



# KEYNOTE 2015

## FINANCIAL TECHNOLOGY

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# KEYNOTE 2015

REDEFINING FINANCIAL TECHNOLOGY

**JOIN THE DEVELOPERS,  
ENTREPRENEURS AND  
INNOVATORS WHO ARE  
RE-CREATING MONEY.**

Keynote conferences are a series of premium FinTech events that connect serious financial executives with the brightest industry minds and the latest in technological innovation. Keynote is the place where future FinTech is unboxed and brought to life.

We believe that a sponsorship or exhibitor partnership could be of great benefit to your business. With a select audience of financial executives, a dazzling venue and a heavyweight speaker line-up, Keynote2015 offers a unique opportunity to present your brand, innovations and services to those that matter.

Distributed ledgers will take centre stage at Keynote2015.

Our prestigious list of speakers will be presenting this disruptive new technology and enlightening attendees on immediate implementation.

Keynote2015 will take place on August 3rd and features a compact, focused agenda for maximum engagement.

Representatives from businesses such as Paypal, Square and Ericsson will be in attendance alongside venture capital groups, investors from the digital currency community and an audience of 500 financial executives.



# THE GAME PLAN



At Keynote2015 we'll be bringing together some of the brightest and most exciting minds in the game to create a high-end event focussed on new applications for distributed ledgers and a host of other exciting new tech developments. Set in the palatial surrounds of the Park Plaza Hotel in downtown Los Angeles, the conference will be spread over 5,624ft<sup>2</sup> and will seat at least 350 people in each room.

If you're interested in speaking, please send us your CV and examples of past speaking experience to [speaker@keynote2015.com](mailto:speaker@keynote2015.com)

## SPEAKERS



### JAY REINEMANN

Managing Partner BBVA Ventures



### BEN MILNE

CEO DWolla



### JAMES BARRESE

CTO PayPal



### JEFFREY TUCKER

CEO Liberty.me



### CHRISTOPHER BARNARD

CEO & Founder, Points.com



### KATHYRN HAUN

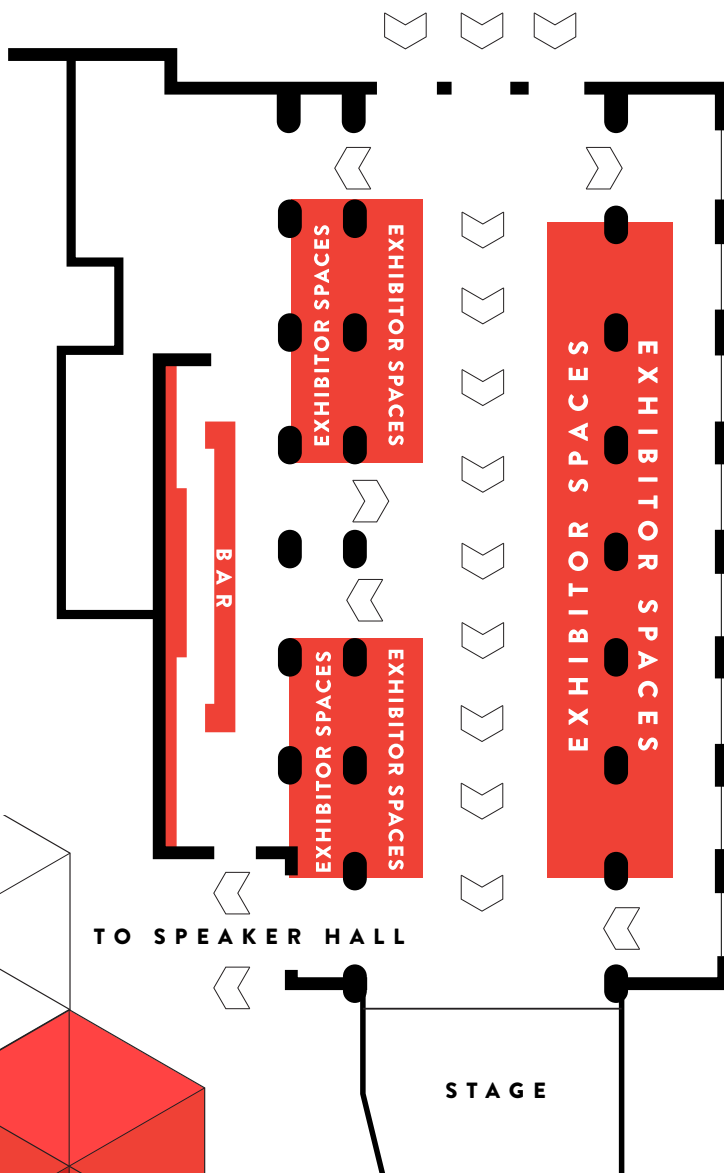
US Department of Justice



### SAM DASTYARI

Australian Senator  
Chair, Senate Economics References Committee

**MAIN ENTRANCE**



The main ballroom of the Plaza will be our speaker hall.

The exhibitor hall will feature four large premier exhibitor spaces and at least 16 regular exhibitor spaces. All sites will be powered and feature internet access.

The exhibitor hall also has a stage, events will be operating here throughout the conference in including tech demos and product launches. If you would like to use the exhibitor hall stage during the conference for an event, please don't hesitate to get in touch.

THE MAIN  
BALLROOM





# OUR REPORT CARD

Everyone likes to know who they're working with. Keynote is produced by the team that presents the successful North American Bitcoin Conference every January. With backgrounds in banking, payments, development and advertising, we are able to draw on an extensive network to create solid events that have an excellent return for our partners. TNABC is the largest Bitcoin conference in the world, having operated 5 conferences now since 2013.

OVER 2014-2015, WE HAD:

OVER  
**3,500**  
ATTENDEES

TOTAL WEB IMPRESSIONS  
JULY 2014 - JANUARY 2015

**460,453,957**

WITH A TOTAL  
ADVERTISING VALUE OF

**\$3,404,195.23**

Source: Social Radius

**Forbes**

**Chicago  
Tribune**

**The  
Miami Herald**

WE WERE COVERED  
INTERNATIONALLY  
BY AT LEAST 38  
DIFFERENT NEWS  
AGENCIES

**GIZMODO**

**WALL STREET  
JOURNAL**

**OUR  
APP**

Our app has an  
**86% USER RATE**  
among attendees

It generates  
**2.4 SOCIAL  
MEDIA SHARES  
PER ATTENDEE**

Source: Attendify

IN A SHORT  
PERIOD OF TIME IT'S  
BECOME A PRETTY  
BIG DEAL

## PRELIMINARY INFORMATION FOR SPONSORS & EXHIBITORS

### STANDARD EXHIBITORS

The standard spaces are located on the east side of the main hall and all face onto thoroughfares. Spaces are 9.8 x 8.2ft in size with a 5.9 x 1.9ft table and are powered.

Note only 16 spaces are available.

### PREMIER EXHIBITORS

Premier exhibitors have access to placement in the main hall directly between the main entrance and the bar (i.e. the highest traffic area of the entire building) with a 9.8 x 13.2ft exhibitor space. All spaces are powered. These spaces are highly customisable.

Please note only 4 spaces are available.

### SUPPORTING SPONSORSHIP

This sponsorship features key positioning on the bulk of branding opportunities. This includes large banners, directional signage, the program and media areas.

Supporting sponsors have priority for the limited exhibiting areas if desired.

### PREMIERE SPONSORSHIP

This sponsorship features primary positioning and sizing on all branding opportunities. Including all large banners throughout the building, on the stage & podium, the program, website and all media areas.

Premiere sponsors have priority for the premiere exhibiting areas if desired.



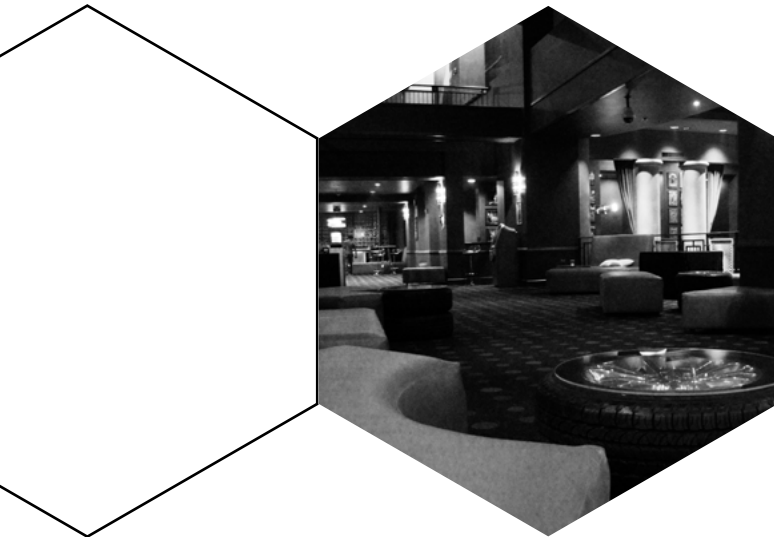
## CONFERENCE BAG SPONSOR

Custom tote bags with your company logo on one side, and the conference logo on the other.

Note: This sponsorship must be confirmed and paid by June 26, 2014, for printing and delivery time.

## BRAND AWARENESS PACKAGE

Contact us to discuss customising this as is relevant for your business. This can include (but is not limited to) logo placement on the website, banners, video material and any number of promotional materials.



## LANYARD SPONSOR

Custom lanyards with your company logo to be printed on them. To be distributed with all conference badges. Everyone in the building will be wearing your logo around their neck.

Note: This sponsorship must be confirmed and paid by July 3, 2015, for production and delivery time.

## CONFERENCE LOUNGE SPONSOR

A lounge room located on the second floor will be provided for attendees interested in holding meetings or otherwise taking a break.

Lounge seating will be provided for a total capacity of approximately 50 attendees at one time.

Sponsors will have naming rights for the lounge, with signage outside and inside the room provided.







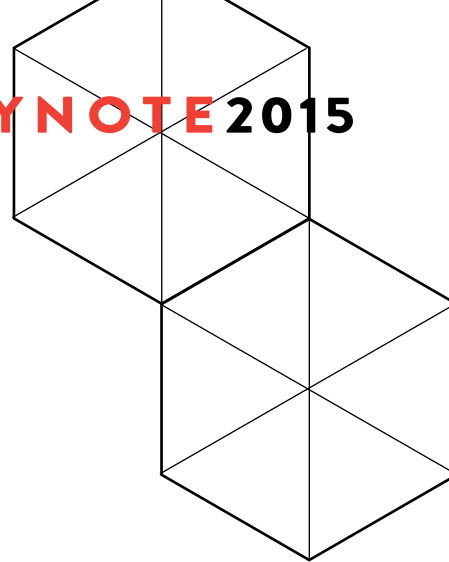
## KICK-OFF PARTY

This year we are throwing the kick-off party at the Line Hotel, in the Commissary Bar and Restaurant, in the heart of the LA night scene.

The Commissary is a roof-top venue constructed from a greenhouse and is home to an amazing cocktail bar and pool.



## KEYNOTE 2015



## FOOD AND DRINK SPONSORSHIPS

This sponsorship covers the bar and food in the main hall and is highly customisable. Brand placement includes signage at the bars in each hall, on menus and all printed food and drink materials.







## SPONSORS AND EXHIBITORS

All sponsors and exhibitors will have their logo at least appear on the conference website and in the program.

If you have never been part of the conference before or have updated your logo since, we need a vector copy of your logo in either .ai or .eps format. Ideally in CMYK with the file named after your company name (not "logo.ai" or "final.eps").

The vector copy is especially important for the premiere, contributing and bag sponsors where your logo needs to appear very large.

IMPORTANT NOTE: For the sponsorships with production requirements like bags, lanyards and large banners, we need this before July 3rd, 2015.

## WIFI SPONSOR

We'll be running wifi throughout the conference, the sponsor of which will have their logo prominently placed on the loading screen of the app.

During our Miami conference in January 2015, more than 85% of attendees used the app, with 19,204 sessions created (each time someone opened the app). Each time someone checked the schedule, messaged another attendee, viewed the live feed, got information on a speaker and so on, they saw the wifi sponsor's logo.

This creates an excellent opportunity for brand placement - on the phone of every attendee.

# PRELIMINARY SPONSORSHIP INFORMATION

For questions, or to discuss partnering on one of the opportunities below, please contact  
Moe Levin: [sponsors@keynote2015.com](mailto:sponsors@keynote2015.com) or +1 845 319 7420

SPONSORSHIP TYPE	# SPONSORSHIPS AVAILABLE	PRICE
Premiere Sponsor	2	\$30,000
Supporting Sponsor	4	\$15,000
Brand Awareness Package	Limited No. Available	\$4,000
Food and Beverage Sponsor	2	\$15,000
Wifi & App Sponsor	1	\$15,000
Kick-off Party Sponsor	1	\$20,000
Lanyard Sponsor	1	\$7,500*
Conference Bag Sponsor	1	\$7,500*
Conference Lounge Sponsor	1	\$7,500
Speaker Lounge Sponsor	1	\$10,000

\*Subject to production deadlines, see details.

EXHIBITORS		
See over for details		
Standard Exhibitor	16	\$2,500
Premiere Exhibitor	4	\$5,000

Custom sponsorships are available, get in touch and let's talk about how important your brand can be.

# PARTNER INFORMATION

We pride ourselves on developing true partnerships with our sponsors and exhibitors. Tell us about your goals and targets and we'll work with you to achieve the best possible outcomes for your brand, regardless of whether you're bootstrapped or blue chip. Fill out the below form and send it to [sponsors@keynote2015.com](mailto:sponsors@keynote2015.com)

## PART 1: COMPLETE CONTACT INFORMATION

### COMPANY NAME:

(As it will appear on Conference Materials)

Address: \_\_\_\_\_

Suite: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

ZIP/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

### YOUR PARTNERSHIP GOALS:

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### PRIMARY CONTACT:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

### ONSITE CONTACT:

(If different from above)

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

### BILLING CONTACT:

(If different from above)

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## PART 2: SELECT SPONSORSHIP LEVEL

SPONSORSHIP TYPE	#SPONSORSHIPS AVAILABLE	PRICE*	CHOSEN SPONSORSHIP PACKAGE Mark with an "X" or describe donations
Premiere Sponsor	2	\$30,000	
Supporting Sponsor	4	\$15,000	
Brand Awareness Package	Limited # available	\$4,000	
Food and Beverage Sponsor	2	\$15,000	
Wifi & App Sponsor	1	\$15,000	
Kick-off Party Sponsor	1	\$20,000	
Lanyard Sponsor	1	\$7,500	
Conference Bag Sponsor	Limited # Available	\$5,000	
Conference Lounge Sponsor	1	\$7,500	
Speaker Lounge Sponsor	1	\$10,000	
Premiere Exhibitor	4	\$5,000	
Standard Exhibitor	16	\$2,500	

\*Note: Sponsorships will be prioritized based on the order in which they are received. All values in USD.

Please invoice me in: (Circle)

USD

EUR

BTC

☐

I am sending my logo file along with this application (EPS or high resolution PNG)

URL you want your logo pointed to when clicked from the conference website:



## PART 3: PLEASE ENTER THE TOTAL, SIGN, DATE AND SUBMIT THIS FORM BACK TO US.

The Company/Division identified ("Sponsor") applies to Conference Organizers ("Organizer") for Marketing Promotional Opportunity ("MPO") at the "Event" identified above, on the terms and conditions of this "Agreement."

Certain MPO's may be limited and subject to availability. Final MPO assignments are made by Organizer, and will occur only after full payment has been received. Refer to the Merchant Street Limited Sponsorship and Exhibitor Opportunities document for a full description of each MPO.

This Keynote 2015 Conference SPONSORSHIP AGREEMENT is entered into by and between Organizer and the above stated Sponsor and shall remain in effect until the completion of the The Keynote Organization Event(s).

This Agreement shall bind the Sponsor to the terms and conditions set forth herein when signed and submitted to the Organizer.

Sponsor will be responsible for all costs incurred relative to participation in the conference, unless otherwise specified in the Merchant Street Limited Sponsorship and Exhibitor Opportunities document. An exhibitor services manual will be provided to all exhibitors at least 21 days prior to the conference start date. All sponsorship and exhibitor fee balances are due 14 days prior to the conference.

I agree to the total sponsorship or exhibitor fee to be invoiced: \_\_\_\_\_

I have read and agree to the Agreement and as Sponsor I will pay the Total MPO Fee. I am authorized to execute this Agreement for the Sponsor.

AUTHORISED SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

PRINTED NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

ORGANIZER SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_