



55th World Conference

of the International Association of Political Consultants

Sponsorship packages

London 14th – 16th of November, 2022

The Royal Horseguards Hotel, Embankment



55th Annual World Conference

In November, members of the International Association of Political Consultants (IAPC) will come together for the annual conference of 2022. Leading political consultants, pollsters, analysts and public affairs experts coming from different countries will compare and contrast issues that influence politics and democracy in their region. The theme of the conference is “Campaigns Across Borders” the first day looks at the theme within the country then the second day expands this to look at the theme on the European continent and the third day will be the theme across the world.



Why you should be an IAPC conference sponsor

IAPC Members, who will be gathering in London for the first post-pandemic live conference on November 14th-16th 2022, are some of the world’s most influential and respected political, public affairs and communications specialists. Most have played crucial roles in elections throughout the world and are responsible for spending billions of pounds each year on products and services that engage citizens in our democratic process and have been responsible for key vendor and spending decisions in political campaigns around world. As an IAPC sponsor, your company will gain powerful presence at the conference as well as a unique opportunity to interact with many of the world’s leading political operatives.

Tiered sponsorship options

We offer opportunities for every budget. We’ll work with you to determine the best way to meet your objectives. If the specific opportunities listed below aren’t quite what you’re looking for, we will help customise a sponsorship package that is.

Importantly we want to ensure that sponsors have the opportunity to meet the consultants they would like to engage with.

What is the IAPC?

Membership

Members of the IAPC come from many spheres of political activity. The largest segment of the membership is professional political consultants who counsel candidates, political parties, and referenda campaigns. These professionals manage campaigns or provide specialised services such as polling, fundraising, message development and communications. Members also include specialists in government relations and lobbying, political party employees, and members of academia. Currently, the IAPC membership is drawn from over 30 nations representing every continent.

Conference sponsorship opportunities

The IAPC offers effective ways for you to promote your company in front of the world's leading political consultants:

Evening

Platinum: **\$19,000**

Day

Gold Sponsor: **\$10,000**

Silver Sponsor: **\$5,000**

Bronze Sponsor: **\$2,500**

All sponsors receive the following benefits:

- * **Company name and logo** on all **IAPC promotional printed materials**, including **conference programme, signage** and **conference website**
- * **Company name and logo** recognition in the **rolling credits** played during the conference
- * Opportunity to insert **company materials** in the **conference registration packet**
- * **Complimentary conference registrations** based on specific sponsorship package
- * **Additional custom benefits** for each sponsor level.

Day 1, Welcome Reception

Churchill War Rooms, November 14th

Our welcome reception will be held in the historic Churchill War Rooms, the secret underground headquarters where Prime Minister Winston Churchill lived and worked during WWII.

Day 2, Drinks and Canapés Reception

Royal Opera House, November 15th

Our second night's event will be a cocktail and canape reception at the Royal Opera House in Covent Garden at the Terrace Bar which looks out onto the square.

Day 3, Gala Reception and Dinner

Venue TBC, November 16th

The Gala Reception and Dinner is the signature social event of our annual conference and offers the best visibility and networking opportunity for your organisation. Enjoy the chance to mix-and-mingle with our special guests and attendees.

Sponsorship packages

Evening

Platinum



Logo prominently displayed during the evening



Full page ad in conference programme



Pre and post conference attendee list with contact information

\$19,000



Two conference registrations



Two tickets to gala reception and dinner



Two minute speech to introduce the guest speaker

Day 1

Evening Welcome Reception, Churchill War Rooms



Day 2

Drinks and Canape Reception, Royal Opera House



Day 3

Gala Reception and Dinner, Venue TBC



Sponsorship packages

Day

Gold

Lunch options

\$10,000



Logo prominently displayed during the lunch events



Half page ad in conference programme



Pre and post conference attendee list with contact information



Two conference registrations



Two tickets to gala reception and dinner

Silver

Conference registration area

\$5,000



Logo prominently displayed in the registration and welcome area



Quarter page ad in conference programme



Two tickets to gala reception and dinner

Bronze

Conference session breaks

\$2,500



Logo prominently displayed during the coffee breaks



Quarter page ad in conference programme

History and Mission

Mission

The IAPC has two primary objectives. First and foremost is its commitment to fostering democracy around the world. Past recipients of the prestigious Democracy Medal Award have included Lech Walesa, Aung San Suu Kyi, and Nelson Mandela. Second, the organisation is committed to remaining true to its original mission: to foster the growth and advancement of the political consulting profession in all its diverse aspects, as well as better advise on the practical aspects of democratic elections. The IAPC continues to promote these two objectives by bringing together members at its annual meeting to exchange views and information about political developments and campaign techniques. This conference, the IAPC's signature event, is held in November of each year in a different world city.

History

In November of 1968, Michel Bongrand of France and Joseph Napolitan of the United States invited a handful of veteran political campaign managers from fifteen countries to meet in Paris to exchange information and opinions about the emerging profession of political consulting. At the end of the two-day meeting, they decided to formalise their professional relationship by organizing the International Association of Political Consultants (IAPC). The organisation they founded has endured and prospered for nearly five decades. Today, 150 active members from across the globe representing a broad spectrum of professional political capabilities. The great majority of these professionals have been instrumental in electing heads of state in the world's democracies.