, consolidators, buy-out
8. Industry -press, regulators, associations, recruiters
9. PASA
10. Other

Thank you to everyone who stopped by to speak with us – and to PASA for putting on such a valuable and enjoyable event.



We really enjoyed exhibiting our @Video Canvas personalised video player at the event. Our stand was busy throughout, and not just because we were strategically positioned between the morning croissants and the afternoon cakes!



We both agree PASA 2025 was as engaging and relevant as ever, offering insightful discussions on key industry topics. The organisers always demonstrate a keen understanding of the most pressing issues in pensions, bringing together excellent speakers who provide valuable perspectives.



What to expect in 2026



Wednesday 29 April 2026



Convene,
155 Bishopsgate, London



Registration from 09:00

IN ORDER TO MAINTAIN INDEPENDENCE AND
QUALITY, WE **DO NOT** OFFER SPONSORED
SPEAKING OPPORTUNITIES.



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 your posts tagging PASA.

Exhibition-Ready Stands

Package	Price	Stand Size	Key Features
Bronze	£4,500	1.5 x 2.4m	High impact backdrop, 1x counter and printed graphic infill, 1x LED light
Silver	£5,500	2.4 x 2.4m	High impact backdrop, 1x counter and printed graphic infill, 1x LED light
Gold	£6,500	3 x 2.4m	High impact backdrop, 1x counter and printed graphic infill, 2x LED light
Platinum	£7,500	4.1 x 2.4m	High impact backdrop, 1x counter and printed graphic infill, 3x LED light

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.



Bronze



Silver



Gold



Platinum

What's included?

As **STANDARD**, you'll receive:

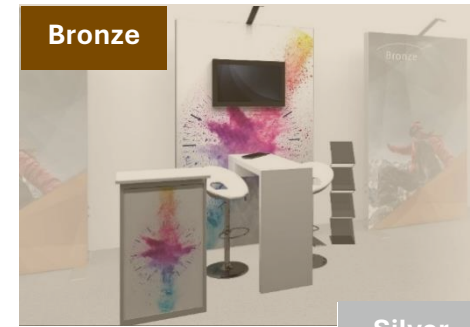
- ✓ Distribution of your company materials at the event
- ✓ 2 delegate passes*
- ✓ Tailored, joint branded social media images promoting your sponsorship
- ✓ Confidential delegate list pre and post event (GDPR rules apply)
- ✓ Company logo listed in the conference programme
- ✓ Breakfast, coffee breaks, lunch and the drinks reception will be held in the exhibition area
- ✓ Company logo and biography included on the dedicated event webpage
- ✓ Inclusion in PASA Bingo during the day and promotion on social media

*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.

Exhibition Stand Upgrades

Choose from additional add-ons to customise your stand:

- 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**)



Sponsorship Opportunities

Drinks Sponsor - POA

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. Get in touch to discuss how this option could work for you.

Breakfast Sponsor **SOLD**

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.

Coffee Stations - £3,500

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 **SOLD**

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 - £450/£650

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

We welcome any suggestions you may have for further sponsorship opportunities. We're all ears and would love to hear from you!



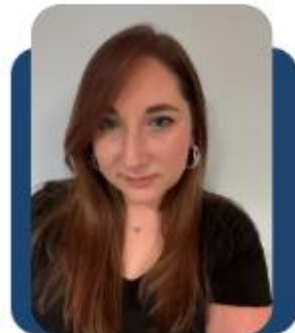
The PR Team



Lucy Collett
Operations Director
Contact



Helen Taylor
Business Administrator
Contact



Hayley Mudge
Brand Identity Manager
Contact



Justine Joy
PR Committee Chair



Susan McFarlane
PR Committee Volunteer



Grace Lyon
PR Committee Volunteer



Allie Taylor
PR Committee Volunteer