# consensus® distributed

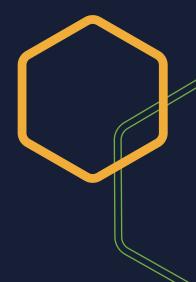## May 11 - 15, 2020

### The Best of Consensus:
### Free & Virtual

**Prospectus 2020**

# 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.

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

# 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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## May 11 - 15, 2020

## 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
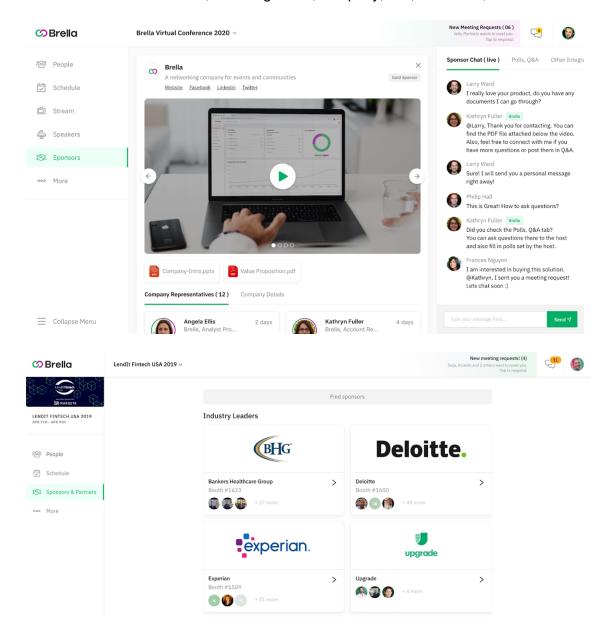
- **4 Block: $35,000-$44,999**
    - Attendee list pre and post event (minus emails)
    - Branding online, in marketing materials, and included in one dedicated email recognizing all sponsors
    - Option to upload one or more NFTs into CoinDesk Wallet
    - 4 Block Sponsors can run an ad in the People 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.
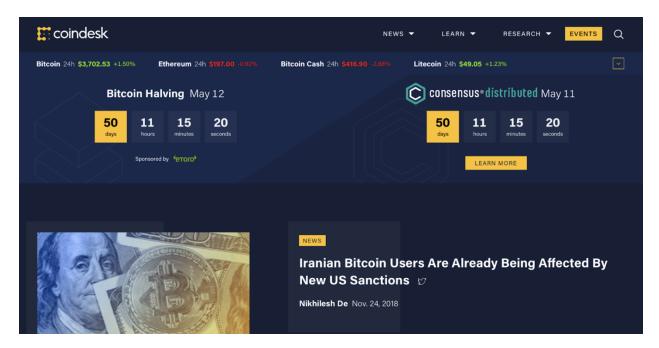
**COINDESK TV - $50,000**
*Exclusive - Deadline April 20th*
Sponsor will have exclusive sponsorship of CoinDesk TV, the pop-up live video network running from 8:30a ET on Monday, May 11th to 9:00a ET Tuesday, May 12th. Distribution will be through CoinDesk.com, Brella, Twitter, YouTube, and others to 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**
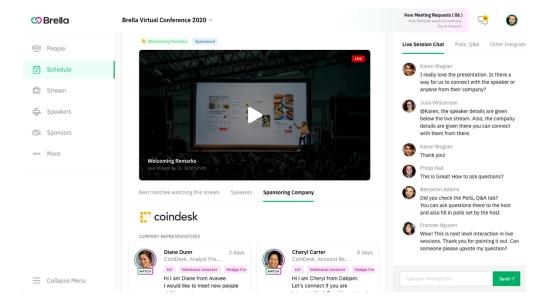*Exclusive - Deadline ASAP*
Sponsor branding directly under Bitcoin Countdown Clock featured on CoinDesk.com homepage and all pricing pages until halving occurs. Sponsor logo runs globally, and the branding is clickable. Sponsorship begins two days after a signed agreement and runs until the halving occurs.

## 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.



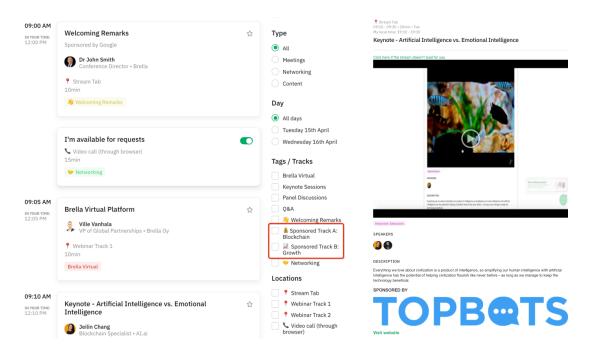## DIVERSITY & INCLUSION - $20,000
### *Exclusive - Deadline April 17th*

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.



## 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