



consensus[®] distributed

May 11 - 15, 2020

The Best of Consensus:
Free & Virtual

Prospectus 2020

Interested in getting involved?
Contact: sponsors@coindesk.com





What is consensus distributed?

The very fabric of our financial system is being put to the ultimate stress test. Central banks are operating with the belief that there is “an infinite amount of cash.” Is this true? Can central banks continue to prop up the system? What does this mean for the future of money? Will cryptocurrencies find their moment or will the future be ruled by central bank digital currencies like China’s new digital yuan? Will we see a rise in decentralized governance solutions to fill the void left by waning confidence in major institutions.

These urgent questions have never been more important and Consensus: Distributed is where they will be answered. Tune in for dozens of sessions across multiple tracks and days to better understand what the future might look like, especially in a post-COVID-19 era. It’s the same great content you’ve come to expect from Consensus, but virtual.

2020 Speakers



Chris Burniske
Partner
Placeholder Capital



Jennifer Campbell
CEO
Tagomi



Chris Giancarlo
Senior Counsel
Wilkie Farr & Gallagher



Harry Halpin
CEO
Nym Foundation



Brian Klein
Partner
Baker Marquart



Christina Lomazzo
Blockchain Lead
UNICEF Ethereum



Caitlin Long
Founder and CEO
Avanti Bank & Trust



Alexander Pall
Artist
The Chainsmokers



Carlota Perez
Economist & Author of
**'Beyond the Technological
Revolution'**



Tyrone Ross
Financial Consultant
401



Andrew Taggart
Artist
The Chainsmokers



Changpeng Zhao
CEO
Binance



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SPONSOR LEVELS:

- **1 Block: \$4,000-\$14,999**
 - Attendee list pre and post event (minus emails)
 - Branding online, in marketing materials, and included in one dedicated email recognizing all sponsors
 - Option to upload one or more NFTs into CoinDesk Wallet
- **2 Block: \$15,000-\$24,999**
 - Attendee list pre and post event (minus emails)
 - Branding online, in marketing materials, and included in one dedicated email recognizing all sponsors
 - Option to upload one or more NFTs into CoinDesk Wallet
- **3 Block: \$25,000-\$34,999**
 - Attendee list pre and post event (minus emails)
 - Branding online, in marketing materials, and included in one dedicated email recognizing all sponsors
 - Option to upload one or more NFTs into CoinDesk Wallet
- **4 Block: \$35,000-\$44,999**
 - Attendee list pre and post event (minus emails)
 - Branding online, in marketing materials, and included in one dedicated email recognizing all sponsors
 - Option to upload one or more NFTs into CoinDesk Wallet
 - 4 Block Sponsors can run an ad in the People networking section of Brella
- **5 Block: \$45,000+**
 - Attendee list pre and post event (minus emails)
 - Branding online, in marketing materials, and included in one dedicated email recognizing all sponsors
 - Option to upload one or more NFTs into CoinDesk Wallet
 - 5 Block Sponsors can run an ad in the People networking section of Brella at the highest frequency

SPONSORSHIP OPPORTUNITIES

VIRTUAL BOOTH - \$5,000

Deadline May 1st

Sponsor to be provided with a dedicated page within the Conference platform. Page to include videos and images chosen by Sponsor, Sponsor logo, resources chosen by Sponsor, Sponsor website link, Sponsor contacts for direct networking, and a chat box to engage attendees that can also include polls/surveys. CoinDesk will provide a list within ten (10) business days post Conference of all attendees, including name, company, title, and email, who visited their booth.

The screenshot displays the Brella Virtual Conference 2020 interface. On the left is a navigation menu with options: People, Schedule, Stream, Speakers, Sponsors (highlighted), and More. The main content area shows the Brella sponsor booth. At the top, it says "Brella Virtual Conference 2020". Below this is the Brella logo and a description: "A networking company for events and communities". There are links for Website, Facebook, LinkedIn, and Twitter. A large video player shows a laptop screen with a dashboard. Below the video are two document thumbnails: "Company-Intro.pptx" and "Value Proposition.pdf". Underneath is a section for "Company Representatives (12)" with two visible profiles: Angela Ellis (Brella, Analyst Pro...) and Kathryn Fuller (Brella, Account Re...). On the right side of the interface, there's a "New Meeting Requests (06)" section and a "Sponsor Chat (live)" section with a list of messages from attendees like Larry Ward, Kathryn Fuller, Philip Hall, and Frances Nguyen. A "Send" button is at the bottom of the chat.

The screenshot displays the Brella LendIt Fintech USA 2019 interface. On the left is a navigation menu with options: People, Schedule, Sponsors & Partners (highlighted), and More. The main content area is titled "Find sponsors" and "Industry Leaders". It features a grid of sponsor cards. The first row includes Bankers Healthcare Group (Booth #1623) and Deloitte (Booth #1600). The second row includes Experian (Booth #1509) and Upgrade (+ 4 more). Each card shows the company logo, name, booth number, and a small group of profile pictures representing attendees. On the right side of the interface, there's a "New meeting requests! (4)" section with a list of requests from attendees like Salja, Ricardo, and 2 others.

COINDESK TV - \$50,000

Exclusive - Deadline April 20th

Sponsor will have exclusive sponsorship of CoinDesk TV, the pop-up live video network running from 8:30a ET on Monday, May 11th to 9:00a ET Tuesday, May 12th. Distribution will be through CoinDesk.com, Brella, Twitter, YouTube, and others to be determined. Branding included in background for every moderator, Sponsor logo incorporated in opening graphics, one (1) Sponsor 15- or 30-second midroll every hour, and sponsorship of CoinDesk TV track on Brella. Twitter promotion will include Sponsor tag a total of three (3) times. All Consensus-related VOD hosted on CoinDesk.com will include a 15-second Sponsor pre-roll until December 31, 2020. Sponsor will be provided one (1) interview with time to be determined by CoinDesk within the live air time. Sponsor must provide the name, title, email of the interviewee no later than Friday, April 24. CoinDesk will provide a feed or embed code of CoinDesk TV to Sponsor in a way that allows Sponsor to embed and/or host the feed on its own site. Sponsor has no influence or input regarding the content produced on CoinDesk TV. CoinDesk will provide performance metrics within fifteen (15) business days of the close of the Conference.

BITCOIN HALVING COUNTDOWN CLOCK - \$45,000

Exclusive - Deadline ASAP

Sponsor branding directly under Bitcoin Countdown Clock featured on CoinDesk.com homepage and all pricing pages until halving occurs. Sponsor logo runs globally, and the branding is clickable. Sponsorship begins two days after a signed agreement and runs until the halving occurs.

The screenshot shows the CoinDesk homepage with a dark blue background. At the top, the CoinDesk logo is on the left, and navigation links for NEWS, LEARN, RESEARCH, and EVENTS are on the right. Below the navigation bar, a row of cryptocurrency prices is displayed: Bitcoin 24h \$3,702.53 +1.50%, Ethereum 24h \$197.00 -0.92%, Bitcoin Cash 24h \$416.90 -2.88%, and Litecoin 24h \$49.05 +1.23%. The main section features two countdown clocks. The left clock is for the Bitcoin Halving on May 12, showing 50 days, 11 hours, 15 minutes, and 20 seconds. It is sponsored by eToro. The right clock is for the Consensus Distributed event on May 11, also showing 50 days, 11 hours, 15 minutes, and 20 seconds, with a 'LEARN MORE' button. Below the countdowns, there is a news section. On the left, there is a large image of Benjamin Franklin and a Bitcoin coin. To the right, a news article titled 'Iranian Bitcoin Users Are Already Being Affected By New US Sanctions' is featured, with the author Nikhilesh De and the date Nov. 24, 2018.

coindesk

NEWS LEARN RESEARCH EVENTS

Bitcoin 24h \$3,702.53 +1.50% Ethereum 24h \$197.00 -0.92% Bitcoin Cash 24h \$416.90 -2.88% Litecoin 24h \$49.05 +1.23%

Bitcoin Halving May 12

50 days 11 hours 15 minutes 20 seconds

Sponsored by eToro

consensus distributed May 11

50 days 11 hours 15 minutes 20 seconds

LEARN MORE

NEWS

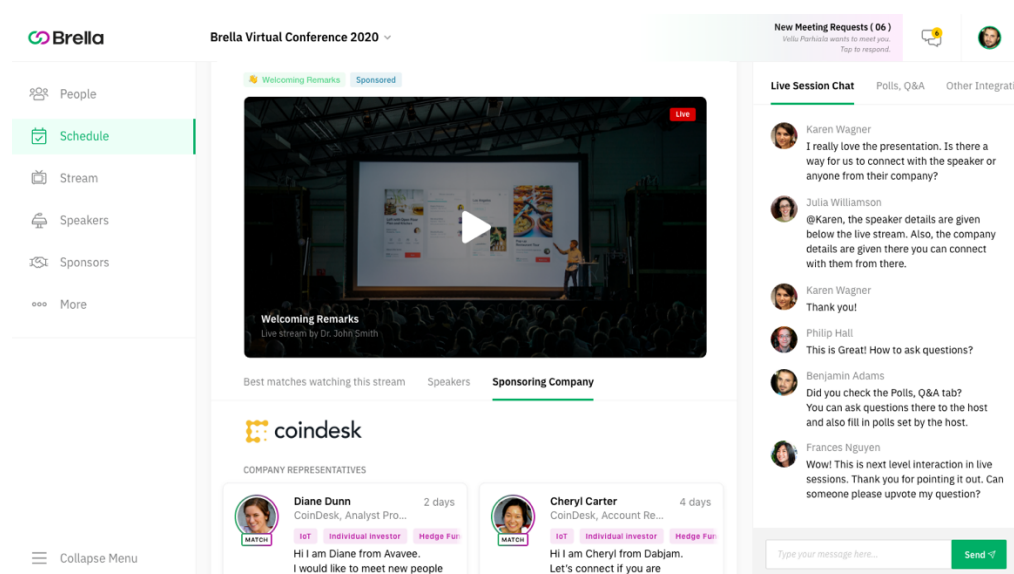
Iranian Bitcoin Users Are Already Being Affected By New US Sanctions

Nikhilesh De Nov. 24, 2018

SPONSORED SESSION - \$25,000

12 Available - Deadline May 5th

Sponsor will host one (1) 60-minute session during the Conference between Tuesday, May 12th and Friday, May 15th. The session times are based on availability. The session is hosted by the Sponsor, and the Sponsor must build the session agenda including the content and assigning speakers. The sponsored sessions will be included in the Conference agenda. The agenda will include the session time, session title, and Sponsor's name. Sponsor logo to be included directly below video player, and Sponsor logo to be watermarked in the session video stream. Includes one (1) push notification via email and app roughly thirty minutes prior to the session start. Sponsored Session page also includes a chat box and direct networking link to company representatives. CoinDesk will provide Sponsor a recording of the session within ten (10) business days of the close of the Conference. CoinDesk will also provide a list within ten (10) business days post Conference of all attendees, including name, company, title, and email, who visited the Session. Session information is due to CoinDesk no later than May 5th.



DIVERSITY & INCLUSION - \$20,000

Exclusive - Deadline April 17th

Sponsor will have exclusive sponsorship of the Diversity & Inclusion program session, which targets and engages individuals who are members of a non-profit, meetup group, early stage startup, or active students. Diversity & Inclusion is intended for any and all with an interest in better understanding the roles of money, history, and power in designing a more inclusive industry for historically disenfranchised communities by listening to diverse opinions, backgrounds, and experiences so that history does not rhyme or repeat. Brand exposure includes the Sponsor logo being included on the program invitation and a contributing panelist on the Diversity in Blockchain session. CoinDesk will send one (1) branded email on Monday, April 27 on behalf of the Sponsor to all confirmed program members. The email will include the Conference header and the following assets: Sponsor logo or artwork, 350-word text section, and a URL redirect. Copy is due Monday, April 20 and must be approved by CoinDesk. Sponsor will be provided with a proof of the email if copy is provided by the due date. CoinDesk will provide performance metrics within five (5) business days of send.

SPONSORED TRACKS - \$30,000

4 Available - Deadline May 5th

Sponsor will have exclusive branding of one (1) of four (4) Conference tracks: Foundations, Mainstage, Markets & Research, and Unlocked. Tracks are based on availability. Included is Sponsor logo below video player of each session in the track, “sponsored by...” in agenda and marketing materials where possible, and the list of all registrants, including name, company, and title, who attended a session or more within the sponsored track to be provided post conference.

The image shows a conference agenda on the left and a video player interface on the right.

Agenda:

- 09:00 AM**
IN YOUR TIME: 12:00 PM
Welcoming Remarks
Sponsored by Google
Dr John Smith
Conference Director • Brella
Stream Tab
10min
Welcoming Remarks
- I'm available for requests**
Video call (through browser)
15min
Networking
- 09:05 AM**
IN YOUR TIME: 12:05 PM
Brella Virtual Platform
Ville Vanhala
VP of Global Partnerships • Brella Oy
Webinar Track 1
10min
Brella Virtual
- 09:10 AM**
IN YOUR TIME: 12:10 PM
Keynote - Artificial Intelligence vs. Emotional Intelligence
Jelini Chang
Blockchain Specialist • AI.ai

Filters:

- Type**
☒ All
☐ Meetings
☐ Networking
☐ Content
- Day**
☒ All days
☐ Tuesday 15th April
☐ Wednesday 16th April
- Tags / Tracks**
☐ Brella Virtual
☐ Keynote Sessions
☐ Panel Discussions
☐ Q&A
☐ Welcoming Remarks
☒ Sponsored Track A: Blockchain
☒ Sponsored Track B: Growth
☐ Networking
- Locations**
☐ Stream Tab
☐ Webinar Track 1
☐ Webinar Track 2
☐ Video call (through browser)

Video Player Interface:

- Stream Tab
09:10 - 09:30 • 20min • Tue
My local time: 09:10 - 09:30
Keynote - Artificial Intelligence vs. Emotional Intelligence
- Click here if the stream doesn't load for you
- Video player showing a colorful abstract image.
- Keynote Sessions
- SPEAKERS**
Jelini Chang
- DESCRIPTION**
Everything we love about civilization is a product of intelligence, so amplifying our human intelligence with artificial intelligence has the potential of helping civilization flourish like never before – as long as we manage to keep the technology beneficial.
- SPONSORED BY**
TOPBOTS
Visit website

SPLASH PAGE BETWEEN SESSIONS - \$25,000

Exclusive - Deadline May 5th

Between each Conference session, Sponsor logo and message to appear in full-screen splash page in the video player. Execution is a static ad. Duration between each session will vary.

BLOCKCHAIN BITES NEWSLETTER - \$35,000

Exclusive - Deadline May 3rd

Sponsor to be the exclusive Sponsor of CoinDesk's Blockchain Bites newsletter running between Monday, May 11th and Friday, May 22nd. The launch of the CoinDesk 50, highlighting the most creative and ambitious projects in blockchain tech, will be included in Blockchain Bites during these two weeks. Brand exposure includes Sponsor logo below the header and a Sponsor section including 300-character text, Sponsor logo, and URL redirect. Logo, text, URL to be provided five (5) business days prior to the launch date. Blockchain Bites distribution list of 122,000 as of March 27, 2020.

SPONSORED EMAIL - \$20,000

8 Available - Deadline Five Business Days Prior to Email Send

CoinDesk will provide Sponsor with one (1) exclusive email campaign on a predetermined date before or after the Conference which will be sent to all registered attendees at the time of send. The email will include the Conference header and the following assets: Sponsor logo or artwork, 350-word text section, and a URL redirect. Copy is due five (5) business days prior to send and must be approved by CoinDesk. Sponsor will be provided with a proof of the email if copy is provided by the due date. CoinDesk will provide performance metrics within five (5) business days of send.

COINDESK PODCAST NETWORK - \$10,000+

3 Available - Deadline April 24th

Sponsor will have a mention at the top of each podcast, a 15-second recorded read in the middle of each podcast, and a Sponsor link in each of the show notes. Sponsorship includes every podcast in the CoinDesk Podcast Network for the full month of May 2020. Additional costs for recorded 1:1 CEO interviews in the middle of the podcast, in lieu of the recorded read, and is limited to one per podcast. CoinDesk Podcast Network includes Keynotes from Conference posted within 48 hours, Breakdown, Markets Daily, CoinDesk Explains, and any additional podcast that is launched prior to and during May 2020.

HACKATHON - PRICE DETERMINED BY GITCOIN

Opportunity to sponsor the Blockchain Week NYC Hackathon, run and operated by Gitcoin. Sponsorship of Hackathon is separate from a Consensus: Distributed sponsorship. Hackathon will run between May 6th and May 20th. Introductions to Gitcoin upon request.

COINDESK WALLET DETAILS

- All Sponsors can upload one or more NFTs that can be redeemed by attendees or traded amongst attendees
- NFT.Kred will offer support for all Sponsors and can be reached at cameronbale@peoplebrowsr.com

