2023 CONSENSUS by CoinDesk

PROSPECTUS

JOIN THE MOST IMPORTANT CONVERSATION IN CRYPTO AND WEB3

APRIL 26-28 • AUSTIN, TEXAS • ESTABLISHED 2015



“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

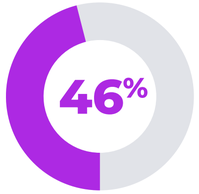
28% are creatives who uses Web3 tools

TOP INDUSTRIES

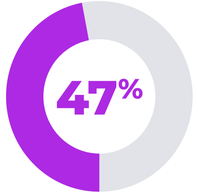
160 Industries Represented Overall

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

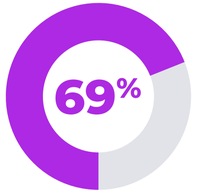
AUDIENCE TRAITS



Attendees were Director level and above (12% Founders)



Attendees had an income over 100k



Attendees had over 5% of assets in crypto

AUDIENCE SEGMENTS



Finance Industry



Builders and Blockchain Tech



Web3, Brand and Marketing

PAST SPEAKERS

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.



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



ROSTIN BEHNAM
CFTC Chairman



PUNK6529
6529



KIRSTEN GILLIBRAND
Senator
U.S. Senate



ABBY JOHNSON
Chairman and CEO
Fidelity Investments



SPENCER GORDON
Group VP, Consumer Connections
Anheuser-Busch



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



FRANCES HAUGEN
Former Facebook Product Manager



TYLER HOBBS
Generative Artist
Anticlassic Studios



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



MICAH JOHNSON
Creator
Aku



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



RAJA RAJAMANNAR
Chief Marketing and Communications Officer
Mastercard



CAITLIN LONG
Founder and CEO
Avanti Bank & Trust

DESK

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

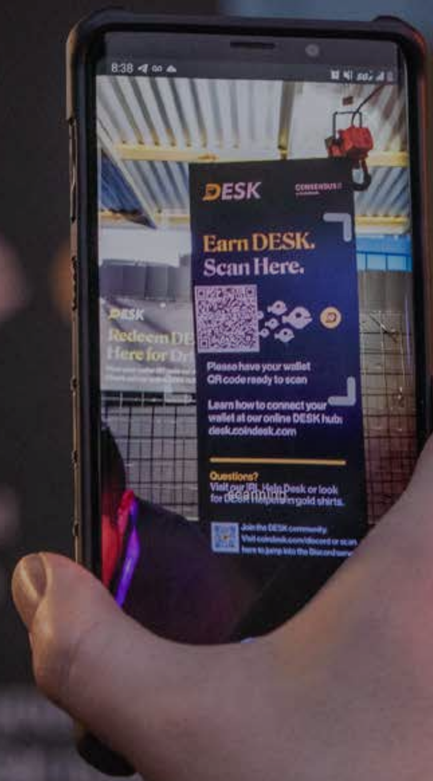
10k+
meals purchased with DESK

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



CONSENSUS IN AUSTIN

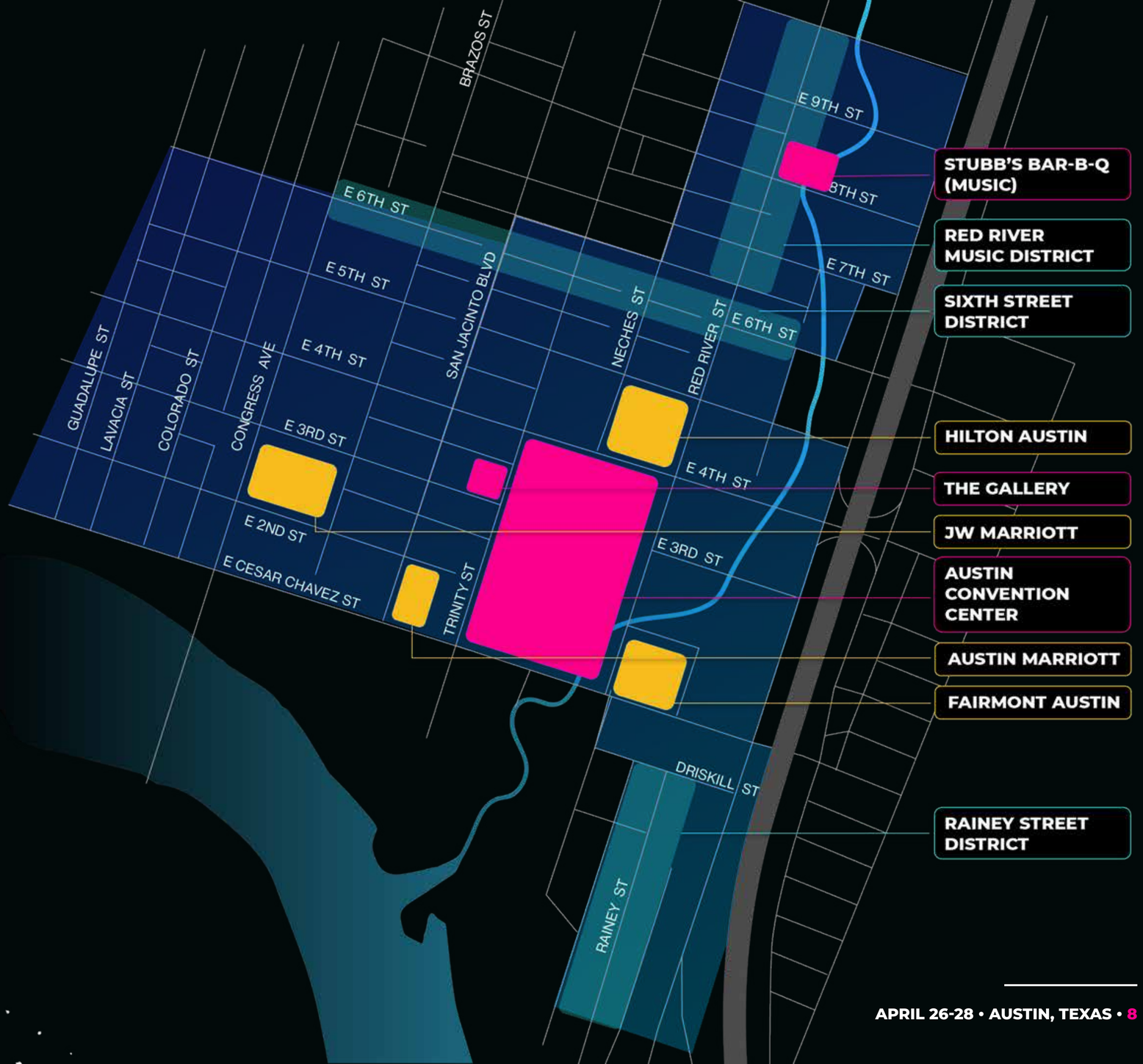
For the second year in a row, Consensus is calling one of America's most vibrant and creative cities home. Hosting Consensus in downtown Austin, Texas, allows us to take advantage of some of the best venues, restaurants and event spaces in the world.

CONFERENCE VENUES

HOTELS

ENTERTAINMENT DISTRICTS

MORE VENUES TO BE ANNOUNCED



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

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

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

BLOCK SPONSOR

$10,000-$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 AT A GLANCE

WEDNESDAY
APRIL 26

PRO, PIRANHA AND SPONSOR PASSES

- MONEY REIMAGINED SUMMIT
- WEB3 CREATOR AND BRAND SUMMIT
- OPENING PARTY
- OPEN EXPO HALL
- METAVERSE AND GAMING ZONE
- PROTOCOL VILLAGE STAGE
- SPONSOR STAGE
- THE GALLERY

THURSDAY
APRIL 27

TWO-DAY PASS

- OPEN EXPO HALL
- METAVERSE AND GAMING ZONE
- PROTOCOL VILLAGE STAGE
- SPONSOR STAGE
- THE GALLERY
- PROOF OF STEAK DINNER*
- MAINSTAGE
- STAGE X
- THE HASH STAGE
- SPONSOR STAGE
- CONSENSUS PARTNER EVENTS
- MUSIC PERFORMANCES

FRIDAY
APRIL 28

- OPEN EXPO HALL
- METAVERSE AND GAMING ZONE
- PROTOCOL VILLAGE STAGE
- SPONSOR STAGE
- THE GALLERY
- CRYPTO POLICY FORUM
- MAINSTAGE
- STAGE X
- THE HASH STAGE
- SPONSOR STAGE
- CONSENSUS PARTNER EVENTS
- MUSIC PERFORMANCES

KEY

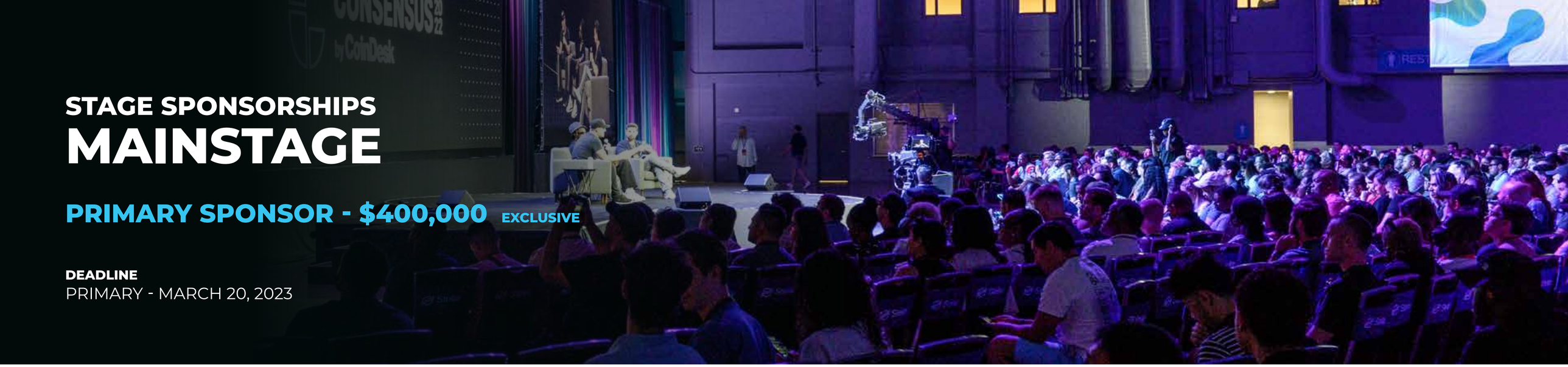
- ACCESSIBLE WED-FRI
- ONLY ACCESSIBLE WED
- ACCESSIBLE THURS-FRI
- FRIDAY ONLY

* SEPARATE TICKETED EVENTS



01

STAGE SPONSORSHIPS



STAGE SPONSORSHIPS

MAINSTAGE

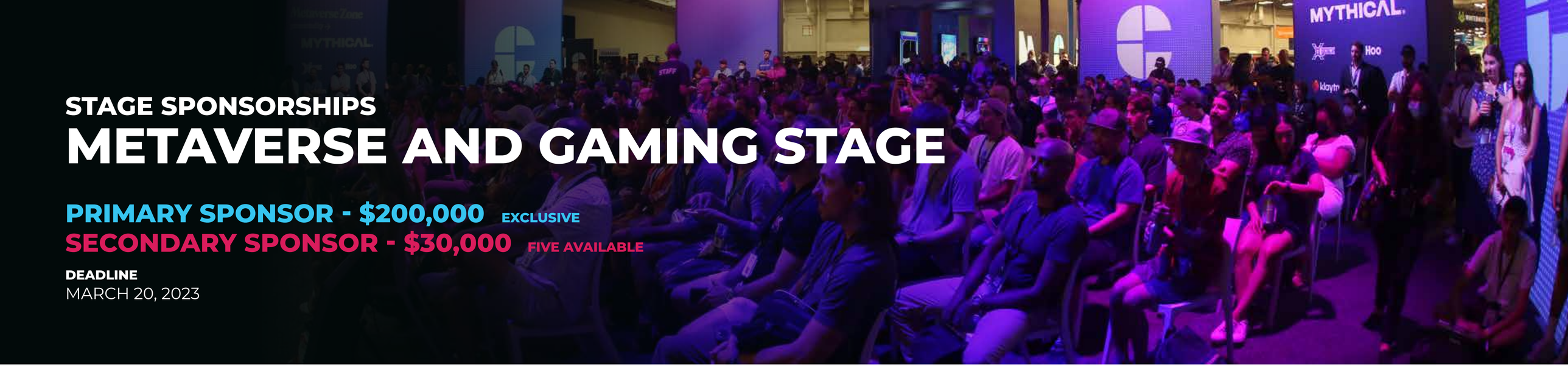
PRIMARY SPONSOR - $400,000 EXCLUSIVE

DEADLINE
PRIMARY - MARCH 20, 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 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



STAGE SPONSORSHIPS

METAVERSE AND GAMING STAGE

PRIMARY SPONSOR - $200,000 EXCLUSIVE

SECONDARY SPONSOR - $30,000 FIVE AVAILABLE

DEADLINE
MARCH 20, 2023

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 Stage also features demos of the newest games and latest tech powering this new immersive reality. The Metaverse and Gaming Stage 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.

PRIMARY BENEFITS INCLUDE

- Naming rights ("Metaverse and Gaming Stage, 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
- 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 audience
- Enhanced booth in stage area

SECONDARY BENEFITS INCLUDE

- Enhanced booth 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



STAGE SPONSORSHIPS

MONEY REIMAGINED SUMMIT

PRIMARY SPONSOR - $200,000 EXCLUSIVE

SECONDARY SPONSOR - $30,000 ~~FIVE AVAILABLE~~ TWO AVAILABLE

DEADLINE
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 on one of our largest stages . There are breakout sessions held nearby . This Summit is only open to Pro Pass, Sponsor, and Piranha 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 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

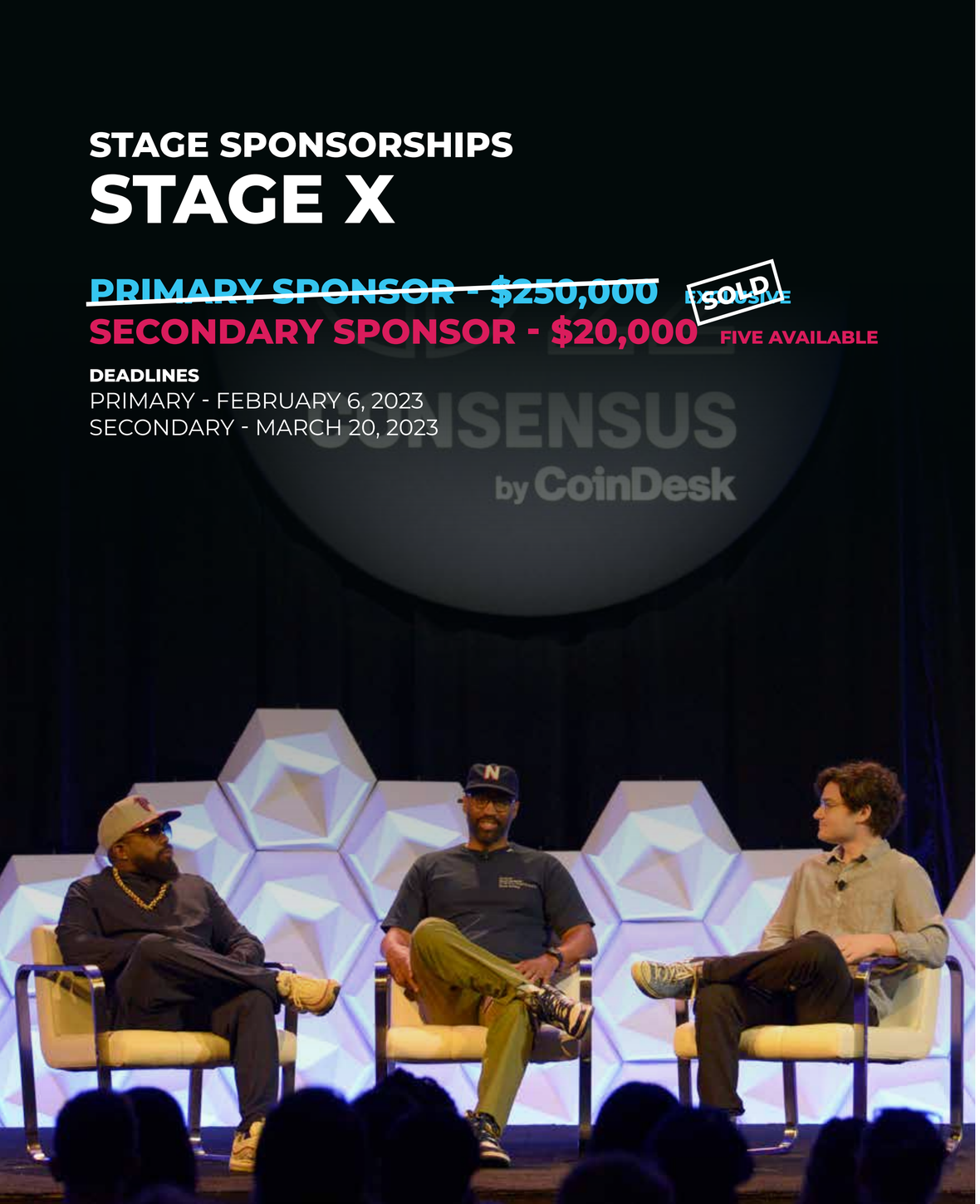
~~**PRIMARY SPONSOR - $250,000**~~ EXCLUSIVE SOLD

SECONDARY SPONSOR - $20,000 FIVE AVAILABLE

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, 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

STAGE SPONSORSHIPS

CRYPTO POLICY FORUM

~~PRIMARY SPONSOR - $250,000~~ EXCLUSIVE SOLD

SECONDARY SPONSOR - $30,000 ~~FIVE AVAILABLE~~ FOUR AVAILABLE

DEADLINES

PRIMARY - FEBRUARY 6, 2023

SECONDARY - MARCH 20, 2023



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 on Friday, April 28, 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 Brand and Creator 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 on Wednesday, April 26, the Web3 Creator and Brand Summit is only available to Pro Pass, Sponsor and Piranha badge holders. The stage has a capacity of 850.

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 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 Brand and Creator 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

WEB3 BRAND AND CREATOR SUMMIT

PRIMARY SPONSOR - $200,000 EXCLUSIVE

SECONDARY SPONSOR - $20,000 FIVE AVAILABLE

DEADLINE
MARCH 20, 2023





02

SPONSORED SESSIONS

SPONSORED SESSIONS

EXPO HALL SPONSORED SESSION

$40,000

~~21 AVAILABLE~~ - 7 PER DAY **SIX AVAILABLE**

DEADLINE
MARCH 20, 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

SOLD

$30,000

~~8 AVAILABLE~~ **SEVEN 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 at the Convention Center, near the Summit Room. 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

~~8 AVAILABLE~~ **SEVEN 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 at the Convention Center, near the Summit Room. 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.

03

DIRECT ATTENDEE ENGAGEMENT & NETWORKING



DIRECT ATTENDEE ENGAGEMENT & NETWORKING

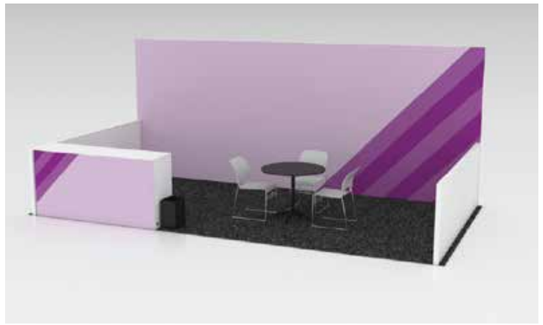
BOOTH IN A BOX (TURNKEY)

10’X10’ - $19,500
10’X20’ - $39,000

DEADLINE
MARCH 27, 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
MARCH 27, 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

4TH FLOOR MEETING ROOM

$40,000

~~16 AVAILABLE~~ **11 AVAILABLE**

DEADLINE
MARCH 20, 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

SOLD

$60,000

7 AVAILABLE

DEADLINE
MARCH 20, 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~~

~~3 AVAILABLE~~

SOLD

DEADLINE
MARCH 13, 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.

WOMEN WHO WEB3 LOUNGE

$75,000
EXCLUSIVE

DEADLINE
MARCH 20, 2023

The Women Who Web3 Lounge will be a welcoming environment to cultivate conversations and provide a comfortable space for women interested in Web3. This space will be located in the Expo Hall with ample lounge and soft seating. Light refreshments and snacks will be available. Lounge to be named the “Women Who Web3 Lounge presented by Sponsor” or similar on show floor map and other relevant locations. Standing signage for Sponsor will be provided. Roughly 600 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

$40,000

~~6 AVAILABLE~~ **FIVE AVAILABLE**

DEADLINE
MARCH 20, 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.

FINANCIAL ADVISOR BREAKFAST

$50,000 EXCLUSIVE
OR
$20,000 THREE AVAILABLE

DEADLINE
MARCH 20, 2023

The private Financial Advisor/RIA breakfast will take place on Friday, April 28th at Consensus. Sponsors are permitted and encouraged to invite their FA/RIA clients. The breakfast will include networking and a moderated 20-minute panel discussion on the most pressing digital asset topics for this investor group. The panel discussion will be followed by interactive discussion roundtables, where the Sponsors can host two topic tables. Topics to be mutually agreed upon between CoinDesk and the Sponsors. Attendees can choose which tables they wish to attend and will be provided with the opportunity to attend any two out of the six offered. The entire event will be two hours in total starting at 8:30am CT. Sponsors will be provided with a list of the attending organizations and specific contact information upon attendee opt-in.

Sponsorship includes physical signage at the Breakfast, the opportunity to distribute whitepapers or thought leadership, and the hosting of the two topic tables.

SPONSORED HAPPY HOUR

$50,000

THREE AVAILABLE - WED/THU/FRI

DEADLINE
MARCH 20, 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.

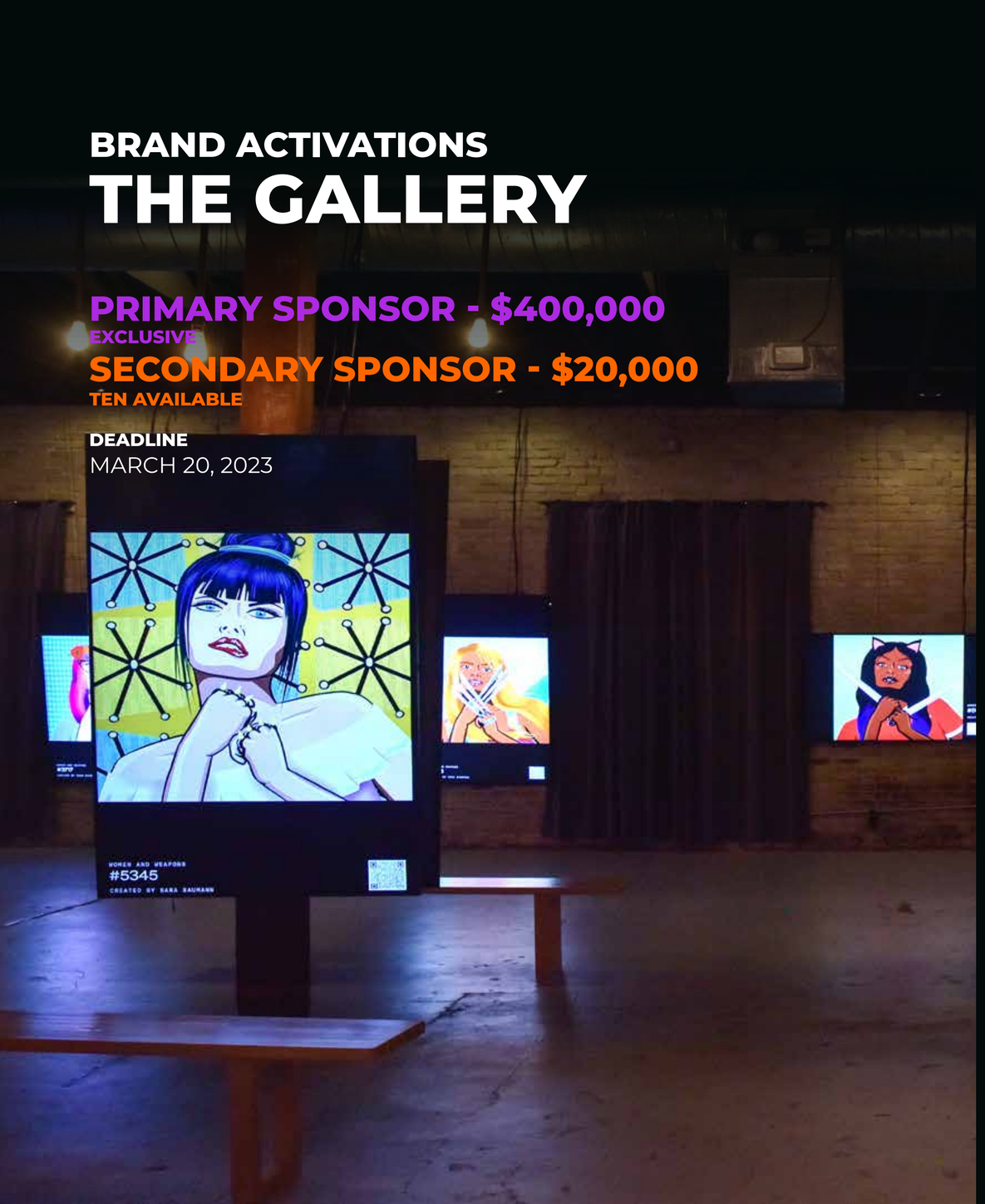


04

BRAND ACTIVATIONS

BRAND ACTIVATIONS

THE GALLERY



PRIMARY SPONSOR - $400,000
EXCLUSIVE

SECONDARY SPONSOR - $20,000
TEN AVAILABLE

DEADLINE
MARCH 20, 2023

A visual immersion into the future of art, community and commerce on the blockchain. The Consensus 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. This centrally-located space is in a venue right across the street from the main Convention Center entrance, 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 (“The 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
- Sponsor Happy Hour with the same benefits as the “Sponsored Happy Hour” opportunity
- Option to provide swag to attendees (swag provided by Sponsor)
- Sponsor messaging rotated on the venue digital screens
- Physical branding inside 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 (swag provided by sponsor)

BRAND ACTIVATIONS

NFT PHOTO BOOTH

$150,000

EXCLUSIVE

SOLD

DEADLINE
MARCH 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

$50,000

EXCLUSIVE

DEADLINE
MARCH 20, 2023

The Store of Value is a centralized merchandise area where Consensus merchandise is sold alongside curated items related to crypto (wallets, apparel, etc.). The Sponsor gets naming rights ("Store of Value powered by Sponsor" or similar) in addition to selling or giving away merchandise. Sponsor also will receive the opportunity to place an informational insert in the bag (insert provided by sponsor). The Store of Value is open all three days of Consensus.



BRAND ACTIVATIONS

WEB3 WORKSHOP

$50,000

3 AVAILABLE

DEADLINE
MARCH 20, 2023

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.





05

OFFICIAL PARTIES AND EVENTS

CONSENSUS 2023

OFFICIAL PARTIES AND EVENTS

KICKOFF PARTY

$100,000

EXCLUSIVE

DEADLINE
MARCH 20, 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, 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.

COINDESK 10TH BIRTHDAY PARTY

$100,000

EXCLUSIVE

DEADLINE
MARCH 20, 2023

Consensus nightlife will roll into the second night of the Festival celebrating 10 years of CoinDesk. 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, 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

$100,000

EXCLUSIVE

DEADLINE
MARCH 20, 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, 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.

CONSENSUS OFFICIAL PARTNER EVENT

$10,000

UNLIMITED

DEADLINE

MARCH 31, 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 include a dedicated mention in the on-site Digital Ad Network. 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 LOUNGE

$100,000

EXCLUSIVE

DEADLINE
MARCH 20, 2023

This Sponsor will have exclusive sponsorship of the Pro Pass Lounge. Located at the Convention Center, this space will host Pro Pass and Sponsor badge attendees all three days of the festival. Lounge will serve light food and drink and set to maximize connection, meetings, and a great time. Sponsor to receive on-site signage outside of lounge, ability to provide gifts at checkin 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.

COFFEE STATION

SOLD

$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 20, 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.

PREMIUM BRANDING OPPORTUNITIES

CONSENSUS MOBILE APP

$100,000

EXCLUSIVE

DEADLINE
MARCH 31, 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

SOLD

$80,000

EXCLUSIVE

DEADLINE
MARCH 13, 2023

Placed on every attendee 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.



PREMIUM BRANDING OPPORTUNITIES

PIRANHA LANYARDS AND LOUNGE

$75,000

EXCLUSIVE

SOLD

DEADLINE
FEBRUARY [illegible], 2023

Piranha Pass holders are the VIPs of Consensus. This Sponsor will have its logo on the 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

$50,000

EXCLUSIVE

DEADLINE
MARCH 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 the Sponsor team.

REGISTRATION GIVEAWAYS

$10,000

TEN AVAILABLE

DEADLINE
MARCH 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.

07

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



COINDESK STUDIOS ON LOCATION

$50,000

EIGHT AVAILABLE

DEADLINE
MARCH 20, 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**~~ **TWO 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.

MEDIA AND NEWSLETTERS

CONSENSUS PUSH NOTIFICATIONS

$10,000

~~NINE AVAILABLE~~ **SEVEN AVAILABLE**

DEADLINE
MARCH 31, 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~~ SOLD
INSIDE FRONT COVER - $7,500
INSIDE BACK COVER - $7,500

DEADLINE
MARCH 20, 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.



08

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

$20,000

DEADLINE
MARCH 31, 2023

For a more impactful digital screen presence, four LEDs will be featured across the Convention Center. Two 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

DEADLINE
MARCH 31, 2023

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

CONTACT

David Bickford
Managing Director, Partnerships
david@coindesk.com

Jeremy
Senior Director, Partnerships
US Northeast, Crypto
jeremy@coindesk.com

Paul Marzetti
Director, Partnerships
US Non-Crypto
paul.marzetti@coindesk.com

Andrew Taureau
Director, Partnerships
APAC, Middle East & Africa
andrew@coindesk.com

Soledad Contreras
Director, Partnerships
Europe
sol@coindesk.com

Jacob Newman
Associate, Partnerships
jnewman@coindesk.com

CANCELLATIONS

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