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

Our sponsors receive valuable advanced access to this audience, which allows them to connect beforehand and schedule face-to-face meetings that drive their business development objectives.

This is where serious professionals come to:

- Identify new investments, partnership opportunities, and customers
- Recruit new talent to their organizations from our hackathon participants and scholarship recipients
- Learn from and collaborate with top technical, business and policy minds during hands-on workshops
- Catch up with old and new friends, and stay abreast of the latest innovations and trends

Interested in getting involved?
Contacts sponsors@coindesk.com
### 2018 Global Attendance

<table>
<thead>
<tr>
<th>Region</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>57%</td>
</tr>
<tr>
<td>Europe</td>
<td>18%</td>
</tr>
<tr>
<td>Asia</td>
<td>14%</td>
</tr>
<tr>
<td>Africa</td>
<td>2%</td>
</tr>
<tr>
<td>Australia</td>
<td>4%</td>
</tr>
<tr>
<td>South America</td>
<td>5%</td>
</tr>
</tbody>
</table>

### 2019 Sponsorship Levels

<table>
<thead>
<tr>
<th>Level</th>
<th>Spend</th>
<th># of Passes Included</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 Block</td>
<td>$150,000+</td>
<td>18</td>
</tr>
<tr>
<td>4 Block</td>
<td>$85,000+</td>
<td>12</td>
</tr>
<tr>
<td>3 Block</td>
<td>$50,000+</td>
<td>8</td>
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<tr>
<td>2 Block</td>
<td>$25,000+</td>
<td>5</td>
</tr>
<tr>
<td>Block</td>
<td>$10,000+</td>
<td>3</td>
</tr>
</tbody>
</table>

### Annual Attendance Growth

- 2015: 400
- 2016: 1,400
- 2017: 2,700
- 2018: 8,800
Fastest Routes
Getting around Consensus’ two main locations is easier than it appears, if you just take advantage of the shortcut from the side entrances/exits of the Sheraton and Hilton, which are directly across from each other on 53rd Street.

GETTING AROUND THE CONFERENCE

Sheraton New York Times Square Hotel
811 7th Avenue, West 53rd Street
Registration, Crypto content/sessions, sponsored meeting rooms, Breakfast & Lunch (limited service)

New York Hilton Midtown
1335 6th Avenue
Main stage (crypto & enterprise), Exhibit halls, sponsored meeting rooms, sponsored sessions, Developer sessions & workshops, Breakfast & Lunch

Interested in getting involved? Contact us at sponsors@coindesk.com
THANK YOU TO OUR 2018 SPONSORS

TITLE SPONSORS

block
Deloitte
Ledger

Octagon Strategy
SONM

FOUR BLOCK SPONSORS

accenture
Azbit
circle
CIRCLE
IM
IBM
einstein
eToro
Fusion

Microsoft
nem
omnitude
Pillar

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

THREE BLOCK SPONSORS

TIERION

CASH

INTERESTED IN GETTING INVOLVED? CONTACT US AT SPONSORS@COINDESK.COM
EXHIBIT OPPORTUNITIES

SPONSORED PAVILION – $35,000

Sold out!
Showcase your products and services in a sponsored pavilion directly off the 2nd floor foyer. These rooms range in size from 1,900 – 2,250 sq. ft. offering you enough space to showcase your company, build a mini theater for presentations, and host private meetings. Space also includes 20 square feet directly outside the entrance to your room for a skirted table or reception desk to welcome guests to your space.

HOSPITALITY SUITES – $30,000

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

PRIVATE MEETING ROOM – $20,000

13 Remaining
We will provide you with a private, furnished meeting room (ranging in size 500 sq. ft. – 1,800 sq. ft.), including one custom branded 22”x28” sign to be placed outside your room.
Interested in getting involved? Contact us at sponsors@coindesk.com

**BOOTH IN A BOX (TURKEY) – $15,000**
We will provide you with a turnkey exhibit package (8’x10’) including a branded back drop, branded cabinet for storage, a table and three chairs.

**RAW EXHIBIT SPACE – $12,500**
Whether it’s a skirted table, pop-up booth with a backdrop, or an engaging audio visual display, we provide you with the space (8’x10’) and foot-traffic you need to build a presence at Consensus.
Interested in getting involved? Contact us at sponsors@coindesk.com

NETWORKING OPPORTUNITIES

VIP NETWORKING RECEPTION – $60,000

*Exclusive*
Join us in welcoming all C18 VIPs to this year’s event and showing our appreciation for their participation in making Consensus the industry-leading conference. You will receive brand exposure on the speaker dinner invitations, onsite exposure during the dinner, and have the opportunity for a brief introduction to all in attendance at the speaker dinner.

NETWORKING LOUNGE – $30,000

Relax. Recharge. Network. Integrate your brand with the top 3 attendee cravings. Exposure includes branded column wraps, naming rights across all advertised floor plans and the opportunity to distribute collateral throughout the lounge.

SPONSORED HAPPY HOUR – $20,000 per day

*1 Remaining*
After constant networking and a packed agenda, all attendees will need to unwind. You will be the brand that leaves that lasting impression as we celebrate the industry. With custom branded signage and cocktail napkins imprinted with your company logo, attendees will be sure to see and remember your name by the end of the evening.

COFFEE SPONSOR

Possibly the greatest branding exposure at Consensus, as attendees are constantly searching for their next cup of coffee. Solve that problem by linking your brand with energizing attendees throughout Consensus. Branding will include full-color signage at all coffee stations, branded napkins and coffee sleeves.

- Hilton – $30,000 per day or 75,000 exclusive
- Sheraton – $20,000 per day or $50,000 exclusive
Interested in getting involved? Contact us at sponsors@coindesk.com

**THOUGHT LEADERSHIP**

**COINDESK LIVE – $45,000**

*Exclusive*

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

**SUPPORTING BLOCKCHAIN SCHOLARS – $30,000**

*Exclusive*

Link your brand with increasing diversity within the Blockchain space by inviting (200) underrepresented enthusiasts, innovators and professional to join the masses at Consensus. Each scholar will receive a sponsor-branded invitation and the opportunity to network directly with the sponsor during the Scholars orientation.

**HACKATHON SPONSOR – $25,000**

*8 Remaining*

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

**SPONSORED SESSION – $25,000**

*Sold out!*

Take advantage of this limited opportunity to present on emerging technologies, industry solutions or critical topics impacting the sector. Roundtable sessions will be included in the Consensus agenda, promoted online / onsite, and live streamed.

**PODCAST STAGE – $25,000**

*Exclusive*

The Consensus Podcast stage will bring podcasts covering all facets of blockchain & crypto to an intimate stage that will be recorded amongst a live audience from Monday, May 13 - Wednesday, May 15. Located on the Americas Hall 2 on the 4th floor of the Hilton, the stage will host up to five (5) speakers and include a Consensus-branded backdrop. The surrounding area accommodates 300 attendees and will be arranged in a variety of seating styles, including theater, rounds, highboys, etc.

Sponsorship includes exclusive exposure on the Road to Consensus podcast and co-branded backdrop on the Consensus Podcast stage. Pre-conference marketing to attendees will include additional brand exposure, such as Consensus Podcast Series brought to you by XYZ Sponsor. Sponsor will have the opportunity to leave literature in the podcast area for distribution to attendees.

*3rd party podcasts taking part in the Consensus Podcast series may have their own sponsors they will be promoting on air.*
MEDIA STAGE – $25,000

*Exclusive*

The press room will be set with an array of comfortable seating throughout the room to allow members of the press to conduct interviews, write stories and escape to collect their thoughts. CoinDesk will host a media stage in the press room designed to offer speakers the opportunity to field follow up questions from their session and to facilitate press conferences for companies launching products or with notable announcements.

Confirmed media stage speakers and members of the press will have access to this room to ensure a productive environment to share news and host interviews is maintained. A schedule of announcements will be provided to all members of the press prior to Consensus.

Sponsor would have exclusive branding rights to the Consensus Press Room on the 2nd floor of the Hilton. Tent cards will be placed on tables lining the perimeter of the room displaying “Press Room brought to you by XYZ Sponsor.” Exposure also includes “Press Room brought to you by XYZ Sponsor” on all email communication to confirmed press and speakers confirmed for the media stage. Sponsor will also have the opportunity to leave literature in the press room for distribution to registered press.
INTERACTIVE BRANDING

CHAIR COVERS – $130,000

*Sold out!*  
Enhance your presence with the ultimate branding opportunity as each chair in the Grand Ballroom is transformed into a billboard. All 2,000+ chairs will have a custom branded cover offering constant exposure as attendees are engaged with main stage content.  
- $50,000 – Hilton main stage  
- $35,000 - Hilton concurrent track  
- $40,000 - Sheraton concurrent track  
- $20,000 - small concurrents

*Check expenses*  
*Per room and per venue*

SPONSORED LANYARDS – $75,000

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

POWER PODS – $50,000

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

CRYPTOCADE – $50,000

Engage attendees with your brand as they actively network while enjoying time with childhood games such as Ms. Pac-Man, Mortal Kombat, pinball, foosball and much more. Your brand will be included on signage throughout the Crypto-cade, various branded gaming units, as well as the opportunity to provide company swag in the claw machine.
VIP SPEAKER LOUNGE – $50,000
Offering direct brand exposure to Consensus speakers, your brand will offer speakers an area to escape the crowds, relax, recharge and interact with their peers. Branding includes custom directionals and signage outside the speaker lounge, custom branding inside the speaker lounge, brand exposure in the speaker lounge emails and the opportunity to leave a gift for all speakers in the lounge. Includes brand naming rights to the speaker lounge.

PHOTO BOOTH – $50,000
Exclusive
Attendees will be lining up to get their photo taken with a co-branded photo booth for the duration of the Conference. Photos will be shared on social channels. Includes brand naming rights to the speaker lounge.

SPONSORED WIFI – $50,000
Exclusive
Drive traffic to your company’s website each time an attendee accesses the internet while at the Conference. You can customize the password and have users redirected to the landing-page of your choice. Internet access is essential for attendees & exhibitors and you will be guaranteed recognition for providing this highly valuable benefit to attendees.

HOTEL KEY CARDS – $35,000
Exclusive
Key cards unlock the perfect opportunity for you to make an immediate first impression as you welcome attendees to New York City. Your presence is guaranteed to be with most attendees each day as they enter and leave their rooms.
HASHTAG MOSAIC – $50,000

*Exclusive*

Attendees will snap and tag their experiences and thumbnail photos are placed onto a grid to reveal a stunning brand image. Sponsor branding will be incorporated into the image, branding will be included on the thumbnail photo each attendee receives and branding will be included on all promotion of the brand.

GRAPHIC RECORDING – $35,000

*Exclusive*

During main stage sessions, our graphic recorder will sketch live the main points following the flow of the sessions. Your company logo will be worked into the sketch and available for social sharing instantly following the presentation. Sketch boards will be on display to attendees and shipped to the sponsor post-conference.

HOTEL DOOR HANGERS – $35,000

*Exclusive*

Remind attendees of your onsite presence as they enter their room upon check-in and leave their room each Conference morning with a custom branded door hanger.

MOBILE APP – $30,000

Exclusive sponsorship of the Consensus mobile app, including a branded splash page and (2) sponsored push notifications each day of the summit. Content and schedule of posts are subject to CoinDesk approval.
Interested in getting involved? Contact us at sponsors@coindesk.com

**COAT & LUGGAGE CHECK – $25,000**

*Exclusive*

Put your logo directly in attendees pockets. Extend your brand at the coat & luggage check with custom branded claim cards and signage on location. Includes brand naming rights to the luggage check.

**INFORMATION CENTER – $25,000**

*Exclusive (no naming rights)*

“What time is the first keynote?” “Where is the exhibit hall?” “When does the reception begin?” Attendees need to be in the know and your brand can be the one to answer their questions to ensure a positive experience. The info center will be custom branded to enhance your presence, as well as offer the opportunity to distribute marketing collateral as attendees stop by.

**CONSENSUS DAILY RECAP – $15,000 each**

*or $35,000 exclusive*

Link your brand with providing attendees and those tuning in abroad with the highlights from the day’s happenings. We’ll produce a branded email newsletter including all hot topics and highlights from the day and push it out to all attendees, as well as our global audience.

**HOTEL ROOM DROP – $15,000 per day**

*Sunday – Monday – Tuesday – Wednesday*

Welcome attendees back to their rooms with a sweet gift awaiting them. This is the perfect way to capture the attention of an attendee. Sponsor must provide the gift and ship to the hotel.
Interested in getting involved? Contact us at sponsors@coindesk.com

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

- Sponsored Article + Companion Ad – $20,000
- 2-Page Spread - $15,000
- Back Cover – $17,500
- Inside Front Cover – $16,000
- Inside Back Cover – $14,000
- Full Page – $10,000

ATTENDEE FOLIO INSERT – $10,000
3 Remaining
Increase your brand exposure with a promo piece, tri-fold pamphlet, or show special to drive traffic to your exhibit space and engage attendees the moment they enter Consensus.
ONSITE BRANDING

Showcase your brand in a big way as the Hilton and Sheraton offer exposure points across several floors to constantly remind attendees of your onsite presence.

*Sheraton branding available via https://envision.freeman.com/show/consensus-2019-at-the-sheraton/home*

- Escalator clings
- Hanging Banners
- Elevator clings
- Railing clings
- Column Wraps
- Light boxes
Interested in getting involved? Contact us at sponsors@coindesk.com

**PRE- & POST-CONFERENCE EXPOSURE**

Why wait until the Conference to interact with attendees? Activate your brand through sponsored newsletters, banner ads, or branded webinars in order to engage the CoinDesk audience.

**BRANDED WEBINARS – $20,000**

Host a webinar 30 – 90 days out (or within 30-days post-conference) to garner interest and drive leads to ensure a successful experience onsite. Sponsor package includes:
- A dedicated landing page with logo exposure that drives users to your brand.
- Dedicated email blast and social campaign promoting the webinar, including “sponsored by ...” messaging.
- 2-3 speakers + the sponsor and a CoinDesk moderator (speakers confirmed by the sponsor)
- Webinar posted to CoinDesk’s webinar portal for continued viewing

**ANIMATED EXPLAINER VIDEOS – $10,000**

You provide the direction, the vision, the product information and we will produce a 60-second animated short that you can post on your website, in email campaigns, or display on a monitor in your exhibit space. Investment includes ideation session and production of animated short.
Interested in getting involved? Contact us at sponsors@coindesk.com

SPONSORED EMAIL – $15,000

8 available

Contact attendees pre-conference to ensure a positive experience onsite. Hint at your show specials and what you’ll be showcasing during Consensus. Remind attendees to stop by your booth. Extend your sponsorship beyond the conference and keep attendees engaged with a post-conference campaign.

CONSENSUS VIDEO ADVERTISING

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

SPONSORED NEWSLETTERS

Adult swallow daily newsletter “Blockchain Bites” w/115,000 subscribers; $10,000 weekly commitment

Adult swallow daily trader newsletter “Markets Daily” w/20,000+ subscribers; $2,500 weekly or $10,000 monthly commitment

Adult swallow Weekly “Institutional Crypto” newsletter w/2,000+ subscribers; $5,000 monthly commitment

DIGITAL MEDIA

Adult swallow Standard IAB banners with starting $20 cpm
Interested in getting involved?

Contact us at
sponsors@coindesk.com