



Commercial Payments International  
The leading global resource for commercial cards and payments

# Sponsorship Opportunities 2019

[www.commercialpaymentsinternational.com](http://www.commercialpaymentsinternational.com)

# About CPI

Commercial Payments International is an organization that produces educational networking conferences for senior level professionals in the commercial cards and payments space. We offer five events in multiple regions around the world:

The 9th annual  
**Europe Summit**  
March 5-6, 2019 | London, UK



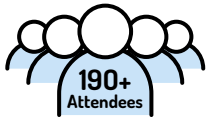
New!  
**B2B Converge: Asia-Pacific**  
May 15, 2019 | Grand Hyatt, Singapore



The 6th annual  
**Middle Market Summit**  
June 18-19, 2019 | Convene, Chicago, IL, US



The 11th annual  
**Global Summit**  
September 17-18, 2019 | Convene, 730 3rd Ave, New York, NY US



The 2nd annual  
**B2B Converge: Middle East & Africa**  
November 2019 | Taj Dubai, Dubai, UAE



Companies that have attended:

Accenture Payments • ACI Worldwide • Adflex • Airplus • Amazon Business • American Express • Axis Bank • Bain & Company • Bank of America Merrill Lynch • Bank of the Ozarks • Barclaycard Commercial • BB&T • BBVA Compass • Billhop • BNP Paribas • BOK Financial • Boost Payment Solutions • Bottomline Technologies • Capital One • Cardlay • CIMB Bank • Citibank • Citizens Financial Group • City National Bank • Comdata • Conferma • Corporate Spending Innovations • Credit Saison • Dataflexnet • DBS Bank • Degussa Bank • Diners Club International • DXC Technologies • E Sun Bank • Extend • Fifth Third Bank • First Interstate Bank • FIS • Fleetcor • Freedom • Global Payments • Hang Seng Bank • HDFC Bank • Heartland Financial • Hogg Robinson Group • HSBC • Huawei Institute • Hyperwallet • ICICI Bank • IndusInd Bank • ING • Inlogik • Inturn • Itaú Unibanco • ITS • Ixaris • J.P. Morgan Chase • Japan Airlines • KAE • Lloyds Banking Group • Lufthansa AirPlus • MB Financial Bank • M&T Bank • Mastercard • MidFirst Bank • Mineraltree • Mizuho Bank • MSTS • National Bank of Canada • Noventis • Nvoicepay • Paymerang • Payoneer • PayTech Group • People's United Bank • PNC Bank • Priority Commercial Payments • Regions Bank • RHB Bank, Malaysia • Rio Tinto • Royal Bank of Canada • Royal Bank of Scotland • Santander • SAP Concur • Saudi Arabian Monetary Authority • SCB Sidley Austin LLP • Silicon Valley Bank • Stripe • Swipezoom • Synchrony Financial • TD Bank • The Clearing House • The Economist Intelligence Unit • Thomson Reuters • Troovo • TSYS • U.S. Bank • UATP • UOB • Umpqua Bank • Union Bank • VP Bank • Visa • Vocalink • Wells Fargo • WEX • Xero • YES Bank • Zions Bancorporation • and many more...

# 2019 Sponsorship Opportunities

- Summit sponsorship
- Custom event or workshop
- Networking reception
- Slido sponsor (Q&A technology)
- Seat covers
- Lanyard sponsor
- Lunch sponsor
- Tote bags
- Tabletop exhibit
- Pen and pad sponsor
- Breakfast host
- Wi-Fi sponsor
- Seat drop sponsor
- Networking break
- Pop-up banner sponsor
- Pre show email broadcast
- Mobile app

## All packages include:

- Acknowledgement on stage from Chair
- Pre and post show attendee list
- Sponsor logo on all event collateral:
  - website
  - select emails
  - event signage
- Sponsor logo and 150 word company description in mobile app
- Sponsor logo hyperlinked on website
- Additional conference passes 20% off

## Contact

To discuss opportunities or find out additional information on CPI events please contact:

Melissa Buono Sefic  
SVP & Head of Commercial  
Payments International

T: +1 212 698 9774  
M: +1 917 214 2508  
melissasefic@economist

## Pricing and benefits

Summit sponsorship \$40,000

- Thought leadership on stage as a panelist
- Logo on stage backdrop
- Premium branding on event materials
- Four conference passes
- One tabletop exhibit
- One pre show email broadcast to all registered delegates 2 weeks before the event
- Opportunity to post a white paper on our weekly newsletter (1 month posting)

Pre-conference workshop TBD

- Host a pre conference workshop on a specific theme or topic for a select audience
- Workshop can be half day or full day (price will reflect this)
- CPI can assist with developing the program, inviting speakers and will drive the audience

Networking reception \$20,000

- Opportunity to give out gifts and marketing material in networking room
- Enhanced food and beverage items for guests
- Two conference passes

Slido sponsorship \$15,000

- Host of the Q&A technology (slido)
- Logo on main screens in general session as questions are presented
- Logo on slido website being accessed by all attendees onsite
- Logo on all marketing collateral affiliated with slido
- Polling feature
- Access code sponsor name
- Two conference passes

Seat covers \$15,000

- Company logo on all seat backs in general session
- Opportunity to put out marketing material on all seats before main Keynote
- Two conference passes

Lanyard sponsor \$15,000

- Sponsor logo all lanyards worn by attendees
- Two conference passes

Lunch sponsor \$12,500

- Opportunity to give out gifts and marketing material in networking room
- Enhance food and beverage items for guests
- Two conference passes

**Tote bags** \$10,500

- Co-branded (sponsor and CPI) tote
- Two conference passes

**Tabletop exhibit** \$10,000

- Includes table and two chairs (10'x10' US and 3mx2m Europe & Asia)
- Two conference passes

**Pen and pad sponsor** \$9,500

- Sponsor logo on all pen and pads for attendees in general session
- Two conference passes

**Breakfast host** \$8,500

- Sponsor logo on coffee cups
- Opportunity to give out gifts and marketing material in networking room
- Two conference passes

**Wi-Fi sponsor** \$8,500

- Sponsor name will be access code
- Sponsor logo on all collateral affiliated with Wifi promotions
- Two conference passes

**Seat drop sponsor** \$7,500

- Opportunity to place marketing material on all seats in general session
- One conference pass

**Networking break host** \$6,500

- Sponsor logo on coffee cups
- Opportunity to give out gifts and marketing material in networking room
- One conference pass

**Pop-up display** \$6,500

- Sponsor will provide custom artwork for the pop up display
- Pop up display will be positioned between registration; general session and the exhibit hall
- One conference pass

**Digital ad sponsor (Global Summit only)** \$6,500

- Advertisement displayed on screens at the event near registration
- One conference pass

**Pre show email broadcast** \$6,500

- Opportunity to send a pre show email to all registered delegates before the main event
- Email will be sent up to 2 weeks in advance of the conference
- One conference pass

### New annual opportunity

Mobile app sponsor \$50,000 (includes all 5 events)

- Opportunity to be the official host of the CPI Mobile App
- This is an annual opportunity to reach the CPI audience across multiple regions
- Sponsor can post content on the app to engage the CPI audience all year round
- Sponsor will have access to the CPI audience in each region
- Sponsor logo on all marketing collateral at each CPI event to include: one email broadcast per event; digital ad with company logo at event, signage at event promoting sponsorship

Pricing is standard but can be customized to accommodate the region and multiple event commitments.

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# Global Summit 'Think Tank' Breakout Sessions

The 11th annual

# Global Summit

September 17-18, 2019 | Convene, 730 Third Ave, New York, NY, US

## Think Tank Breakout Sessions | Sponsorship opportunity

CPI's interactive Think Tank Breakout Sessions will give the audience an opportunity to exchange insights, ideas and best practices in commercial cards and payments. Attendees will choose one (1) 60 minute discussion set in a private meeting room. The format is intimate and collaborative. Each sponsor will lead the group with an opening presentation (approx. 20 minutes) and then open up the conversation to the floor for an interactive discussion. Sponsors can invite up to (2) additional speakers to join them. These sessions must be educational and informative (not a product demo) and are subject to approval by CPI.

### Sponsor benefits:

- Facilitate one (1) 60 minute breakout session with a select group of attendees
- Two (2) conference passes
- Company logo on all event collateral listed as a Premier Partner (if not already categorized)
- Company logo and 150 word description in mobile app
- One (1) digital ad on the venue screens
- Opportunity to post a white paper on the mobile app
- List of delegates that attended the Think Tank Session post event

### Topics (please choose one):

- Changing the conversation around interchange
- Cracking the SME sector
- Automation - use cases
- Convergence between AP and AR platforms
- Virtual cards for B2B
- Back to basics: The value of cards in today's commercial payments landscape
- Cards within a working capital and supply chain finance context

Investment: \$17,500

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# CPI Newsletter

The CPI newsletter provides relevant and up-to-date information on the commercial payments industry through a weekly newsletter, released every Tuesday.



## Custom content opportunities

All custom programs will live on our custom media page.

### White paper

\$5,500 per month

- Will run on the newsletter for 4 weeks
- Will be live on the CPI website for 3 months

### Web seminar

\$9,500

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

### CPI newsletter host

\$3,500 a month

- Company logo branding up top as the CPI newsletter weekly host (This week's newsletter brought to you by...)
- Newsletter is released on Tuesdays to over 8,000 global subscribers and growing
- Include white paper promotion 10% off the standard rate

### Custom events

price: TBD

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

Custom events include:

- Roundtable discussion
- Networking dinner

Half-day events to include:

- Breakfast
- Morning program
- Networking lunch

### Custom research

\$12,500

- Sponsor will develop questions for a custom research campaign to gather fresh ideas and opinions from the CPI audience
- Sponsor can re-purpose the data for a white paper; web seminar; custom event or conference presentation

Pricing is standard but can be customized to accommodate the region and multiple event commitments.

# Levels of sponsorship 2019

Most CPI partners will sponsor multiple events throughout the year. The packages below highlight additional benefits to add value to their commitments.

## Global Partner

\$100,000+ annually

- 2 x complimentary white paper postings
- 1 x web banner on the CPI website
- Three-month web banner on the CPI Newsletter
- Sponsor logo on website throughout the year
- Sponsor logo as an Industry Partner on all CPI stage backdrops
- Sponsor digital ad at all CPI events
- Sponsor logo on all event materials at all CPI events
- Sponsor executive to sit on all CPI Advisory Boards
- Premium positioning on CPI weekly newsfeed including press releases

## Industry Partner

\$50,000 - \$100,000 annually

- Sponsor logo on website throughout the year
- Sponsor logo as an Industry Partner on all CPI stage backdrops
- Sponsor digital ad at all CPI events
- Sponsor logo on all event materials at all CPI events
- Sponsor executive to sit on 2 x CPI Advisory Boards of choice
- Premium positioning on CPI weekly newsfeed including press releases

## Notes

These packages will include premium branding with company logo prominently positioned on event stage banners. Global Partners and Industry Partners (only) will receive company logo branding on the website throughout the year. Global Partners (only) will receive complimentary thought leadership and the ability to sit on all CPI Advisory Boards. Annual packages must be secured on one agreement.

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