

# PRI in Person

6-8 October 2020

International Convention Centre Pamir, Takanawa, Tokyo

**A unique suite of sponsorship opportunities to showcase your brand at the world's premier responsible investment conference**

Published October 2019



ACTIVITIES RISK CONTROL RESEARCH PROVIDER ASSURANCE ENVIRONMENTAL SUPPLY CHAIN WORKSHOPS  
SUPPORTING THE PRINCIPLES HEDGE FUNDS SYSTEMIC BARRIERS AGENT ENGAGEMENT BUSINESS COLLABORATION  
UNIVERSAL OWNER FRAMEWORK ASSET MANAGERS LONG TERM INVESTING ALIGNMENT FAIR VALUE MATERIALITY MAINSTREAMING  
ACTIVE OWNERSHIP LIABILITIES GENERAL INVESTMENT ADVISOR MANDATES MISSION AUDIT AND ASSURANCE GROWTH FIDUCIARY DUTY CONSULTING  
OWNER MARKETING RESPONSIBLE INVESTMENT ASSET ESG WEBINAR BUSINESS PARTNERS ENGAGEMENT  
FOUNDATION SOCIAL CHANNEL SUSTAINABLE ASSET ALLOCATION BUDGET INVESTOR SHORT TERMISM DATA SET PROVIDER  
ENVIRONMENTAL CONFERENCE PROGRESS ROUTE TO MARKET BUSINESS PLAN ECONOMY DEVELOPMENT COLLABORATION  
NT PRINCIPLE GOVERNANCE MEDIA OPPORTUNITIES UNITED NATIONS WORKING TOGETHER STEWARDSHIP  
REGULATIONS SECRETARIAT CLIMATE CHANGE REPORTING PENSION FUNDS ACTIONS CORPORATE GOVERNANCE  
TRENDS ACCOUNTABILITY COUNCIL TRANSPARENCY BOARD REGIONAL NETWORK  
RTING AND ASSESSMENT CLEARING HOUSE PROMOTION INVESTMENT MANAGEMENT SPECIALIST INVESTMENT ADVISOR  
DED ASSETS IMPACT INVESTING IMPLEMENTATION SUPPORT ENGAGEMENT/VOTING SERVICES PROVIDED



## PRI'S MISSION

“We believe that an economically efficient, sustainable global financial system is a necessity for long-term value creation. Such a system will reward long-term, responsible investment and benefit the environment and society as a whole.

The PRI will work to achieve this sustainable global financial system by encouraging adoption of the Principles and collaboration on their implementation; by fostering good governance, integrity and accountability; and by addressing obstacles to a sustainable financial system that lie within market practices, structures and regulation.”

## THE BLUEPRINT

Since the PRI was launched over ten years ago at the United Nations, we have been dedicated to creating a robust, sustainable financial system that supports long-term value creation and benefits society. A decade on, the PRI – and our signatories – continue to go from strength to strength. We are now the voice of more than 2,450 asset owners, investment managers and service providers representing over US\$82 trillion in assets under management.

Through our [Blueprint for Responsible Investment](#), our aim over the next ten years is to bring responsible investors together to work towards sustainable markets that contribute to a more prosperous world for all. We are in a unique position to guide responsible investment and bolster the financial system in which our signatories operate.

## INTRODUCING PRI IN PERSON 2020

PRI in Person plays a unique role in bringing our industry leaders together, with the aim of informing, debating and effecting change. This is the world's premier responsible investment conference, convening over 1,100 delegates each year to hear the latest developments, share experiences and discuss best practice.

The 2020 conference will be the 14th annual event. The venue; the International Convention Centre Parnell, offers fantastic conference facilities and the Grand Prince Hotel New Takanawa convenient on-site hotel accommodation.

This year will feature a new social programme. Hosted at the end of the first day in the exhibition hall, will be a social reception so sponsors can maximize their engagement with delegates. At the end of the second day a Japanese Network Reception will replace the formalised sit-down dinner.

The programme will include experts from PRI signatories, the wider financial community and other relevant stakeholders.

We expect the conference to sell out: for sponsors this means that the prestige of PRI in Person continues to increase as a must-attend global forum with excellent opportunities to do business and reach a global investor audience with a keen interest in responsible investment.

The PRI is committed to giving our sponsors a high return on their investment and value for money.

## WHO WILL BE THERE?

The audience will be made up of a diverse group of investment industry stakeholders, including asset owners, foundations, investment managers and service providers. Among them will be CEOs, CIOs, directors, decision-makers and RI/ESG specialists.

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## A GLOBAL CONFERENCE COMING TO TOKYO

The PRI is committed to supporting its diverse signatory base; previous conferences have been held in Seoul, Rio de Janeiro, Sydney, Cape Town, Montreal, London, Singapore, Berlin, San Francisco and in September 2019, Paris.

In 2020, the conference travels to Tokyo for the first time. With its traditional culture and passion for everything new, the Japanese capital is a collection of diverse neighbourhoods. Low slung wooden buildings and glowing lanterns sit next to tall, sleek skyscrapers that look like a vision of the future. With the city hosting the Olympics and Paralympics earlier in the year, it offers a truly exciting location for PRI in Person.

### NEW FOR 2020!

Two evening receptions will compliment this year's conference agenda. The Exhibition Reception, hosted in the conference exhibition hall will run at the end of the first day, Tuesday 6th October. Replacing the sit-down dinner, at the end of the second day, delegates and guests will be invited to a Japanese Network Reception at one of Tokyo's most unique and traditional garden venues; Happo-En for an evening of cultural entertainment and culinary delights.



## SPONSORSHIP OPPORTUNITIES

- **Tiered sponsorships**  
Lead, Gold, Silver and Bronze sponsorship levels provide comprehensive packages for organisations who wish to be featured at the conference
- **Product sponsorships**  
Our unique product sponsorships allow you to choose from a wide range of opportunities which offer branding with a particular item, these are designed to connect you with audiences in the way that best suits your organisation's mission and goal.
- **Exhibition packages**  
Exhibition packages are sold subject to availability. They offer a 2x2 metre exhibition space in the conference exhibition hall and are charged at US\$10,000. This price includes two exhibition registrations, allowing two of your colleagues to manage your exhibition stand but does not offer entry to the conference sessions. Subject to availability, exhibition passes can be upgraded to full delegate passes for an additional fee. Please ask the Sponsorship Team for details. Please note due to space limitations in the conference venue, once the Lead, Gold, Silver and Bronze packages have been sold, we will be able to identify the number of exhibition packages available.
- **Branding / Signage**  
A number of unique branding opportunities will be made available within the conference venue: The International Convention Centre Pamir. Further details and prices are available upon request.
- **Supporter and Media Packages**  
The PRI's Signatory Relations teams have strong links with local social enterprises, charitable organisations and non-profit firms operating in the market where PRI in Person is taking place. If your organisation is categorised as one of the above, and it is interested in becoming a Conference Supporter please email; [sponsorships@unpri.org](mailto:sponsorships@unpri.org)
- If you are interested in a Media Sponsorship, please liaise with the PRI's Head of Press; Duncan Smith – [Duncan.Smith@unpri.org](mailto:Duncan.Smith@unpri.org).

# NEW EVENING PROGRAMME

## THE EXHIBITION RECEPTION

PRI in Person has secured over 1,800 m<sup>2</sup> of exhibition space to flexibly accommodate all booth requirements as well as conveniently include other activities such as delegate catering and the Exhibition Reception in one location. Running a social event in this space enables all exhibitors to retain constant footfall and exposure through delegate interaction for the duration of the conference.

The Exhibition Reception on the first day of the conference on Tuesday 6<sup>th</sup> October will bring together over 1,000 professionals at all stages of their career to share their vision, knowledge and experience with our sponsors and exhibitors who can use this informal opportunity to network and share their insights and strategies.



## THE JAPANESE NETWORK RECEPTION

The Japanese Network Reception will be hosted at the end of the second day of the conference; Wednesday 7<sup>th</sup> October in one of Tokyo's most unique venue spaces which illustrates history and tradition; Happon-En. With a traditional Japanese circuit style garden at its heart, Happon-En blends historic tea-houses, shrines, 'Toro' garden lanterns and a 500-year old bonsai tree in this landscaped masterpiece. Guests will have the opportunity to experience the beauty of the garden before enjoying an evening of cultural entertainment. Culinary delights and refreshments will be served throughout the reception in the 'Nuit' and 'Jour' rooms. This is a remarkable venue, and one which will leave a lasting impression on all those who attend. Sponsorship of this exclusive opportunity is included with our Lead Package.



# TIERED SPONSORSHIP PACKAGES

Gold, Silver and Bronze tiered packages are available on a first come, first served basis.

	LEAD (Available upon request)		
	GOLD (6 available)	SILVER (9 available)	BRONZE (12 available)
Package price (VAT may be applicable)	US\$75,000	US\$45,000	US\$25,000
Conference registrations	7	4	2
Discounted conference tickets*	50% (Max 5)	30% (Max 4)	20% (Max 4)
Japanese network reception tickets	7	4	2
Exhibition (Space only)	4x3 m	3x3 m	2x2 m
Free-standing tower (dedicated)	✓	✗	✗
Free-standing tower (shared)	✗	✓	✓
Logo on joint branding panel	✓	✓	✓
Logo on PRI website's sponsorship page	✓	✓	✗
Description on PRI in Person event website	✓	✓	✓
Logo in printed agenda	✓	✗	✗
Logo published on digital post-conference highlights webpage	✓	✓	✓
Acknowledged in 2020 Annual PRI Report	✓	✓	✓
Media spokesperson	✓	✓	✗
PRI Academy courses	5	3	1

\* Subject to deadline | These discounted tickets must be registered by Friday 10 July, 2020.

# PRODUCT SPONSORSHIPS

Also available on a first-come, first-served basis, we are delighted to be offering a suite of product sponsorship opportunities at PRI in Person.

Lead, Gold, Silver and Bronze sponsors also have the choice to enhance their presence at PRI in Person with these additional custom packages. These products and supportive collateral have been designed to maximise brand visibility at the conference and accompanying social evening events.

PRODUCT SPONSORSHIP PACKAGE	PRICE USD (VAT may be applicable)	CONFERENCE REGISTRATIONS (Includes entry to receptions)	LOGO ON PRI IN PERSON EVENT WEBSITE	150 WORD DESCRIPTION ON PRI IN PERSON EVENT WEBSITE	LOGO PUBLISHED ON DIGITAL POST-CONFERENCE HIGHLIGHTS WEBPAGE
Conference App (1 available)	US\$35,000	4	✓	✓	✓
Conference Lanyards (1 available)	US\$35,000	4	✓	✓	✓
Oasis Area (3 available)	US\$30,000	3	✓	✓	✓
Carbon Offsetting (1 available)	US\$30,000	3	✓	✓	✓
Conference Bags (1 available)	US\$25,000	2	✓	✓	✓
Conference Translation (1 available)	US\$25,000	2	✓	✓	✓
Conference Wifi (1 available)	US\$25,000	2	✓	✓	✓
Social Media Screen (1 available)	US\$25,000	2	✓	✓	✓
Refreshment Bar (2 available)	US\$25,000	2	✓	✓	✓
Eco-friendly pen (1 available)	US\$12,500	x	✓	✓	✓

**Important note:** An organisation can purchase no more than two sponsorships at PRI in Person. A Lead, Gold, Silver or Bronze sponsor can therefore purchase one additional product. A product sponsor can purchase a maximum of two products.

# PRODUCTS

## THE CONFERENCE APP

The PRI has run successful conference apps for four years, and PRI in Person is proud to be a paperless conference. In 2018 the conference app had over 136,000 page views. The conference app will be used as the main source of information and as a prime networking platform.

The sponsor will have their logo displayed on both the app's splash screen and the app's menu and will be able to craft a number of promoted messages, and offer delegate prizes.

Each delegate will receive instructions on how to download the app, which will also reference the sponsor. A branded sign advertising the app will be placed near the registration desk.

**Price: US\$35,000 (1 available)**



## CONFERENCE LANYARDS

One of the most visible of all branding opportunities, a sponsor will be able to place its logo on the lanyards which are worn by all attendees for the full duration of the conference.

The lanyards (co-branded with the PRI) will be printed double sided and made from 100% recycled/eco-friendly material. Every attendee will receive a lanyard along with their badge upon arrival.

**Price: US\$35,000 (1 available)**

## OASIS AREAS

At PRI in Person 2020, we will be offering dedicated areas where delegates can relax, check their emails and connect with fellow attendees. Made into an 'Oasis' through soft furnishings and comfortable seats, the area is ideal to present your organisation.

The area will be designed to seat at least 35 delegates and branding will be offered through a backlit poster frame (or similar).

**Price: US\$30,000 (3 available)**



## CARBON OFFSETTING

The PRI is committed to sustainable events management, and we work in line with our ISO 14001 accreditation. This unique opportunity allows a sponsor to offset the carbon footprint of delegates' travel to and from PRI in Person as well as the conference's energy consumption.

The sponsor will work with the PRI in procuring carbon credits; these will then be allocated to an approved VCS climate protection project. A dedicated poster board including the sponsor's logo will explain the climate protection project and will be on display in the exhibition area. A carbon offsetting certificate including the sponsor's logo will be emailed to all delegates after the conference.

**Price: US\$30,000 (1 available)**



## CONFERENCE BAGS

PRI in Person will feature an eco-friendly conference bag which will be available to all conference delegates. The bag will be made of high-quality material and will display a design of the sponsor's choosing to include the PRI in Person logo and the sponsor's logo.

As an item which will potentially be used by delegates for years to come, our conference bag presents an opportunity for sponsors to create a lasting impression, while associating their brand with sustainability.

**Price: US\$25,000 (1 available)**



## CONFERENCE TRANSLATION

PRI in Person 2020 will be a dual language event with conference plenary sessions being delivered in both Japanese and English. As a result, we will be offering simultaneous audio translation in the plenary room. Open to one organisation, this sponsorship offers logos visibility on the Totems located outside the plenary room, on the plenary screen in the auditorium and an acknowledgment from the conference chair during the open and closing remarks.

**Price: US\$25,000 (1 available)**



## CONFERENCE WIFI

A seamless WiFi connection will allow all delegates, including those travelling from overseas, to remain connected throughout the conference.

The sponsor can name the WiFi password after their organisation name, in addition, upon accessing the WiFi connection users will be directed to a URL of the sponsor's choosing.

**Price US\$25,000 (1 available)**



## SOCIAL MEDIA SCREEN

At PRI in Person 2020, we will offer two large plasma screens, in prime locations, displaying live social media streams. These high resolution screens will connect delegates to the diverse discussions being generated on social media as a result of the conference. The screens include a dedicated section for the sponsor's branding.

**Price: US\$25,000 (1 available)**

## REFRESHMENT BAR

PRI in Person 2020 will offer two opportunities to host a dedicated Refreshment Bar. This presents a fantastic prospect for any sponsor to gain exposure and connect with the delegates in a novel way. Each Refreshment Bar will be located in an area of the conference which maximises delegate footfall.

**Price: US\$25,000 (2 available)**



## ECO-FRIENDLY CONFERENCE PEN

The official conference pen will be available for all delegates throughout the conference. These pens, made from eco-friendly materials, can either be branded entirely with a sponsor's logo, or can be co-branded with the PRI.

**Price: US\$12,500 (1 available)**



## ADDITIONAL BRANDING OPPORTUNITIES

At time of press (August 2019) the following additional branding opportunity is available. The PRI will be working with local suppliers and the conference venue; International Conference Centre Pamir to identify more opportunities. Please contact the [sponsorships@unpri.org](mailto:sponsorships@unpri.org) for further details.

## ESCALATORS

An opportunity to mount clings to the glass sidewalls of the escalators that connect delegates from the main registration area to the exhibition hall and plenary room. This is a great opportunity to showcase your brand.

**Further details and prices available upon request**



## EXHIBITION ONLY

Space-only exhibition stands are sold subject to availability. They offer a 4 sq metres (2m x 2m) space in the exhibition hall and are charged at US\$10,000. This price includes two exhibition registrations, allowing two of your colleagues to manage your exhibition stand but does not offer entry to the conference sessions. Subject to availability, exhibition passes can be upgraded to full delegate passes for an additional fee. Please note due to space limitations in the conference venue, once the Lead, Gold, Silver and Bronze packages have been sold, we will be able to identify the number of exhibition packages available. Please contact the Sponsorships Team for further details: [sponsorships@unpri.org](mailto:sponsorships@unpri.org)

## PRI IN PERSON SPONSORSHIP PROTOCOLS

- Sponsorships are non-negotiable in price or content which ensures all sponsors can be confident they are all receiving fair value and equal treatment
- Sponsorships are sold on a first come, first served basis
- Where demand exceeds supply, sponsorships will be released back to the market if a signed contract has not been received after one calendar month of being raised
- Sponsorship benefits accrue through the on-boarding stage; for example, access to a delegate registration list detailing organisation name and job title is available on receipt of a signed sponsorship agreement; access to a list of named delegates is available upon receipt of payment in full of the sponsorship invoice.
- Sponsorship invoices have a payment term of 21 days and are invoiced in US Dollars. The PRI is able to invoice in other currencies, this must be requested when the agreement is signed and returned by the sponsor. If no payment is received within one calendar month of the invoice due date the sponsorship agreement will be cancelled and released back to the market.

## A NOTE ABOUT CONTENT

- 'No pay to play' is interpreted to mean that payment, or the prospect of payment (typically in the form of a sponsorship), will not influence decision-making about conference agenda topics and speakers
- Decision-making on agenda topics and speakers is driven by the PRI's mission to provide its signatory base and the responsible investment community with useful, timely and challenging content
- This also means that payment or the prospect of payment will not act as a perverse incentive and serve to remove from consideration a potential speaker who is employed by a sponsor or potential sponsor.

## LEAD SPONSOR

- The PRI is pleased to extend an opportunity to the Lead Sponsor of PRI in Person to make a Welcome Address
- For the avoidance of doubt, this decision is taken in advance of and in separation from development of the conference agenda and sits outside the scope of the influencing concerns which the pay to play principle is a safeguard against
- The Lead Sponsor speaker will be expected to adhere to PRI in Person speaker guidelines.

## GUIDANCE

- All companies who believe they have a speaker of interest should in the first instance refer to the Head of Events Content. Selected speakers will be asked to adhere to PRI's speaker guidelines and refrain from promoting their own company, its products or services during their speaking session
- All companies who wish to have a branded presence at the conference should refer to the Sponsorships team
- Companies interested in both sponsorship and speaking are requested to pursue separate lines of enquiry.

## RATIONALE

PRI believes this approach:

- Is consistent with serving the signatory base of the PRI and PRI's not-for-profit mission orientated status
- Supports quality assurance of PRI in Person which distinguishes the event in the responsible investment market
- Recognises the commercial value of sponsoring with PRI in Person.

## The Principles for Responsible Investment (PRI)

The PRI works with its international network of signatories to put the six Principles for Responsible Investment into practice. Its goals are to understand the investment implications of environmental, social and governance (ESG) issues and to support signatories in integrating these issues into investment and ownership decisions. The PRI acts in the long-term interests of its signatories, of the financial markets and economies in which they operate and ultimately of the environment and society as a whole.

The six Principles for Responsible Investment are a voluntary and aspirational set of investment principles that offer a menu of possible actions for incorporating ESG issues into investment practice. The Principles were developed by investors, for investors. In implementing them, signatories contribute to developing a more sustainable global financial system.

More information: [www.unpri.org](http://www.unpri.org)



## The PRI is an investor initiative in sponsorship with UNEP Finance Initiative and the UN Global Compact.

### United Nations Environment Programme Finance Initiative (UNEP FI)

UNEP FI is a unique sponsorship between the United Nations Environment Programme (UNEP) and the global financial sector. UNEP FI works closely with over 200 financial institutions that are signatories to the UNEP FI Statement on Sustainable Development, and a range of sponsor organisations, to develop and promote linkages between sustainability and financial performance. Through peer-to-peer networks, research and training, UNEP FI carries out its mission to identify, promote, and realise the adoption of best environmental and sustainability practice at all levels of financial institution operations.

More information: [www.unepfi.org](http://www.unepfi.org)



### UN Global Compact

The United Nations Global Compact is a call to companies everywhere to align their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption, and to take action in support of UN goals and issues embodied in the Sustainable Development Goals. The UN Global Compact is a leadership platform for the development, implementation and disclosure of responsible corporate practices. Launched in 2000, it is the largest corporate sustainability initiative in the world, with more than 9,500 companies and 3,000 non-business signatories based in over 160 countries, and more than 70 Local Networks.

More information: [www.unglobalcompact.org](http://www.unglobalcompact.org)

