

10<sup>th</sup> October 2024

Hotel Pullman Tour Eiffel, Paris

# Payments Tomorrow Conference 2024 | Paris

## Sponsorship Opportunities



[www.thepaymentsassociation.eu](http://www.thepaymentsassociation.eu)

the payments association

# The Payments Tomorrow Conference 2024

”

*“The PA EU brings together the payments ecosystem which is an essential service to our industry. By giving access to a breadth of knowledge and expertise, a strong united voice and an influential network, we create a place where, together as an industry, we can make a difference.”*



**Anders la Cour**

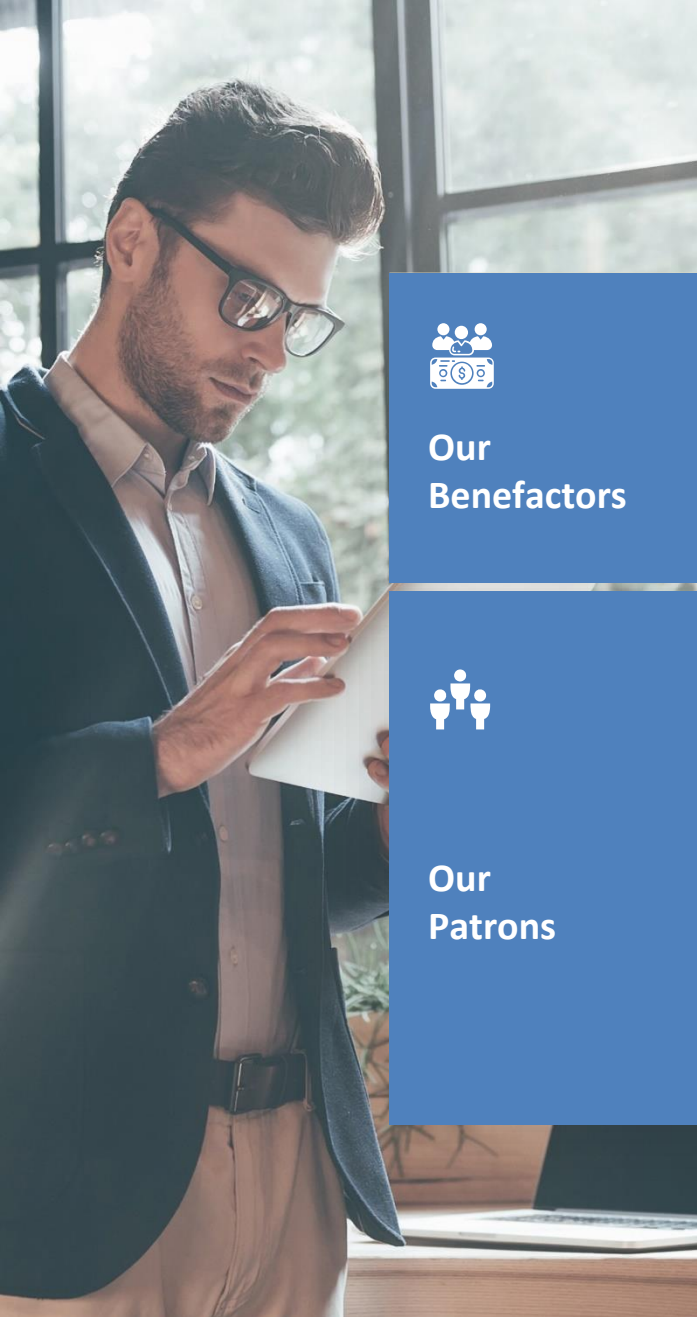
Chairman PA EU / CEO Banking Circle Group  
**Payments Tomorrow 2024 Headline Sponsor**

## Company Profiles:

- PSP's
- EMI's
- Card Scheme's
- Issuers
- Acquirers
- Banks
- BaaS
- Wallets
- Payment Methods
- Core Banking
- FinTech's
- **Local Players**
- **EU Players**
- **Global Players**
- **Industry Bodies**

## Attendee Profiles:

- Chief Executive Officer
- Chief Technology Officer
- Chief Product Officer
- Chief Data Officer
- Chief Risk Officer
- Chief Compliance Officer
- Head of Payments
- Head of Payments Operations
- Head of Emerging Payments
- Head of Product (Payments)
- Head of FinTech
- Head of Payments



# Get access to our European Payments Network 1/4



## Our Benefactors



Founding Benefactor

**Deloitte.**

Benefactor



## Our Patrons



Founding Patron



Founding Patron



Patron

Founding Member



Patron

Founding Member



Patron



Patron



Patron



Patron

Patron



Patron



Patron



Patron



Patron



Patron



Patron

# Get access to our European Payments Network 2/4



## Our Members

 <i>Founding Member</i>	 <i>Founding Member</i>	 <i>Founding Member</i>	 <i>Founding Member</i>	 <i>Member</i> <i>Founding Scaleup Member</i>	 <i>Member</i> <i>Founding Scaleup Member</i>
 <i>Member</i>	 <i>Member</i>	 <i>Member</i>	 <i>Member</i>	 <i>Member</i>	 <i>Member</i>
 <i>Member</i>	 <i>Member</i>	 <i>Member</i>	 <i>Member</i>	 <i>Member</i>	 <i>Member</i>
 <i>Member</i>	 <i>Member</i>	 <i>Member</i>	 <i>Member</i>	 <i>Member</i>	 <i>Member</i>

# Get access to our European Payments Network 3/4



## Our Members



Member



from AMADEUS

Member



Member



Member



Member



Member



Member



Member



Member



Member



Member



Member



Member



Member



Member



Member



Member



Member



Member



Member



Member



Member

# Get access to our European Payments Network 4/4



## Our Scaleup Members



Scaleup Member



Scaleup Member



Scaleup Member



Scaleup Member



Scaleup Member



Scaleup Member



Scaleup Member



Scaleup Member



Scaleup Member



Scaleup Member



Scaleup Member



Scaleup Member



iPiD

Scaleup Member



Scaleup Member

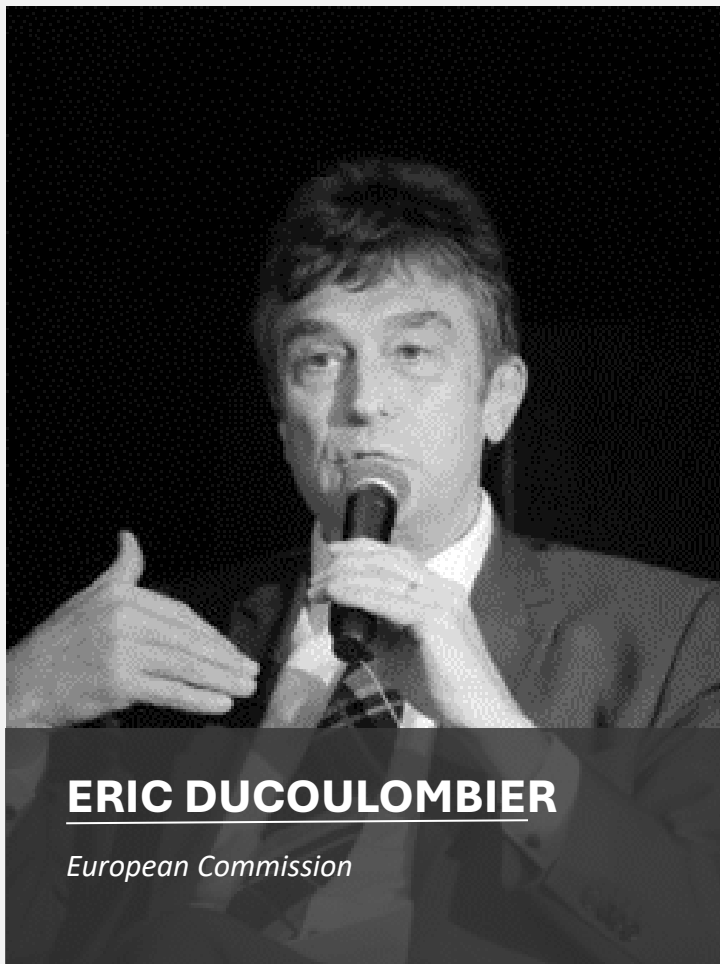


Scaleup Member



Scaleup Member

# This year's speakers



# Top speakers from previous editions



**MARCEL HAAG**

*European Commission*



**JOSÉ MANUEL CAMPA**

*European Banking Authority*



**BEJU SHAH**


*Bank of International Settlements*



# Top speakers from previous editions



# Agenda for the day

	Payments Tomorrow Conference in Paris
09:00	Arrival of Guests and Speed Networking
10:00	Opening Remarks (Banking Circle)
10:10	From cash to CBDCs - a CPMI analytical work
10:40	Keynote Tech Talk - Payments France 2030
11:00	Coffee Break
11:10	Shaping the future: the long-term goals for the EU Payments landscape
11:40	Panel 1 Session
12:10	Keynote Tech Talk (Gold Sponsor)
12:30 -14:30	French Gastronomic Lunch
14:30	Keynote Tech Talk : Winning the European Digital Race for a traditional bank
14:50	Panel 2 Session
15:20	Coffee Break
15:40	Keynote: European payments at a crossroads
16:10	Panel 3 Session
16:40	Closing Remarks
18:00 -21:00	Payments Tomorrow Afterparty at Noti Club



# Sponsor Packages

for enquiries contacts: [janine.kaiser@thepaymentsassociation.eu](mailto:janine.kaiser@thepaymentsassociation.eu)

[thibault.de.barsy@thepaymentsassociation.eu](mailto:thibault.de.barsy@thepaymentsassociation.eu)

	Headline	Platinum	Gold	Silver	Bronze	Mobile Studio			
	Headline Sponsor	Platinum	Gold	Silver	Bronze	Afterparty			
Availability	1	1	1	1	2	1			
<b>Price (w/o VAT)</b>	<b>35,000.00 €</b>	<b>17,000.00 €</b>	<b>14,000.00 €</b>	<b>12,000.00 €</b>	<b>9,000.00 €</b>	<b>12,000.00 €</b>			
<b>BRANDING/AWARENESS</b>									
Promotional e-mails or social media posts promoting sponsorship	<b>Sold to Banking Circle</b>	<b>Sold to Mastercard</b>	3	<b>Sold to BPC</b>	1	1			
Hyperlinked Company profile and logo on event's webpage			X		X				
Opening the ceremony									
Logo on event's gift bag (one on each side)			X						
Full page advert on virtual event guide / event website			X						
Half page advert on virtual event guide / event website					X	X			
Advert on event ticket confirmation (members)									
Advert on event ticket confirmation (non-members)									
Delegate tickets					4	2	2		
Physical Banner Main Entrance							X		
Roll ups onsite					X		X		
Brochure/perk in the gift bag					X	X	X		
Afterparty tickets					4	2	10		
<b>THOUGHT/LEADERSHIP</b>									
Panel leader / Panel participation						Leader Panel 2		Participation Panel 3	
Sponsor 'Tech Talk' (20 min)			X						
<b>LEAD GENERATION</b>									
Job title, company, & country of all registered attendees subject to GDPR provided pre-Event			X		X	X			

# Choose a sponsorship package that is tailored to your needs

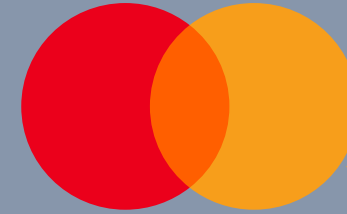


## The Platinum Package

### Branding/Awareness Thought Leadership

- Your logo on **four** promotional emails or social media posts.
- A **physical banner** at the main entrance, and **two roll up banners** inside the venue.
- Your company profile and logo on the event's website, including a hyperlink.
- Your logo **positioned very prominently** across marketing materials for the event and **gift bag** with your brochure/perk in it.
- **Five delegate tickets**, two of which will be assigned to your Keynote Tech Talk speaker and your panellist.
- Your logo and a full-page advert in the virtual event guide.
- Your advert appear **on the ticket confirmations of non-members**.
- **Five Afterparty tickets**.

SOLD TO:



### Thought Leadership

- Position your executives as thought leaders by having a 20-minutes Keynote Tech Talk on a topic of your choice.
- Showcase your expertise by leading and choosing the topic / speakers for Panel 1.

### Lead Generation

- Leverage the PA EU's European reach, to attract a diverse range of potential prospects.



€ 17.000



# Choose a sponsorship package that is tailored to your needs



## The Gold Package

### Branding/Awareness Thought Leadership

- Your logo on **three** promotional emails or social media posts.
- **Two roll up banners** inside the venue.
- Your company profile and logo on the event's website, including a hyperlink.
- Your logo **positioned prominently** across marketing materials for the event and **gift bag** with your brochure/perk in it.
- **Four delegate tickets**, two of which will be assigned to your Keynote Tech Talk speaker and your panellist.
- Your logo and a full-page advert in the virtual event guide.
- Four Afterparty tickets.

### Thought Leadership

- Position your executives as thought leaders by having a 20-minutes Keynote Tech Talk on a topic of your choice.
- Showcase your expertise by leading and choosing the topic / speakers for Panel 2.

### Lead Generation

- Leverage the PA EU's European reach, to attract a diverse range of potential prospects.



€ 14.000



# Choose a sponsorship package that is tailored to your needs



## The Silver Package

SOLD TO:



### Branding/Awareness Thought Leadership

- Your logo on **two** promotional emails or social media posts.
- **One roll up banner** inside the venue.
- Your company profile and logo on the event's website, including a hyperlink.
- Your logo **positioned** across marketing materials for the event and your brochure/perk in the gift bag.
- **Three delegate tickets**, two of which will be assigned to your Keynote Tech Talk speaker and your panellist.
- Your logo and a half-page advert in the virtual event guide.
- Three Afterparty tickets.

### Thought Leadership

- Position your executives as thought leaders by having a 20-minute Keynote Tech Talk on a topic of your choice
- Showcase your expertise with participation in Panel 3.

### Lead Generation

- Leverage the PA EU's European reach, to attract a diverse range of potential prospects.



€ 12.000



# Choose a sponsorship package that is tailored to your needs



## The Bronze Package

### Branding/Awareness Thought Leadership

- Your logo on **one** promotional emails or social media posts.
- Your company profile and logo on the event's website, including a hyperlink.
- Your logo **positioned** across marketing materials for the event and **gift bag** with your brochure/perk in it.
- **Two delegate tickets**, which will be assigned to your panellist.
- Your logo and a half-page advert in the virtual event guide.
- **Two Afterparty tickets**.

### Thought Leadership

- Showcase your expertise with participation in Panel 3.

### Lead Generation

- Leverage the PA EU's European reach, to attract a diverse range of potential prospects.



€ 9.000



# Choose a sponsorship package that is tailored to your needs



## The Afterparty Package

### Branding/Awareness Thought Leadership

- Your company profile and logo on the event's website, including a hyperlink.
- Your logo **positioned** across marketing materials for the event.
- Your logo and a half-page advert in the virtual event guide.
- A **physical Banner / Roll-Up** on site.
- Brochure / Perks in event gift bag.
- One delegate ticket.
- Ten Afterparty tickets.

### Thought Leadership

- Address to partying crowd for a short presentation speech

### Lead Generation

- Leverage the PA EU's European reach, to attract a diverse range of potential prospects.



€ 12.000







## The Afterparty Package – at the exclusive Noti Club houseboat - A 6' walk from the Pullman Hotel



# Impressions: Payments Tomorrow Conference in Lisbon 2023



# Impressions: PA EU Conferences



# Plan your 2024 attendance



## Get your Delegate Ticket now

- ✓ Full access to market and Payments Tomorrow Conference
- ✓ Access to prestigious speakers from all over the EU
- ✓ Access to discussions on the long-term evolution of the EU payments landscape
- ✓ Access to networking opportunities
- ✓ French Gastronomic Lunch
- ✓ Access to our legendary Afterparty with open bar and fine food

MEMBER

€ 750\*

NON-MEMBER

€ 1.150\*

**BOOK YOUR TICKET NOW!** \* excl. VAT



# Contact

To discuss a sponsorship package please contact:

Janine Kaiser at [janine.kaiser@thepaymentsassociation.eu](mailto:janine.kaiser@thepaymentsassociation.eu)

Thibault de Barsy at [thibault.de.barsy@thepaymentsassociation.eu](mailto:thibault.de.barsy@thepaymentsassociation.eu)



the payments association

