

**QUOTED
COMPANIES
ALLIANCE**

**Sponsorship
Opportunities**

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The Quoted Companies Alliance champions public companies. Entrepreneurs. Employers. Wealth creators. Growing companies, their supporters and investors.

Ours is a vibrant community operating from the heart of the City of London and powering the economy right across the UK.

Trading their shares on the London Stock Exchange's AIM or Main Market, Aquis Stock Exchange or elsewhere, **our members could be worth a handful of millions or hundreds of millions of pounds.**

Our aim is to make life better for them: less cost and complexity, more buyers and sellers, a better story overall so they can **focus on growth, creating jobs and spreading wealth.**



Partnering with us

Our network offers sponsors a unique opportunity to reach new audiences and build their brand through thought leadership, networking and events that focus on key issues that matter to growing small and mid-sized companies and their advisers.

QCA content provides a route to shaping the latest thinking, developing new relationships and generating leads.

Would you like to reach this community? We offer partnerships that work for a range of budgets to create enduring value.

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energising



Annual Conference

Our **flagship, agenda-setting event**, convening key government, regulatory, corporate and investment figures for a half-day conference every June to dissect pressing public market issues and showcase new thinking.

The conference comprises a mix of keynote addresses and panel discussions, with time given over to networking during breakfast, lunch and coffee. It is supported by ample pre- and post-event publicity.

In 2023, almost 200 guests attended the conference held at IET London: Savoy Place.

“Excellent conference - one of the best I’ve been to.”

Attendee

“Insightful and engaging as well as overwhelmingly positive.”

Attendee

Attendees included CEOs, CFOs, NEDs and company secretaries from companies of all sizes, plus lawyers, accountants, brokers, registrars, headhunters, PR and IR advisers, as well as national and trade media.

Speakers included the Economic Secretary to the Treasury, Andrew Griffith, his Labour shadow, Tulip Siddiq, the chairman of Marks & Spencer, Archie Norman, London Stock Exchange CEO Julia Hoggett and the deputy CEO of the Financial Reporting Council, Sarah Rapson.

It was sponsored by Peel Hunt and PwC.

Annual Dinner

One of the City's social highlights of the year. This prestigious black-tie event takes place at the Savoy in late September and gathers new and familiar faces from the across our network to celebrate and socialise.

Beginning with a champagne reception, guests enjoy a sumptuous three-course dinner in the hotel's magnificent Lancaster Ballroom, with entertainment provided by an array of guest speakers and a chance to linger for nightcaps at the bar.

This event typically attracts 300 guests. Recent hosts include the journalists Jeremy Vine and Daisy McAndrew; recent after-dinner speakers have been Ed Balls and former MI5 chief Baroness Manningham-Buller.

A great mix of quoted company directors are in attendance, along with their advisers, government officials, regulators and the media. Sponsors have included the London Stock Exchange, Winterflood Securities and Link Group.



**GROWTH
CAPITAL**

QCA Podcast

The place for our in-depth conversations. Growth Capital features senior business leaders, regulators and politicians covering the **topics that matter to members.**

New episodes of the podcast are typically released monthly on Apple and Spotify and promoted through our newsletter and social media channels.

Launched on the back of the QCA's Annual Conference in summer 2023, the podcast is hosted by the QCA's CEO James Ashton and supported by Mazars.

So far, episodes have featured experts and market participants debating how to **attract and retain boardroom talent, revive equity research and generate positive media coverage.**

Dinners & Breakfasts

Our series of smaller events operate year-round and are ideal for relationship building.

Dinners can be tailored for specific corporate roles, such as CEO, CFO, audit committee chair, company secretary, to cater exclusively for fund managers – or the broad sweep of the advisory community. They often feature a guest speaker to **share their story and stimulate conversation** during and after a meal.

Our breakfasts, attended by company directors and their advisers, cover a particular topic and may include a panel discussion alongside some morning networking.

“Incredibly valuable insights into the thinking behind current policy initiatives and a glimpse at the likely regulatory horizon.”

QCA Breakfast Attendee

*“Always good to hear from someone so experienced and approachable. **Great meeting.**”*

Directors’ Dinner Attendee

“Inspired. Informed. Allowed me to reflect on important issues for my business. Gave me energy.”

Directors’ Dinner Attendee



Recently we welcomed the WPP CFO John Rogers to a dinner for 20 people. At another event, the Financial Reporting Council’s Carol Page spoke.

A breakfast get-together for 60 members was hosted by Hudson Sandler that featured a conversation with Mark Austin, the City lawyer at the centre of much of the latest capital markets reform. **We are eager to put on similar out-of-London events.**

Sponsors have included Allenby Capital, Crowe and haysmacintyre

Research

Our dialogue with government and regulators is backed up by the insights we gather from members and other commissioned research projects. Often we partner with like-minded organisations that can inform our work.

Results can be distributed jointly and debated in an accompanying event or webinar.

Our Small and Mid-cap Sentiment Index has closely tracked corporate confidence and attitudes to job creation and fund-raising for **more than a decade.**

The sector's landmark study, in partnership with YouGov, is often tailored to cover topics such as corporate governance, regulation and mergers and acquisitions.



We also survey discrete categories of our membership, including investors and NEDs.

Our research report "**Asking the Earth?: Investor Attitudes to ESG**" was sponsored by CMS and Inspired PLC. It explored the **expectations placed on small and mid-cap reporting** versus the reality of what these companies were able to deliver.

A launch webinar was well attended and the report gained a good level of engagement on LinkedIn.