



# PENSIONSEUROPE CONFERENCE

# Sponsorship Proposal

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## PensionsEurope Annual Conference 2025

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"The Way to Better Pensions"

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In-person conference

Bucharest, Romania

10 April 2025



# About the Event

**The Annual Conference 2025 "The Way to Better Pensions" will take place on 10 April 2025 in Bucharest, Romania. This event is available in-person only.**

The PensionsEurope Annual Conference brings together leading experts in pensions, as well as pension professionals and EU officials to exchange views and best practices on the most topical issues in the pension landscape.

After much focus on the accumulation phase, policymakers are now turning their attention to the payout phase.

With the European Commission starting a new mandate, new initiatives are set to shape the development of funded pensions in Europe.

At the same time, the transformative rise of AI is impacting every corner of the workplace, including investing and creating new challenges and opportunities for the pension sector.

Finally, in today's fast-changing world—shaped by the aftershocks of the COVID-19 pandemic, inflation crises, and economic uncertainty—financial security has become more critical than ever.

Join us to connect, exchange ideas, and help shape the future of pensions in Europe.

# Sponsorship Package

A speaking slot on a relevant topic of your choice (30-minute session)<sup>1</sup>

A speaking slot, as part of a shared session, to be allocated by PensionsEurope on a first come, first serve basis

Complimentary delegate registrations<sup>2</sup>

Branding on the PensionsEurope website including a 100-word editorial, contact details, and hyperlink to the sponsor's website

Acknowledgment of sponsorship on printed and electronic marketing material for the event including the PensionsEurope website

Sponsor's logo alongside the PensionsEurope logo on delegates names badges

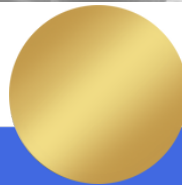
Sponsor's logo alongside those of the other sponsors on the PowerPoint holding slides

Use of the PensionsEurope brand in any pre-conference promotional material<sup>3</sup>

Delegate contact details including email addresses, provided in advance of and post event<sup>4</sup>

Branding may be provided by the sponsor for the meeting room by way of a small roller banner<sup>5</sup>

You may provide literature of your choice to go on a table at the back of the main auditorium



yes

no

3

yes

yes

yes

yes

yes

yes

yes

yes

€15,000



no

yes

2

yes

yes

no

yes

yes

yes

no

yes

€10,000

- <sup>1</sup> The topic and speaker must be agreed by PensionsEurope prior to confirmation of sponsorship and a named person must be provided within the deadline set out by PensionsEurope.
- <sup>2</sup> One complimentary delegate registration must be used by the appointed speaker if they wish to attend the full conference but may be transferred to colleagues if speakers do not wish to stay. Delegate registrations are non-transferable between colleagues. Must be used for representatives of the sponsoring organisation. This cannot be applied to guests or anyone outside the sponsoring organisation.
- <sup>3</sup> Material must relate to the PensionsEurope Conference and is subject to PensionsEurope approval.
- <sup>4</sup> Delegate contact details including email addresses will be provided in three parts pre-event and once post-event, where permission has been granted to share. Contact details may only be used for promotional details relating to the event.
- <sup>5</sup> Set-up of additional room branding is the sponsor's responsibility.

# About us

PensionsEurope is an International non-profit organisation based in Brussels **representing national associations of pension funds for workplace and other funded pensions**. Many of our members operate also personal pension schemes.

We have 25 member associations in **19 EU Member States** and **4 other European countries** covering pensions for more than 90 million people in Europe and investing **over €5 trillion for pensions**. We aim to cover all countries in Europe.

PensionsEurope has **14 Corporate and Supporter Members** which are **various service providers and stakeholders that work with pension funds**. Membership is also open to asset managers, banks, custodians, law firms and social partners.

**The aim of PensionsEurope is that people in Europe will have good pensions**. The European pensions landscape is very diverse and pensions come in different forms in different countries. We advocate at European and International level for good funded pensions covering more people.



Policies which will enable sufficient contributions and good returns.



A regulatory environment encouraging workplace pension membership.



Ensuring that more and more Europeans can benefit from an adequate income in retirement.



**Interested in  
sponsoring our  
event?  
Contact us here**

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