

Engage decision-makers
in private markets.

ipem

Community

SPONSORSHIP KIT 2025–2026



Digital Reach

A growing database
of **90k+** members

Focussed on core investment functions – allocators fundraisers, dealmakers and operators.

58%
C-Level Audience

Senior audience of decision-makers: CEO, CIO, Founder, Managing Partner, Partner and Director-level.

60/40
GP/LP mix.

Experience the power of meaningful connections in private markets.

75%
international

An international platform, with 75% of contacts outside of France.

Live Event

8+
events per year

4 international flagships
(IPEM Global, IPEM Wealth, IPEM Future,
IPEM LP Congress)
2 Regional events
(North America, Asia)
1 Sector Focus Event
(Healthcare)
1 Wealth Awards

10k+
attendees per year

Our in-person events convene the biggest investors and fund managers and represent a deep pool of private capital.

15+
Summits per year

Covering the latest market trends in asset classes and investment themes: Private equity – Venture & growth – Private debt – Infrastructure – Climate – Secondaries – And more!

25+
LP only sessions

From peer to peer learning sessions, educational workshops and case studies, SFO and Wealth distributors summits, lunches and breakfast we deliver unique moments of networking and knowledge sharing for allocators around the globe.

Become a partner of IPEM Community & Get your message to break through.

IPEM Community, a year-long content platform, designed to offer all audiences exclusive, high-value insights — including webinars, insightful articles, white papers, and video highlights.

Senior private markets professionals are drowning in information. It's hard to get their attention and easy for your message to get lost. IPEM helps you cut through the noise, with compelling narratives from an independent voice that busy executives actually trust!



“

IPEM is about community—connecting the people shaping the future of private markets. Beyond live events, we now keep the industry engaged year-round with fresh ideas, emerging trends, and rising leaders.

”

Antoine Colson, IPEM
CEO and Managing Partner



Why partner with IPEM?

Industry experts.

As specialists in private markets, we know what conversations the industry is having and how to fit you into that story.

Global reach.

With access to a large audience, we target your message to reach the decision-makers that matter most to you.

Driven by results.

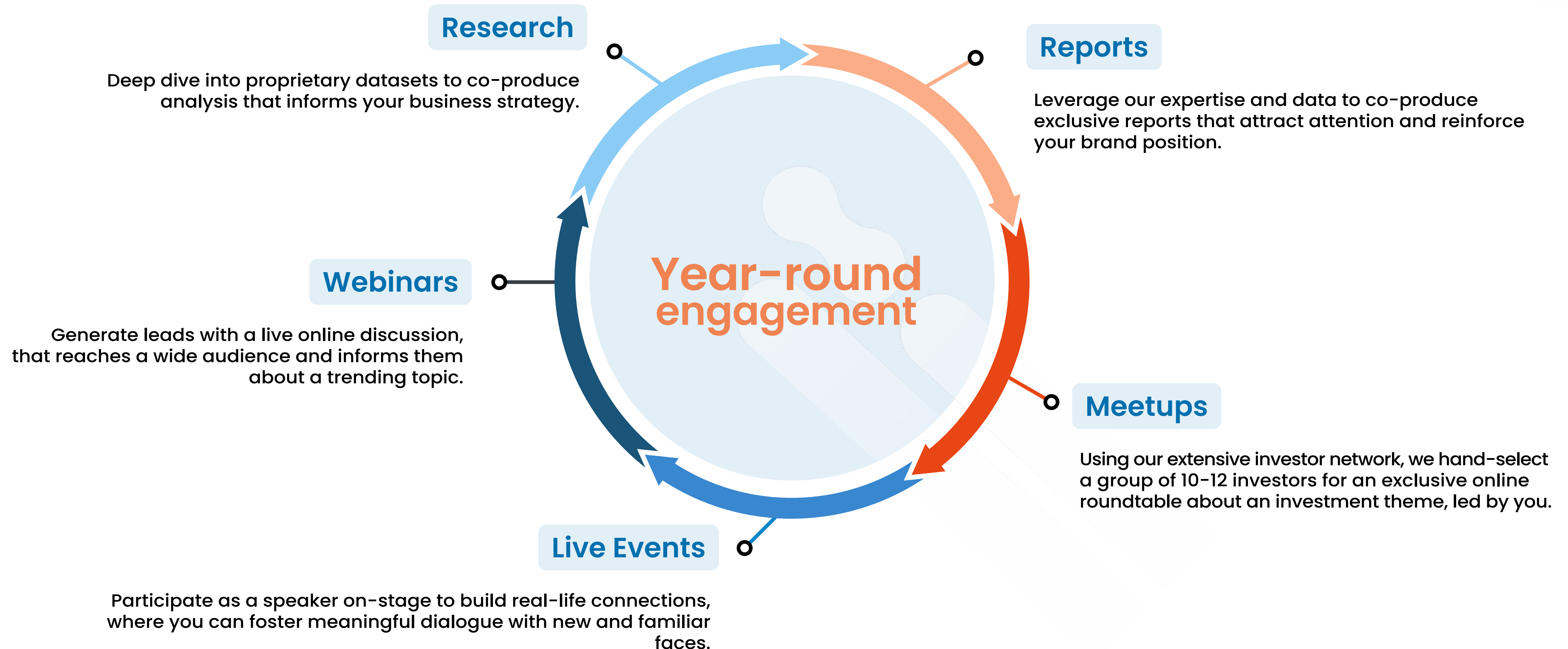
We deliver content marketing solutions that generate real outcomes for your business.



Turn visibility into Opportunities

Driven by results that last all year.

Engage audiences, generate leads and reinforce your message with touchpoints throughout the year.



Multi-channel by nature

Wherever our audience wants to engage with us, we're there.



"Weekly Spin" Newsletter

Visibility in our weekly newsletter that's distributed to 40,000+ contacts.

IPEM channel on YouTube



Included conversations with industry leaders recorded in IPEM's TV Studio and various other videos.



LinkedIn Social media coverage

A loyal LinkedIn following of private markets professionals working worldwide (17,000+ followers).

Live Events



Visibility during sponsored summit and/or distribution of reports to all participants (up to 6,000 delegates under one roof).



Digital Library

A dedicated platform offering exclusive high-value content including webinars, insightful articles, white papers, and video highlights.

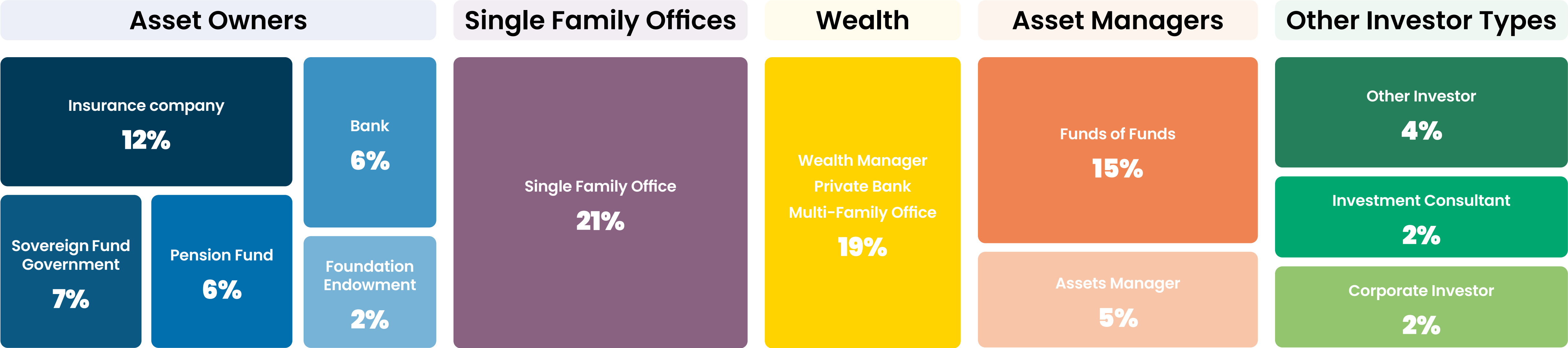
LP Community Partnership

The Audience

7000+ LPs qualified by our international Investor Relations team, including insurance, pension funds, sovereign wealth funds and endowments.
Reach out to C-level fund selectors: CIO, Head of private markets or Alternatives and other fund selectors (investment director, portfolio managers, analysts).



LPs by Type



LP Community Partnership

The Sponsorship Offer



Eligible to FOF & Investment consultants, Advisors, Placement Agents, Business services

TYPE	WHAT'S INCLUDED	LP COMMUNITY PARTNER (Headline - Sole Sponsor)	LP COMMUNITY PARTNER (Co-Sponsor - max. 5)
Digital Reach	Visibility as Community Partner: <ul style="list-style-type: none">- On a series of 10 x LP Profiles, Interview with prominent allocator / distributors (publish monthly)- On a series of 10 articles on allocation / transformation (publish monthly)- On the Digital Library (Community homepage)- On social media	✓	✓
	Digital Event to choose from: Webinar Strengthen your thought leadership position and ensure qualified leads: <ul style="list-style-type: none">- 45min presentation or panel on an industry hot topic- Minimum 200 registrations of a broad international audience OR Meet up Forge new connections that expand your LP network with an exclusive meetup, a super-convenient way to engage with a small group of qualified LPs around a particular topic. <ul style="list-style-type: none">- 10-12 banking and distribution partners hosted in a private online meeting room- 15min presentation by partner on investment theme, followed by 25mins live Q&A.	✓	✓
	Speaker spotlight Newsletter and LinkedIn promoted in advance of the LP Congress to drive awareness and reinforce a key message.	✓ - Prime Visibility	✓
	Post-LP congress content. A write-up or highlight video from the congress sessions, Including comments from your speaker.	✓	✓
Live Event: IPEM Paris LP Congress	Visibility as a LP Congress partner , with logo featured in all promotional materials.	Headline Congress Partner visibility (Sole Partner)	Congress Partner visibility (max 5)
	1x speaking opportunity or moderating role* in a plenary session	✓	✓
	1x speaking role in a educational session: case study or 1 research presentation (head of research) or Workshop	✓	
	Accesses to the LP congress	TOTAL =5 2 Speakers (LP position) & 3 accompanying (incl. sales position)	TOTAL = 3 1 Speaker (LP position) & 2 accompanying (incl. sales position)
	Passes for IPEM Paris 2025 Additional passes at a special exhibitor rate of € 1,700 (VAT excl.)	5 passes included	3 passes included
	Invite list. Provide a target list of LP firms or LP individuals and IPEM will invite them to the LP Congress on your behalf.	✓	✓
	PRICE (VAT EXCL.)	EUR 70,000	EUR 45,000

Wealth Community Partnership

The Audience

1,000+

*of the most important private wealth investors,
including private banks, wealth managers and single family offices.*

- Over 500 family offices in Europe, North America and Middle East.
- All of the 50 world's largest private banks.
- A growing ecosystem of distribution partners (european private banks, Multi-FO, Wealth managers and RIAs).

Altaroc



HARBOURVEST

JCDecaux Holding

J.P.Morgan
PRIVATE BANK



UBS Wealth
Management

500+

GPs & Asset Management firms incl:

- Global GPs and International Platforms.
- European small and mid-market GPs.
- At senior decision maker level and Wealth & Product team.

APOLLO

ARES

IEQT

FSI

IK Partners

KKR

CATTERTON

montana
capital
partners

PARTNERS
GROUP
Built Differently to Build Differently

Suma Capital
GROWING TOGETHER



Wealth Community Partnership

The Sponsorship Offer

TYPE	WHAT'S INCLUDED	WEALTH COMMUNITY PARTNER (Headline - max 2)	WEALTH COMMUNITY PARTNER (Co-Sponsor - max. 5)
Digital Reach	Visibility as Year Round Partner <ul style="list-style-type: none">- On a series of 10 articles (transformation) publish monthly- On the Digital Library (Community homepage)- On social media	✓	✓
	Digital Event to choose from: Webinar Strengthen your thought leadership position and ensure qualified leads: <ul style="list-style-type: none">- 45min presentation or panel on an industry hot topic- Minimum 200 registrations of a broad international audience OR Meet up Forge new connections that expand your LP network with an exclusive meetup, a super-convenient way to engage with a small group of qualified LPs around a particular topic. <ul style="list-style-type: none">- 10-12 banking and distribution partners hosted in a private online meeting room- 15min presentation by partner on investment theme, followed by 25mins live Q&A.	✓	✓
	IPEM Wealth Pre Event Article Distributed to event participants and Wealth community database	✓	✓
	TV Interview Recorded during IPEM Wealth and broadcasted on IPEM TV channel, social media and Digital Library	✓	
Live Event: IPEM Wealth	Visibility as Wealth Partner (Main Conference Room, program, website, ad on site...)	Headline Visibility	Co-sponsor Visibility
	Speaking Role in the main conference room	Keynote role	Panelist role
	Breakout session (1 hour) Topic & speakers (from your company) of your choice	✓	
	Passes to IPEM Wealth	5 incl. 2 speaker passes	2 incl. 1 speaker pass
	Pack of 10 invitations (for LPs or from LP institutions)	✓	✓
	Awards Application	2	1
	Awards Dinner	1 table	2 seats
	PRICE (VAT EXCL.)	EUR 50,000	EUR 35,000

Thematic Community Partnership

Thematic communities reach core investment personas, including allocators, fundraisers, dealmakers and operators. Our content is focussed on emerging trends in every major asset class and investment theme.

Private Equity

Real Assets

Private Debt

Secondaries

Climate

Venture & Growth

Allocators Asset Class of interest / Database of 7,000+ qualified LPs

Private Equity 39%

Private Debt 23%

Venture capital 18%

Real assets 15%

Other 4%

source: IPEM Allocation & Fundraising Trend Report 2025
«In the next 12 months, **WHEN SEEKING NEW FUNDS, WHICH STRATEGIES WILL BE TARGETING**»



Thematic Community Partnership

The Sponsorship Offer

TYPE	WHAT'S INCLUDED	COMMUNITY PARTNER (MAX 8)
Digital Reach	Visibility as Year Round Partner <ul style="list-style-type: none">- In a write up of quarterly webinar distributed via the community newsletter- On the Digital Library (Community homepage)- On social media	✓
	Digital Event : Webinar Strengthen your thought leadership position and ensure qualified leads: <ul style="list-style-type: none">- 45min presentation or panel on an industry hot topic- Minimum 200 registrations of a broad international audience	✓
	Post-Summit* content. A write-up or highlight video of the Summit*, Including comments from your speaker.	✓
Live Event: Summit at IPEM Paris and/or IPEM Wealth	Visibility as Summit* Partner , with logo featured in all promotional materials. (program, website, on-site...)	✓
	1x speaking opportunity or moderating role to be agreed in consultation with editorial team in the Summit* of your choice	✓
	Passes for the event (IPEM Paris or IPEM Wealth) Additional passes at a special exhibitor rate	2 passes included (incl. 1 speaker pass)
	List of participants , with names, job titles, firms names after the event	✓
	PRICE (VAT EXCL.)	EUR 30,000

*Summit to chose from: Private Equity, Private Debt, Real Assets, Secondaries, VC & Growth, Climate, Impact, Value Creation

Knowledge Partnership

An annual calendar of reports, guides and webinars that inform our global community.
Co-produced by IPEM with the contribution of expert industry partners.

To Choose from:

Allocator Report

Fundraising Guide & Webinar Series

Private Equity Survey

Wealth Guide

And more to come!

From EUR 15.000€ (VAT EXCL.)

What's included:



Branding & Visibility:

- On the report cover
- In a dedicated sponsor page in the report
- In the Digital Library (report & research section)
- On social media
- In a newsletter



Thought Leadership Production, Distribution and Lead Generation

- Co-analysis work aligned with the sponsor's industry focus and expertise
- Inclusion of sponsor's expert quote or mini-interview in the report
- Access to lead data from downloads or event registrations



Opportunity to co-host a webinar or live session on the findings (optional)



Bespoke Partnership



Build a customized project tailored specifically to your needs.
Distributed to a relevant community with targeted communication.
We advise and fit the audience.
From EUR 20,000 (VAT EXCL.)



100% aligned with your strategic marketing priorities
Turnkey execution by IPEM's expert content team
Measurable results with high-value targeting.

Meet our team



Matthew Robinson

15+ years experience



Ashling Barry

10+ years experience



James Williams

15+ years experience

Former Managing Editor @
HedgeWeek, Private Equity
Wire and IFR Asia

Private markets content professionals

Experienced financial journalists and writers

