consensus 2018

GOING LIVE
MAY 14–16 | NEW YORK HILTON MIDTOWN

PROSPECTUS
CoinDesk is proud to present our 4th annual blockchain technology summit, May 14–16, 2018, at the New York Hilton Midtown. Professionals from leading industry startups, investment firms, financial services giants, global brands, academic institutions and policy groups will return to New York to discuss the evolving real-world applications of blockchain technology. Our 2018 summit will feature three days of demos, networking and expert discussions regarding the most important commercial developments, technical innovations, and public policy issues. It will feature 250+ speakers and 4,000+ attendees who are building the foundations of the blockchain and digital currency ecosystem. We expect to shatter our 2017 attendance record, so reserve your spot today!

Our sponsors receive valuable advanced access to this audience, which allows them to connect beforehand and schedule face-to-face meetings that drive their business development objectives.

- This is where serious professionals come to:
- Identify new investments, partnerships opportunities, and customers
- Recruit new talent to their organizations from our hackathon participants and scholarship recipients
- Learn from and collaborate with top technical, business and policy minds during hands-on workshops
- Catch up with old and new friends, and stay abreast of the latest innovations and trends

Interested in getting involved? Contact sponsors@coindesk.com
CONSENSUS ATTENDANCE SNAPSHOT

ATTENDANCE GROWTH BY YEAR

- **2015**: 400 attendees
- **2016**: 1,400 attendees
- **2017**: 2,700 attendees
- **2018E**: 4,000+

2017 ATTENDANCE BY REGION

- **North America**: 70%
- **Europe**: 15%
- **Africa**: 1%
- **South America**: 3%
- **Asia**: 1%

70+ COUNTRIES REPRESENTED:
Including US, Canada, UK, Australia, Germany, China, Japan, Switzerland, Brazil, Israel, Netherlands, South Korea, Hong Kong, Italy, France, Mexico, Russia, India, Argentina & Ireland

2017 ATTENDANCE BY INDUSTRY

- **Startups (90%+ of VC $ represented)**
- **Investment Firms (Funds & Corporate Venture)**
- **Nation Gov’t Agencies**
- **Supply Chain**
- **Security**
- **Insurance**
- **Enterprise Tech Giants**
- **Financial Institutions**
- **Healthcare**
- **Business Media**

PRESS IN ATTENDANCE:
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TITLE SPONSORSHIP

TITLE SPONSOR – $150,000 SPONSORED

Exclusive per industry i.e. services, tech, finance

As a title sponsor, we will build a custom sponsorship package providing you with exposure to and interaction with 4,000+ summit attendees prior to, during, and after the Conference. Exposure points include, but are not limited to:

- Dedicated email campaigns
- Dynamic exhibit space
- Webinar
- Hackathon
- Online Advertising
- Onsite signage throughout the venue
- Program Guide Ad(s)
- Opening remarks (including verbal recognition)
- Private Meeting Room
- Roundtable Session

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INCREASE YOUR EXPOSURE AS AN EXHIBITOR

**KIOSK OR KNOWLEDGE BAR — $10,000 SPONSORED**
You will receive a branded, turnkey exhibit structure that requires nothing more than your presence. Kiosks are strategically located in high traffic areas immediately adjacent to the track sessions. This is a great opportunity to draw attention to your company and conduct client meetings.

**RAW EXHIBIT SPACE — $12,500 SPONSORED**
Whether it’s a skirted table, pop-up booth with a backdrop, or an engaging audio visual display, we provide you with the space (8’x10’) and foot-traffic you need to build a presence at Consensus.

**BOOTH IN A BOX (TURNKEY) — $14,500 SPONSORED**
We will provide you with a turnkey exhibit package (8’x10’) including a branded back drop, branded cabinet for storage, a table and three chairs.

**MEETING CUBE — $16,000 SPONSORED**
Offering constant exposure on the exhibit floor but the privacy your clients may desire, this is a great opportunity to host your own private space right in the thick of attendee traffic.

**PRIVATE MEETING ROOM — $18,000—$25,000 SPONSORED**
We will provide you with a private, furnished meeting room (ranging in size 500 sq. ft. – 1,800 sq. ft.), including one custom branded 22”x28” sign to be placed outside your room.

**SPONSORED PAVILION — $25,000 SPONSORED**
Showcase your products and services in a sponsored pavilion directly off the 2nd floor foyer. These rooms range in size from 1,900 - 2,250 sq. ft. offering you enough space to showcase your company, build a mini theater for presentations, and host private meetings.

Interested in getting involved? Contact sponsors@coindesk.com
HOSTED NETWORKING SESSIONS

SPEAKER DINNER – $30,000 SPONSORED

Exclusive
Join us in welcoming all C18 VIPs to this year’s event and showing our appreciation for their participation in making Consensus the industry-leading conference. You will receive brand exposure on the speaker dinner invitations, onsite exposure during the dinner, and have the opportunity for a brief introduction to all in attendance at the speaker dinner.

SPONSORED RECEPTIONS – $30,000 PER DAY SPONSORED

One remaining
After constant networking and a packed agenda, all attendees will need to unwind. You will be the brand that leaves that lasting impression as we celebrate the industry. With custom branded signage and cocktail napkins imprinted with your company logo, attendees will be sure to see and remember your name by the end of the evening.

COFFEE SPONSOR – $30,000 PER DAY OR $75,000 SPONSORED

Exclusive
Possibly the greatest branding exposure at Consensus, as attendees are constantly searching for their next cup of coffee. Solve that problem by linking your brand with energizing attendees throughout Consensus. Branding will include full-color signage at all coffee stations, branded napkins and coffee sleeves.

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ROUNDTABLE SESSION — $20,000 SPONSORED

Take advantage of this limited opportunity to present on emerging technologies, industry solutions or critical topics impacting the sector. Roundtable sessions will be included in the Consensus agenda, promoted online/onsite, and live streamed. Package also includes post-conference marketing material, such as a 2-page digital brief and a 60-second animated explainer video highlighting major points.

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INTERACTIVE BRANDING

CONFERENCE NOTEPAD & PEN – $50,000 SPONSORED

Exclusive
An exclusive opportunity to keep your company in the hands of potential customers with a branded pen & notepad. High-quality pen is perfect for jotting down ideas. This is an easy and effective way to get your message in the hands of every registered attendee. Popular hard-covered notebooks will be distributed to all attendees in their folio. Achieve long-term exposure as attendees return to their offices and review their important conference notes.

INDUSTRY JOB FAIR - $50,000

Exclusive
Help us close out Consensus with our inaugural job fair as we open the conference doors to all job seekers during exclusive exhibit hall hours. This high impact sponsorship includes brand exposure throughout the venue, across pre-conference marketing material, verbal recognition on the main stage during closing remarks, and direct access to active job seekers.

PHOTOBOOTH – $50,000

Exclusive
Attendees will be lining up to get their photo taken with a co-branded photo booth for the duration of the Conference. Photos will be shared on social channels.

COINDESK TV – $50,000 SPONSORED

Exclusive
We will be live streaming all sessions to CoinDesk.com and pushing out speaker interviews via Twitter. Link your brand with the valuable content being created at Consensus including brand exposure on live stream promotional emails, branding on the live stream page, a pre-roll video, and co-branded step and repeat during speaker interviews.

SPONSORED LANYARDS – $50,000 SPONSORED

Exclusive
Printed exclusively with your logo and the Consensus 2018 logo, these lanyards will showcase your brand while being donned by all attendees. We handle the production and distribution; your company gets the exposure.

Interested in getting involved? Contact sponsors@coindesk.com
CHARGING LOUNGES – $50,000
Exclusive
Enhance your brand exposure as attendees charge their mobile devices. 18 custom branded stations will be spread across the Hilton with 19” screens to display your company logo or a brief video.

REGISTRATION – $40,000 SPONSORED
Exclusive
Immediately introduce attendees to your brand as they register for the Conference. Your company logo will be included on the registration portal, the confirmation page when concluding registration, as well as incorporated in the attendee confirmation email. Your brand will also have a presence on all registration counters onsite as attendees pick up their badges.

SOCIAL MEDIA – $40,000 SPONSORED
Exclusive
Your company can be the official provider of everything “social” at the Conference. This will include a “Tweet-Up” at the registration booth, a social media feed displayed in the foyer, logo on feed, and a one-minute video on social media feed every hour, on the hour.

SUPPORTING BLOCKCHAIN SCHOLARS – $30,000 SPONSORED
Exclusive
Link your brand with increasing diversity within the Blockchain space by inviting (75) underrepresented students to join the masses at Consensus. Each scholar will receive a sponsor-branded invitation and the opportunity to network directly with the sponsor during the Scholars orientation.

WOMEN IN BLOCKCHAIN LUNCHEON – $30,000 SPONSORED
Exclusive
Join us in showcasing the many talented women driving the blockchain industry forward. Inclusive lunch to 350 attendees, the luncheon sponsor will assist in developed the 3-person opening panel and closing speaker slot for the Women in Blockchain luncheon.

Interested in getting involved? Contact sponsors@coindesk.com
CHAIR COVERS – $30,000 PER DAY (MON – TUES) / $50,000 EXCLUSIVE

Enhance your presence with the ultimate branding opportunity as each chair in the Grand Ballroom is transformed into a billboard. All 2,000+ chairs will have a custom branded cover offering constant exposure as attendees are engaged with main stage content.

INFORMATION CENTER - $25,000

Exclusive

“What time is the first keynote?” “Where is the exhibit hall?” “When does the reception begin?” Attendees need to be in the know and your brand can be the one to answer their questions to ensure a positive experience. The info center will be custom branded to enhance your presence, as well as offer the opportunity to distribute marketing collateral as attendees stop by.

SHOE SHINE – $25,000

Exclusive

Sponsorship includes two shoeshine stands with professional shoeshine services for the duration of the Conference. Sponsor will receive signage recognizing their support and may also provide their own branded gift or literature for the shoeshine professional to distribute (e.g., shoe horn, marketing pamphlet).

GRAPHIC RECORDING – $25,000

Exclusive

During main stage sessions, our graphic recorder will sketch live the main points following the flow of the sessions. Your company logo will be worked into the sketch and available for social sharing instantly following the presentation. Sketch boards will be on display to attendees and shipped to the sponsor post-conference.
SPONSORED WIFI — $25,000  SPONSORED

Exclusive
Drive traffic to your company’s website each time an attendee accesses the internet while at the Conference. You can customize the password and have users redirected to the landing-page of your choice. Internet access is essential for attendees & exhibitors and you will be guaranteed recognition for providing this highly valuable benefit to attendees.

MOBILE APP — $25,000  SPONSORED

Exclusive
Exclusive sponsorship of the Consensus 2018 mobile app, including a branded splash page and (2) sponsored push notifications each day of the summit. Content and schedule of posts are subject to CoinDesk approval.

HOTEL DOOR HANGERS — $25,000  SPONSORED

Exclusive
Remind attendees of your onsite presence as they enter their room upon check-in and leave their room each Conference morning with a custom branded door hanger.

HOTEL KEY CARDS — $20,000  SPONSORED

Exclusive
Key cards unlock the perfect opportunity for you to make an immediate first impression as you welcome attendees to New York City. Your presence is guaranteed to be with most attendees each day as they enter and leave their rooms.

Interested in getting involved? Contact sponsors@coindesk.com
CONSENSUS DAILY RECAP – $15,000 EACH OR $40,000 EXCLUSIVE

Link your brand with providing attendees and those tuning in abroad with the highlights from the day’s happenings. We’ll produce a branded email newsletter including all hot topics and highlights from the day and push it out to all 4,000+ attendees, as well as our global audience.

HOTEL ROOM GIFT DROP – $15,000 PER DAY / $38,000 FOR ALL THREE DAYS

Sunday - Monday - Tuesday

Welcome attendees back to their rooms with a sweet gift awaiting them. This is the perfect way to capture the attention of an attendee. Sponsor must provide the gift and ship to the hotel.

COAT & LUGGAGE CHECK – $15,000

Exclusive

Put your logo directly in attendees pockets. Extend your brand at the coat & luggage check with custom branded claim cards and signage on location. Claim tickets will be printed and distributed to all attendees storing their personal items with you.

PROOF OF WORK COMPETITION – $15,000

CoinDesk will narrow the PoW submissions to eight (8) teams who have raised less than $250,000 in total funding and have a working prototype that may be the next big thing in bitcoin, ethereum, or the broader blockchain technology realm (One finalist will be the winning team of the hackathon). As one of six PoW sponsors, you will have a slot on the judges panel, a position on the Blockchain Investor panel following the PoW Pitch.
The hackathon takes place two days before the summit, with the goal of discovering novel use-cases for digital currencies and blockchain technology. We will assemble a multidisciplinary group of developers (~300 attendees), designers, marketer and sector specialist to find new use-cases for digital currencies and blockchain technology to meet global challenges.

Enhance your onsite presence and brand awareness with a 10-minute demo that will be live streamed to our attendees tuning in abroad. You will have the opportunity to curate and design your own demo and we provide a laptop, microphone, two projector screens, a listing on the Conference agenda, as well as signage outside the room. You will also receive exposure across all Conference marketing material as a sponsor and (2) comp passes.

Increase your brand exposure with a promo piece, tri-fold pamphlet, or show special to drive traffic to your exhibit space and engage attendees the moment they enter Consensus.
ONSITE BRANDING
Showcase your brand in a big way as the Hilton offers exposure points across several floors to constantly remind attendees of your onsite presence.

INTERACTIVE BRANDING LAYOUT
https://www.plantour.com/show/consensus-2018/facility

- Escalator clings
- Hanging Banners
- Elevator clings
- Railing clings
- Column Wraps
- Light boxes

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PRE-CONFERENCE EXPOSURE

Why wait until the Conference to interact with attendees? Activate your brand through sponsored newsletters, banner ads, or branded webinars in order to engage the CoinDesk audience.

DISPLAY ADS – $10,000+
Drive the CoinDesk audience to your brand and remind conference attendees to visit you onsite weeks before the Conference.

BRANDED WEBINARS – $20,000
Host a webinar 30–60 days out (or within 30-days post-conference) to garner interest and drive leads to ensure a successful experience onsite. Sponsor package includes:

- A dedicated landing page with logo exposure that drives users to your brand
- Dedicated advertisements and email blasts promoting the webinar, including “sponsored by ...” messaging
- 2–3 speakers + the sponsor and a CoinDesk moderator
- Companion report produced post-webinar providing a recap and further enhancing sponsor exposure

ANIMATED EXPLAINER VIDEOS - $15,000
You provide the direction, the vision, the product information and we will produce a 60-second animated short that you can post on your website, in email campaigns, or display on a monitor in your exhibit space. Investment includes ideation session and production of animated short.

SPONSORED EMAIL - $15,000
16 available
Contact attendees pre-conference to ensure a positive experience onsite. Hint at your show specials and what you’ll be showcasing during Consensus. Remind attendees to stop by your booth. Extend your sponsorship beyond the conference and keep attendees engaged with a post-conference campaign. Available to sponsors with exhibit space only.

CONFERENCE HIGHLIGHT ADVERTISEMENT - $10,000
6 available
These limited tiles will rotate on the interactive exhibitor directory homepage and redirect attendees to your exhibitor profile.

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