

# BVCA Review 2012

## Risk & Insurance in M&A

The BVCA Review – Risk & Insurance in M&A will be a comprehensive provider and solution guide to risk management and insurance in M&A contributed to by industry leading experts. The Review will be distributed widely in hard copy to all BVCA member firms and over 1,000 key individuals within BVCA membership.

With a wealth of topical and service provider content presented in a high quality A4 format, the Review will be accessible online and promoted extensively to the BVCA database of 5,000 individuals involved in private equity; feature on both the BVCA and BVCAIS websites; through online media and via the BVCA Briefing circulated to 4,000 individuals online.

A shop window for the PE/VC community, the Review will have a 12 month shelf-life and act as a unique reference publication assisting members, advisors and investee companies to access brokers and other industry providers.

The Review will blend industry thought leadership with the opportunity to directly promote products and services, for example tombstone advertising.

### Publication Highlights

#### Unique approach:

- The BVCA is in a unique position to engage with the private equity industry and their investee companies
- The Review will be viewed as an independent publication from a trusted source.

#### High quality production:

- The combination of insightful content and quality of production will ensure the Review becomes a useful reference document retained by insurance buyers

#### 12 month shelf-life:

- Published in hard copy and accessible online, the 12 month shelf-life of the Review will make it a powerful marketing tool for providers to promote their products and services to our audience

### Proposed Circulation

#### Hard copy:

- Over 250 PE/VC firms
- Over 1,000 key individuals within member firms
- Over 200 professional adviser firms

#### Electronic circulation:

- 5,000 individuals involved from the private equity industry (presented utilising electronic book software)

#### Promoted via:

- BVCA and BVCAIS websites
- BVCA Briefing (circulated to 4,000 individuals online)

## Contributors

Key contributions to the BVCA Review 2012 – Risk & Insurance in M&A will come from:

- Insurance brokers
- Insurance companies
- Legal firms
- Risk management advisors
- Due diligence providers
- Environmental consultants

## Features

Contributors are invited to suggest topics they would like to compose which may include:

- The evolution of Warranty & Indemnity (W&I) Insurance
- Innovations in M&A Insurance
- Case Studies in W&I and Tax Insurance
- Insurance Due Diligence – science or art form?
- Pension fund due diligence
- Protecting business owners against litigation in M&A
- Managing environmental risk
- Environmental risk liabilities
- Public Offering of Securities Insurance – claims and case studies
- The rise of Key Man Insurance

## Participating in the Review:

The targeted audience combined with pervasive distribution creates the platform for direct income generation. Your organisation can develop a recognised, trusted and preferred status within a loyal community of private equity professionals whose collective insurance spend, including their investee companies, is estimated to be in excess of £1 billion annually.

The Guide has a number of available sponsorship opportunities including:

Option	Detail	GBP
Publication Sponsor*	Logo featured on Review cover 3 page section 1 full page of corporate advertising	12,000
Lead Sponsor*	Logo featured on Contents page 2 page section	7,500
Advertising Sponsor*	1 full page of corporate advertising, including tombstone advertising	2,500 per page
Article Sponsor*	Up to 1,000 words per page on chosen subject (to be agreed with BVCAIS)	2,000 per page
Team Profiles Sponsor	Up to 1,000 words per page promoting contributors products & services	2,000 per page

\* packages enjoy a 500 word company biography in the Sponsors Section of the Review.

All prices are exclusive of VAT

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## About the BVCA

The BVCA is the leading industry body for private equity and venture capital worldwide. Our primary aim is to drive forward the case for private equity and venture capital as the engine room of entrepreneurship and economic growth. Our members support growing businesses. We support the collective impact of their investment by demonstrating its value to Government, to the media and to society at large. The PE/VC firms that make up the BVCA membership own or invest in approximately 5,000 companies employing 2 million people across the UK.

More than 500 firms are BVCA members and our community continues to expand each year. Our membership is comprised of over 250 private equity, midmarket and venture capital firms with an accumulated total of over £230 billion funds under management. They are joined by more than 200 professional advisory firms, including legal, accounting, regulatory and tax advisers, corporate financiers, due diligence professionals, environmental advisers, transaction services providers and placement agents.

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