
consensus 2019
May 13–15
New York Hilton Midtown
Sheraton New York Times Square
PROSPECTUS
CRYPTO
consensus 2018
coindesk
Hilton
BLOCKCHAIN WEEK NYC
NYCEDC
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makeup · skincare · spa
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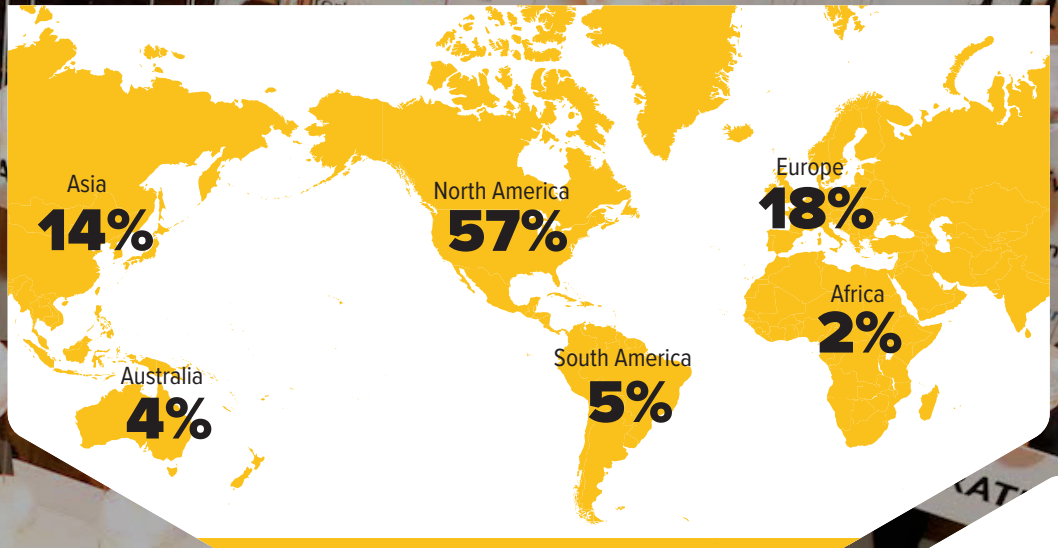
CoinDesk is proud to present our 5th annual blockchain technology summit, May 13-15, 2019, at the New York Hilton Midtown and Sheraton New York Times Square. Professionals from leading industry startups, investment firms, financial services giants, global brands, academic institutions and policy groups will return to New York to discuss the evolving real-world applications of blockchain technology. Consensus will feature three days of demos, networking and expert discussions regarding the most important commercial developments, technical innovations, and public policy issues.

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.

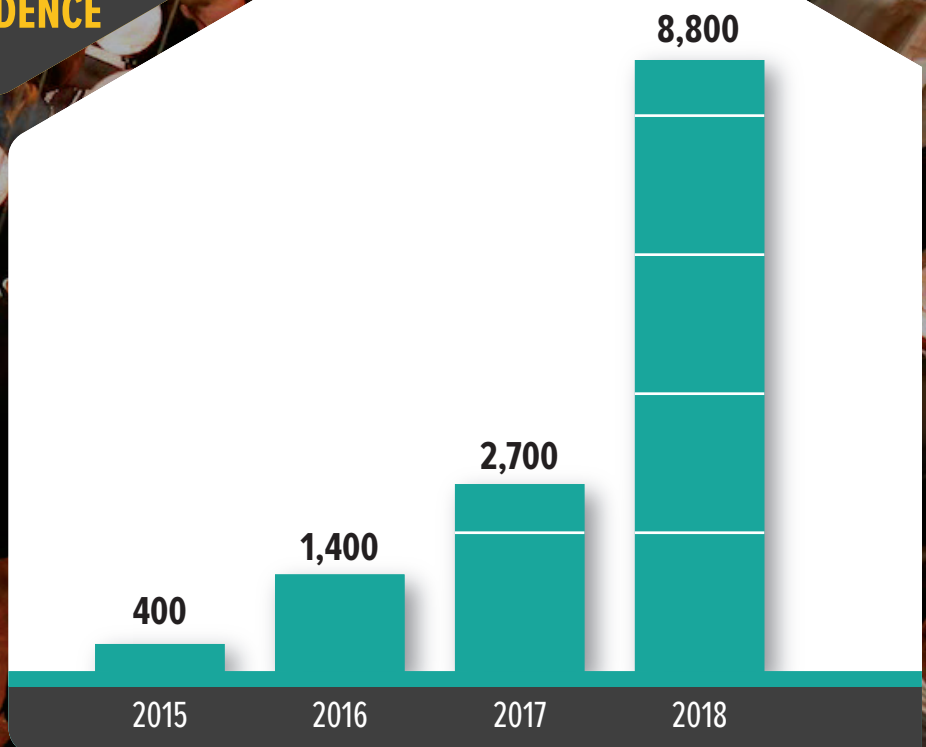
This is where serious professionals come to:

- Identify new investments, partnership 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?
Contacts **sponsors@coindesk.com**



2018 GLOBAL ATTENDENCE

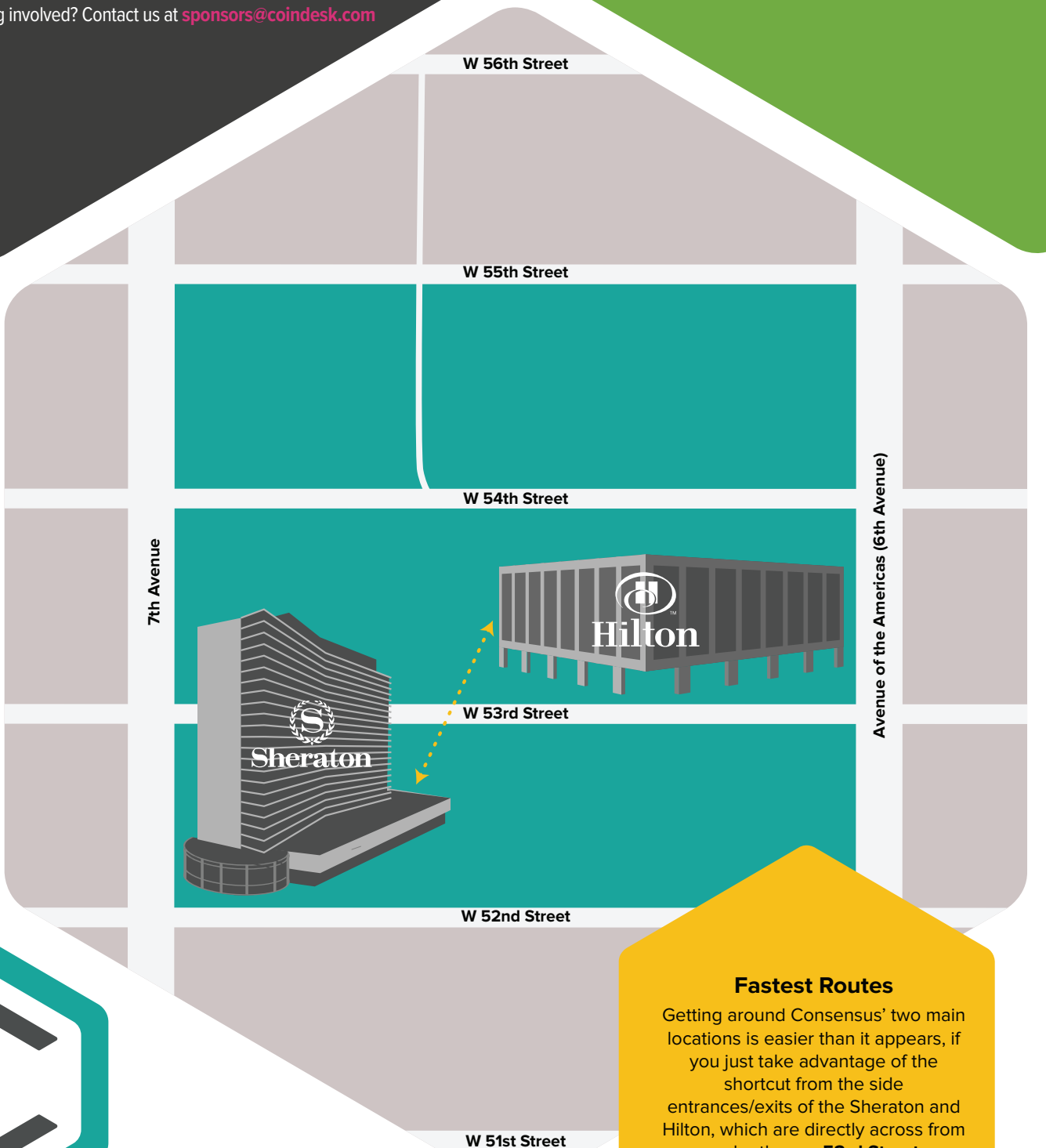


ANNUAL ATTENDENCE GROWTH

2019 SPONSORSHIP LEVELS

Level	Spend	# of Passes Included
5 Block	$150,000+	18
4 Block	$85,000+	12
3 Block	$50,000+	8
2 Block	$25,000+	5
Block	$10,000+	3

Interested in getting involved? Contact us at sponsors@coindesk.com



Fastest Routes

Getting around Consensus' two main locations is easier than it appears, if you just take advantage of the shortcut from the side entrances/exits of the Sheraton and Hilton, which are directly across from each other on **53rd Street.**

consensus®

GETTING AROUND THE CONFERENCE

Sheraton New York Times Square Hotel
811 7th Avenue, West 53rd Street

Registration, Crypto content/sessions, sponsored meeting rooms, Breakfast & Lunch (limited service)

New York Hilton Midtown
1335 6th Avenue

Main stage (crypto & enterprise), Exhibit halls, sponsored meeting rooms, sponsored sessions, Developer sessions & workshops, Breakfast & Lunch

THANK YOU TO OUR 2018 SPONSORS

Interested in getting involved? Contact us at sponsors@coindesk.com

TITLE SPONSORS

bloq

Deloitte.

Ledger

Octagon Strategy

SONM

FOUR BLOCK SPONSORS

accenture

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CIRCLE

einstein

eToro

FUSION

IBM

Microsoft

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vechain

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THREE BLOCK SPONSORS

TWO BLOCK SPONSORS

BLOCK SPONSORS

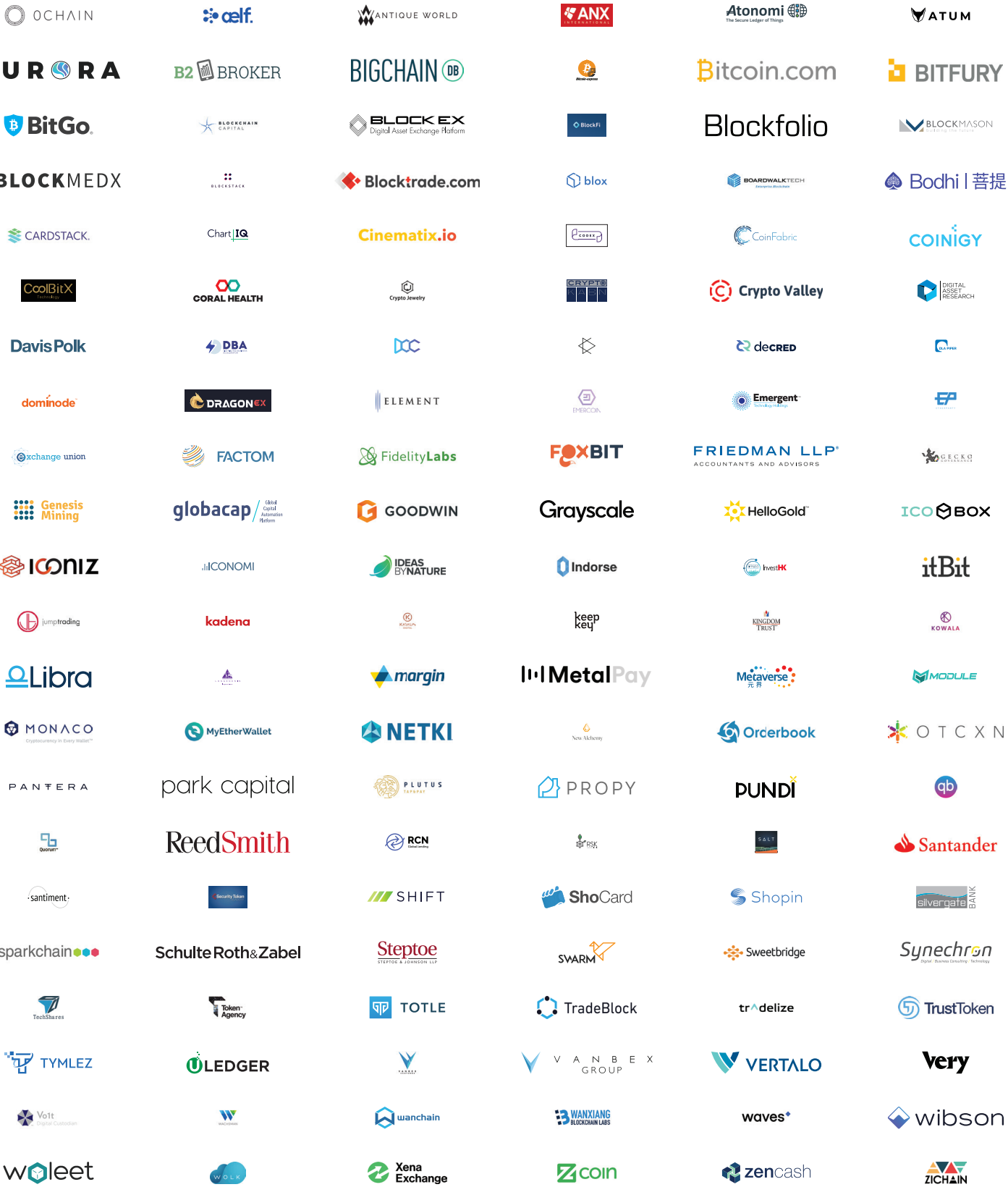


EXHIBIT OPPORTUNITIES

LOBBY LOUNGE – $50,000 per day

or $130,000 exclusive

Host meetings, networking breaks and educational meet-ups in a branded lounge directly off the main lobby of the Hilton. Sponsor will receive branding throughout the lounge, limited audio visual, directional and staff encouraging attendees to enter your space and the opportunity to host food & beverage throughout the day and evening.

SPONSORED PAVILION – $35,000

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. Space also includes 20 square feet directly outside the entrance to your room for a skirted table or reception desk to welcome guests to your space.

HOSPITALITY SUITES – $30,000

Entertain clients several floors above the Conference with beautiful views of NYC in Consensus Presidential Suites. Package also includes dedicated concierge service on your floor to service any food & beverage needs and branding on the floor directing attendees to your suite.

VC ALLEY – $25,000

Take advantage of this great opportunity for you and your portfolio companies to takeover a large meeting room to streamline meetings with attendees.





LOBBY MEET-UP – $22,500 per day
or $55,000 exclusive

Host semi-private meeting space off the lobby of the Hilton 1:00 – 6:00pm. Sponsor will receive branding throughout the lounge, limited audio visual, directional and the opportunity to wine & dine your clients.

PRIVATE MEETING ROOM – $20,000

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.

BOOTH IN A BOX (TURNKEY) – $15,000

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.

KIOSK OR KNOWLEDGE BAR – $12,000

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 – $10,000

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.





NETWORKING OPPORTUNITIES

VIP NETWORKING RECEPTION – $75,000

Exclusive

Join us in welcoming all 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 HAPPY HOUR – $20,000 per day

or $45,000 exclusive

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

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.

- Hilton – $50,000 per day or $135,000 exclusive
- Sheraton – $40,000 per day or $110,000 exclusive



THOUGHT LEADERSHIP

COINDESK LIVE – $80,000

Exclusive

The CoinDesk broadcast booth will be returning to the 3rd-floor of the Hilton, directly outside the main stage, where our editorial team will be conducting interviews with speakers, guest VIPs and attendees throughout the duration of the Conference. Link your brand with this amazing content as the sponsorship includes branding on a step & repeat behind the anchor desk and three executive interviews from your staff.

BRAINDATE LOUNGE – $75,000

Exclusive

Host interactive seminars in your branded lounge with private meeting space and align your brand with providing attendees with a unique experience they're sure to tweet about.

LIVE STREAM – $60,000

Exclusive

We will be live streaming all sessions to CoinDesk.com and all recordings will be posted to our YouTube channel. Sponsor branding will be splashed on the live stream page and include a 30-second pre-roll.

SUPPORTING BLOCKCHAIN SCHOLARS – $30,000

Exclusive

Link your brand with increasing diversity within the Blockchain space by inviting (100) underrepresented enthusiasts, innovators and professional 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.

HACKATHON SPONSOR – $25,000

12 available

Hosted in a dynamic yet comfortable setting, the developer community will be challenged to find new use-cases for digital currencies and blockchain technology to solve global threats. Sponsors will have the opportunity to present a challenge, claim a spot on the overall hackathon judges panel, as well as host one 20-minute learning lab per conference day in the developer node at the Sheraton.

SPONSORED SESSION – $25,000

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.

EXECUTIVE INTERVIEWS – $20,000

Enhance and extend your presence with a 5-minute executive interview in your exhibit space which will be edited and hosted on the Consensus homepage and CoinDesk YouTube channel. Sponsors will also receive the video post-conference for internal use.



INTERACTIVE BRANDING

CHAIR COVERS – $130,000

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. *Check expenses *Per room and per venue

- $50,000 – Hilton main stage
- $35,000 - Hilton concurrent track
- $40,000 - Sheraton concurrent track
- $20,000 - small concurrents

POWER PODS – $90,000

Exclusive

Charging stations are a thing of the past with portable charging pods taking the helm. We'll include a custom branded re-chargeable pod in every attendee folio to help them stay juiced throughout Blockchain Week. Don't forget, they're re-chargeable so attendees will be reminded of who provided them with this convenience days, weeks, months after Consensus.

SPONSORED LANYARDS – $75,000

Exclusive

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

PHOTO BOOTH – $75,000

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.



SPONSORED WIFI – $70,000

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.

HOTEL KEY CARDS – $50,000

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

- Hilton – $30,000
- Sheraton – $30,000

SOCIAL MEDIA – $40,000

Exclusive

Your company can be the official provider of everything "social" at the Conference. This will include 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.

GRAPHIC RECORDING – $40,000

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.

- $20,000 – Hilton
- $15,000 – Sheraton



HOTEL DOOR HANGERS – $40,000

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.

KNOW BEFORE YOU GO NEWSLETTER – $35,000

Exclusive

Be the first to greet each Consensus attendee! Every participant will receive a printed "Welcome Newsletter" sponsored by you, upon check-in at the Hilton and Sheraton. Helpful information about Registration, Badge Pick-Up, Special Events Schedule, Registration Hours, Exhibit Hall Hours and much more; along with a personalized welcome message and advertisement from your company.

COAT & LUGGAGE CHECK – $30,000

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. – Hilton only.

INFORMATION CENTER – $17,500 per venue

or $35,000 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.

CONSENSUS DAILY RECAP – $15,000 each

or $35,000 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 attendees, as well as our global audience.



HOTEL ROOM DROP – $15,000 per day

Sunday – Monday – Tuesday – Wednesday

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.

MOBILE APP – $10,000 per notification

Limited to five sponsored push notifications per day, take advantage of this opportunity to inform attendees of your exhibit location or encourage them to complete a survey to gain attendee insight.

CONSENSUS MAGAZINE

Reinforce your presence with an ad in an attendee keepsake, Consensus Magazine. Filled with important information, such as the agenda, floor plans and insightful articles authored by the CoinDesk Advisory Board, this is your opportunity to drive traffic to your exhibit and remain at the top of attendees' minds.

- Back Cover – $17,500
- Inside Front Cover – $16,000
- Inside Back Cover – $14,000
- Full page – $10,000

ATTENDEE FOLIO INSERT – $10,000

Max of six

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, Sheraton and Ziegfeld offer exposure points across several floors to constantly remind attendees of your onsite presence.

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







PRE- & POST-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.

BRANDED WEBINARS – $20,000–$40,000

Host a webinar 30 – 90 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 email blast and social campaign promoting the webinar, including “sponsored by ...” messaging.
- 2-3 speakers + the sponsor and a CoinDesk moderator (speakers confirmed by the sponsor)
- Webinar posted to CoinDesk’s webinar portal for continued viewing

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

8 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.

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

CONSENSUS VIDEO ADVERTISING

Increase your exposure and prolong your sponsorship beyond the event dates with pre-roll, mid-roll and post-roll video advertising.

SPONSORED NEWSLETTERS

- Daily newsletter "Blockchain Bites" w/115,000 subscribers; $10,000 weekly commitment
- Daily trader newsletter "Markets Daily" w/20,000+ subscribers; $2,500 weekly or $10,000 monthly commitment
- Weekly "Institutional Crypto" newsletter w/2,000+ subscribers; $5,000 monthly commitment

CONSENSUS PODCAST – $5,000 per month

Insert your branded message as a pre-roll, mid-roll or post-roll as we provide attendees and our global audience with recordings of Consensus they can take on the road with them. This sponsorship also includes exposure on the session transcriptions which will be vital for media outlets and our audience to analyze the Conference content.

DIGITAL MEDIA

- Standard IAB banners with starting $20 cpm; complete rebuild in 2019 for site and mobile
- Apple News – $5,000 for one month 100% SOV





Interested in getting involved?

Contact us at
sponsors@coindesk.com

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