Partnership opportunities

2019
Commercial Payments International offers a variety of partnership opportunities. We are the only organization dedicated to providing content and events for commercial payments professionals.

We host five conferences across the globe: CPI Europe Summit, CPI Asia-Pacific Summit, CPI Middle Market Summit, CPI Middle East & Africa Summit and CPI Global Summit.

We also have a weekly newsletter that provides relevant and up-to-date information on the commercial cards & payments industry. Content includes all types of commercial cards, e-invoicing, supply chain finance, automating payables, mobile payments, ACH/wire transfers, cash management, expense management and many other relevant topics.

### Lead generation opportunities

**White paper $100 CPL per month (cost per lead)**

- Featured on the CPI Newsletter for one (1) month as a text banner
- Promoted to our database until number of leads are met

**Web seminar $9,500**

- Sponsor develops content
- CPI to market event 4 weeks with exclusive emails
- Promotion on the weekly CPI newsletter

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**Our reach**

<table>
<thead>
<tr>
<th>Weekly newsletter</th>
<th>CPI webpages</th>
<th>Email campaigns</th>
<th>LinkedIn group</th>
</tr>
</thead>
<tbody>
<tr>
<td>12% open rate</td>
<td>141,500+ unique page views to the CPI website (October 2017-October 2018)</td>
<td>11% open rate</td>
<td>3,900+ commercial payments professionals subscribed</td>
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<tr>
<td>17% click through rate</td>
<td>6,700+ unique page views to the CPI Global Summit webpage (October 2017-October 2018)</td>
<td>15% click through rate</td>
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<tr>
<td>3% shared rate</td>
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Thought leadership opportunities

Whitepaper $5,500
- One dedicated email to our database promoting the white paper
- Will be promoted via web banner on our newsletter for 4 weeks
- No lead guarantee, metric report provided at the end of each week

CPI Viewpoints $3,500 a month
- Opportunity to submit up to 3 articles and blog posts to our newsletter and website. *
- New content will be featured every Tuesday via the CPI Newsletter

Web banner + article $4,500 per week
- One 250x200 web banner on the CPI newsletter
- Exclusive position, one position available per week
- Article submission placement at top of newsletter feed

Web banner 250x200 $2,500 (upper right corner)
Web banner 600x100 $2,000 (middle; horizontal banner)
- One position for each static banner available per week

Custom event opportunities

Leverage CPI relationships and event expertise to produce a custom program for a select audience. Fees depend on the type of event; number of attendees; program development; food and beverage; venue; etc.

Full day event opportunities:
- 9am – 2pm event with breakfast and lunch
- 4pm – 9pm event inclusive of networking dinner
- Roundtable discussion

Half-day event opportunities:
- 9am – 12noon with breakfast and lunch
- 2pm – 7pm with evening reception

Other custom event ideas include:
- Multiple city roadshows
- Private roundtable discussions
- Private networking dinner with presentation

* Subject to CPI editorial approval.
CPI Database: 23,000+ commercial payments professionals

Region
- 1% South America
- 9% ME&A
- 11% Asia-Pacific
- 51% North America
- 28% Europe

Organization
- 17% End user
- 45% Issuer
- 11% Consultant
- 7% Network
- 20% Solutions provider (FinTech)

Seniority
- 12% Manager
- 8% Consultant/Analyst/Advisor
- 7% Other (Project Managing, Marketing, etc.)
- 41% VP/SVP/EVP
- 32% Director/MD/President/C-level

CPI Newsletter Database: 8000+ subscribers across all parts of the value chain

Region
- 2% South America
- 4% ME&A
- 18% Asia-Pacific
- 41% North America
- 35% Europe

Organization
- 15% End user
- 38% Issuer
- 11% Consultant
- 13% Network
- 23% Solutions provider (FinTech)

Seniority
- 7% Consultant/Analyst/Advisor
- 11% Manager
- 12% Other (Project Managing, Marketing, etc.)
- 43% VP/SVP/EVP
- 27% Director/MD/President/C-level

For more information on partnership opportunities please contact Melissa Sefic, Head of CPI
T: +1 212 698 9774  |  melissasefic@eurofinance.com.