



Festival of Finance

**THE MUST-ATTEND, FLAGSHIP
EVENT FOR FINANCIAL ADVICE
AND WEALTH MANAGEMENT
WHERE INSIGHTS MEET INFLUENCE**

Thursday 23 September 2027

Tobacco Dock, Tobacco Quay,
Wapping Lane, London, E1W 2SF

Powered by  **owenjames**



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WHO WILL BE THERE?

**The full UK advice and
wealth management
ecosystem**

**Join 1500 senior advisers,
wealth managers and
industry leaders**

*with representation spanning
independent firms, national and
regional practices, consolidators,
platforms, product providers,
technology partners and regulators.*



Attendees will include:

- █ **Independent Financial Advisers (IFAs)**
Firm owners, principals and senior advisers
- █ **Wealth Managers & Investment Professionals**
From boutique firms to larger discretionary and hybrid models
- █ **Advice & Wealth Firm Leadership**
CEOs, COOs, Heads of Advice, Investment, Operations, Compliance and Growth
- █ **Platforms, Providers & Product Specialists**
Investment, retirement, protection, platform and proposition leaders
- █ **Technology & Innovation Partners**
Advice tech, AI, data, CX and digital enablement specialists
- █ **Regulatory & Industry Voices**
Contributing insight, perspective and market context
- █ **Future Leaders & Rising Talent**
Connecting today's decision-makers with tomorrow's leaders



HOW WILL IT WORK?

The Festival of Finance is a one day flagship industry gathering created to deliver insight, visibility and high-quality, relevant connections at scale.

01

MAIN STAGE

The headline platform for insight, influence and visibility.

The Main Stage brings the full audience together for the Festival's keynote sessions.

Benefits:

Maximum visibility and exposure at the centre of the keynote sessions and in front of the event's largest and most senior audience.

02

ACADEMY

A workshop hub for practical learning and interactive discussion.

Running throughout the day, the Academy hosts CPD-accredited workshops in a focused space for deeper discussion, audience participation and moderated Q&A.

Benefits:

High engagement, deeper dwell time, direct interaction and exposure through workshops, Q&A and peer-led discussion.

03

INNOVATION ZONE

The product demo space for hands-on discovery and live engagement.

Centred on live demos and interactive showcases, the Innovation Zone gives sponsors the opportunity to present products in action and show how solutions work in practice.

Benefits:

Maximum product visibility and hands-on engagement, built for live demos and solution-led discussion.

04

WELLNESS HUB

A space for wellbeing, coaching and reset.

A space to pause and recharge through breathing techniques and other wellbeing focused sessions, helping them reset, refocus and return with renewed energy and clarity.

Benefits:

A distinctive brand environment associated with wellness, balance and a positive delegate experience.

05

WEALTH WAY

The social and commercial heart of the festival.

A vibrant high-energy walkway that brings sponsors, delegates and partners together for exhibition, networking and meetings.

Benefits:

High footfall, repeat visibility and continuous opportunities.

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06

STRATEGY STUDIO

A dedicated space for roundtable discussions and strategic calibration.

Hosts curated roundtables, creating a focused environment to exchange perspectives and gain practical takeaways.

Benefits:

A roundtable setting designed for focused discussion, deeper interaction and higher-quality sponsor engagement.

07

LEADERS' LOUNGE

A private lounge for senior meetings, peer benchmarking and one-to-one conversations.

A relaxed space ideal for focused meetings, benchmarking discussions and quality time with peers and partners.

Benefits:

Access to senior leaders, enabling stronger relationships and time-efficient, high-quality conversations.

08

NETWORKING NOOK

A matchmaking area for peer introductions and networking.

Built for data-led matchmaking, connecting peers through shared priorities, business needs and relevance for better-matched conversations.

Benefits:

High-quality exposure through dataled matchmaking, introductions and better-matched conversations with relevant delegates.

09

MEETING MEZZANINE

A space for speed networking, quick peer introductions and conversations

A speed networking format for quick, prematched introductions and high-value conversations

Benefits:

High footfall and repeat exposure through multiple introductions, creating follow-up opportunities.

WHAT SETS THE FESTIVAL OF FINANCE APART?

01 Unrivalled insight

The Festival of Finance combines Owen James Events' deep market understanding with data supported by the Fintel Group to surface emerging trends, from adviser behaviour and product usage to market sentiment.

This insight is embedded throughout the Festival via:

- Main Stage keynotes, roundtable discussions and workshops
- Data-led content and benchmarking
- Live polling and on-site insight capture
- Post-event intelligence and reporting

Evidence-led insight, not just opinion-led commentary

For sponsors, this means:

- Clearer signals on market direction
- Better understanding of adviser needs and priorities
- Intelligence that informs strategy, product development and go-to-market plans

02 Data-led networking

The Festival turns networking into a more intelligent, targeted and commercially valuable experience, matching sponsors and delegates based on firm profile, priorities and needs.

Fewer introductions. Better outcomes.

03 A true 'big tent' industry gathering

The Festival brings together advisers, wealth managers, platforms, providers, innovators and regulators in one place, creating cross-industry conversations that don't happen elsewhere.

04 A festival experience, not a conference

Multi-zone design, freedom of movement, live entertainment and social energy create a relaxed environment where people stay longer, engage more and connect more naturally.

05 Multiple engagement, one event

Sponsors connect with delegates across the entire day — on stages, in workshops, in the Innovation Zone, through one-to-one meetings and informal conversations, not just at a stand.

06 Backed by the industry's convener – a trusted partner

Led by Owen James Events and supported by the Fintel Group, the Festival benefits from trusted reach, market credibility and deep sector connection, with c.80% market penetration across the advice and wealth ecosystem.

Owen James Events has been a trusted partner in the industry, bringing together key influencers through flagship events such as Meetings of the Minds and delivering standout experiences for over two decades.

IN SHORT

The Festival of Finance offers sponsors:

- Better-matched conversations
- Deeper engagement
- Stronger brand association
- Measurable commercial opportunity

All within the UK's new flagship event for the future of wealth and advice.

SPONSORSHIP PACKAGES

Partnership structures are designed to deliver measurable ROI and long-term brand equity.

Package	Cost (ex VAT)	What's included	Best for
Headline Partner	£100,000	• Category exclusivity • Prominent branding across the festival • Keynote or plenary presence on the Strategy Stage • Premium stand in the Wealth Village • Hosted roundtable or workshop • Priority data-led matchmaking & pre-scheduled 1-2-1s • Post-event insight report & delegate intelligence • Full access to Innovation Lab activations	Brands seeking maximum visibility, influence and insight
Content Partner	£25,000	• Thought leadership session (panel or workshop) • Branded content placement • Stand in the Wealth Village • Inclusion in data-led matchmaking programme • Access to post-event insight summary	Firms looking to demonstrate expertise and build trust
Hosted Roundtables	£18,500	Curated, peer-level discussion with matched delegates under Chatham House rules	Sponsors seeking deep, senior-level conversations
Innovation Lab Activation	£12,000	• Bespoke, hands-on or experiential activation (AI use-case, immersive demo, future adviser journey, etc.) • Promotion via the event app, Innovation Lab listings and on-site signage • Scheduling and curation support to maximise delegate flow • Option to link activation to a related stage session or workshop • Inclusion in post-event engagement reporting	Tech-led firms, platforms and innovators wanting standout, experiential engagement
Exhibitor / Village Partner	£9,500	• Branded stand in the Wealth Village • Access to intelligent matchmaking & 1-2-1s • Inclusion in event app and delegate guide • On-site networking and demos	Providers focused on pipeline and direct engagement
Networker Partner	£6,000	• Access to the Wealth Village and networking areas • Participation in data-led matchmaking • Attendance at social and networking events	Firms prioritising relationship-building and market presence
Digital Takeover	POA	Branded presence across key digital touchpoints before, during and after the event	Brands seeking scale, frequency and high recall
Enhanced Insight Pack	POA	Detailed post-event data, trends, delegate profiling and insight	Strategy, product and go-to-market teams
Branding Enhancements	POA	Stage, zone or digital branding opportunities	Sponsors looking to amplify visibility

(Pulse Pricing offers a preferred rate for a 2-year commitment to our shared vision). Availability is limited to ensure the highest quality experience for all attendees.



CONTACT US

Register your interest

Get in touch today — the best slots always go early!



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