

# PA EU Annual Conference Sponsor Packages

*Payments Tomorrow*

14<sup>th</sup> October 2022, Melia Reina Victoria Madrid



the payments association



# Reach a vast European Network of Industry Professionals

## Our Network:



## Job titles we bring together:

- 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

# Confirmed Speakers



**José Manuel Campa**  
Chairperson of the EBA



**David Birch**  
author of "Currency  
Cold War"



**Mike Chambers**  
editor of "Payments  
Unpacked"



**Wolfgang Gaertner**  
Chairperson of the  
Board of Banking Circle



# Agenda

	<b>Pre-Conference Party at Casa Suecia</b>
18:00-21:00	at Casa Suecia - sponsored by Degica
	<b>Madrid Conference 14th October</b>
08:00	Arrival of Guests and Speed Networking
09:00	Opening Remarks
09:10	Keynote 1 by David Birch
09:30	Q&A
09:40	Keynote Tech Talk
09:50	Coffee Break (Gold)
10:10	Keynote 2 by Mike Chambers: Who are the future key players in the EU?
10:25	Future Players in the EU Panel
10:40	Q&A
10:50	Coffee Break (Silver)
11:10	Keynote 3 by José Manuel Campa: A European Approach to Regulation
11:30	Q&A
11:40	Platinum Keynote Tech Talk
11:50	Keynote 4
12:10	Q&A
12:20	Tech Talk
12:30-14:30	Rooftop Lunch (Platinum)
15:00-16:00	Private Tour of the Spanish Central Bank



# Sponsor Packages

	Headline	Platinum	Gold	Silver	Bronze	Mobile Studio				
Availability	1	1	1	1	1	1				
Price	€35,000	€15,000	€12,000	€10,000	€7,500	€5,000				
Branding/Awareness	Headline	Platinum	Gold	Silver	Bronze	Mobile Studio				
Lunch	<b>SOLD OUT</b> <i>Banking Circle</i>	✓	<b>SOLD OUT</b> <i>Degica</i>	<b>SOLD OUT</b> <i>3S Money</i>	<b>SOLD OUT</b> <i>Modulr Finance</i>					
Display Unit		✓								
Coffee Break 1										
Gift Bag										
Coffee Break 2										
Photobooth										
Sponsor of Video Capsule Studio							✓			
Delegate Passes		4				1				
Physical Banner Main Entrance		✓								
Two Roll Up Banners Onsite		✓								
Brochure/Perk in the Gift Bag		✓					✓			
Guaranteed Capsule Recording (Priority Order)		✓					✓			
Thought Leadership						Platinum				Mobile Studio
Panel Participation						✓				
Sponsor Keynote Tech Talk 1		✓								
Sponsor Keynote Tech Talk 2										
Sponsor Keynote Tech Talk 3										
Lead Generation		Platinum				Mobile Studio				
Job Title and Company of all registered attendees subject to GDPR provided pre-Event		✓				✓				

# Choosing a sponsorship package that's tailored to meet your objectives

## The Platinum Package gives you the opportunity to:

### Branding/Awareness

- Be the official sponsor of our Spanish gastronomic rooftop lunch with excellent food and wines.
- Gain visibility by having a physical banner at the main entrance, and two roll up banners inside the venue.
- Show your logo on the display unit, which will be used by the keynote speakers.
- Have your logo positioned prominently across marketing collateral for the event and by including your brochure/perk in the event's gift bag.
- Give your executives priority access to record a short video at our mobile studio, on a pre-agreed topic of your choosing. Videos will be available to share across our and your channels and website. (These should be booked in advance, due to limited availability).
- Have a strong presence at the event with four delegate passes, two of which will be assigned to your Keynote Tech Talk speaker and your panellist.

### Thought Leadership

- Position your executives as thought leaders by having a Keynote Tech Talk on a topic of your choosing.
- Showcase your expertise with participation in a panel on "Future Players in the EU" moderated by Mike Chambers.

### Lead Generation

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

€15,000



## The Gold Package gives you the opportunity to:

### Branding/Awareness

- Be the official sponsor of our first coffee break.
- Gain visibility by having two roll up banners inside the venue.
- Have your logo appear across marketing collateral for the event, including your logo on the event gift bag as well as your brochure/perk inside.
- Give your executives priority access to record a short video at our mobile studio, on a pre-agreed topic of your choosing. The series of videos will be available to share across our and your channels and website. (These should be booked in advance, due to limited availability).
- Have a strong presence at the event with three delegate passes, two of which will be assigned to your Keynote Tech Talk speaker and your panellist.

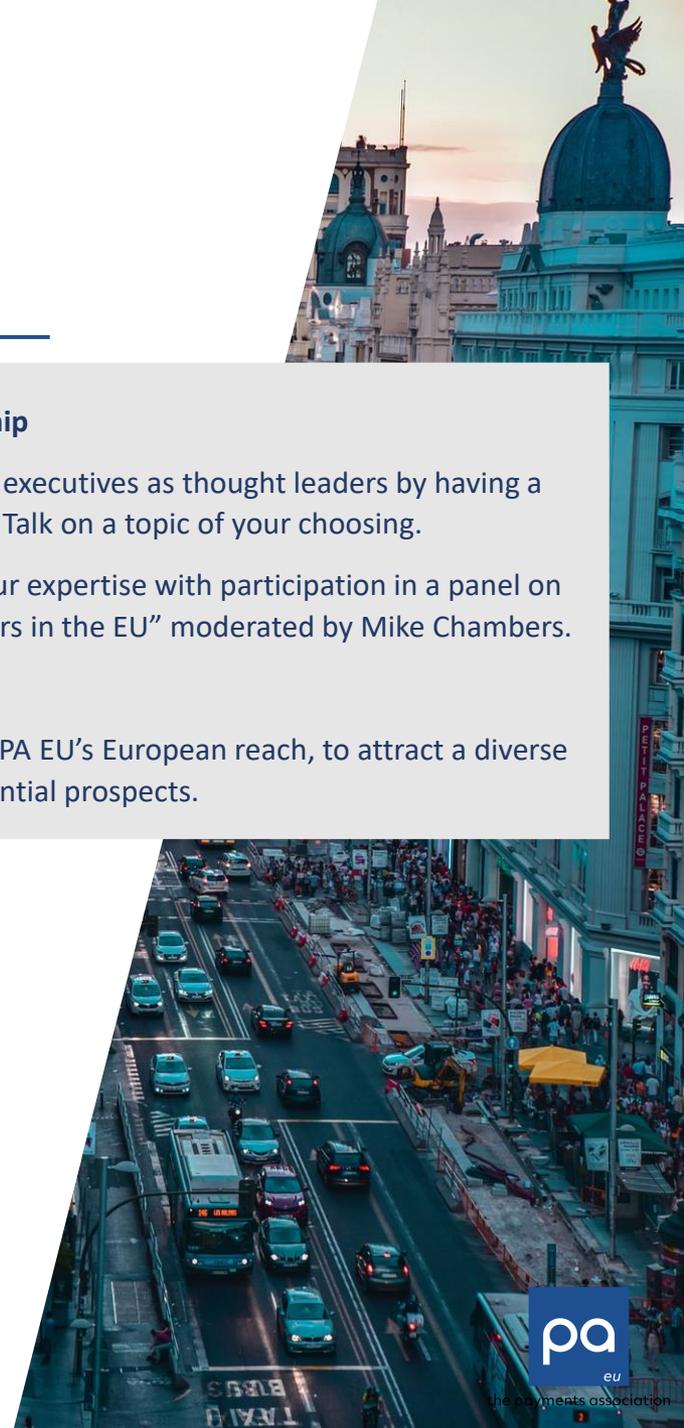
### Thought Leadership

- Position your executives as thought leaders by having a keynote Tech Talk on a topic of your choosing.
- Showcase your expertise with participation in a panel on “Future Players in the EU” moderated by Mike Chambers.

### Lead generation

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

€12,000



## The Silver Package gives you the opportunity to:

### Branding/Awareness

- Be the official sponsor of our second coffee break.
- Gain visibility by having two roll up banners inside the venue.
- Increase brand visibility and trust by having your logo appear across marketing collateral for the event and including your brochure/perk in the event's gift bag.
- Give your executives priority access to record a short video at our mobile studio, on a pre-agreed topic of your choosing. The series of videos will be available to share across our and your channels and website. (These should be booked in advance, due to limited availability).
- Have a strong presence at the event with 2 delegate passes for your Keynote Tech Talk speaker and your panellist.

### Thought Leadership

- Position your executives as thought leaders by having a Keynote Tech Talk on a topic of your choosing.
- Showcase your expertise with participation in a panel on "Future Players in the EU" moderated by Mike Chambers.

### Lead Generation

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

€10,000

## The Bronze Package gives you the opportunity to:

### Branding/Awareness

- Be the official sponsor for the photobooth at the event, with your logo appearing onsite.
- Have your logo appear across marketing collateral for the event and by including your brochure/perk in the event's gift bag.
- Give your executives priority access to record a short video at our mobile studio, on a pre-agreed topic of your choosing. The series of videos will be available to our association and to you to share across our and your channels and website. (These should be booked in advance, due to limited availability).
- Network with prospects and secure sales leads with a delegate pass, for your panellist.

### Thought Leadership

- Showcase your expertise with participation in a panel on "Future Players in the EU" moderated by Mike Chambers.

### Lead Generation

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

€7,500

## The Mobile Studio Package gives you the opportunity to:

### Branding/Awareness

- Display your logo onsite at the Mobile Recording Studio.
- Finished videos, will be shared across many different channels, further increasing your brand visibility through the event.
- Give your executives priority access to record a 5/6 minute video at our mobile studio, on a pre-agreed topic of your choosing. The series of videos will be available to our association and to you to share across our and your channels and website. (These should be booked in advance, due to limited availability).
- Network with prospects and secure sales leads with one delegate pass.

### Lead Generation

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

€5,000

# Contact

To discuss a sponsorship package please contact:

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

Danai Michailidou at [danai.michailidou@thepaymentsassociation.eu](mailto:danai.michailidou@thepaymentsassociation.eu).

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