



**PAM**  
*Private Asset Managers*  
**AWARDS**



A unique  
sponsorship  
opportunity...

  
2003 PAM Awards  
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## RECOGNISING THE BEST

### ~ The PAM Awards Programme ~

Established in 1998, The PAM Awards Programme is carried out annually amongst professional private client advisers to isolate the top private asset managers in the UK and offshore markets. Whilst other surveys are conducted amongst clients, the PAM Awards deal only with advisers, thereby providing a genuinely balanced view of the leading managers in the market.

### ~ The PAM Awards Dinner ~

The winners of The PAM Awards are announced annually at a gala black tie dinner held in the splendour and elegance of the Ballroom Suite at the Dorchester Hotel. This is a lavish evening, including a champagne reception, superb food and wines - and presentation of the PAM Awards themselves by leading celebrities, such as Clive Anderson, Angus Deayton and Rory Bremner.

### ~ The Place To Be ~

The PAM Awards represent a unique opportunity for senior wealth management professionals to entertain their most important contacts in grand style, as well as to see and be seen by their peers and the professionals who provide them with business. The dinner is now established as the event in the private client investment calendar and is typically oversubscribed.

### ~ The Media Coverage ~

The PAM Awards were originally conceived to raise the profile of the private asset management industry. The ceremony has been covered by leading national, international and specialist industry media. The PAM Awards now offer a prominent marketing platform. 8,000 copies of PAM, the UK's leading directory of private asset managers, go out every year to leading professionals, featuring details of the PAM Awards Winners - and sponsors.

### ~ Acknowledged Expertise ~

PAM is published by Tru-Est Group, who have an envied reputation in the wealth management industry, both within the UK and around the world. As the publishers of Wealth Management, The Journal and the AIMA Newsletter, as well as other leading reference publications, such as the STEP Directory, The Actuarial Directory, and others, we combine extensive expertise with a detailed knowledge of this market.



## ATTENDED BY INDUSTRY LEADERS

### ~ Organisations Represented At The PAM Awards ~

Abacus Financial Services Group	Drayton Finch	Killik & Co	Rathbone Unit Trust Management
Aberdeen Asset Management	Dresdner Kleinwort Wasserstein	Kleinwort Benson Private Bank	Rawlinson & Hunter
ABN Amro Private Banking	Druces & Attlee	KPMG	RBC Trust
ACT Financial Systems	Durlacher	Lawrence Graham	Reuters
AITC	E*Trade	Lazard Asset Management	Reynolds Porter Chamberlain
Allen & Overy	Edward Jewson	LCF Rothschild (CI)	Rickard Keen
Allenbridge Group	Ely Fund Managers	Leopold Joseph & Son	Riggs Bank
Altgate Capital Limited	English Heritage	Levy Gee	Rothschild Asset Management
American Express Private Bank	ERI Banking Software	LIFFE	Rothschild Trust Corporation
APCIMS	Ernst & Young	Linklaters	Rowan Dartington
Arbuthnot Latham & Co	Eversheds	Lloyds Wealth Management	Royal London Asset Management
Armstrong International	F & C Management	Loedstar SA	Saffery Champness
Arnold Hill & Co	Farrars	London & Capital	Salomon Smith Barney
Asset Risk Consultants	FIBI	Lord North Street	Samuel Montagu
AUTIF	Financial Risk Management	Macfarlanes	Sarasin Investment Management
Baker & McKenzie	Financial Software Limited	Man Investment Products	Sayers Butterworth
Baker Tilly	Financial Times	Maples & Calder	Schroder & Co
Bank Julius Baer & Co AG	Fisher Investments Europe	Martin Currie Private Clients	Schroder Salomon Smith Barney
Bank Leumi	FTYourMoney.com	Maslinski & Co	Schroder Venture Holdings
Barclays Global Investors	GAM	Mazars	SG Hambros Bank & Trust
Baring Asset Management	GCI Financial	MCD	SG Vienna
BBC	Gerrard Group	McKie & Co	Shipleys
BDO Stoy Haywood	Global Asset Management	MeesPierson	Shore Capital Group
Berry Asset Management	Goldman Sachs	Merrill Lynch HSBC	Simmons & Simmons
BFS Investments PLC	Granchester	Merrill Lynch International Bank	Singer & Friedlander
Bloomberg	Grant Thornton	Merrill Lynch Investment Managers	Smith & Williamson
Brewin Dolphin	Granville Baird	MFM Consultants	Speechly Bircham
Brown Brothers Harriman	Greig Middleton	Misys Asset Management Systems	State Street Trust
Bryan Cave	Grindlays Private Bank	Moore Stephens	STEP
Buzzacott	Groupama Asset Management	Moorgate House plc	Strategic Real Estate Advisors
BWD Rensburg	Hanover Partners	Morgan Stanley	Strathdon Investments
C Hoare & Co	Hanson Green	Morgan Stanley Quilter	Sulger Buel & Company
Carr Sheppards Crosthwaite	Harvey Asset Management	Morgan, Lewis & Bockius	Sunday Business
Cazenove Fund Management	Herbert Smith	Morley & Scott	Sunday Times
CFI	Hill Martin	Mourant Client Asset Service	SunGard
Charles Russell	HSBC Investment Management	Nabarro Nathanson	Taylor Joynson Garrett
Charles Stanley	HSBC Republic Bank	NatWest	TCA
Chiswell Associates	IBM	News Direct 97.3FM	Teather & Greenwood
CIRO	IFP - Kingsbridge	Newton Investment Management	Thames River Capital
Citicorp	Independent on Sunday	Noble Asset Managers	The Investor
Citigroup Private Bank	Indocam Asset Management	Norman Broadbent	The Scottish Investment Trust PLC
City Financial	International Business Strategies	Odgers Ray & Berndtson	The Times
Close Private Asset Management	International Investment	Odyssey Group	Theo Fennell
CNN	International Money Marketing	Park Place Capital	Theodore Goddard
CoFunds	Invesco Private Portfolio Management	Payne Hicks Beach	Thomas Eggar Church Adams
Collins Stewart	Investmaster	Pemberton Greenish	Tilney Investment Management
Coutts Group	J M Finn & Co	Penningtons	Tim Trotter & Co
Credit Suisse Private Banking	J O Hambro Investment Management	Pictet Investment Company	Triad Group plc
Credo Capital	Jonathan Davis Associates	PMB Holdings	UBS AG
Deloitte & Touche	JPMorgan Fleming Asset Management	Portfolio International	UBS Capital
Deutsche Asset Management	Jupiter Asset Management	PricewaterhouseCoopers	Unigestion (UK)
Deutsche Private Banking	Key Asset Management	Principal Investment Management	Walbrook Trustees Jersey
Dexia BIL		Private Banking Executive Search	Wealth Management
Discount Bank & Trust Co		Prudential Bache	Whitehead Mann
Dixon Wilson		Rathbone Investment Management	Withers



## ACKNOWLEDGED AS THE INDUSTRY STANDARD

### FINANCIAL TIMES

"... the best guide available to the leading firms in private client fund management. Investors can only rely on the views of professional advisers. The PAM Awards represent the most serious attempt yet to aggregate these views".



"IFAs looking to provide best advice on the most suitable stockbrokers, private banks and fund management groups for their clients should get their hands on the latest edition of PAM. PAM contains a substantial amount of comparative data, covering all aspects of the industry."



"The problem for investors is that comparative data on costs are not readily available . . . Tru-Est Publishing Group have recently published PAM, a guide to firms operating in the UK that offer discretionary or advisory portfolio management services, including details of fees charged".

### The Guardian

"it seems necessary for owners of wealth to retain the ultimate responsibility for allocating assets . . . those who seek to be responsible stewards of their own and their families' fortunes should read widely. . . the [PAM] survey showed that . . . in the investment management market, size does not really matter".



"The private client market has changed enormously. There are a bewildering number of products and services available to both resident and non-resident private investors . . . it is only recently that the [PAM] guide has been produced about the quality of service, advice and performance"

### investment WEEK

"... for those interested in selecting or just ranking investment managers, PAM offers a substantial amount of information".

### Financial Adviser

The latest edition of PAM, the leading directory of private asset managers. . . covers 8,092 professionals working in 200 organisations serving 611,855 clients and overseeing £298.7bn.

### Private Banker

INTERNATIONAL Benchmark Intelligence on the wealth management industry

"The PAM survey is unique in that its data is based on bottom-up quantitative information collected directly from asset managers actively serving UK private clients".



"... according to the recently published PAM Survey, investment houses and banks are providing a better overall service than stockbrokers . . . competition in the private client arena is hotting up".



"The PAM Survey throws some light on a number of key questions, such as 'Is big necessarily better?' . . . given the importance of personal contact in private client services, it is also interesting to note that the survey looked at asset managers on a regional basis".



"PAM says that the amount of money managed by private client asset managers grew by 33 percent in 1999 . . . and the evidence is that this market still has plenty of growth."



## THE CO-SPONSOR PACKAGE SUSTAINED BRAND EXPOSURE OVER 12 MONTHS

### ~ **Generic Branding** ~

name/logo included on promotional literature, including press releases, etc.

### ~ **Face-to-Face Networking** ~

drinks reception for up to ten sponsors/guests

one dinner table for up to ten sponsors/guests

### ~ **Direct Brand Positioning** ~

presentation of a PAM Award

logo on screens during Awards dinner & ceremony

name on Awards Programme cover

sponsor's statement inside Awards Programme

### ~ **Internet Branding** ~

sponsor logo on PAMonline website ([www.pamonline.com](http://www.pamonline.com))

html link from sponsor logo to sponsor website

<http://www.pamonline.com/asp/front/2002awards.asp>

### ~ **Print Advertising** ~

sponsor statement within intro section of PAM 2003

### ~ **Direct Marketing** ~

one time mailing use of PAM Awards Dinner attendees (excluding private clients)

*Total Package Cost: £15,000 + VAT*

The above package can be made available to run over 3-5 years by negotiation

**for further information, please contact us:**

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