

PASA\$



**PARTNERSHIP
OPPORTUNITIES**

ONCE IN A LIFETIME

Edinburgh Conference

26 November 2026



Become part of the conversation

**A partnership with PASA Edinburgh
is more than brand visibility.**

It's an opportunity to align your organisation with one of the UK's leading pensions administration events, connecting with senior decision-makers, industry leaders and professionals shaping the future of administration.

Whether your objective is to build relationships, showcase expertise or increase brand awareness, our partnership opportunities are designed to create meaningful engagement before, during and after the event.

A defining moment for pensions administration

Once in a Lifetime reflects a profession reaching a pivotal point.

After 15 years of raising standards, administration now sits at the heart of delivering better outcomes for savers. As dashboards become reality, member expectations evolve and endgame strategies gather pace, the conversations taking place in Edinburgh have never been more relevant.

Four conversations. One defining moment.

Dashboards becoming reality

Designing around real member needs

Delivering successful endgame journeys

Developing tomorrow's leaders





Designed to bring people together

Every part of PASA Edinburgh has been carefully designed to encourage conversation, collaboration and meaningful networking across the pensions administration community.



REGISTRATION
& COFFEE



OPENING
KEYNOTE



PANEL
DISCUSSIONS



INNOVATION
SHOWCASE



NETWORKING
BREAKS



DRINKS
RECEPTION

From the first coffee to the final drinks reception, every moment is designed to bring people together.



Intercontinental
Edinburgh



26 November
2026

Partnership Opportunities

Choose the opportunity that best aligns your organisation with the PASA Edinburgh Conference experience.



DRINKS RECEPTION

£4,000 - SSTC

Premium networking opportunity to end the day in style.

1 AVAILABLE
See page 6



DIGITAL ENGAGEMENT

£2,000

Support audience interaction and increase your visibility.

1 AVAILABLE
See page 7



LANYARD SPONSOR

£2,500

Receive high-profile visibility throughout the event.

1 AVAILABLE
See page 8



EXHIBITION TABLE

£2,000

Positioned in the networking area, with multiple connection points with delegates

2 AVAILABLE
See page 9



PASA IN BLOOM

£1,500-£2,250

A popular PASA event giveaway, offering delegates a memorable takeaway

1 AVAILABLE
See page 10



INNOVATION SHOWCASE

£500

Designed to give smaller or newer organisations a way to share emerging ideas.

LIMITED OPPORTUNITIES
See page 11



Drinks Reception Sponsor

£4,000 (plus VAT)

Where the day's conversations become tomorrow's relationships.



The drinks reception brings together delegates, speakers and the PASA Board in a relaxed environment, providing the conference's longest dedicated networking opportunity.

WHAT'S INCLUDED?

- ✓ Branding at the evening networking reception
- ✓ Recognition in delegate communications
- ✓ Logo on the PASA event webpage
- ✓ Printed programme recognition
- ✓ Verbal acknowledgement from the Chair
- ✓ LinkedIn promotional asset and acknowledgement
- ✓ Delegate list pre and post event (subject to GDPR)

Availability: One opportunity (*SSTC first refusal*)

PREMIUM NETWORKING

Digital Engagement

£2,000 (plus VAT)

Keep the conversation flowing.

Digital engagement gives delegates the opportunity to ask questions, contribute to discussions and participate throughout the conference. By supporting PASA's interactive Q&A platform, your organisation becomes part of every conversation.

WHAT'S INCLUDED?

- ✓ Recognition as Digital Engagement Sponsor
- ✓ Joint branding on Slido throughout the event
- ✓ Sponsor logo on Q&A screens during sessions
- ✓ Sponsor logo on holding slides
- ✓ Printed programme recognition
- ✓ Logo on the PASA event webpage
- ✓ Verbal acknowledgement from the Chair
- ✓ LinkedIn promotional asset and acknowledgement
- ✓ Joint-branded LinkedIn posts before and during the event
- ✓ Sponsor tagged in relevant planned event posts, where appropriate
- ✓ Delegate list pre and post event (subject to GDPR)

Availability: One opportunity

AUDIENCE ENGAGEMENT

PASA retains full editorial control of all questions, moderation, polls, session content and post-event communications.



Lanyard Sponsor

£2,500 (plus VAT)

Your brand worn throughout the day.

Seen by every delegate throughout the conference, branded lanyards provide continuous visibility from registration through to the drinks reception, keeping your organisation front of mind throughout the day.

WHAT'S INCLUDED?

- ✓ Logo on all delegate lanyards (*supplied by the sponsor and subject to PASA approval*)
- ✓ Printed programme recognition
- ✓ Logo on the PASA event webpage
- ✓ LinkedIn promotional asset and acknowledgement
- ✓ Delegate list pre and post event (subject to GDPR)



Availability: One opportunity

BRAND VISIBILITY

Exhibition Table

£2,000 (plus VAT)

Be where the conversations happen.

Positioned within the conference networking area, exhibition tables give your organisation a dedicated presence at the heart of the event. With delegates gathering during registration, lunch, refreshment breaks and the drinks reception, it's an opportunity to build relationships and showcase your organisation at every stage of the event.

WHAT'S INCLUDED?

- ✓ Trestle table and two chairs
- ✓ Space for one pull-up banner
- ✓ Opportunity to display approved merchandise or delegate materials
- ✓ Printed programme recognition
- ✓ Logo on the PASA event webpage
- ✓ LinkedIn promotional asset and acknowledgement
- ✓ Delegate list pre and post event (subject to GDPR)

Availability: Two opportunities

FACE-TO-FACE CONNECTIONS



PASA in Bloom Festive Edition

A gift that keeps growing.

PASA in Bloom has become one of the conference's most popular traditions, giving delegates something memorable to take home long after the event has ended.

This year, every delegate will receive an amaryllis bulb. A simple reminder of PASA's commitment to helping the pensions administration profession continue to grow.

Option 1: PASA fulfilled

£2,250 (plus VAT)

- PASA sources the bulbs
- PASA manages fulfilment and event distribution
- Standard branded bags/tags
- Sponsor provides the artwork by the agreed deadline

Option 2: Sponsor fulfilled

£1,500 (plus VAT)

- Sponsor sources the bulbs
- Sponsor provides branded bags/tags
- PASA approves artwork
- PASA distributes at the event

WHAT'S INCLUDED?

- ✓ Recognition as PASA in Bloom Sponsor
- ✓ Branding on gift bags/tags
- ✓ Printed programme recognition
- ✓ Logo on the PASA event webpage
- ✓ Verbal acknowledgement from the Chair
- ✓ LinkedIn promotional asset and acknowledgement
- ✓ Delegate list pre and post event (subject to GDPR)

All materials and branding are subject to PASA approval. Any non-standard production requirements may incur additional costs.

Availability: One opportunity

MEMORABLE TAKEAWAY

Innovation Showcase

£500 (plus VAT)

A platform for the ideas shaping what comes next.

Separate from the main exhibition table opportunities, the Innovation Showcase is designed to give smaller or newer organisations a lower-cost way to share emerging ideas with the pensions administration community.

PASA is keen to support innovation in pensions administration and create opportunities for early-stage organisations developing products, services or approaches relevant to member outcomes, data, technology, engagement, governance or administration delivery.

The Showcase will take place during the extended lunch networking period. It will be a curated opportunity rather than a standard exhibition package, with participants selected by PASA.

WHAT'S INCLUDED?

- ✓ Space for one pull-up banner within the Innovation Showcase area
- ✓ Opportunity to provide approved delegate materials
- ✓ Opportunity to deliver a short, strictly timed Innovation Introduction during lunch (*subject to final timings*)
- ✓ Printed programme recognition
- ✓ Logo on the PASA event webpage
- ✓ Delegate list pre and post event (subject to GDPR)
- ✓ Inclusion in an Innovation Showcase LinkedIn post

Availability: Limited opportunities

Artificial
Intelligence

Automation

Data Quality

Digital
Identity

Retirement
Guidance

Dashboards

Open
Finance

Cyber
Resilience

Member
Communications

Administration
Technology

APIs &
Interoperability

Organisations should usually meet one or more of the following criteria:

1. Launched within the last 5 years
2. Fewer than 12 employees
3. Developing an innovative solution relevant to pensions administration or member outcomes
4. Not currently in a position to take a full exhibition or sponsorship package

Places are limited and subject to PASA approval. Innovation Introductions must be non-sales-led, focused on the issue being addressed and the value to the pensions administration community. PASA retains full control of timings, format and content approval.

EMERGING IDEAS



Programme Advertising

Put your brand in every delegate's hand.

Advertise your organisation in the printed delegate programme, with a choice of half-page, full-page or premium back-page placement.

Half Page
£300 (plus VAT)

Full Page
£400 (plus VAT)
• Internal page

Back Page
£500 (plus VAT)

Availability: Limited placements

DELEGATE VISIBILITY

Ready to be part of the conversation?

Whether you're looking to build relationships, increase visibility, showcase innovation or simply be part of the conversations shaping pensions administration, we'd love to have you involved.

To discuss partnership opportunities or secure your place, contact the PASA team.

Helen Taylor, Business Operations Co-Ordinator

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www.pasa-uk.com

A note on editorial independence

Partnership, sponsorship, exhibition and advertising opportunities do not include a conference speaking slot. PASA doesn't offer sponsored speaking opportunities and retains full editorial control of the conference agenda, speakers and content.

Innovation Introductions offered as part of the Innovation Showcase do not form part of the main Conference agenda and are not sponsored conference speaking slots and remain subject to PASA approval.





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