THIS WAS THE BEST CONFERENCE I’VE ATTENDED. THE VIBES, THE CONTENT AND THE PEOPLE WERE 🔥

ALEJANDRO NAVIA
CO-FOUNDER OF NFT NOW
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Consensus is the world’s largest, longest-running and most influential gathering of the crypto, blockchain and Web3 communities. Since its inception in 2015, it remains the industry’s only event that brings together all of the many disparate elements making up a profound technological transformation towards blockchain technology.

At CoinDesk, we aren’t just leading the narrative on this global transformation – we are a part of it. Consensus is an invitation to cultivate collaboration among the many differing stakeholders across this industry; leaders, investors, builders, creators, founders, innovators and more.

The backdrop to this year’s festival makes this mission all the more exciting. A shakeup in markets has created rich opportunities to set the industry on a path to mass adoption while also weeding out the unsustainable projects built on hype rather than substance.

**Join us at Consensus 2023 – a place where vision meets passion for those looking to learn, grow and build together.**
CONSENSUS 2022
AUDIENCE BREAKDOWN

Consensus is crypto's most iconic event, bringing together all sides of blockchain, Web3 and the metaverse. Brush shoulders with entrepreneurs, executives, Web3 creators, asset managers, individual investors, NFT collectors, brand and marketing professionals, government officials blockchain developers and more.

DEMOGRAPHICS

20k+ Attendees
270+ Sponsors
169k+ Virtual Viewers
112 Countries Represented
600+ Speakers
2m+ Total Social Impressions
600+ Press Passes
769k+ Video Views

CRYPTO PROXIMITY

70% personally invest in crypto
53% work on a crypto or Web3 project, team or company
38% are a member of an non-fungible token (NFT) community
35% are members of a decentralized autonomous organization (DAO)
34% are a crypto or Web3 freelancer/consultant
28% are creatives who uses Web3 tools

TOP INDUSTRIES
160 Industries Represented Overall

- Crypto
- Web3
- NFTs
- Developers
- Investors
- Blockchain Tech
- Venture Capital & Private Equity
- Financial Services
- Brands / Agencies
- Gaming
- Healthcare
- Law
- Art and Music
- Media
- Education
- Fashion
- Software

AUDIENCE TRAITS

46% Attendees were Director level and above (12% Founders)
47% Attendees had an income over 100k
69% Attendees had over 5% of assets in crypto

AUDIENCE SEGMENTS

33% Finance Industry
30% Builders and Blockchain Tech
28% Web3, Brand and Marketing

CONSENSUS 2023 PROSPECTUS
APRIL 26-28 • AUSTIN, TEXAS • 5
The Consensus speaker line-up consists of the most sought-after creators, pioneers, innovators, regulators, voices, influencers and personalities that are shaping the space today.

**PAST SPEAKERS**

RAY DALIO  
Founder, Co-CIO and Co-Chairman  
Bridgewater Associates

ABBY JOHNSON  
Chairman and CEO  
Fidelity Investments

PUNK6529  
6529

KIRSTEN GILLIBRAND  
Senator  
U.S. Senate

TOM BRADY  
Seven-Time Super Bowl Champion

SAM BANKMAN-FRIED  
CEO  
FTX

MELTEM DEMIRORS  
CSO  
CoinShares

DAN SCHULMAN  
President and CEO  
PayPal

BALAJI SRINIVASAN  
Angel Investor and Entrepreneur

WALLY ADEYEMO  
Deputy Secretary of the Treasury  
U.S. Department of the Treasury

CHANGPENG ZHAO  
Founder and CEO  
Binance

EDWARD SNOWDEN  
President  
Freedom of Press

WALLY ADEYEMO  
Deputy Secretary of the Treasury  
U.S. Department of the Treasury

CYNTHIA LUMMIS  
U.S. Senator for Wyoming  
U.S. Senate

RAJA RAJAMANNAR  
Chief Marketing and Communications Officer  
Mastercard

SAM BANKMAN-FRIED  
CEO  
FTX

TYLER HOBBS  
Generative Artist  
Anticlassic Studios

CAYTILIN LONG  
Founder and CEO  
Avanti Bank & Trust

2 CHAINZ  
Recording Artist / Serial Entrepreneur / Investor  
The Real U

MICAH JOHNSON  
Creator  
Aku

TOM BRADY  
Seven-Time Super Bowl Champion

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Bridgewater Associates
At CoinDesk, we are not just covering the story, we are a part of it. We have taken the lead in our industry by launching our own crypto token, DESK. Unlike other cryptocurrencies, DESK is a social token. It is designed to reward engaged members of the CoinDesk ecosystem and has no monetary value.

DESK enhances the Consensus experience by incentivizing attendee engagement across the festival grounds. Attendees can collect DESK by exploring all that the festival has to offer – visiting exhibition booths, attending panels, interacting with activations and more. It can be traded for Consensus merchandise, food and drinks and once-in-a-lifetime experiences.

**2022 DESK USAGE**

- 10k+ meals purchased with DESK
- 1,100+ drinks purchased with DESK
- $20k+ in merchandise purchased with DESK
- 8.2k+ accounts hold DESK currently
- 21% of attendees connected their wallet onsite
For the second year in a row, Consensus is calling one of America's most vibrant and creative cities home. Hosting Consensus in downtown Austin, Texas, allows us to take advantage of some of the best venues, restaurants and event spaces in the world.
2023 SPONSOR LEVELS

5 BLOCK SPONSOR

$500,000+

Includes
- 2 Piranha Passes
- 32 Sponsor Passes (Pro Pass plus early Expo Hall access)
- 35% discount on additional passes
- Digital screen branding acknowledging 5 Block Sponsors throughout Austin Convention Center
- A custom produced Sponsor recap video from CoinDesk Studios and licensed for use on Sponsor owned and operated channels shared no later than May 19, 2023
- Sponsor branding in relevant marketing materials and logo lock-ups at 5 Block level
- A Sponsor party/event to be listed on the agenda and marketing materials as an Official Party or Event
- A dedicated tagged thank you social post
- Dedicated thank you email for all 5 Block sponsors within seven days post event
- Invitation for 16 to the Sponsor Welcome Party held on Tuesday night, April 25, 2023
- An exclusive first look window to secure Consensus 2024 sponsorships

4 BLOCK SPONSOR

$300,000-$499,999

Includes
- 24 Sponsor Passes
- 25% discount on additional passes
- Sponsor branding in relevant marketing materials and logo lock-ups at the 4 Block level
- A Sponsor party/event to be listed on the agenda and marketing materials as an Official Party or Event
- Invitation for 12 to the Sponsor Welcome Party
- Exclusive pre-market window to secure Consensus 2024 sponsorships

3 BLOCK SPONSOR

$150,000-$299,999

Includes
- 16 Sponsor Passes
- 25% discount on additional passes
- Sponsor branding in relevant marketing materials and logo lock-ups at the 3 Block level
- Invitation for eight to the Sponsor Welcome Party
- Exclusive pre-market window to secure Consensus 2024 sponsorships

2 BLOCK SPONSOR

$50,000-$149,999

Includes
- 10 Sponsor Passes
- 25% discount on additional passes
- Sponsor branding in relevant marketing materials and logo lock-ups at the 2 Block level
- Invitation for five to the Sponsor Welcome Party
- Exclusive pre-market window to secure Consensus 2024 sponsorships

1 BLOCK SPONSOR

$15,000-$49,999

Includes
- 6 Sponsor Passes
- 25% discount on additional passes
- Sponsor branding in relevant marketing materials and logo lock-ups at the Block level
- Invitation for three to the Sponsor Welcome Party
- Exclusive pre-market window to secure Consensus 2024 sponsorships
AGENDA

WEDNESDAY
APRIL 26
PRO AND PIRANHA PASSES

Open Expo Hall
Money Reimagined Summit
Big Ideas Stage
Metaverse and Gaming Zone
Sports and Entertainment Arena
Protocol Village Stage
Web3 and Brand Summit
Sponsor Stage
NFT Gallery
DAO House
Opening Party
Proof of Steak Dinner

THURSDAY
APRIL 27
ALL PASSES

Open Expo Hall
Crypto Policy Forum
Mainstage
Big Ideas Stage
Metaverse and Gaming Zone
Sports and Entertainment Arena
Protocol Village Stage
Stage X
CoinDesk Learn Stage
Speaker AMA Stage
Talent Hub
Sponsor Stage
NFT Gallery
DAO House
MetaGala
Consensus Partner Events
Music Performances
Proof of Steak Dinner

FRIDAY
APRIL 28
ALL PASSES

Open Expo Hall
Mainstage
Big Ideas Stage
Metaverse and Gaming Zone
Sports and Entertainment Arena
Protocol Village Stage
Stage X
CoinDesk Learn Stage
Speaker AMA Stage
Talent Hub
Sponsor Stage
NFT Gallery
DAO House
Consensus Partner Events
Music Performances
Proof of Steak Dinner
01

STAGE SPONSORSHIPS
STAGE SPONSORSHIPS

MAINSTAGE

PRIMARY SPONSOR - $500,000

EXCLUSIVE

DEADLINE

PRIMARY - FEBRUARY 6, 2023

The Mainstage is reserved for Keynotes and the most significant topics with broad relevance to the market. Held on the Show Floor in Exhibit Hall 5 on Thursday, April 27 and Friday, April 28, the Mainstage is open to all badge holders. These speaking slots are extremely competitive and require some type of market-moving news and/or marquee names from either inside or outside of the industry.

BENEFITS INCLUDE

- A 15-minute sponsored CEO fireside chat at a predetermined time. Chat to be recorded and shared with Sponsor no later than May 15, 2023, and licensed for use on Sponsor-owned and -operated channels
- Sponsor logo on approximately 2,000 chair covers in the Mainstage Theater
- Sponsor branding on video screens between sessions. Branding can be a static image or video file at 16:9 ratio (1920x1080p) in .mov or .mp4 format
- Sponsor recognition and logo on in-room signage and physical signage at the entrances to the Mainstage
- Sponsor branding on GL33 signage (19’x10’) outside of the Mainstage entrance from the lobby
- Opportunity for Sponsor to provide attendee giveaways at the entrances and exits of the Mainstage Theater, subject to CoinDesk approval
- Includes Sponsor branding in the livestream
- Labeled as “Mainstage, presented by Sponsor” or similar in agenda and select marketing materials
The Protocol Village on the Expo Hall show floor houses programming, working and networking space for founders, developers, token investors and users to explore software developments and to learn from each other’s successes, problems and experiences. The working and networking area includes computer stations for a live hack, whiteboards for coding/brainstorming, and other resources for developers to put their work on display. The agenda on Wednesday, April 26, focuses on macro themes that touch all protocols such as scalability and cross-chain interoperability. Then on Thursday, April 27, and Friday, April 28, we offer set blocks of time to individual protocol communities to showcase new chain-specific ideas and approaches and to discuss upgrades and other issues of relevance to their specific communities.

**STAGE SPONSORSHIPS**

**PROTOCOL VILLAGE**

**PRIMARY SPONSOR - $400,000 (SOLD OUT)**

**SECONDARY SPONSOR - $40,000**

FIVE AVAILABLE

**DEADLINES**

PRIMARY - FEBRUARY 6, 2023
SECONDARY - MARCH 20, 2023

**PRIMARY BENEFITS INCLUDE**

- 15-minute sponsored CEO fireside chat at a predetermined time. Chat to be recorded and shared with Sponsor no later than May 15, 2023, and licensed for use on Sponsor-owned and -operated channels
- Sponsor branding on all chair covers (~250) in the Stage area
- Sponsor branding on video screens between sessions. Branding can be a static image or video file at 16:9 ratio (1920x1080p) in .mov or .mp4 format
- Sponsor recognition and logo on signage at the stage and working/networking areas.
  - Includes Sponsor branding in the livestream
- Labeled as “Protocol Village, presented by Sponsor” or similar in agenda and select marketing materials
- Sponsorship includes DESK to be given away to attendees in the Village

**SECONDARY BENEFITS INCLUDE**

- Sponsor recognition and logo on signage at the stage and working/networking areas
- Sponsor branding on video screens between sessions. Branding can be a static image or video file at 16:9 ratio (1920x1080p) in .mov or .mp4 format
Founders, developers, brands, artists, gamers and platforms come together to explore how they're building and navigating the digital landscapes and experiences of the future. The Metaverse and Gaming Zone also features demos of the newest games and latest tech powering this new immersive reality. The Metaverse and Gaming Zone is open April 26-28 on the Expo Hall floor. Day One is for Pro Pass, Sponsor, and Piranha holders, and Days Two/Three are open for all pass holders. Day One is demo day; Days Two/Three for content and programming.

**STAGE SPONSORSHIPS**

**METAVERSE AND GAMING ZONE**

**PRIMARY SPONSOR** - $350,000

**SECONDARY SPONSOR** - $40,000

**DEADLINES**

- PRIMARY - FEBRUARY 6, 2023
- SECONDARY - MARCH 13, 2023

**PRIMARY BENEFITS INCLUDE**

- Naming rights ("Metaverse and Gaming Zone, presented by Sponsor" or similar) in signage, on Festival maps and other relevant locations
- 15-minute sponsored CEO fireside chat at a predetermined time. Chat to be recorded and shared with Sponsor no later than May 15, 2023, and licensed for use on Sponsor-owned and -operated channels
- Dedicated space within the Zone
- Sponsor branding on all chair covers in the Zone
- Sponsor branding on video screens between sessions. Branding can be a static image or video file at 16:9 ratio (1920x1080p) in .mov or .mp4 format
- Sponsor recognition and logo on in-room signage
- Includes Sponsor branding in the livestream
- Sponsorship includes DESK to be given away to attendees in the Zone

**SECONDARY BENEFITS INCLUDE**

- Enhanced booth in the Zone
- Sponsor branding on video screens between sessions. Branding can be a static image or video file at 16:9 ratio (1920x1080p) in .mov or .mp4 format
- Sponsor recognition and logo on in-room signage
During crypto’s last run-up, no sectors embraced Web3 more than the sports and entertainment industries. The Sports and Entertainment Arena dives into the new frontiers that blockchain technology is providing for fan engagement as well as opportunities in digital collectibles, sponsorships, partnerships, NFT-powered TV shows and more. Open all three days on the Convention Center show floor, Day One is primarily for activations and contests, and Days Two/Three features programming. Pro Pass, Sponsor, and Piranha badge holders have access to Day One, and all have access to Days Two/Three.

### PRIMARY BENEFITS INCLUDE
- Naming rights ("Sports and Entertainment Arena, presented by Sponsor" or similar) in signage, on Festival Maps, and other relevant locations
- 15-minute sponsored CEO fireside chat at a predetermined time. Chat to be recorded and shared with Sponsor no later than May 15, 2023, and licensed for use on Sponsor-owned and -operated channels
- Dedicated space within the Arena
- Sponsor branding on all chair covers in the Arena
- Sponsor branding on video screens between sessions. Branding can be a static image or video file at 16:9 ratio (1920x1080p) in .mov or .mp4 format
- Sponsor recognition and logo on in-room signage
- Includes Sponsor branding in the livestream
- Sponsorship includes DESK to be given away to attendees in the Arena

### SECONDARY BENEFITS INCLUDE
- Sponsor branding on video screens between sessions. Branding can be a static image or video file at 16:9 ratio (1920x1080p) in .mov or .mp4 format
- Sponsor recognition and logo on in-room signage
STAGE SPONSORSHIPS
MONEY REIMAGINED SUMMIT

PRIMARY SPONSOR - $300,000 EXCLUSIVE
SECONDARY SPONSOR - $30,000 FIVE AVAILABLE

DEADLINES
PRIMARY - FEBRUARY 6, 2023
SECONDARY - MARCH 20, 2023

At the all-day Money Reimagined Summit, we map out the future of finance and investing with a gathering of institutional and retail investors, hedge fund managers, OTC digital asset traders, exchange providers, venture capitalists, smart contract developers, bankers, compliance officers, lawyers, custodians and everyone in between. Together we’ll address the opportunities and pitfalls that lie in integrating the radical, decentralized finance world of DeFi with traditional “TradFi” finance. We’ll explore the lessons learned from a brutal crypto winter and figure out where crypto solutions fit within the challenging post-pandemic global macro environment. The Money Reimagined Summit is hosted in the Convention Center, 4th Floor Ballroom D with a capacity of 1,200. There are breakout sessions held in an adjacent Ballroom. This Summit is only open to Pro Pass, Sponsor, and Piranha badge holders.

PRIMAR Y BENEFITS INCLUDE

• 15-minute sponsored CEO fireside chat at a predetermined time. Chat to be recorded and shared with Sponsor no later than May 15, 2023, and licensed for use on Sponsor-owned and -operated channels
• Sponsor branding on all chair covers during the Summit
• Sponsor branding on video screens between sessions. Branding can be a static image or video file at 16:9 ratio (1920x1080p) in .mov or .mp4 format
• Sponsor recognition and logo on in-room signage
• Includes Sponsor branding in the livestream
• Labeled as “Money Reimagined Summit, presented by Sponsor” or similar in agenda and select marketing materials

SECONDARY BENEFITS INCLUDE

• Sponsor branding on in-room physical and digital signage
• Sponsor branding on video screens between sessions. Branding can be a static image or video file at 16:9 ratio (1920x1080p) in .mov or .mp4 format
## STAGE SPONSORSHIPS

### STAGE X

<table>
<thead>
<tr>
<th>PRIMARY SPONSOR - $250,000</th>
<th>SOLD OUT</th>
</tr>
</thead>
<tbody>
<tr>
<td>SECONDARY SPONSOR - $30,000</td>
<td>FIVE AVAILABLE</td>
</tr>
</tbody>
</table>

**DEADLINES**
- PRIMARY - FEBRUARY 6, 2023
- SECONDARY - MARCH 20, 2023

Stage X showcases the timely conversations in an industry that never sleeps. Whether it's late-breaking news or the newest developments in crypto, blockchain or Web3, Consensus attendees will hear about it here. There is no set theme here; Stage X is designed to capture it all and provide the flexibility for timely content. This Stage is in the Convention Center’s 1st floor Ballroom A with a capacity of 850, and it is open on Thursday, April 27, and Friday, April 28, for all badge holders.

**PRIMARY BENEFITS INCLUDE**
- 15-minute sponsored CEO fireside chat at a predetermined time. Chat to be recorded and shared with Sponsor no later than May 15, 2023, and licensed for use on Sponsor-owned and -operated channels
- Sponsor branding on all chair covers in the Stage room
- Sponsor branding on video screens between sessions. Branding can be a static image or video file at 16:9 ratio (1920x1080p) in .mov or .mp4 format
- Sponsor recognition and logo on in-room signage
- Includes Sponsor branding in the livestream
- Labeled as “Stage X, presented by Sponsor” or similar in agenda and select marketing materials

**SECONDARY BENEFITS INCLUDE**
- Sponsor branding on in-room physical and digital signage
- Sponsor branding on video screens between sessions. Branding can be a static image or video file at 16:9 ratio (1920x1080p) in .mov or .mp4 format
The Crypto Policy Forum convenes leaders from government and the crypto and blockchain community to discuss, debate and determine where the affairs of the state should start and end within the Web3 economy. The Forum explores the advance of central bank digital currencies, the tensions around stablecoin regulation, the widening enforcement of anti-money laundering and counter-terrorism rules against cryptocurrency services, and the challenges in applying 20th century securities laws to 21st century decentralized protocols. Speakers and participants seek an international consensus on how to optimize a regulatory approach that protects users and boosts confidence in the digital asset industry without overly constraining innovation or killing the objective of equitable financial access for all. The Crypto Policy Forum is hosted in the Convention Center 4th Floor Ballroom D on Thursday, April 27. This room has a capacity of 1,200, and content is programmed all day. There are breakout sessions held in an adjacent Ballroom. This Forum is open to all badge holders.

**PRIMARY BENEFITS INCLUDE**

- 15-minute sponsored CEO fireside chat at a predetermined time. Chat to be recorded and shared with Sponsor no later than May 15, 2023, and licensed for use on Sponsor-owned and -operated channels
- Sponsor branding on all chair covers during the Forum
- Sponsor branding on video screens between sessions. Branding can be a static image or video file at 16:9 ratio (1920x1080p) in .mov or .mp4 format
- Sponsor recognition and logo on in-room signage
- Includes Sponsor branding in the livestream
- Labeled as “Crypto Policy Forum, presented by Sponsor” or similar in agenda and select marketing materials

**SECONDARY BENEFITS INCLUDE**

- Sponsor branding on in-room physical and digital signage
- Sponsor branding on video screens between sessions. Branding can be a static image or video file at 16:9 ratio (1920x1080p) in .mov or .mp4 format
Web3 and the creator/ownership-centric economy is rewriting both the technological and relationship layers that power brands, creators and fandoms. The Web3 and Brand Summit is a day of exploration and learning as attendees hear from some of the most influential artists, entrepreneurs and companies that are rewriting the rules of business and culture. The first half of the day highlights the disruptive creators and builders in the ecosystem while the second half sheds light on how brands are utilizing the tools of Web3 to evolve their offerings and customer base. Hosted in the Convention Center 1st Floor Ballroom A on Wednesday, April 26, the Web3 and Brand Summit is only available to Pro Pass, Sponsor and Piranha badge holders. Ballroom A has a capacity of 850. There are also breakout sessions in an adjacent Ballroom.

**PRIMARY BENEFITS INCLUDE**

- 15-minute sponsored CEO fireside chat at a predetermined time. Chat to be recorded and shared with Sponsor no later than May 15, 2023 and licensed for use on Sponsor-owned and -operated channels
- Sponsor branding on all chair covers during the Summit
- Sponsor branding on video screens between sessions. Branding can be a static image or video file at 16:9 ratio (1920x1080p) in .mov or .mp4 format
- Sponsor recognition and logo on in-room signage
- Includes Sponsor branding in the livestream
- Labeled as “Web3 and Brand Summit, presented by Sponsor” or similar in agenda and select marketing materials

**SECONDARY BENEFITS INCLUDE**

- Sponsor branding on in-room physical and digital signage
- Sponsor branding on video screens between sessions. Branding can be a static image or video file at 16:9 ratio (1920x1080p) in .mov or .mp4 format

**STAGE SPONSORSHIPS**

- **PRIMARY SPONSOR - $250,000 EXCLUSIVE**
- **SECONDARY SPONSOR - $30,000**

**DEADLINES**

- **PRIMARY - FEBRUARY 6, 2023**
- **SECONDARY - MARCH 20, 2023**
Provocative thinkers offer a rich diet of brainfood about the profound implications of crypto and blockchains for the future of the internet, money, finance, politics and more. The Big Ideas Stage brings together an eclectic mix of crypto developers and entrepreneurs, researchers and other big brains for TED-type talks, all with the aim of scoping out possibilities for a better tomorrow. The Big Ideas Stage on the Convention Center show floor is open all three days of the Festival and has a 200-250 seating capacity. CoinDesk TV’s “The Hash” is live on the Big Ideas Stage all three days, and Big Ideas content is showcased on Thursday, April 27, and Friday, April 28, and is open to all badge holders.

PRIMARY BENEFITS INCLUDE

- 15-minute sponsored CEO fireside chat at a predetermined time. Chat to be recorded and shared with Sponsor no later than May 15, 2023, and licensed for use on Sponsor-owned and -operated channels
- Sponsor branding on all chair covers in the Stage area
- Sponsor branding on video screens between sessions. Branding can be a static image or video file at 16:9 ratio (1920x1080p) in .mov or .mp4 format
- Sponsor recognition and logo on in-room signage
- Includes Sponsor branding in the livestream
- Labeled as “Big Ideas Stage, presented by Sponsor” or similar in agenda and select marketing materials

SECONDARY BENEFITS INCLUDE

- Sponsor branding on in-room physical and digital signage
- Sponsor branding on video screens between sessions. Branding can be a static image or video file at 16:9 ratio (1920x1080p) in .mov or .mp4 format

DEADLINES

PRIMARY SPONSOR - $200,000 EXCLUSIVE
SECONDARY SPONSOR - $20,000 FIVE AVAILABLE

PRIMARY SPONSOR - FEBRUARY 6, 2023
SECONDARY SPONSOR - MARCH 20, 2023
Speakers continue their larger-stage conversations, or start new ones, in a more casual setting. The Speaker AMA Stage allows for more informal chats and interaction with the audience. Hosted on the Convention Center show floor in between a majority of the stages, the seating capacity will be ~150 and open to all on Thursday, April 27, and Friday, April 28.

**PRIMARY BENEFITS INCLUDE**

- 15-minute sponsored CEO fireside chat at a predetermined time. Chat to be recorded and shared with Sponsor no later than May 15, 2023, and licensed for use on Sponsor-owned and -operated channels
- Sponsor branding on all chair covers in the Stage area
- Sponsor branding on video screens between sessions. Branding can be a static image or video file at 16:9 ratio (1920x1080p) in .mov or .mp4 format
- Sponsor recognition and logo on signage
- Includes Sponsor branding in the livestream
- Labeled as “Speaker AMA Stage, presented by Sponsor” or similar in agenda and select marketing materials

**SECONDARY BENEFITS INCLUDE**

- Sponsor branding on in-room physical and digital signage
- Sponsor branding on video screens between sessions. Branding can be a static image or video file at 16:9 ratio (1920x1080p) in .mov or .mp4 format
No matter if you are a crypto beginner or a seasoned expert, there is always something new to learn. CoinDesk Learn offers a series of pre-festival webinars plus two days of in-person workshops at Consensus for a variety of audiences from crypto newbies to marketing professionals to institutional investors. Topics range from how to use technical analysis and on-chain data to creating DAOs to identifying scams and avoiding rug pulls to dos and don’ts in the metaverse. Hosted in a Convention Center 1st Floor Ballroom, CoinDesk Learn is held on Thursday, April 27, and Friday, April 28, as well as the series of webinars.

**BENEFITS INCLUDE**

- 15-minute Sponsored Presentation at a predetermined time. Maximum two people on stage at a time. Presentation speakers each receive a speaker pass with a +1, receive speaker cards for social, have access to the Speaker Lounge, and are recognized as Sponsored Speaker in the online Consensus speaker section. Presentation to be recorded and shared with Sponsor no later than May 15, 2023, and licensed for use on Sponsor-owned and -operated channels.
- Sponsor branding on video screens between sessions. Branding can be a static image or video file at 16:9 ratio (1920×1080p) in .mov or .mp4 format
- Sponsor recognition and logo on in-room signage
- Includes Sponsor branding in the livestream
- CoinDesk Learn webinars to run pre-Consensus. Sponsor branding on all webinar marketing materials, and Sponsors to receive the opt-in registration list post webinar. Does not include speaking or panelists in the webinars
SPONSORED SESSIONS
SPONSORED SESSIONS

EXPO HALL SPONSORED SESSION

$40,000
21 AVAILABLE - 7 PER DAY 18 AVAILABLE

DEADLINE MARCH 13, 2023

Take advantage of this limited opportunity to present on client case studies, Web3, taxes or other critical topics important to your business and the industry at large. Scheduled as up to 45-minute sessions at the top of every hour between 10 a.m.-4:45 p.m. Wednesday through Friday of the festival. Wednesday’s sessions will be limited to Pro Pass, Sponsor and Piranha badge holders; Thursday and Friday sessions will be open to all badge holders. Labeled as a Sponsored Session and included in the official Consensus agenda. Hosted in a designated theater on the show floor with a capacity of 200-250. Maximum four speakers per session, and each speaker will receive a Speaker Pass with +1, include speaker cards for social, have access to the Speaker Lounge, and be listed online as a Sponsored Speaker. Sponsor to receive a video file of its Session by May 15, 2023. Sponsored Sessions are the only way to present on a Consensus stage and control your company’s message.

MONEY REIMAGINED SUMMIT SPONSORED WORKSHOP

$30,000
7 AVAILABLE

DEADLINE MARCH 20, 2023

Scheduled on Wednesday, April 26, as 30-minute workshops at the top of each hour between 10 a.m.-5:30 p.m., the workshops will be included in the Consensus agenda. Hosted in Rooms 11A/B with capacity for 120 on the Convention Center 4th floor directly adjacent to the Summit Stage. Content must thematically align with the Money Reimagined Summit and be mutually agreeable by both parties. Sponsor to receive a video file of the workshop by May 15, 2023. Money Reimagined Summit and Workshops only accessible to Pro Pass, Sponsor, and Piranha badge holders.

CRYPTO POLICY FORUM SPONSORED WORKSHOP

$30,000
7 AVAILABLE

DEADLINE MARCH 20, 2023

Scheduled on Thursday, April 27, as 30-minute workshops at the top of each hour between 10 a.m.-5:30 p.m., the workshops will be included in the Consensus agenda. Hosted in Rooms 11A/B with capacity for 120 on the Convention Center 4th floor directly adjacent to the Summit Stage. Content must thematically align with the Crypto Policy Forum and be mutually agreeable by both parties. Sponsor to receive a video file of the workshop by May 15, 2023. Crypto Policy Forum Sponsored Workshops are open to all badge holders.
DIRECT ATTENDEE ENGAGEMENT & NETWORKING
DIRECT ATTENDEE ENGAGEMENT & NETWORKING
BOOTH IN A BOX (TURNKEY)

10’X10’ - $19,500
10’X20’ - $39,000

DEADLINE
FEBRUARY 20, 2023

CoinDesk will provide Sponsor with a turnkey exhibit package, including a branded backdrop, branded cabinet for storage, a table, and three chairs. The Expo Hall will be open for three full days: April 26-28, 2023 from 9 a.m.-6 p.m. Day One is for Pro Pass, Sponsor and Piranha badge holders, and Days Two/Three are open for all badge holders. Sponsorship includes DESK to be given away to attendees at the booth and three boxed lunches to be delivered daily for a 10’x10’ booth; five lunches for a 10’x20’ booth. Artwork deadline for the booth is March 16, 2023, and there is a $100 fee per day if past due. For resubmission and re-proofing artwork, there is a $500 per submission fee and it will only be accepted until March 27, 2023.
DIRECT ATTENDEE ENGAGEMENT & NETWORKING

BOOTH IN A BOX WITH CLOSET STORAGE (TURNKEY)

10’X10’ - $29,250
10’X20’ - $58,500
10’X30’ - $87,750

DEADLINE
FEBRUARY 20, 2023

CoinDesk will provide Sponsor with a turnkey exhibit package that includes a large closet for storage. The booth also includes a branded backdrop, separate branded cabinet for storage, a table and three chairs. The Expo Hall will be open for three full days: April 26-28, 2023, from 9 a.m.-6 p.m.. Day One is for Pro Pass, Sponsor, and Piranha badge holders, and Days Two/Three are open for all badge holders. Sponsorship includes DESK to be given away to attendees at the booth and three boxed lunches to be delivered daily for a 10’x10’ booth; five lunches for a 10’x20’ booth; eight lunches for a 10’x30’. Artwork deadline for the booth is March 16, 2023, and there is a $100 fee per day if past due. For resubmission and re-proofing artwork, there is a $500 per submission fee and it will only be accepted until March 27, 2023.
DIRECT ATTENDEE ENGAGEMENT & NETWORKING

RAW EXHIBIT SPACE

20’X22’ - $72,600
22’X40’ - $138,600
20’X50’ - $165,000
40’X42’ - $277,200

DEADLINE
FEBRUARY 20, 2023

Raw space gives Sponsors the ability to build out their own custom booth experience. Custom booths are the heart of the show floor and centrally located to capture the most foot traffic. The Expo Hall will be open for three full days: April 26-28, 2022, from 9 a.m.-6 p.m. Day One is for Pro Pass, Sponsor and Piranha badge holders, and Days Two/Three are open for all badge holders. Sponsorship includes DESK to be given away to attendees at the booth. A fee of $8,000 to be charged for each 10’x10’ space removed from the show floor to accommodate the raw booth execution, if applicable. Ten boxed lunches to be delivered daily. March 9, 2023, deadline for detailed, to-scale wire frame and elevation renderings of the final booth design and structure; rigging diagrams with all points and weight loads clearly identified to be included; any structural elements to be included. All elements require review and approval by the Convention Center, fire marshal and any applicable authorities. March 16, 2023, deadline for Exhibitor Appointed Contractor Intake Form.
DIRECT ATTENDEE ENGAGEMENT & NETWORKING

3RD FLOOR MEETING ROOM

$30,000
17 AVAILABLE

DEADLINE MARCH 13, 2023

Sponsor will be provided with a private, furnished meeting room on the Convention Center 3rd floor from a list of pre-set options, including one custom branded 22”x28” sign to be placed outside Sponsor’s room. Customization of the room set up at additional cost to Sponsor. The 3rd floor is quieter and ideal for more private meetings. Rooms are available for use April 26-28, 2023, from 9 a.m.-6 p.m. Day One is for Pro Pass, Sponsor and Piranha badge holders, and Days Two/Three are open for all badge holders. Standard coffee package is included and CoinDesk will provide a dedicated contact for catering. Sponsorship includes DESK to be given away to attendees in the meeting room. March 16, 2023, deadline for layout selection and graphic submission.

4TH FLOOR MEETING ROOM

$40,000
15 AVAILABLE

DEADLINE MARCH 13, 2023

The 4th floor meeting rooms are larger, furnished, and include one custom branded 22”x28” sign to be placed outside Sponsor’s room. Customization of the room set up at additional cost to Sponsor. Rooms are available for use April 26-28, 2023, from 9 a.m.-6 p.m. Day One is for Pro Pass, Sponsor and Piranha badge holders, and Days Two/Three are open for all pass holders. The 4th floor is also where the Money Reimagined Summit and Crypto Policy Forum will be hosted as well as the Pro Pass Lounge. Standard coffee package is included, and CoinDesk will provide a dedicated contact for catering. Sponsorship includes DESK to be given away to attendees in the meeting room. March 16, 2023, deadline for layout selection and graphic submission.

PREMIUM MEETING ROOM

$60,000
5 AVAILABLE

DEADLINE MARCH 13, 2023

The most plush of all meeting rooms, Premium rooms either have the best locations, including the first floor of the Convention Center, or they have windows. They are furnished and include one custom branded 22”x28” sign to be placed outside Sponsor’s room. Customization of the room set up at additional cost to Sponsor. Rooms are available for use April 26-28, 2023, from 9 a.m.-6 p.m. Day One is for Pro Pass, Sponsor and Piranha badge holders, and Days Two/Three are open for all badge holders. Standard coffee package is included and CoinDesk will provide a dedicated contact for catering. Sponsorship includes DESK to be given away to attendees in the meeting room. March 16, 2023, deadline for layout selection and graphic submission.
DIRECT ATTENDEE ENGAGEMENT & NETWORKING

NETWORKING LOUNGE

$250,000
2 AVAILABLE

DEADLINE
FEBRUARY 20, 2023

The Networking Lounges are informal conversation spaces located in the Expo Hall. The Lounges allow participants to connect with fellow attendees and expand networks. With ample seating and tables, there is plenty of room to meet other attendees or seek a space to have informal chats with others looking to level up. Coffee and snacks served. Lounge to be named the “Sponsor Networking Lounge” or similar on show floor map and other relevant locations. Ample standing signage for Sponsor as well as branded overhead signage and video/digital signage. Roughly 3,700 sq. ft. of space. Sponsorship includes DESK to be given away to attendees at the Lounge.
DIRECT ATTENDEE ENGAGEMENT & NETWORKING

INSTITUTIONAL INVESTOR AND ASSET MANAGER CONSENSUS ROUNDTABLE DINNER

$50,000
10 AVAILABLE

DEADLINE MARCH 13, 2023

The Institutional Investor and Asset Manager Consensus Roundtable Dinner will be hosted at a top downtown Austin hotel and includes all institutional investors, asset managers and guest speakers who participate in the respective invite-only Roundtable sessions taking place throughout the day on Wednesday, April 26. The dinner is assigned and seated (minimum eight-person rounds) with two total Sponsor representatives per table. The dinner includes networking at the cocktail reception that runs prior. Sponsorship includes access for three Sponsor representatives to the dinner, logo placement at dinner entrance signage and menus, Sponsor option to bring one whitepaper and piece of swag to place on a dedicated table for dinner attendees, a Sponsor mention in dinner welcome remarks and Sponsor logo on the digital screens in between Roundtable content sessions. Sponsorship does not include access to the Roundtables.

PROOF OF STEAK DINNERS

$50,000
THREE AVAILABLE - WED/THU/FRI

DEADLINE FEBRUARY 20, 2023

Consensus will create one dinner each on Wednesday, Thursday and Friday nights at different notable Austin restaurants or an outdoor tented location where a high-level chef is brought in. Attendees can reserve one of an estimated 100 slots per night at a fixed price with food and beverage included. Each dinner will be themed to either Finance, Blockchain or Creators. Sponsor receives “In partnership with...” messaging on a dedicated Consensus experiences landing page, restaurant on-site branding, a welcome moment the night of the dinner, on-site real estate for tabling, Sponsor giveaway opportunities and 10 seats at the dinner. Consensus will send a photographer to capture, and video is available for additional budget. Sponsorship includes DESK to be given away to attendees at the Dinner.

SPONSORED HAPPY HOUR

$50,000
THREE AVAILABLE - WED/THU/FRI

DEADLINE MARCH 13, 2023

After constant networking and a packed agenda, attendees just want to unwind. The Happy Hour Sponsors will be the brands that leave a lasting impression as the industry is celebrated. With custom branded signage and cocktail napkins imprinted with the Sponsor’s logo, attendees will be sure to see and remember the Sponsor by the end of the evening. Sponsorship also includes one dedicated push mobile notification reminding all attendees of the Happy Hour, promotion on the Onsite Digital Ad Network as well as dedicated promotion in that morning’s newsletter to all attendees. Happy Hour to be held immediately after the closing session for 1.5 hours in the Convention Center. Open to Pro Pass, Sponsor and Piranha badge holders on Wednesday, and open to all badge holders on Thursday and Friday.
DIRECT ATTENDEE ENGAGEMENT & NETWORKING

TALENT HUB

MARCH 13, 2023

The Consensus Talent Hub connects attendees looking for job opportunities with businesses searching for the perfect candidates. Recruiters and business leaders also explore crypto and Web3 industry trends and growth sectors and how to get the skills to succeed in these industries. The Talent Hub will be hosted in a Convention Center 1st floor ballroom on April 27 and April 28 between 10 a.m.-5 p.m. Sponsorship includes on-site signage, one Partner Sessions speaking opportunity, dedicated pipe-and-drape location for private recruiting conversations, logo and copy in sponsored content recap article of the experience published on CoinDesk.com, and one tagged LinkedIn post per Sponsor. Sponsorship includes DESK to be given away to attendees at the Hub.
The Shards is a thought-provoking, multi-artist-powered visual funhouse. Hosted at a large downtown Austin venue within close proximity to the Convention Center, 10 art experiences will fuel attendees’ sense of play, interactivity and creativity as they wander around the experience. This activation is meant to highlight up and coming artists, known projects and new forms of visual storytelling in ways meant to be captured and shared by all visitors. Sponsor gets exterior branding such as “The Shards, presented by Sponsor” or similar, logo on internal physical and digital signage and on Festival map, a custom shard area for creative brand experience (built in partnership with CoinDesk) and a sponsored cocktail party on opening night of the experience. In addition, a 60-90 second recap video of the experience featuring Sponsor will be delivered by May 15, 2023.
BRAND ACTIVATIONS

CONSENSUS CARNIVAL

$1,000,000
EXCLUSIVE

DEADLINE
JANUARY 6, 2023

Taking over a full block parking lot between the Convention Center and popular Rainey Street, a Carnival of the absurd with games, rides, food trucks, contests and clowns will be created, all slightly off and with a creative eye towards crypto and NFTs. DESK would be the currency to engage at the Consensus Carnival, which would be branded with the Sponsor’s name. Overall experience customized with the Sponsor. Open for Thursday and Friday of Consensus from mid-afternoon into the late evening. This will be the ultimate memorable experience from Consensus 2023!
A visual immersion into the future of art, community and commerce on the blockchain. The Consensus NFT Gallery brings the massively creative world of non-fungible tokens to life via a physical/digital location showcasing not only the creative artists in the space but also educating those looking to get more involved on the development, culture, and marketing side of NFTs. The Coppertank venue’s capacity is 700 and is open all three days of the Festival. Day One is open to Pro Pass, Sponsor and Piranha badge holders only for Gallery viewing. Days Two/Three is open to all and features programming. Venue is also a host for Consensus organized evening events.

PRIMARY BENEFITS INCLUDE

- Naming rights (“NFT Gallery, presented by Sponsor” or similar) in signage, on Festival maps and other relevant locations
- 15-minute sponsored CEO fireside chat at a predetermined time. Chat to be recorded and shared with Sponsor no later than May 15, 2023, and licensed for use on Sponsor-owned and -operated channels
- Dedicated space within the Gallery
- Sponsor Happy Hour with the same benefits as the “Sponsored Happy Hour” opportunity
- Option to provide swag to attendees
- Sponsor messaging rotated on the venue digital screens
- Physical and digital branding inside and outside the venue
- Sponsor recognition and logo on in-room signage
- Includes Sponsor branding in the livestream
- Dedicated allotment of DESK to give away in the Gallery

SECONDARY BENEFITS INCLUDE

- Digital Sponsor messaging rotated on the venue digital screens
- Sponsor recognition and logo on in-room signage
- Scheduled swag giveaways for attendees

DEADLINES

PRIMARY - FEBRUARY 6, 2023
SECONDARY - MARCH 13, 2023
The DAO House serves as the Consensus community center for decentralized autonomous organizations to congregate, network, collaborate on new ideas and hear from some of the most dynamic communities and builders in the space. Hosted at the Sunset Room adjacent to the Convention Center, the DAO House is an indoor/outdoor location with a 300-person capacity. It is also the central location for all Morning Wellness activities. Open all day for the three days of the Festival. Day One features networking and is for Pro Pass, Sponsor and Piranha badge holders only, Days Two/Three features programming and is open to all.

**BRAND ACTIVATIONS**

**DAO HOUSE**

**PRIMARY SPONSOR - $400,000 EXCLUSIVE**

**SECONDARY SPONSOR - $30,000 TEN AVAILABLE**

**DEADLINES**

PRIMARY - FEBRUARY 6, 2023
SECONDARY - MARCH 13, 2023

**PRIMARY BENEFITS INCLUDE**

- Naming rights (“DAO House, presented by Sponsor” or similar) in signage, on Festival maps and other relevant locations
- 15-minute sponsored CEO fireside chat at a predetermined time. Chat to be recorded and shared with Sponsor no later than May 15, 2023, and licensed for use on Sponsor-owned and -operated channels
- Dedicated space within the House
- Sponsor Happy Hour with the same benefits as the “Sponsored Happy Hour” opportunity
- Option to provide swag to attendees
- Sponsor messaging rotated on the venue digital screens
- Physical and digital branding inside and outside the venue
- Sponsor recognition and logo on in-room signage
- Includes Sponsor branding in the livestream
- Dedicated allotment of DESK to give away in the House

**SECONDARY BENEFITS INCLUDE**

- Digital Sponsor messaging rotated on the venue digital screens
- Sponsor recognition and logo on in-room signage
- Scheduled swag giveaways for attendees

**DEADLINES**

PRIMARY - FEBRUARY 6, 2023
SECONDARY - MARCH 13, 2023

SECONDARY SPONSOR - $30,000
TEN AVAILABLE

PRIMARY SPONSOR - $400,000 EXCLUSIVE

APRIL 26-28 • AUSTIN, TEXAS • 37
BRAND ACTIVATIONS

SURVIVING CRYPTO WINTER

$400,000
EXCLUSIVE

DEADLINE
FEBRUARY 3, 2023

Embracing the crypto industry’s market cycles, Consensus will create an interactive winter experience called “Surviving Crypto Winter.” Using a location on the show floor or outside the Convention Center, high-powered air conditioning to replicate winter will be used, as well as manufactured snow and creative uses of ice to make attendees feel at home in the Arctic. Meant to be a humorous take on winter, inside the structure would be a whimsical Crypto Winter landscape, a mini ice rink with a professional skater and other related experiences. To encourage attendees that winter isn’t forever, the exit will be outfitted to look like spring with grass and flowers, and sun lights the way to end the experience in an optimistic tone. Sponsor gets naming/exterior signage and is integrated into the experience itself.
Located on the show floor and operating as both a place to refuel and network, this sponsorship powers The Meal Area in the Convention Center. At roughly 12,000 sq. ft. and with seating for 200+ people, this area has proven to be a main gathering place for all attendees. In addition to the general Meal Area food options, included is a unique branded activation: Laser Burgers! Laser Burger is a food activation where attendees can grab a Sponsor-branded burger (meat and vegetarian) with a logo or word etched into the food item itself. This activation is an entertaining draw amongst attendees and is sure to generate both leads and social media posts. All Laser Burgers are purchasable with DESK or through a lead generation mode for the Sponsor. Lead gen information will be shared with the Sponsor no later than May 15, 2023. The buildout, napkins and burger wrappers will all be Sponsor branded. The Food Area is open from 9 a.m.-6 p.m. all three days of the Festival. The Sponsor receives “Presented by Sponsor” or similar naming in relevant materials, signage inside of the Meal Area as well as branded overhead signage and the ability to run programs with the DESK token, which will be accepted onsite.

**BRAND ACTIVATIONS**

**MEAL AREA SPONSOR WITH LASER BURGER ACTIVATION**

**$350,000**

**EXCLUSIVE**

**DEADLINE**

FEBRUARY 20, 2023

Crypto Twitter is on fire and this Sponsor can take advantage by offering giveaways to attendees via tweet-powered vending machines. Dispensing branded swag, snacks or beverages, the six Twitter-enabled vending machines will be located throughout the Convention Center. This is an easy, exciting way to engage a socially connected audience. Sponsor gets full wrap of machines. Built if sold execution, and Sponsor to provide items inside the machines.

**TWEET AND YOU SHALL RECEIVE**

**$300,000**

**EXCLUSIVE**

**DEADLINE**

FEBRUARY 20, 2023
Bitcoin turns 15 in 2023. To honor this momentous occasion, Consensus will create a physical timeline experience that charts the arc of Bitcoin and how it started the modern crypto universe. What led us to the white paper, who is Satoshi and who were the early adoptees are all questions to explore. This experience will be a must-see for anyone interested in crypto. Sponsor gets “Bitcoin 15, presented by Sponsor” or similar naming, in addition to an About Sponsor paragraph posted in the exhibit. Sponsor to receive a one-to two-minute video walkthrough of the experience with “Sponsor and CoinDesk Studios present Bitcoin 15” that can be shared on Sponsor’s site, blog and social media channels. Video to be delivered no later than May 15, 2023.
BRAND ACTIVATIONS

BULL VS. BEAR

$250,000
EXCLUSIVE
DEADLINE
FEBRUARY 3, 2023
A prediction show floor activation where attendees stake DESK token and bid on the closing price of key crypto assets (BTC/ETH/SOL/ETC, floor price of CryptoPunks/BAYC/etc.) for each day and at the close of Consensus. Winners receive prizes and DESK rewards.

NFT PHOTO BOOTH

$200,000
EXCLUSIVE
DEADLINE
MARCH 13, 2023
Sponsor-branded custom photo experience where attendees line up to have their photo taken and then each photo is stylized by a digital artist’s vision. The photos are then minted as 1 of 1 NFTs and sent to the attendee’s wallet (opportunity for both ETH- and SOL-based NFTs). Photo booth located on the Convention Center Show Floor. Lead gen data to be shared with the Sponsor no later than May 15, 2023.

STORE OF VALUE

$150,000
EXCLUSIVE
DEADLINE
FEBRUARY 20, 2023
The Store of Value is a centralized merchandise area where Consensus merchandise is sold alongside curated items related to crypto (wallets, miners, NFT apparel, etc.). The Sponsor gets naming rights (“Store of Value powered by Sponsor” or similar) in addition to a dedicated location within the Store of Value to sell or give away merchandise. Sponsor also will receive branding on all bags for purchased items, as well as the opportunity to place an informational insert in the bag. The Store of Value is open all three days of Consensus.
As a primer to Consensus, CoinDesk Studios will conduct an in-depth Web3 Workshop for brands, agencies and/or communities who are looking for a hands-on guide to onboarding themselves and their teams in Web3 and the metaverse. The Workshops will be highly customized depending on the Sponsor’s team’s needs. Sessions will be conducted in person in Austin, Texas prior to Consensus on one of the following dates: Monday, April 24; Tuesday, April 25; or Wednesday, April 26. Clients will receive video recaps of the session following. The sessions will focus on Knowledge, Strategy, Activation, and Tooling and can cover a number of topics, including, but not limited to, Fundamentals of Web3, Metaverse Marketing, Blockchain and Data, Working with DAOs, and Media/Audience Positioning.
OFFICIAL PARTIES AND EVENTS
CONSENSUS 2023
OFFICIAL PARTIES AND EVENTS

KICKOFF PARTY
$250,000 EXCLUSIVE

DEADLINE
MARCH 13, 2023

Play a major role in welcoming Consensus attendees at the kickoff party! Hosted at a marquee downtown Austin venue on Wednesday, April 26, 2023, the party will feature live music, food and bev, and industry networking. Sponsor will receive “Presented by” brand exposure in event promotions, a branded drone cocktail shaker activation, 40 people for the VIP list including early access and free F+B, a dedicated section at the venue, and multiple areas for premiere event signage. Open bar and complimentary food through DESK for all attendees. Access for Pro Pass, Sponsor and Piranha badge holders only.

THURSDAY PARTY
$250,000 EXCLUSIVE

DEADLINE
MARCH 13, 2023

Consensus nightlife will roll into the second night of the Festival! Hosted at one of Austin’s premier downtown music venues with a 1,500+ capacity on Thursday, April 27, 2023, the party will feature premiere live music, food and bev, and industry networking. Sponsor will receive “Presented by” brand exposure in event promotions, a branded drone cocktail shaker activation, 40 people for the VIP list including early access and free F+B, a dedicated section at the venue, and multiple areas for premiere event signage. Open bar and complimentary food through DESK for all attendees. Open to all Consensus badge holders.

CLOSING PARTY
$250,000 EXCLUSIVE

DEADLINE
MARCH 13, 2023

Be the Sponsor that wraps up Consensus at the Closing Party! Hosted at one of Austin’s premier downtown music venues with a 1,500+ capacity on Friday, April 28, 2023, the party will feature premiere live music, food and bev, and industry networking. Sponsor will receive “Presented by” brand exposure in event promotions, a branded drone cocktail shaker activation, 40 people for the VIP list including early access and free F+B, a dedicated section at the venue, and multiple areas for premiere event signage. Open bar and complimentary food through DESK for all attendees. Open to all Consensus badge holders.
The MetaGala is the annual Consensus Gala for Good powered by the Blockchain. Held indoors at a prime downtown Austin venue on Thursday night, April 27, this red carpet, ticketed sit-down dinner, auction and social event during Consensus 2023 brings together culture, crypto and a little fashion. For 2023 the MetaGala’s mission is to put the focus on select climate-focused, nonprofit organizations working on the most pressing issue of our time through technology and blockchain. Attendees will slip between various realities to engage with each other, party, show off and show up for a good cause. A charity auction of select NFTs from known artists will also be held, as well as an Awards Recognition for those doing good in crypto. All net proceeds from the event will benefit select CoinDesk partner charities. This is a separate ticketed event for in-person attendance, while it will be virtually open to all through metaverse partners.

** PRIMARY SPONSOR - $100,000  ** FIVE AVAILABLE
** SECONDARY SPONSOR - $20,000  ** UNLIMITED

** DEADLINES **
** PRIMARY - FEBRUARY 20, 2023  **
** SECONDARY - MARCH 13, 2023  **
OFFICIAL PARTIES AND EVENTS

CONSENSUS OFFICIAL PARTNER EVENT

$15,000
UNLIMITED

DEADLINE
MARCH 20, 2023

Want to hold your own event, party or experience during Consensus week? With an Official Consensus partnership, your event will be listed on the official agenda online, through the app and on site. Your Official Event will also be promoted in that morning’s newsletter sent to all attendees, will include a dedicated mention in the on-site Digital Ad Network and one marketing email sent to all registered attendees one week prior to the Festival to encourage registration for all official events. Sponsorship also includes the right for Sponsor to use the Consensus logo in its own marketing materials, which will need to be pre-approved by CoinDesk.
06
PREMIUM BRANDING OPPORTUNITIES
**PREMIUM BRANDING OPPORTUNITIES**

**PRO PASS LANYARDS & LOUNGE**

**$300,000**

**EXCLUSIVE**

**DEADLINE**

**FEBRUARY 20, 2023**

This Sponsor will have its logo on all Pro Pass and Sponsor attendee lanyards, as well as having the exclusive sponsorship of the Pro Pass Lounge. Located on the Convention Center 4th floor, this space will host Pro Pass and Sponsor badge attendees all three days of the festival. Lounge will serve food and drink and have a photographer for professional headshots. Sponsor to receive on-site signage, banner GL39 (19’w X 8’h) outside of lounge, ability to provide gifts at check-in and naming of the space (e.g., “Sponsor Pro Pass Lounge” or similar). Sponsorship includes DESK to be given away to attendees in the lounge.

**MEDIA CAFÉ**

**$250,000**

**EXCLUSIVE**

**DEADLINE**

**JANUARY 6, 2023**

Consensus will take over a local bar, café or restaurant near the Convention Center and have it set up as an exclusive coffee shop and wine bar for the 350+ international journalists expected to attend. This space will be for the media to unwind, network, help facilitate more stories and share their Consensus experiences. The site will host meetups and with access only given to the journalists and the Sponsor, allowing the Sponsor to have a direct line to those who shape the news. Sponsorship includes “Media Café, sponsored by Sponsor” or similar branding, a table inside for swag or literature distribution (upon approval) and access for four Sponsor executives.

**HOTEL KEY CARDS & SLEEVES**

**$185,000**

**EXCLUSIVE**

**DEADLINE**

**FEBRUARY 20, 2023**

Key cards unlock the perfect opportunity for the Sponsor to make an immediate first impression as attendees are welcomed to Austin. Sponsor presence will be in attendees’ hands each day as they enter and leave their rooms. Key cards and sleeves can include a Sponsor QR code. Hotels include Hilton, Fairmont, Marriott and JW Marriott.
PREMIUM BRANDING OPPORTUNITIES

TWO-DAY PASS
ATTENDEE LANYARDS

$150,000
EXCLUSIVE

DEADLINE
FEBRUARY 20, 2023

Printed exclusively with Sponsor’s logo and the Consensus 2023 logo, lanyards for two-day badge holders as well as staff and crew will showcase the Sponsor’s brand while being worn throughout the duration of the festival. Consensus handles the production and distribution; the Sponsor gets the omnipresent exposure.
PREMIUM BRANDING OPPORTUNITIES

COFFEE STATION
$150,000 EXCLUSIVE

DEADLINE FEBRUARY 20, 2023

With attendees constantly looking for a caffeine boost, this opportunity provides Sponsor exposure directly in attendees’ hands. Branding includes full-color signage at both Convention Center coffee stations, The Atrium Cafe and Taste, as well as a freestanding coffee station with branded table cloth on the 4th floor lobby. Branding includes napkins, sleeves and freestanding flanking signage. Atrium Cafe and Taste will serve free drip coffee, and additional food and drink options will be for purchase.

CHARGING STATIONS
$150,000 EXCLUSIVE

DEADLINE MARCH 13, 2023

Sponsor’s brand is featured at all 12 high-demand charging stations throughout the Convention Center as attendees boost their mobile devices. The stations have 19” screens to display Sponsor’s logo or a brief video (15 seconds or less). Branding of the charging stations can be customized by the Sponsor.

SUSTAINABILITY SPONSOR
$150,000 EXCLUSIVE

DEADLINE FEBRUARY 20, 2023

The Sustainability Sponsor will play a key role in turning Consensus into a green Festival. This sponsorship includes branded refillable water stations throughout the Convention Center, 5,000 branded water bottles displayed at the water stations for attendees to use and take home, branded recycle bins and branded biodegradable cups at the water stations.
PREMIUM BRANDING OPPORTUNITIES

CONSENSUS MOBILE APP

$100,000
EXCLUSIVE

DEADLINE
MARCH 20, 2023

The Consensus mobile app is the primary resource for all attendees. It features the agenda, floor plan, map of venues, speakers and attendee networking. The Sponsor of the app will receive a splash page upon opening, an in-app advertising area and one push notification to all users each day April 26-28, 2023.

HOTEL DOOR HANGERS

$80,000
EXCLUSIVE

DEADLINE
FEBRUARY 20, 2023

Placed on every attendee’s hotel room door on the peak night, this personal brand exposure leaves a lasting impression. Door hangers can include a Sponsor QR code. Hotels include Hilton, Fairmont, Marriott and JW Marriott.

WHISKEY TASTING

$80,000
EXCLUSIVE

DEADLINE
FEBRUARY 20, 2023

Each day on the show floor, a whiskey tasting area will be set up so that attendees can sample Texas craft whiskey. In exchange for lead generation entry, the whiskey master will talk through what makes Texas whiskey special and let the attendees try sips of various spirits. Sponsor gets on-site branding, lead generation, branded napkin and tasting cups as well as the opportunity to give away swag to attendees.
PREMIUM BRANDING OPPORTUNITIES

PIRANHA LANYARDS AND LOUNGE

$75,000 EXCLUSIVE
DEADLINE FEBRUARY 20, 2023

Piranha Pass holders are the VIPs of Consensus. This Sponsor will have its logo on all Piranha Pass attendee lanyards, as well as having the exclusive sponsorship of the Piranha Lounge. This dedicated lounge will host Piranha Pass attendees from 9 a.m.-6 p.m., April 26-28, 2023. Sponsor to receive subtle on-site signage, ability to provide gifts at check-in, admittance to the area for five executives and naming of the space (e.g., “Sponsor Piranha Lounge” or similar).

SPEAKER LOUNGE

$75,000 EXCLUSIVE
DEADLINE FEBRUARY 20, 2023

The Consensus Speaker Lounge is where all speakers get prepped to go on stage and relax after their panels. It is located centrally on the show floor and is an active space with many of the most influential voices in crypto and culture. Sponsorship includes “Speaker Lounge, sponsored by Sponsor” or similar branding, a table inside for swag or literature distribution (upon approval) with two members max from Sponsor team, and additional branding at the speaker Touch Up station, where all speakers can get stage ready with hair and makeup before heading to the stage.

PRESS LOUNGE

$75,000 EXCLUSIVE
DEADLINE FEBRUARY 20, 2023

The Press Lounge is located on the show floor for easy press access to the various stages. With 350+ international journalists expected at Consensus 2023, this opportunity gets the Sponsor’s name directly in front of perhaps the most influential audience segment at the Festival. Sponsorship includes “Press Lounge, presented by Sponsor” or similar in maps and relevant signage and materials, physical signage in the lounge, Sponsor signage by the meal table stating “Food Provided by Sponsor” or similar, and a table inside for swag or literature distribution (upon approval) with two members max from Sponsor team.
PREMIUM BRANDING OPPORTUNITIES

GIVEAWAY BAG

$60,000
EXCLUSIVE
DEADLINE
FEBRUARY 20, 2023

As attendees walk the show floor, they are often offered swag and literature from the spectrum of Sponsors. To add some utility to the show, one Sponsor will get the opportunity to give tote bags to attendees so they have an easy way to collect what they wish in a simple fashion. Sponsor gets their message/logo on 15,000 bags handed out by CoinDesk brand ambassadors at the main Hilton registration and on the show floor at multiple locations.

SOLD

ICE CREAM SOCIAL

$55,000
THREE AVAILABLE - WED/THU/FRI
DEADLINE
FEBRUARY 20, 2023

Starting 90 minutes before the end of content each day on the show floor, two ice cream carts will greet sweet-tooth attendees and let them redeem DESK or register in exchange for ice cream or fruit pops. Carts to be located on each side of the main Expo Hall thoroughfare. An afternoon treat is exactly what attendees need after a day networking among booths and learning from the content. Sponsor gets on-site branding, lead generation, branded napkins and cups, as well as the opportunity to giveaway swag to attendees. Wednesday show floor open to Pro Pass, Sponsor and Piranha badge holders; Thursday and Friday open to all.

REGISTRATION GIVEAWAYS

$20,000
TEN AVAILABLE
DEADLINE
FEBRUARY 20, 2023

Giveaways will be available for all attendees at the main Hilton registration hub. Open Monday, April 24 through Friday, April 28, the registration hub will be a highly trafficked first stop. Each giveaway, exclusive to each Sponsor and subject to approval, will be in its own dedicated basket, and attendees will have the option to take whichever one (or all of them!) they want. Sponsor must provide a minimum of 5,000 items. Giveaway ideas include sunglasses, umbrellas, stress balls, bottle openers and more.
MEDIA AND NEWSLETTERS
Sponsors will have the exclusive sponsorship of CoinDesk TV’s Festival coverage. Coverage will be for a minimum of five (5) hours each day, Wednesday through Friday. Distribution will be on CoinDesk.com, through the CoinDesk FAST channels and through livestreams on Facebook, LinkedIn, YouTube and Twitter.

**EXECUTION DETAILS INCLUDE**

- 2,000,000 impressions (15-second pre-roll and 30-second mid-roll) throughout April 2023
- 100% SOV for two live sponsored segments pre-event in March/April with VOD posted on Twitter with Sponsor tag. This is editorial-controlled content
- 100% SOV pre-roll and mid-roll during the Festival, including all clips distributed through social
- Two C-Level or mutually agreed upon company executive interviews. Content of interview determined by CoinDesk
- Sponsor logo on studio exterior glass
- Sponsor logo in opening and closing graphics
- Twitter promotion includes three (3) tagged pre-Festival tweets
- Creative assets due April 7, 2023
COINDESK PODCAST STUDIO

$125,000
EXCLUSIVE

DEADLINE
MARCH 13, 2023

The Podcast Studio will bring CoinDesk and other industry podcasts to a centrally located stage that will be recorded live on the Convention Center show floor. Sponsorship includes naming of “Sponsor Podcast Studio” or similar, branding around the podcast studio and one Sponsor mention on all CoinDesk podcasts recorded during Consensus. Sponsor will be provided one time per day to host interviews and their own podcast with CoinDesk providing editing services. Sponsorship includes logos on the studio desks and exterior glass, one branded 30-minute show recorded with the Sponsor CEO and pushed out through the CoinDesk Consensus feed, and sponsorship of all post-event Consensus podcast content.
MEDIA AND NEWSLETTERS

COINDESK SITE TAKEOVER

$75,000 - WED/THU/FRI
THREE AVAILABLE

DEADLINE
MARCH 20, 2023

Sponsor will have 100% SOV on CoinDesk.com with a 2x frequency cap for the 24-hour duration of the sponsorship based on ET. Exceptions include trading buttons on price pages, thought leadership promotion and site content to be determined by CoinDesk.

EXECUTION DETAILS INCLUDE

- Global high-impact pushdown on the day of sponsorship
- 100% SOV across all desktop and mobile ad units on the day of sponsorship, with exceptions determined by CoinDesk. Frequency cap of 2x. Does not include pre-roll
- Creative assets due April 7, 2023
MEDIA AND NEWSLETTERS

COINDESK STUDIOS ON LOCATION

$50,000
EIGHT AVAILABLE

DEADLINE
MARCH 6, 2023

Utilizing a custom stage or suite setting, the CoinDesk Studios content team will capture, edit and package a 1:1 interview live from Consensus 2023. The CoinDesk Studios host will work with a Sponsor executive to create an interview segment that discusses a recent launch, partnership announcement, state of the project or similar. The final segment will be edited to four to eight minutes and delivered to the Sponsor no later than May 15, 2023, for use on the Sponsor’s owned social and site properties, in addition to having a permanent home on CoinDesk.com in the Sponsored Content section.

THE NODE NEWSLETTER SPONSORSHIP

PRIMARY - $50,000 EXCLUSIVE
SECONDARY - $25,000 EXCLUSIVE

DEADLINE
MARCH 20, 2023

Link Sponsor’s brand with attendees and CoinDesk’s wider audience with each day’s highlights. CoinDesk’s flagship daily newsletter, The Node, will publish twice-daily special editions the week of Consensus. Newsletter will be distributed to all attendees, as well as the total newsletter registration list of 160,000+. Primary sponsorship includes logo at the top of the newsletter, as well as 500x250 ad unit, 150-word text and destination URL in Primary Sponsor section. Secondary sponsorship includes logo, 75-word ad unit and destination URL in Secondary Sponsor section. Assets due April 7, 2023.

SPONSORED EMAIL

$20,000
TEN AVAILABLE

DEADLINE
ONE MONTH PRIOR TO SEND

Contact all registered attendees pre- or post-Festival with a customized message. Hint at the Sponsor’s show specials and what the Sponsor will be showcasing during Consensus. Promote a newly published research report. Remind attendees to stop by a booth. Encourage attendees to register for a product. Sponsored Emails are distributed to all registered attendees at the time of send. Assets due two weeks prior to send.
CONSENSUS PUSH NOTIFICATIONS

$10,000

NINE AVAILABLE

EIGHT AVAILABLE

DEADLINE
MARCH 20, 2023

Sponsor has the ability to send a push notification to all attendees. Notification must be no longer than 250 characters and can include a URL redirect. Push notifications are available each day at 10 a.m., 1 p.m., and 3 p.m. CT on April 26-28, 2023.

CONSENSUS WELCOME PACKET

BACK COVER - $10,000
INSIDE FRONT COVER - $7,500
INSIDE BACK COVER - $7,500

DEADLINE
MARCH 6, 2023

The Welcome Packet will be available to all attendees when they pick up their badge. This printed packet will include the full agenda, maps, event information, speaker highlights and a thank-you to Sponsors. Three full-page ads are available in the packet: inside front cover, inside back cover and the back cover.
DIGITAL AND PHYSICAL SIGNAGE
DIGITAL AND PHYSICAL SIGNAGE

ON-SITE PHYSICAL BRANDING

$10,000-$100,000

DEADLINE MARCH 20, 2023

Have your brand front and center for all of Consensus to see. 67 different branding opportunities from small to large are available around the Convention Center and offer consistent visibility. All files due by March 23, 2023. For specifics separate by option, click here.

OPTIONS INCLUDE
- Escalators – $75,000-$100,000
- Banners – $10,000-$75,000
- Column wraps – $10,000-$20,000

HIGH-IMPACT LED SIGNAGE

$25,000
15 AVAILABLE

DEADLINE MARCH 20, 2023

For a more impactful digital screen presence, six LEDs will be featured across the Convention Center. Four will hang in the highest-traffic Expo hall areas, one will be placed at the bottom of the main first floor escalator and one will be placed in the lobby outside exhibit halls 2 and 3. Each Sponsor will receive two minutes per hour of commercial time. Screens will be no smaller than 15’ wide in each location. Sponsor’s premium advertisement will be in rotation April 26-28, 2023. Rotation reporting recap provided no later than May 15, 2023

THE FOLLOWING MAY BE PROVIDED:
- Maximum delivery of two unique files
- Video (no sound, captions to be provided by sponsor)
- 1920x1080
- File Types:  
  - Video: mp4/H.264 - all 16:9 ratio
  - Each file 15 or 30 seconds in duration

ON-SITE VIDEO DIGITAL AD NETWORK

$15,000
13 AVAILABLE

DEADLINE ONE MONTH PRIOR TO SEND

Video advertisement to be featured on an equitable rotation with a minimum of two minutes per hour per Sponsor on the Onsite Video Digital Ad Network. Located throughout the Convention Center and at the Hilton main registration, Consensus will provide a minimum of 25 total video screens (~55” screens). Sponsor’s advertisement will be in rotation April 26-28, 2023. Rotation reporting recap provided no later than May 15, 2023.

THE FOLLOWING MAY BE PROVIDED:
- Maximum delivery of two unique files
- Video (no sound, captions to be provided by sponsor)
- 1920x1080
- File Types:  
  - Video: mp4/H.264 - all 16:9 ratio
  - Each file 15 or 30 seconds in duration
Any Sponsor cancellation must be made in writing to sponsors@coindesk.com. Cancellations will be accepted in accordance with the schedule below.

**Sept - Nov 30**  
$1,000 cancellation fee

**Dec 1 - Jan 31**  
50% of sponsorship fee

**Feb 1 - April 28**  
Non-refundable

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