



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

## Our reach

### Weekly newsletter

12% open rate  
17% click through rate  
3% shared rate

### CPI webpages

141,500+ unique page views to the CPI website (October 2017-October 2018)  
6,700+ unique page views to the CPI Global Summit webpage (October 2017-October 2018)

### Email campaigns

11% open rate  
15% click through rate

### LinkedIn group

3,900+ commercial payments professionals subscribed

## 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

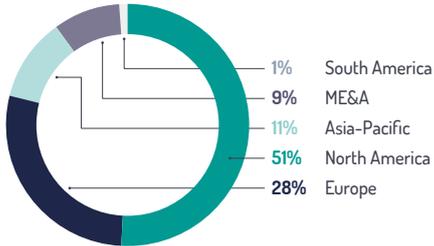
### Other custom event ideas include:

- Multiple city roadshows
- Private roundtable discussions
- Private networking dinner with presentation

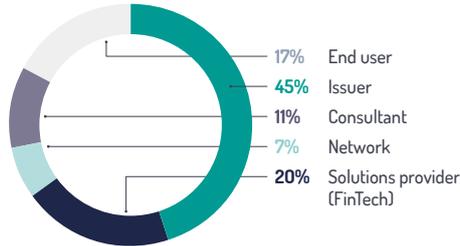
\* Subject to CPI editorial approval.

CPI Database: 23,000+ commercial payments professionals

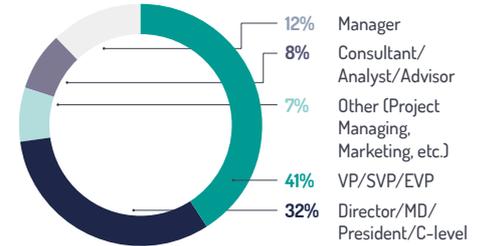
Region



Organization

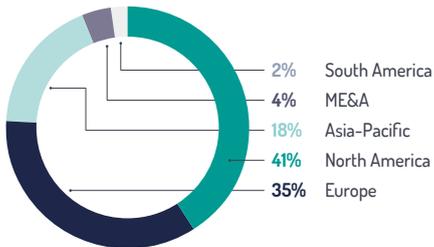


Seniority

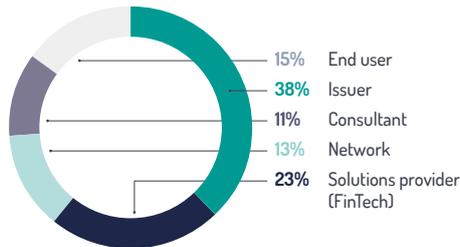


CPI Newsletter Database: 8000+ subscribers across all parts of the value chain

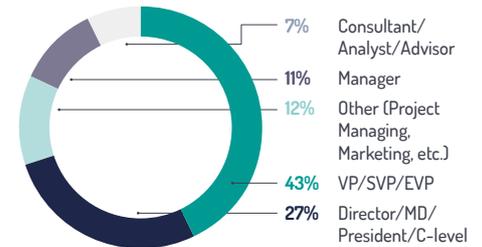
Region



Organization



Seniority



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