

PROSPECTUS

JOIN THE MOST IMPORTANT CONVERSATION IN CRYPTO AND WEB3

MAY 29 - 31 • AUSTIN, TEXAS • CELEBRATING 10 YEARS

consensus ²⁰₂₄

by CoinDesk

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**CONSENSUS IS
OFTEN COMPARED
TO THE SUPER BOWL
AND WORLD CUP IN
THE BLOCKCHAIN
FIELD, AND THE
CANNES FILM
FESTIVAL IN THE
WEB3 SPACE.**

FORBES

MISSION STATEMENT

Consensus is a convergence point – a meeting ground for diverse ideas and individuals shaping our shared digital future.

As the world's largest, longest-running and most influential gathering of the crypto, blockchain and Web3 communities since 2015, it remains the industry's only event that brings together all of the many disparate elements making up a profound technological transformation towards a decentralized digital economy

We harness the power of curation, community and convening to understand, shape and champion the development of a more human-friendly internet. We bring together the who's who of the industry – developers, investors, startups, executives and newcomers – to provide an open platform for meaningful connections, important dialogues and dealmaking – the kind that can shape the future.

Join us for the 10th annual Consensus — where passionate innovators come to turn a vision for a more decentralized future into solutions for a better world.

CONSENSUS 2023

AUDIENCE BREAKDOWN

Consensus is crypto and blockchain’s most iconic event that brings together the who’s who of the industry – developers, investors, startups, executives, newcomers and beyond.

TOP COMPANIES IN ATTENDANCE

BUILDERS

Bitcoin · Ethereum · Filecoin · Solana · Polygon · Cosmos
Avalanche · Polkadot · NEAR · Aptos · XDC · Urbit · Coreum
Immutable · Alogrand · Ripple · OKX · Ledger · Stellar

WEB3

Nike · Google · PepsiCo · LVMH · AWS · Diageo · Starbucks
Anheuser-Busch · Warner Music Group · Art Blocks
Doodles · Yuga Labs · OpenSea · Animoca Brands

DEFI / TRADFI

Mastercard · Visa · American Express · PayPal · Robinhood
BNY Mellon · Santander · Fidelity · RBC · S&P Global · Citi
Bank of America · Franklin Templeton · Circle · Uniswap
BitGo · Kraken · Coinbase · Binance

AUDIENCE SURVEY

How likely are you to recommend Consensus to a friend or colleague?



How does Consensus compare to other crypto, blockchain or Web3 events that you attend?



How would you rate the quality of our sessions?



How would you rate the quality of our speakers?



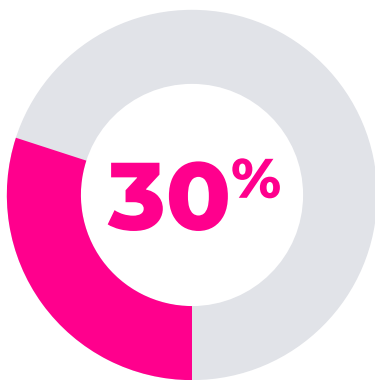
How would you rate the quality of networking?



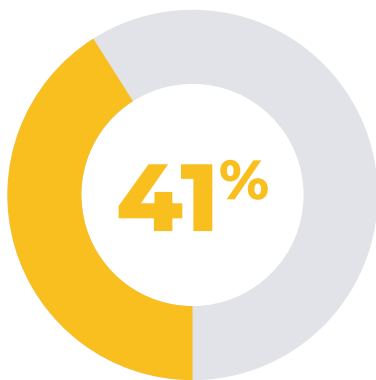
AUDIENCE SEGMENTS



Builders and Blockchain Tech



Web3, Brand and Marketing



Finance Industry

TOP INDUSTRIES

160 Industries Represented Overall

DeFi	Web3	NFTs
Developers	Investors	Blockchain Tech
Venture Capital & Private Equity	DAOs	
Financial Services	Brands / Agencies	
Gaming	Protocols	Legal
Art and Music	Education	
Fashion	Media	Data Analytics

400+ PRESS IN ATTENDANCE



CONSENSUS 2023 SPONSOR FEEDBACK

94%

said they
would return to
Consensus 2024

88%

said the event met
their objectives

79%

said that
Consensus is the
best event or in
the top 25%

94%

said that
Consensus
delivered the right
audience

100%

said that the onboarding
and planning customer
service met or
exceeding expectations



IT'S A REAL B2B
CONFERENCE WHERE
YOU CAN GET THREE
MONTHS' WORTH OF
MEETINGS DONE IN
THREE DAYS.

IAN RODGERS

CHIEF EXPERIENCE OFFICER, LEDGER

2023 FEATURED 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.

BUILDERS



BALAJI SRINIVASAN
Founder
The Network State



EVA BEYLIN
Director
The Graph Foundation



SERGEY NAZAROV
Co-Founder
Chainlink



BOWTIEBULL
President
BowTied Jungle

WEB3



KEVIN ROSE
CEO
Proof



SRIRAM KRISHNAN
General Partner
a16z crypto



DAVID MAISEL
Founding Chairman
Marvel Studios and Mythos Studios



OANA RUXANDRA
Chief Digital Officer and EVP,
Business Development
Warner Music Group

DEFI / TRADFI



JENNY JOHNSON
President and CEO
Franklin Templeton



JEREMY ALLAIRE
Co-Founder, Chairman and CEO
Circle



CHRISTY GOLDSMITH ROMERO
Commissioner
U.S. Commodity Futures
Trading Commission



CHRISTINE MOY
Partner and Head of Digital Assets
Apollo Global Management, Inc.

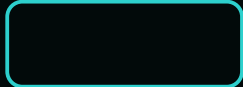
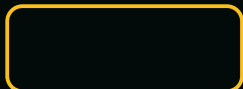


I ENJOYED HOW DIVERSE THE EVENT SESSIONS WERE FOR CRYPTO. EVERYTHING FROM POLICY AND LEGISLATION TO THE METAVERSE AND GAMING, NOT TO MENTION THE DEEP DIVES ON PROTOCOLS.

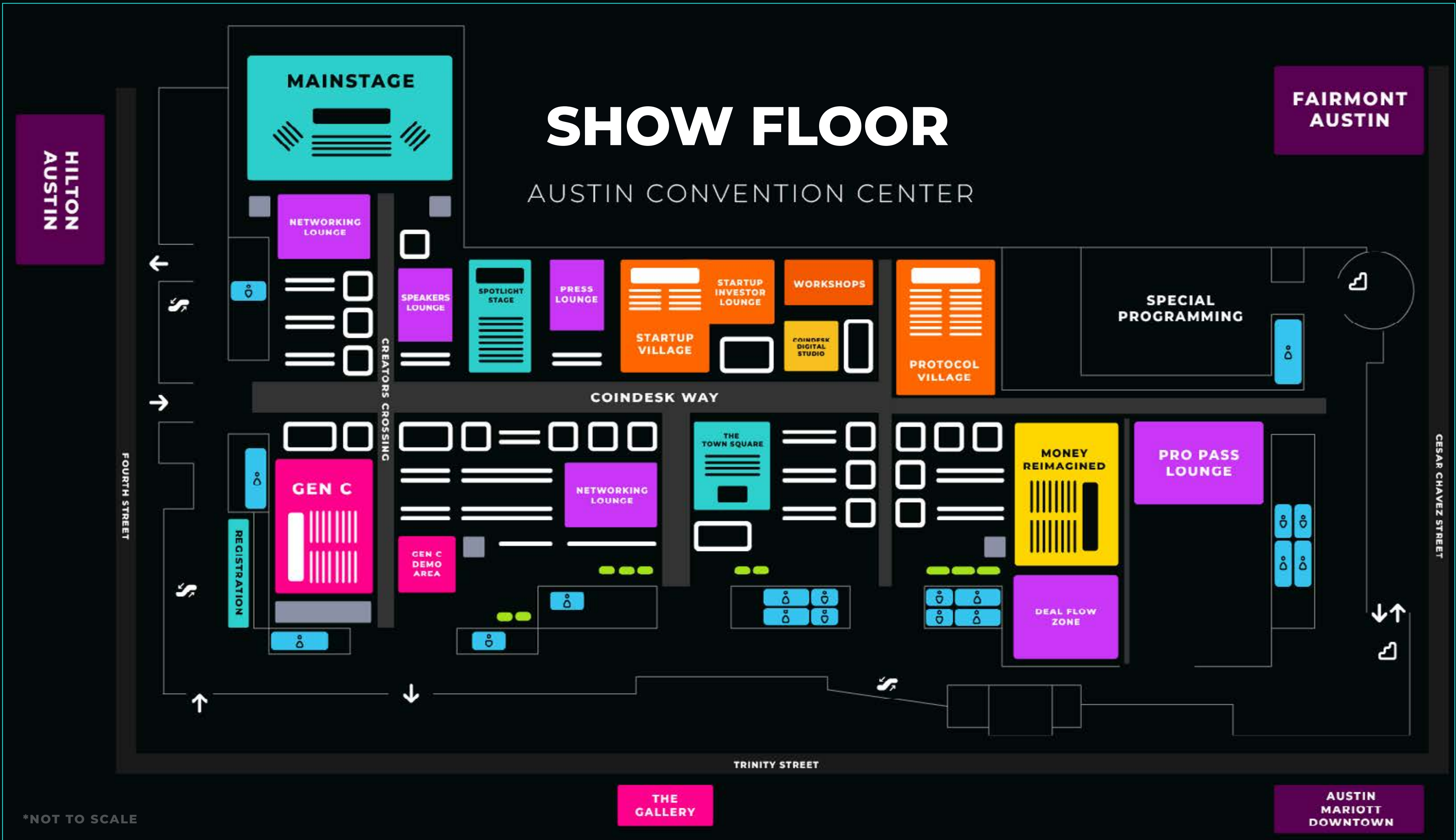
CONSENSUS 2023
ATTENDEE

CONSENSUS IN AUSTIN

For the third 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**





AGENDA AT A GLANCE

WEDNESDAY

MAY 29

THURSDAY

MAY 30

FRIDAY

MAY 31

PRO, PIRANHA & SPONSOR PASSES		
DISCOVERY DAY*	EXPLORER PASS	
MAINSTAGE		
THE TOWN SQUARE		
COMMUNITY STAGE		
SPOTLIGHT STAGE		
MONEY REIMAGINED STAGE (FINANCE & POLICY)		
OPEN MONEY SUMMIT	STATE OF CRYPTO POLICY SUMMIT	FUTUREFI
GEN C STAGE (WEB3)		
BRAND & CREATOR SUMMIT	GAMING & IMMERSIVE WORLDS SUMMIT	AI SUMMIT
THE GALLERY		
BUILDERS & FOUNDERS		
PROTOCOL VILLAGE		
STARTUP VILLAGE		
WORKSHOP STAGE		
		PITCHFEST

KEY

- STAGES
- FINANCE & POLICY
- WEB3
- BUIDLERS

* **DISCOVERY DAY**
LIMITED PROGRAMMING IS
OPEN TO EXPLORER PASSES
ON THE FOURTH FLOOR OF THE
AUSTIN CONVENTION CENTER
ON WEDNESDAY, MAY 29.

2024 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
- Sponsor branding in relevant marketing materials and logo lock-ups at 5 Block level
- A Sponsor party/event to be listed on the agenda as an Official Event with the Amplification Package
- A dedicated tagged thank you social post once payment is received
- One dedicated thank you email including all 5 Block sponsors within seven days post event. Each 5 Block sponsor can include a brief paragraph description or thank you to attendees.
- Invitation for 16 to the Sponsor Welcome Party held on Tuesday night, May 28, 2024
- An exclusive first look window to renew Consensus 2025 sponsorships before other Sponsors
- CoinDesk Studios produced pre and post-event branded content video (:30 or :15) to promote your presence at Consensus. Deadline April 5, 2024
- CoinDesk Studios video interview with C-Level or mutually agreed upon company executive. Content, day and time of interview determined by CoinDesk. Interviews are not guaranteed to be live but will play on CoinDeskTV during Consensus 2024
- Ability to add your company to the Consensus digital Jobs Board

Consensus sponsorship packages are all customized and a la carte. There are no preset packages that include items that a client may not want. The sponsor’s total spend is what determines the Block Level.

4 BLOCK SPONSOR

\$300,000-\$499,999

INCLUDES

- 24 Sponsor Passes
- 30% 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 as an Official Event with the Amplification Package
- Invitation for 12 to the Sponsor Welcome Party
- Exclusive pre-market window to renew Consensus 2025 sponsorships before general market
- CoinDesk Studios produced pre-event branded content video (:30 or :15) to promote your presence at Consensus. Deadline April 5, 2024
- Ability to add your company to the Consensus digital Jobs Board

2 BLOCK SPONSOR

\$50,000-\$149,999

INCLUDES

- 10 Sponsor Passes
- 20% 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 2025 sponsorships before general market
- Ability to add your company to the Consensus digital Jobs Board

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 renew Consensus 2025 sponsorships before general market
- Ability to add your company to the Consensus digital Jobs Board

BLOCK SPONSOR

\$10,000-\$49,999

INCLUDES

- 6 Sponsor Passes
- 15% 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 2025 sponsorships before general market
- Ability to add your company to the Consensus digital Jobs Board

THANK YOU TO ALL OF OUR 2023 SPONSORS

5 BLOCK



Stellar
Development
Foundation



4 BLOCK



**CONSENSUS 2023
WAS THE PLACE
FOR DEALMAKING
AS THE ECOSYSTEM
CONTINUES TO
MATURE. VERY
IMPRESSIVE.**

KEITH GROSSMAN
PRESIDENT, MOONPAY

THANK YOU TO ALL OF OUR 2023 SPONSORS

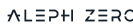
3 BLOCK



2 BLOCK



BLOCK



01

STAGE & SUMMIT SPONSORSHIP

MAINSTAGE

EXCLUSIVE

DEADLINE: MARCH 25, 2024

\$400,000

The Consensus Mainstage is reserved for keynotes and the most prominent speakers and significant topics with broad relevance to the market. These speaking slots are extremely competitive and require market-moving news and/or marquee names from inside or outside the industry.

BENEFITS INCLUDE

- 15-minute CEO-sponsored fireside chat at a predetermined time. Chat to be recorded and shared with Sponsor after the Festival and licensed for use on Sponsor owned and operated channels.
- Sponsor branding on video screens between sessions in the Mainstage Theater. Branding can be a static image or video file at 16:9 ratio (1920x1080p) in .mov or .mp4 format.
- Sponsor branding on Stage physical and digital signage, standing signage GL33 in ACC lobby, digital signage throughout the Convention Center, and physical banners at the entrances to the Mainstage Theater.
- Track labeled as “Mainstage presented by Sponsor” or similar in agenda and relevant marketing materials.
- Includes persistent Sponsor logo branding in the Mainstage livestream on the official Consensus website for ticketed attendees.
- 100% pre-roll SOV on all Mainstage tagged video content on CoinDesk.com through June 30, 2024.



Sponsor branding on all ~850 chair covers in the Mainstage Theater



PROTOCOL VILLAGE



PRIMARY

DEADLINE: MARCH 25, 2024

\$450,000
SOLD
EXCLUSIVE

SECONDARY

DEADLINE: APRIL 22, 2024

\$30,000

ONE ~~SIX~~ REMAINING

Protocol Village is where developers, founders, investors and users discuss the future of the most valuable and most innovative blockchains. A series of protocol-specific programming blocks offers deep dives into the latest developments in the ecosystems that define today’s crypto economy. From the OG Bitcoin to smart-contract stalwart Ethereum to the latest up-and-coming protocols, this is where developers and investors alike can find alpha on crypto’s latest trends. For coders in the room, select chains will showcase their grant programs, potentially providing funding opportunities for dapp development. The area has a ~225 person stage, as well as a co-working lounge for developers and users to put their work on display. Protocol Village is open all three days of Consensus.

PRIMARY BENEFITS INCLUDE

- 15-minute sponsored CEO fireside chat at a predetermined time. Chat to be recorded and shared with Sponsor and licensed for use on Sponsor-owned and -operated channels.
- 30-minute Sponsored Workshop in adjacent workshop space for ~70 people.
- 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 branding on Stage physical and digital signage and digital signage throughout the Convention Center.
- Includes persistent Sponsor logo branding in the Protocol Village livestream on the official Consensus website for ticketed attendees..
- Labeled as “Protocol Village presented by Sponsor” or similar in agenda and select marketing materials.
- Sponsor receives a dedicated area within the Village that can be used for meetings or demos.
- 20 Additional Explorer Passes for Sponsor’s developer community.
- 100% pre-roll SOV on all Protocol Village tagged video content on CoinDesk.com through June 30, 2024.



Sponsor branding on all ~225 chair covers in the Village

SECONDARY BENEFITS INCLUDE

- 30-minute sponsored Workshop in adjacent workshop space for ~70 people.
- 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.

STARTUP VILLAGE

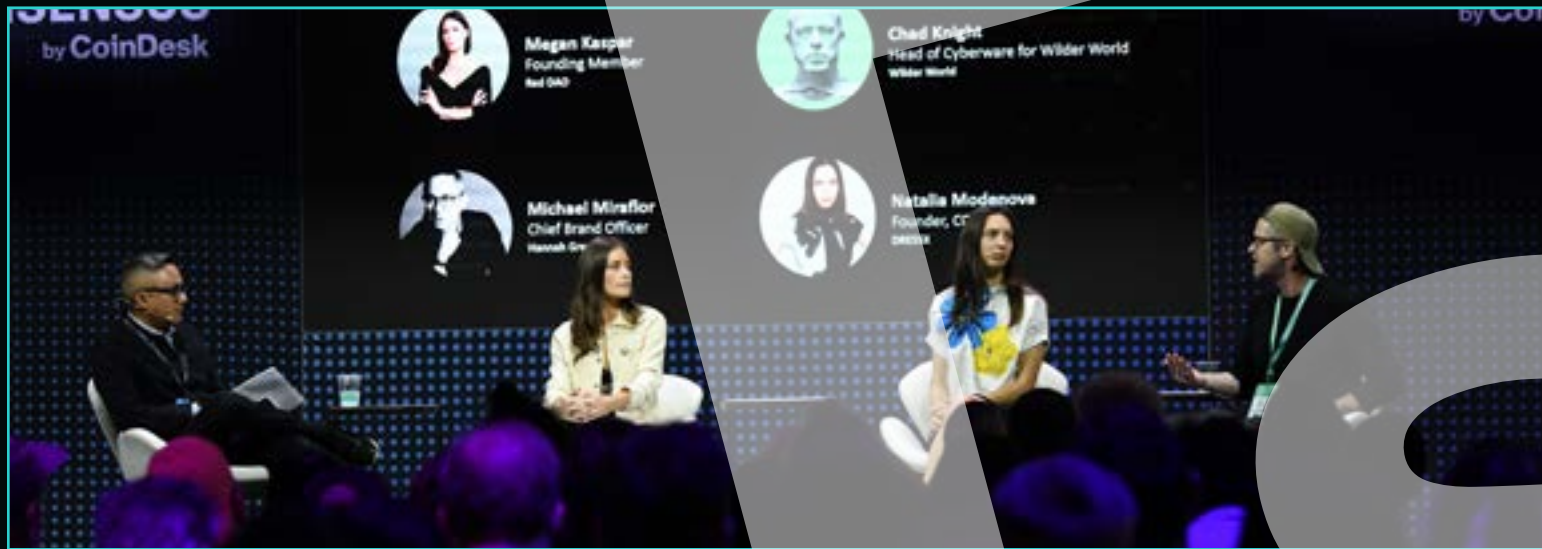
Startup Village is the innovation hub of Consensus, providing a unique platform for startups to showcase their pioneering ideas, collaborate, and potentially secure investment. The Village features the New Voices Stage and hosts the Consensus PitchFest Competition. Attendees will also hear experiences and lessons from VCs and previous founders. Finally, the Village includes a dedicated Startup x Investor Lounge to meet, mingle and discuss potential deal flow, and an area for qualified Startup kiosks.

EXCLUSIVE

DEADLINE: MARCH 25, 2024

\$350,000

The Sponsor will also receive a ‘home base’ area within the Startup Village, which can be used for meetings or demos.



NEW VOICES STAGE

SPONSOR BENEFITS INCLUDE:

- 15-minute sponsored CEO fireside chat at a predetermined time. Chat to be recorded and shared with Sponsor and licensed for use on Sponsor-owned and -operated channels.
- Labeled as “New Voices Stage presented by Sponsor” or similar in agenda and select marketing materials.
- 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 branding on Stage physical and digital signage and digital signage throughout the Convention Center.
- Includes persistent Sponsor logo branding in the Startup Village livestream on the official Consensus website for ticketed attendees.
- Sponsor receives a dedicated area within the Village that can be used for meetings or demos.

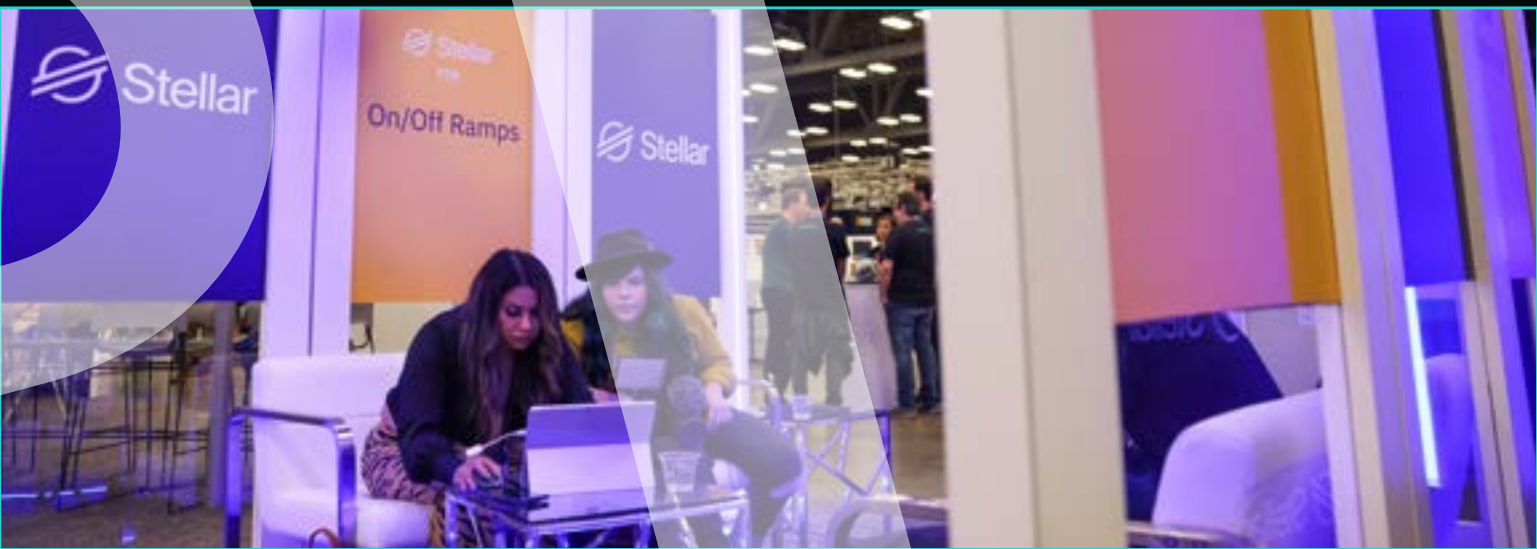
 Sponsor branding on all ~150 chair covers in the New Voices Stage area.



CONSENSUS PITCHFEST

SPONSOR BENEFITS INCLUDE:

- Labeled as “Consensus PitchFest powered by Sponsor” or similar in agenda and select marketing materials
- Sponsor’s logo displayed on the Consensus PitchFest webpage, application page and relevant marketing materials
- Sponsor will also have the opportunity to deliver opening remarks during the first round of the Consensus PitchFest, nominate a judge (an accredited investor) and provide a Consensus PitchFest prize subject to CoinDesk’s approval
- Sponsor’s logo will be included in onstage and digital signage during both segments of the Consensus PitchFest



STARTUP X INVESTOR LOUNGE

SPONSOR BENEFITS INCLUDE:

- Sponsor branding will be prominently displayed in the Lounge, including on-site signage, a banner outside the Lounge and the opportunity to provide gifts at check-in
- Lounge will be named after the Sponsor (e.g., “Sponsor Startup x Investor Lounge” or similar)
- Attendee information will be scanned upon entry and shared with the Sponsor for lead generation purposes after the conference. Lounge is closed exclusively to accredited Startups and Investors
- Sponsor receives 10 passes a day to access the Lounge

CONSENSUS TOWN SQUARE

EXCLUSIVE

DEADLINE: APRIL 22, 2024

\$200,000

The Town Square is the place for all sides of the “Big Tent” Consensus audience to come together and discuss the day’s most inspiring and challenging ideas. With soft and hard seating for ~175 people around a Stage, this area will host Town Hall collaborative discussions, brainstorm on key issues facing the sector, debates, Speaker AMAs, community programming, book signings, and company announcements.

BENEFITS INCLUDE

- 15-minute sponsored CEO fireside chat at a predetermined time. Chat to be recorded and shared with Sponsor 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 branding on Town Square physical and digital signage and digital signage throughout the Convention Center.
- Includes persistent Sponsor logo branding in the Consensus Town Square livestream on the official Consensus website for ticketed attendees.
- Labeled as “C24 Town Square presented by Sponsor” or similar in agenda and select marketing materials.
- 100% pre-roll SOV on all Consensus Town Square tagged video content on CoinDesk.com through June 30, 2024.

OPEN MONEY SUMMIT

PRIMARY

DEADLINE: APRIL 22, 2024

~~\$150,000~~
\$50,000
EXCLUSIVE

SECONDARY

DEADLINE: APRIL 29, 2024

\$10,000
TWO FIVE REMAINING

The full-day Open Money Summit on Wednesday, May 29, 2024 will focus on issues critical to institutional investors and traditional finance players navigating the frontiers of digital assets. Hosted on the Money Reimagined Stage on the show floor, topics range from ETFs to real-world asset tokenization to the competition/collaboration between DeFi and TradFi.

PRIMARY BENEFITS INCLUDE

- 15-minute CEO-sponsored fireside chat at a predetermined time. Chat to be recorded and shared with Sponsor after the Festival and licensed for use on Sponsor owned and operated channels.
- Large format signage left and right of the Stage. Signage outside Money Reimagined Stage entrance.
- 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.
- Includes persistent Sponsor logo branding in the Open Money Summit livestream on the official Consensus website for ticketed attendees.
- Sponsor branding on Stage physical and digital signage and digital signage throughout the Convention Center.
- Summit labeled as “Open Money Summit presented by Sponsor” or similar in agenda and relevant marketing materials.
- 100% pre-roll SOV on all Open Money Summit tagged video content on CoinDesk.com through June 30, 2024.



Sponsor branding on all ~450 chair covers in the Village

SECONDARY BENEFITS INCLUDE

- Sponsor branding on Stage physical and digital signage during 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

BRAND AND CREATOR SUMMIT

PRIMARY

DEADLINE: APRIL 22, 2024

\$150,000

EXCLUSIVE

SECONDARY

DEADLINE: APRIL 29, 2024

\$10,000

FIVE REMAINING

Hear from the most dynamic brand leaders, creators, entrepreneurs and market makers as they engage in discussions about the intersection between on-chain activities, the connected consumer, ownership modalities, and how technology drives cultural change. From Fortune 500 companies to startups to creator communities, the full-day Brand and Creator Summit delves deeper into the potentially transformative impact of digital assets on fandom and business. Hosted on Wednesday, May 29, 2024 on the Gen C Stage.

ADDITIONAL PRIMARY BENEFITS INCLUDE

- 15-minute CEO-sponsored fireside chat at a predetermined time. Chat to be recorded and shared with Sponsor after the Festival and licensed for use on Sponsor owned and operated channels.
- Sponsor branding on in-room physical signage.
- Sponsor branding on Stage physical and digital signage and digital signage throughout the Convention Center.
- Includes persistent Sponsor logo branding in the Brand & Creator Summit livestream on the official Consensus website for ticketed attendees.
- 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.
- Track labeled as “Brand & Creator Summit presented by Sponsor” or similar in agenda.
- Branded kiosk with screen to host conversations and/or demo.
- 100% pre-roll SOV on all Brand & Creator Summit tagged video content on CoinDesk.com through June 30, 2024.



Sponsor branding on all ~450 chair covers in the Summit on Wednesday

SECONDARY BENEFITS INCLUDE

- Sponsor branding on in-room physical and digital signage during 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

STATE OF CRYPTO

POLICY SUMMIT

PRIMARY DEADLINE: APRIL 22, 2024	\$150,000 EXCLUSIVE
SECONDARY DEADLINE: APRIL 29, 2024	\$10,000 THREE FIVE REMAINING

A slew of high-profile enforcement actions by U.S. regulators amid renewed efforts by large institutions to develop regulated crypto products and services has given urgency to a raging, global debate over the appropriate policy framework for digital assets and blockchain technology. The full-day State of Crypto Policy Summit on Thursday, May 30, 2024 will explore the outlook for comprehensive legislation in the U.S. and elsewhere, the accelerating flight of crypto businesses from the U.S., the mounting international competition among jurisdictions aspiring to lead crypto innovation, the continued march of central bank digital currency projects, early impact of Europe’s MiCA framework and the challenging tradeoffs between classic crypto principles such as privacy and self-custody against the needs of law enforcement and security.



PRIMARY BENEFITS INCLUDE

- 15-minute CEO-sponsored fireside chat at a predetermined time. Chat to be recorded and shared with Sponsor after the Festival and licensed for use on Sponsor owned and operated channels.
- Large format signage left and right of the Stage. Signage outside Money Reimagined Stage entrance.
- 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.
- Includes persistent Sponsor logo branding in the State of Crypto Summit on Policy and Regulation livestream on the official Consensus website for ticketed attendees.
- Sponsor branding on Stage physical and digital signage and digital signage throughout the Convention Center.
- Summit labeled as “State of Crypto Policy Summit presented by Sponsor” or similar in agenda and relevant marketing materials.
- 100% pre-roll SOV on all State of Crypto Policy Summit tagged video content on CoinDesk.com through June 30, 2024.



Sponsor branding on all ~450 chair covers in the Money Reimagined Stage

SECONDARY BENEFITS INCLUDE

- Sponsor branding on Stage physical and digital signage during 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

GAMING & IMMERSIVE WORLDS SUMMIT

PRIMARY DEADLINE: APRIL 22, 2024	\$150,000 EXCLUSIVE
SECONDARY DEADLINE: APRIL 29, 2024	\$10,000 THREE FIVE REMAINING

Join industry experts, designers, and innovative builders as they converge to explore the cutting-edge technologies and trends that fuel the rapidly evolving sector of game-powered digital environments, digital identity, and the utility of on-chain assets. This Summit will take you on a deep dive into the realm of blockchain based gaming, augmented and fully immersive sensorial experiences while discussing the future of human-computer interaction. Hosted on the Gen C Stage on Thursday, May 30, 2024.

PRIMARY BENEFITS INCLUDE

- 15-minute CEO-sponsored fireside chat at a predetermined time. Chat to be recorded and shared with Sponsor after the Festival and licensed for use on Sponsor owned and operated channels.
- Sponsor branding on in-room physical signage.
- Sponsor branding on Stage physical and digital signage and digital signage throughout the Convention Center.
- Includes persistent Sponsor logo branding in the Gaming & Immersive Worlds Summit livestream on the official Consensus website for ticketed attendees.
- 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.
- Track labeled as “Gaming & Immersive Worlds Summit presented by Sponsor” or similar in agenda and relevant marketing materials.
- Branded kiosk with screen to host conversations and/or demo.
- 100% pre-roll SOV on all Gaming & Immersive Worlds Summit tagged video content on CoinDesk.com through June 30, 2024.



Sponsor branding on all ~450 chair covers in the Summit on Thursday

SECONDARY BENEFITS INCLUDE

- Sponsor branding on Stage physical and digital signage during 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

AI SUMMIT

PRIMARY

DEADLINE: APRIL 22, 2024

\$150,000

EXCLUSIVE

SECONDARY

DEADLINE: APRIL 29, 2024

\$10,000

FOUR FIVE REMAINING

AI and Web3 are not competing technologies, they are two sides of the same coin. Consensus' inaugural full-day AI Summit on Friday, May 31, 2024 showcases the enhancements that artificial intelligence can bring to the development of Web3 products, from generative art-based NFTs to crypto trading bots to natural-language smart contracts. On the flipside, it also addresses how Web3's decentralized architecture and provenance-proving powers could help mitigate mounting concerns around an AI-led threat to truth and privacy, how it might align with self-sovereign identity to preserve human agency and bring transparency to the inputs and outputs of machine-learning models.

PRIMARY BENEFITS INCLUDE

- 15-minute CEO-sponsored fireside chat at a predetermined time. Chat to be recorded and shared with Sponsor after the Festival and licensed for use on Sponsor owned and operated channels.
- Sponsor branding on in-room physical signage.
- Sponsor branding on Stage physical and digital signage and digital signage throughout the Convention Center.
- Includes persistent Sponsor logo branding in the AI Summit livestream on the official Consensus website for ticketed attendees.
- 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.
- Track labeled as "AI Summit presented by Sponsor" or similar in agenda and relevant marketing materials.
- Branded kiosk with screen to host conversations and/or demo
- 100% pre-roll SOV on all AI Summit tagged video content on CoinDesk.com through June 30, 2024.



Sponsor branding on all ~450 chair covers during the Summit on Friday

SECONDARY BENEFITS INCLUDE

- Sponsor branding on in-room physical and digital signage during 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

THE GALLERY

EXCLUSIVE

DEADLINE: APRIL 22, 2024

\$100,000

The Gallery, always a favorite with the Consensus audience, will return for a third straight year as a destination space for conversation around creativity and community. Directly across the street from the Austin Convention Center, this year we will collaborate with many of the most influential creators and builders in blockchain. The Gallery will feature sessions & events focused on Digital Art (artists, collectors, marketplaces, chains), Digital Communities (DAOs, DACs, SocialFi) and Digital Collectibles (brands, builders, games). Hear from and meet some of the smartest artists and builders helping to create, analyze and interpret this dynamic future-forward tokenized world.

BENEFITS INCLUDE

- Venue will be titled “The Gallery, Presented by Sponsor” in the agenda, maps, and all relevant material.
- Sponsor will receive 2 Sponsored Sessions to program at The Gallery (each listed in the main Consensus agenda). Sponsor sessions to be recorded for partner’s use.
- Ability to do giveaways within a dedicated footprint in the venue and host an activation or small lounge at their expense.
- Sponsor to receive primary onsite signage (physical and digital)
- Sponsor may host an evening happy hour or party at the venue.

EXPO HALL SPONSORED SESSION

SPONSORSHIP
DEADLINE: APRIL 29, 2024

\$35,000
12  REMAINING

Take advantage of this limited opportunity to present on emerging technologies, industry solutions or critical topics impacting the sector. Scheduled as 45-minute sessions at the start of every hour between 10 a.m.-4 p.m. 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 ~150 with digital Sponsor branding at Stage entrance. Sponsor to receive a video file of its Session by June 14, 2024. Sponsored Sessions are the only way to present on a Consensus stage and control your company’s message. Packages available for 3+ sessions in a row to create a larger content block.



HACKATHON

GOLD LEVEL	SOLD \$150,000
SILVER LEVEL	\$75,000 UNLIMITED
BRONZE LEVEL	\$50,000 UNLIMITED

DEADLINE: APRIL 22, 2024

Consensus has partnered with EasyA, the world’s leading Web3 education platform, to host a 3-day in-person hackathon that will attract the world’s best developers to build the future of Web3. A core part of the festival, the EasyA Consensus hackathon will be hosted in the Austin Convention Center. It’s a unique opportunity for developers to build out their next big idea, present it on stage at Consensus, and get exposure to top VCs in attendance, as well as win ecosystem grants. Silver and Gold level Sponsors will receive a 4th Floor Meeting Room, pending availability.

BENEFITS INCLUDE

- Dedicated Sponsor Table
- Social Media, Comms & PR
- Logo on all comms, signage & swag
- Track exclusivity (e.g. Damin, DeFi, etc.)
- Twitter Spaces with EasyA & CoinDesk
- Happy Hour sponsor
- Access to developer attendee list
- Panel, keynote or workshop
- Welcoming remarks stage time (2min)
- Maximum prize value **

BRONZE	SILVER	GOLD
●	●	●
●	●	●
	●	●
	●	●
	●	●
	●	●
		●
		●
		●
		●

* All Hackathon sponsorships count towards Consensus sponsorship block levels.
** Not included in the sponsorship fees.

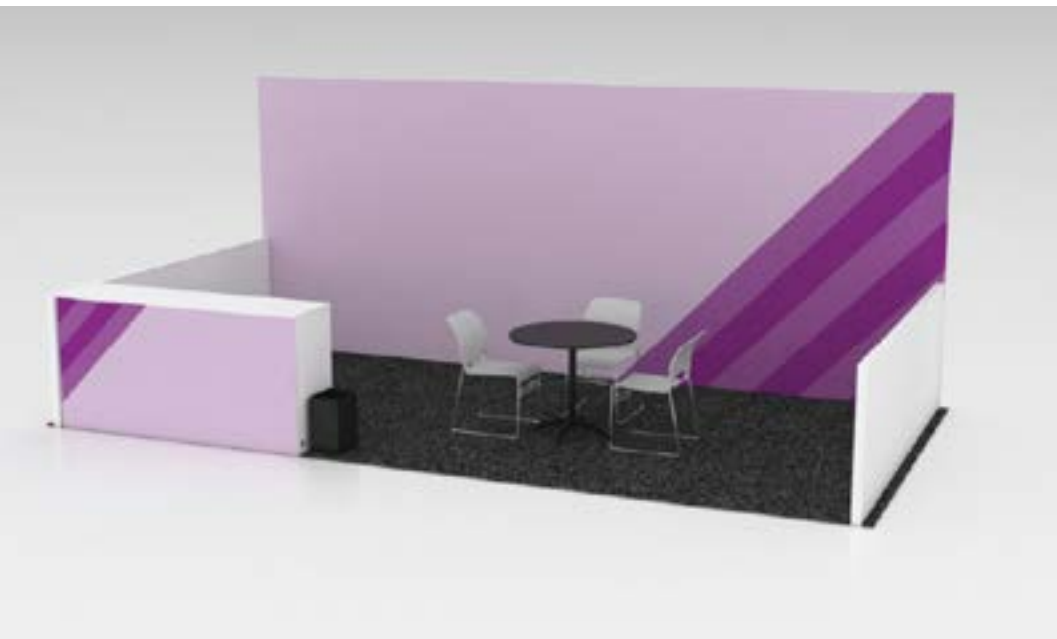
02
**BOOTH
OPTIONS**

BOOTH IN A BOX

10' X 10' TURNKEY	\$20,000
10' X 20' TURNKEY	\$40,000

DEADLINE: APRIL 22, 2024

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: May 29-31, 2024 from 9a-6p CT. Day One is for Pro Pass, Sponsor and Piranha holders, and Days Two/Three are open for all badge holders. Sponsorship includes up to three boxed lunches to be delivered daily for a 10'x10' booth; five lunches for a 10'x20' booth that you must opt-in to. Artwork deadline for the booth is April 26, 2024, 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 May 3, 2024.



BOOTH IN A BOX WITH CLOSET STORAGE

10' X 20' TURNKEY	\$50,000
10' X 30' TURNKEY	\$75,000

DEADLINE: APRIL 22, 2024

CoinDesk will provide Sponsor with a turnkey exhibit package that includes a large locked closet for storage. The booth includes a branded backdrop, separate branded cabinet for storage, a table and three chairs. The Expo Hall will be open for three full days: May 29-31, 2024 from 9a-6p CT. Day One is for Pro Pass, Sponsor, and Piranha holders, and Days Two/Three are open for all badge holders. Sponsorship includes up to five boxed lunches for a 10'x20' booth; eight lunches for a 10'x30' that you must opt-in to. Artwork deadline for the booth is April 26, 2024, 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 May 3, 2024.



RAW EXHIBIT SPACE

40' X 20'	ONE REMAINING	SOLD \$110,000
20' X 20'	THREE FIVE REMAINING	\$66,000

DEADLINE: APRIL 8, 2024

Raw space gives Sponsors the ability to build out their own custom booth activations. Custom booths are the heart of the show floor and traditionally attract the most attendee attention. The raw space starts at 20'x20' and can grow as large as the Sponsor wants and the expo hall floorplan allows. The Expo Hall will be open for three full days: May 29-31, 2024 from 9a-6p CT. A fee of \$7,500 to be charged for each 10'x10' space removed from the show floor to accommodate the raw booth execution, if applicable. Sponsorship includes up to ten boxed lunches to be delivered daily that you must opt-in to. All raw space designs are due April 19, 2024 with load-in beginning on Monday, May 27, 2024.

03

DIRECT ATTENDEE ENGAGEMENT & NETWORKING

FA/RIA DAY

FOUR ~~FIVE~~ REMAINING

DEADLINE: APRIL 29, 2024

\$35,000

The invite-only FA/RIA Day will be held between 9a-2p CT on Thursday, May 30, 2024 at The Hilton Austin. The FA/RIA Day will include networking for ~125 FAs and RIAs. The schedule will be broken into panel sessions that include sponsors and FA/RIA speakers, as well as speaker hosted roundtables. Content will be decided upon by CoinDesk. Each Sponsor will have a speaker representative who will participate in one of the panel sessions, as well as host a roundtable session. The speaker topic placement is mutually agreed upon between CoinDesk and Sponsor. The “Sponsored Speaker” will be listed as such on the private program. Sponsors can invite a maximum of 25 of their FA/RIA clients, who will each receive a comped Consensus Pro Pass. Sponsors will receive four passes each to the FA/RIA Day (including the speaker). Opt-in attendee information will be shared with Sponsors after the Festival. Sponsorship includes physical signage and the opportunity to distribute whitepapers or thought leadership. Deadline is April 29, 2024.

REGULATION, POLICY, COMPLIANCE BREAKFAST

THREE REMAINING

DEADLINE: APRIL 29, 2024

\$50,000

The Legal, Policy & Compliance breakfast meetup will take place on Thursday, May 30 from 8:30 a.m. - 10:30 a.m. CT at the Hilton Hotel. Invitations will be sent to Consensus attendees with the following job titles: General Counsel, Chief Compliance Officer, Head of Policy, Regulatory Affairs, and Outside Council and/or whose primary responsibility is regulatory and compliance risk management. Alongside breakfast, representatives from key public organizations, regulatory bodies, trade associations and/or government advisory groups will host interactive discussion topic tables. All discussions operate under off-the-record Chatham House Rules. Benefits include a Sponsor mention in CoinDesk welcome remarks, standing Sponsor signage, three partners from the firm who are listed as co-hosts of the interactive discussion tables, ability to invite all of Sponsor’s clients, and the list of all registrants in attendance (GDPR compliant).

3MO DINNER

EXCLUSIVE

DEADLINE: APRIL 8, 2024

\$100,000

An invite-only event for ~75 of the top business and marketing thinkers and builders from Web2, Web3, and the connective layers between. This 2.5-hour event begins with cocktails and transitions to a short content session with three notable thought leaders. Then a sit-down dinner begins with high-quality networking. Attendees will be curated by CoinDesk, along with input from the Sponsor, from a pool of top marketers, brand professionals, notable artists, and platform and community leaders. Final list to be decided upon by CoinDesk. CoinDesk Studios and Sponsor will work together on gifts for all attendees. CoinDesk Studios will create a highlight video from the Dinner to be shared with Sponsors for social posting. CoinDesk Studios will write an ~800 word Thought Leadership article that will feature clips from the highlight video. The article will be posted on CoinDesk.com's Sponsored Content section, along with a tagged social boost. Social posts will be shared with Sponsor tagged. Additional Sponsor benefits include: Labeled as "3MO Dinner, in Partnership with Sponsor" or similar on invites and registration page, physical signage at the venue, five Sponsor passes for the Dinner, RSVP list of opted-in attendees, email thank you message to attendees.

CURATED AUDIENCE MEETUPS

UNLIMITED

DEADLINE: APRIL 29, 2024

\$20,000

Consensus is known for bringing communities together. It is the big-tent event for so many tribes in the crypto world. Throughout the week, Consensus hosts a series of 50-100+ person meetups over the 3 days.. Each meetup is between 60-90 minutes long. With this sponsorship the Sponsor will get a branding presence at the desired meetup. Meetups will be listed on the agenda for anyone to join and there will be a microphone available for Sponsor welcome remarks. We will scan badges for access, and the Sponsor will receive that list of attendees for post-event follow-ups. All meetups will have coffee available; Sponsor has the option to add additional F+B at their own expense. Curatorial partners may be involved as well.

Examples of meetup audiences include:

- Enterprise Blockchain
- Developers
- International Audiences (Spanish/LATAM, Chinese, Japanese, Korean, Africa, etc)
- Students
- AI **SOLD**
- LBGTQ+
- Brand & Marketers
- DeFi
- Immersive Worlds
- Venture/Seed Investments **SOLD**

SPONSORED HAPPY HOUR

THREE REMAINING

DEADLINE: APRIL 29, 2024

\$50,000

WED / THU / FRI

After constant networking and a packed agenda, attendees just want to unwind. The Sponsor will be the brand that leaves that 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. Happy hour to be held immediately after the closing session for one hour in the ACC Atrium.

CONSENSUS 2024 OFFICIAL EVENT AMPLIFICATION

UNLIMITED

DEADLINE: MAY 6, 2024

\$5,000

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 and through the app. Your Official Event will also be promoted in that morning's newsletter sent to all attendees, will include a dedicated mention on the High Impact LED screens 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.

04

LOUNGES & MEETING ROOMS

NETWORKING LOUNGE

ONE REMAINING

DEADLINE: MARCH 25, 2024

\$250,000

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. Beverages 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 3,500 sq. ft. of space.

PRO PASS LOUNGE

EXCLUSIVE

DEADLINE: APRIL 8, 2024

\$150,000

This Sponsor will have the exclusive sponsorship of the Pro Pass Lounge. Located in the Convention Center, the lounge will host Pro Pass, Piranha 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, dedicated area for meetings, ability to provide gifts at check-in and naming of the space (e.g., “Sponsor Pro Pass Lounge” or similar). Badges will be scanned upon entry and Sponsor will receive opt-in attendee information after the conference for lead generation. Roughly 4,500 sq. ft. of space.

PRESS LOUNGE

EXCLUSIVE

DEADLINE: APRIL 22, 2024

\$100,000

The Press Lounge is located on the show floor for easy press access to the various Stages. With 600+ international journalists expected at Consensus 2024, 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, a table inside for swag or literature distribution (upon approval) with two members max from the Sponsor team.

PIRANHA LOUNGE

EXCLUSIVE

DEADLINE: APRIL 29, 2024

\$75,000

Piranha Pass holders are the VIPs of Consensus. This Sponsor will have the exclusive sponsorship of the Piranha Lounge. This dedicated lounge will host Piranha Pass attendees from 9 a.m.-6 p.m., May 29-31, 2024. 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).

GEN C DEMO AREA

EXCLUSIVE

DEADLINE: APRIL 22, 2024

\$75,000

The Gen C Demo Area will be the home base for Web2 & Web3 hardware and software companies to demo products or services, giving attendees hands-on experience with cutting edge immersive technology. Demo companies are curated by CoinDesk's in-house Web3 experts. Sponsor will receive naming rights of the Demo Area, a dedicated demo kiosk, signage surrounding the area and video/digital signage on stage. Sponsor will also receive lead gen lists from those who sign up for the VR experiences. Roughly 1,600 sq. ft. of space.

SPEAKER LOUNGE

EXCLUSIVE

DEADLINE: APRIL 22, 2024

\$75,000

The Consensus Speaker Lounge is where all speakers get prepped to go on stage and relax after their sessions. 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, sponsor branding around the lounge, a table inside for swag or literature distribution (upon approval) with two members max from the Sponsor team manning the table.

DEAL FLOW ZONE

EXCLUSIVE

DEADLINE: APRIL 29, 2024

\$60,000

The Consensus Deal Flow Zone will be located on the show floor of the Austin Convention center and open all 3 days of the conference. The Deal Flow Zone will house 50+ tables of 4 seats each that attendees will be directed to use for the meetings they set up on the event app. Attendees will be scanned upon entry and the sponsor will receive lead gen data post event. Sponsor will also receive naming rights of the Dealmaking zone listed on the floor plan, signage at the entrance and small signage at each of the tables.



PREMIUM MEETING ROOM

FIVE ~~SEVEN~~ REMAINING

DEADLINE: APRIL 22, 2024

\$35,000

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 May 29-31, 2024 from 9 a.m.-6 p.m. CT. 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. April 25, deadline for layout selection and graphic submission.

PRIVATE MEETING ROOM

FIVE ~~31~~ REMAINING

DEADLINE: APRIL 22, 2024

\$10,000

Sponsor will be provided with a private, furnished meeting room in the Convention Center. Layouts are chosen from a list of pre-set options and branding includes one 22”x28” sign to be placed outside Sponsor’s room. Customization of the room set up at additional cost to Sponsor. The 3rd floor room options are closer to the Expo Hall and smaller than the rooms on the 4th floor. The 4th floor rooms are large enough to accommodate large functions and presentations. Rooms are available for use May 29-31, 2024, from 9 a.m.-6 p.m. CT. Day One access 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. Deadline for layout selection and graphic submission is April 25, 2024.

05

HIGH-IMPACT BRANDING

ON-SITE PHYSICAL BANNERS

Have your brand front and center for all of Consensus to see; different branding opportunities from small to large are available around the Convention Center and offer consistent, static visibility. All files due by April 29. For specifics separated by option, [click here](#).

OPTIONS INCLUDE

ESCALATORS DEADLINE: APRIL 22, 2024	\$40,000 - \$75,000
BANNERS DEADLINE: APRIL 22, 2024	\$10,000 - \$75,000
COLUMN WRAPS DEADLINE: APRIL 22, 2024	\$10,000 - \$15,000

ATTENDEE LANYARDS

EXCLUSIVE

DEADLINE: MARCH 25, 2024

\$200,000

Printed exclusively with Sponsor's logo and the Consensus 2024 logo, lanyards showcase Sponsor's brand while being worn by all attendees throughout the duration of the Festival. Consensus handles the production and distribution; the Sponsor gets the omnipresent exposure.

Does not include lanyards for Piranha pass holders.

CHARGING STATIONS

EXCLUSIVE

DEADLINE: APRIL 22, 2024

\$100,000

Sponsor's brand is featured at all 12 high-demand charging stations as attendees boost their mobile devices. The stations will be spread across the Austin Convention Center footprint with 19" screens to display Sponsor's logo or a brief video (:15s or less).

ICE CREAM SOCIAL

EXCLUSIVE

DEADLINE: APRIL 22, 2024

\$125,000

Starting 90 minutes before the end of content each day on the show floor, two ice cream carts will greet sweet-tooth attendees who register in exchange for ice cream or fruit pops. Carts to be located on each side of the main Expo Hall thoroughfare. 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.

HIGH-IMPACT LED SIGNAGE

15 REMAINING

DEADLINE: MAY 6, 2024

\$20,000

For a more impactful digital presence, two large-format LED screens will be featured across the Convention Center. They will be placed and hung in the highest-traffic Expo Hall. Each Sponsor will receive two minutes per hour of commercial time. Screens will be no smaller than 12' wide in each location. Sponsor's premium advertisement will be in rotation May 29-31, 2024.

GIVEAWAY BAG

EXCLUSIVE

DEADLINE: MARCH 25, 2024

\$65,000

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 Registration Hub.

REGISTRATION GIVEAWAYS

TEN REMAINING

DEADLINE: MAY 6, 2024

\$10,000

Giveaways will be available for all attendees at the main Registration Hub. Open Tuesday, May 28 through Friday, May 31, 2024, 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.

HYDRATION SPONSOR

EXCLUSIVE

DEADLINE: APRIL 22, 2024

\$50,000

With attendees on their feet for hours every day, hydrating at a Festival is essential. This sponsorship features branding at the minimum eight water stations throughout the Convention Center. The Sponsor, at its own expense, has the option to provide reusable branded water bottles to be distributed at registration.

COFFEE SPONSOR

EXCLUSIVE

DEADLINE: APRIL 22, 2024

\$100,000

With attendees constantly looking for a caffeine boost, this opportunity provides Sponsor exposure directly in attendees' hands. Branding includes freestanding signage at the main Convention Center coffee station, The Atrium Cafe, as well as a freestanding coffee station by the food area in the Expo Show Floor. Additional branding includes napkins, cup sleeves and freestanding flanking signage. Both stations will serve free drip coffee and hot tea to attendees at planned times throughout the conference, and additional food and drink options will be for purchase.

ENTRANCE FLAGS

EXCLUSIVE

DEADLINE: APRIL 22, 2024

SOLD

\$15,000

At the main Consensus entrance there will be 6, 10ft tall ground supported flags showcasing your company's branding. They will flank the main doors on 4th Street, with 3 flags on each side. Branding or messaging cannot include call-to-actions and is subject to CoinDesk and Austin Convention Center approval.

ILLUMINATED BALLOONS

THREE REMAINING

DEADLINE: APRIL 22, 2024

SOLD

\$15,000

Dotted in the highly trafficked Atrium, these 5' in diameter ground supported, illuminated balloons will capture attendees attention. Each balloon will feature the Sponsors' company logo.

06

MEDIA OPPORTUNITIES

COINDESK DIGITAL STUDIO

EXCLUSIVE

DEADLINE: APRIL 22, 2024

\$200,000

Opportunity to be the exclusive sponsor of CoinDesk's Digital Media Studio centrally located on the Consensus show floor. The Studio will feature Consensus daytime coverage and speaker/thought leader conversations. Audio podcasts will be syndicated through the CoinDesk Podcast Network on Apple, Spotify and others.

Comprehensive execution details include:

- 1,000,000 ROS video impressions (15-second pre-roll and 30-second mid-roll) flighted May 1-June 30, 2024
- :15 commercial to run once per hour during livestream
- One C-Level or mutually agreed upon company executive video interview during Consensus. Content of interview determined by CoinDesk.
- Minimum of four (4) sponsor mentions per day during livestream by hosts/guest hosts
- Naming of Studio as "CoinDesk Digital Media Studio, presented by Sponsor" or similar on floor plans, wayfinding, etc.
- Sponsor Logo inclusion signage on Studio exterior
- Dedicated meeting table or photo wall within Studio space
- One Sponsor mention on all CoinDesk podcasts recorded during Consensus at CoinDesk Digital Studio
- Branding in podcast recording rooms for non-CoinDesk podcasts with suggested language for on-air mentions (Minimum of two (2) locations at the Convention Center)
- Twitter (X) promotion includes three (3) tagged pre-Festival tweets

CONSENSUS LIVESTREAM

EXCLUSIVE

DEADLINE: APRIL 22, 2024

\$150,000

Live video coverage will be for a minimum six (6) hours each day for each of the three Festival days. Distribution will be livestreamed on Twitter (X), YouTube and on CoinDesk.com.

- Fixed Sponsor branding on the livestream for estimated 18 hours of total coverage, syndicated out on CoinDesk social channels and on CoinDesk.com
- :15 commercials to run once per hour during livestream coverage
- Replays on Social will include fixed Sponsor logo
- Minimum of three (3) clips per day shared on social media tagging sponsor
- 1,000,000 ROS video impressions (15-second pre-roll and 30-second mid-roll) flighted May 1-June 30, 2024
- 100% SOV for two pre-event video sponsored segments in April/May with VOD posted on Twitter (X) with Sponsor tag
- One C-Level or mutually agreed upon company executive video interview during Consensus. Content of interview determined by CoinDesk.

CoinDesk.tv

COINDESK SITE TAKEOVER

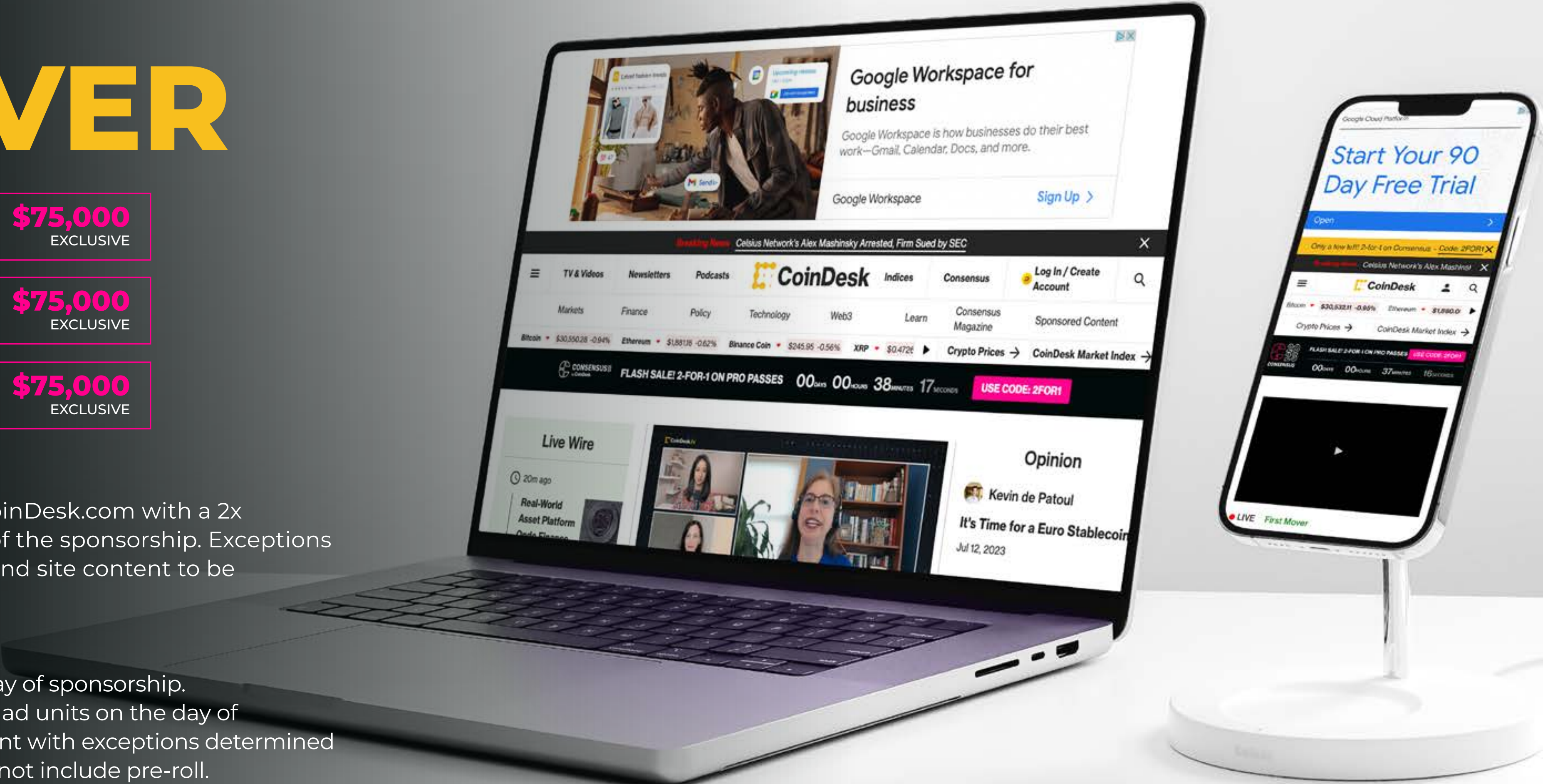
WEDNESDAY	\$75,000 EXCLUSIVE
THURSDAY	\$75,000 EXCLUSIVE
FRIDAY	\$75,000 EXCLUSIVE

DEADLINE: APRIL 29, 2024

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

EXECUTION INCLUDES:

- Global high-impact pushdown on the day of sponsorship.
- 100% SOV across all desktop and mobile ad units on the day of sponsorship, excluding sponsored content with exceptions determined by CoinDesk. Frequency cap of 2x. Does not include pre-roll.



THE NODE NEWSLETTER

PRIMARY DEADLINE: APRIL 29, 2024	\$44,000 EXCLUSIVE
SECONDARY DEADLINE: APRIL 29, 2024	\$22,000 EXCLUSIVE

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 150,000. 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.

SPONSORED EMAIL

EIGHT TEN REMAINING DEADLINE: ONE MONTH PRIOR TO SEND	\$20,000
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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 WELCOME PACKET

BACK COVER	\$10,000 EXCLUSIVE
INSIDE FRONT COVER	\$7,500 EXCLUSIVE
INSIDE BACK COVER	\$7,500 EXCLUSIVE

DEADLINE: APRIL 22, 2024

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.



CONSENSUS PUSH NOTIFICATIONS

NINE REMAINING DEADLINE: MAY 6, 2024	\$10,000
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Sponsor has the ability to send a push notification to all attendees. Notification must be no longer than 250 characters. Three push notifications are available each day between May 29-31, 2024 and are set for scheduled times.



CONSENSUS MOBILE APP

EXCLUSIVE

DEADLINE: MAY 6, 2024

\$100,000

The Consensus mobile app is the primary resource for all attendees. It features the all-attendee networking agenda, floor plan,, and speakers. The Sponsor of the app will receive a Story feature that can link to a page of Sponsor’s choosing, ever-present logo at bottom of hamburger menu, logo on the home screen, highlighted sponsor representatives on the homepage of the app and one push notification to all users each day May 29-31, 2024.



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CANCELLATIONS

Any Sponsor cancellation must be made in writing to sponsors@coindesk.com.
Cancellations will be accepted in accordance with the schedule below.

July - December 31, 2023

\$1,000 cancellation fee

January 1 - February 29, 2024

50% of sponsorship fee

March 1 - May 29, 2024

Non-refundable

All prices and offerings subject to change.