



## FINANCIAL EXPERIENCE DESIGN

CONFERENCE BY ΠΑΡΑΡΡΟΛΛΗ

**An exclusive gathering of industry leaders and progressive thinkers at the intersection of financial services, design, innovation, and technology.**

Sponsoring the Financial Experience Design Conference puts you, your products, or your service before a select, highly qualified group of executives, strategists, innovators and designers in banking, investing, insurance, Fintech, and other professionals.

Focused presentations from industry leaders:

- 150 senior-level participants
- Exploration of the true design needs of the Financial Services industry
- Decision makers, proven partners

These are limited sponsorship opportunities result in a strong impression that generates business outcomes.

## Premier Sponsorship Opportunities

### DIAMOND LEVEL: CUSTOM CHALLENGE SPONSOR \$75,000

#### 10 MINUTES – LIMIT 1

FXD is a 2 day gathering of the most talented **executives, strategists, innovators and designers in banking, investing, insurance, Fintech, and other professionals** looking to interact with peers and hear from industry experts. As a diamond sponsor you have the opportunity to establish your organization as an innovation leader and crowdsource new ideas to advance your work by launching a custom three month virtual design and innovation challenge. In addition, you will be offered (2) exclusive opportunities: (1) host a lunch workshop at FXD and (2) deliver a 10 minute keynote at FXD.

Additional benefits include:

- 8 conference passes
- Opportunity to offer (10) scholarships to student developers, designers
- Exhibition Space
- Access to the pre-event media and attendee list
- Company logo on conference website, on-site signage and pre-conference marketing materials
- Social media promotion of Sponsorship and Challenge
- Actionable report of insights gained from the Challenge

### MORNING STAGE SESSION: SPOTLIGHT SPONSOR \$5,000

#### 10 MINUTES – LIMIT 2

Have a new product or service to highlight for the registrants? In consultation with us, present a 10 minute overview or demo from the stage.

Additional benefits include:

- 2 Conference registration passes
- Exhibition space (1 booth)
- Company logo on conference marketing materials including website, on-site signage, and pre-conference marketing materials

### DAY 1 WORKSHOP: COLLABORATIVE DESIGN FOR FINANCIAL SERVICES INNOVATION

\$6,500

#### LIMIT 2

Our senior attendees work together to discuss and solve industry challenges in a workshop-style environment. The dialog is dynamic, interesting and the format provides an excellent opportunity for networking with colleagues. Provide challenges our attendees work on and associate yourself with teamwork, innovation, and action.

Additional benefits include:

- Premium day 1 branding placement and mention "Today's activities sponsored by..."
- 3 minutes of main stage remarks to welcome
- Persistent signage for duration of Day 1 workshop
- 1 conference registration pass
- Invitation to VIP cocktail reception
- Company logo on conference marketing materials including website, on-site signage, and pre-conference marketing materials.

### LUNCH SPONSOR \$5,000

#### DAY 1&2 – LIMIT 2

Pick-up the lunch tab for every attendee during this highly trafficked break. The well-fueled participants will remember and thank you later.

Additional benefits include:

- Exclusive host of the lunch reception
- 2 Conference registration passes
- Exhibition space (1 booth)
- 3 minutes on the main stage to introduce yourself, your company and invite registrants to the lunch
- Company logo on conference website, on-site signage, and pre-conference marketing materials

## Additional Sponsorship Opportunities

### COCKTAIL RECEPTION HOST

3,500

#### LIMIT 1

Post-conference cocktail receptions are always a huge hit and a great opportunity to mingle with those you aim to reach. Make a great impression by sponsoring the cocktail reception and picking up drinks for our crowd of execs.

Additional benefits include:

- 1 Conference registration passes
- Exhibition space (1 booth)
- 3 minutes of main stage remarks to welcome registrants to the cocktail reception
- Signage recognition throughout the cocktail reception
- Company logo on conference website, on-site signage and pre-conference marketing materials

### EXHIBIT

\$2,500

Present your brand and message to this community of passionate innovators and decision makers through an exhibition booth.

Additional benefits include:

- 1 Conference registration passes
- Exhibition space (1 booth)
- Company logo on conference website, on-site signage, and pre-conference marketing materials

### COFFEE SPONSOR

\$3,000

#### LIMIT 2

Buy the conference attendees a cup of Boston’s finest coffee, just when they want it most.

Additional benefits include:

- 1 Conference registration pass
- Exhibition space (1 booth)
- Signage in the coffee break area
- Logo placement on the coffee cups (provided by the Sponsor)
- Company logo on conference website, on-site signage, and pre-conference marketing materials

### PRIVATE MEETING ROOM SPONSOR

\$1,500

#### LIMIT 2

Secure one of our two private meeting rooms located adjacent to the main conference area. Use the rooms to facilitate introductions and get to know your next client.

Additional benefits include:

- 1 Conference registration passes
- Meeting space (1 meeting room)
- Company logo on conference website, on-site signage, and pre-conference marketing materials

## Become a sponsor

Select the level of visibility appropriate to your organization’s needs, and contact:

### Michael Kirkpatrick

SVP, Client Experience & Strategy, Mad\*Pow

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### Ryan Queenan

Marketing Manager, Mad\*Pow

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For more information about FXD visit [FinancialExperienceDesign.com](http://FinancialExperienceDesign.com)

