



GET IN FRONT OF MERCHANTS WITH THE MRC

Reach the decision makers you seek, expand your global visibility and be seen by more payment and fraud merchant professionals than with any other organization.

Over 77% of attendees are manager or above

Attendees represent 35 countries across 5 continents

More than 1500 unique attendees in 2014

2015 Event Sponsorship Opportunities

MRC Vegas

European Spring Congress

US Platinum Meeting



Building
Better Commerce
Fraud & Payments Professionals

ARIA RESORT, LAS VEGAS

23-26 MARCH, 2015

PLATINUM HAPPY HOUR 23 March, 2015

This is our signature event that launches the week. A limited exclusive event with 500 attendees. Attendees are at least 85 percent merchants. Package includes: attendance of four company representatives at the party, signage throughout the club, company-themed special drink and co-branding on email announcements. Also includes sponsor recognition in the official conference guide, agenda and mobile app.

Non-members **\$34,500** Members **\$30,000**

NETWORKING RECEPTION Exhibit Hall - 25 March, 2015 / 2 Hours

This networking reception is historically the highest attended event of the week, consistently tracking 95 percent (plus) attendance. With this year's attendance goal of 1,400 that is a lot of potential marketing opportunities. Package includes: attendance of four company representatives at the party, signage during the reception and co-branding on materials (website, email announcements) specific to the reception. Also includes sponsor recognition in the official conference guide, agenda and mobile app. (can be shared with other sponsors pending MRC approval)

Non-members **\$74,750** Members **\$65,000**

NETWORKING LUNCH SPONSOR 25 March, 2015

The lunch sponsorship is available on the first day of the general conference with 1,400 attendees and includes placement of promotional tabletop pieces, branded napkin wraps, signage and recognition in the official conference guide, agenda and mobile app.

Non-members **\$17,250** Members **\$15,000**

METAWARDS LUNCHEON SPONSOR 26 March, 2015

The METAwards luncheon is the MRC's premier awards event. Live presentations and voting for the winner is conducted during this three course sit-down lunch. Sponsoring this lunch includes placement of promotional tabletop pieces, signage and recognition in the official conference guide, agenda and mobile app.

Non-members **\$28,750** Members **\$25,000**

OPENING KEYNOTE SESSION - DAYMOND JOHN 25 March, 2015

A unique opportunity to sponsor the conference opening keynote. Package includes: an opportunity to introduce the speaker and address the estimated 1,500 attendees, co-branding on conference materials supporting the keynote speaker, placement of company materials in the bags distributed to all attendees, and opportunity for joint press release announcing keynote speakers. Also includes sponsor recognition in the official conference guide, agenda and mobile app.

Daymond John is the founder & CEO of FUBU, Star of ABC's Shark Tank and CEO of Shark Branding, Marketing Consulting Agency. (<http://daymondjohn.com/>)

Non-members **\$28,750** Members **\$25,000**

MRC ECOMMERCE PAYMENTS & RISK CONFERENCE

SECOND KEYNOTE SESSION - BOB ARNO 25 March, 2015

This sponsorship package includes an opportunity to introduce the speaker and address the attendees, co-branding on conference materials supporting the keynote speaker and placement of company materials in the bags distributed to all attendees as well as an opportunity for a joint press release announcing keynote speakers. Also includes sponsor recognition in the official conference guide, agenda and mobile app.

Bob Arno is the Professor of Pickpocketry, Comedian, Magician Extraordinaire and Author. (<http://bobarno.com/>)

Non-members **\$17,250** Members **\$15,000**

DAILY NEWSLETTER SPONSORSHIP

New this year—every morning get in the hands of all 1,200 attendees through the MRC official conference recap. This high quality, full color conference newsletter will capture the previous day's highlights and the key events for the day. Each will be placed outside of every attendee's hotel room door with your company being the first to say "good morning". This product will be co-branded and each day you will have the opportunity to provide a half page of thought leadership content. Additionally, you will receive one complimentary conference pass and recognition in the official conference program and mobile app.

\$15,000 for all three days

BOTTLED WATER

Branded, bottled water will be available to all conference attendees during breaks and throughout both days of the general conference, also includes sponsor recognition in the official conference guide and mobile app.

Non-members **\$23,000** Members **\$20,000**

PLENARY SESSION (1 AVAILABLE) 24 March, 2015

An opportunity to sponsor a plenary session. Typically presented by members and/or industry expert panels. Package includes: an opportunity to introduce the session and address the attendees, co-branding on conference materials, and placement of company materials in the bags distributed to all attendees. Also includes sponsor recognition in the official conference guide, agenda and mobile app.

Non-members **\$11,500/ea** Members **\$10,000/ea**

CONFERENCE STATIONARY

High quality pens and notebooks with sponsor logo will be distributed to all conference attendees. Also includes sponsor recognition in the official conference book and mobile app.

Non-members **\$17,250** Members **\$15,000**

CONFERENCE BAGS

Conference bags will be distributed to all conference attendees, containing conference materials including the program. These high quality bags will be co-branded with the MRC, also includes sponsor recognition in the official conference guide and mobile app.

Non-members **\$34,500**

Members **\$30,000**

MERCHANT FOCUS GROUP
23 March, 2015

The opportunity to speak with up to 50 merchants. The focus group will be promoted by MRC. MRC staff will assist you in targeting your merchants and assist on-site as needed. The sponsor will provide the content (upon MRC approval). The focus group meeting room will have AV and signage as a part of your sponsorship as well as providing appetizers and beverages to focus group attendees. Also includes sponsor recognition in the official conference guide, agenda and mobile app. New this year, upgrade your focus group to a private lunch.

Non-members **\$15,000**

(\$17,250 for private lunch)

Members **\$10,000**

(\$15,000 for private lunch)

ESPRESSO CART

25-26 March, 2015

Sponsorship of two espresso carts available to attendees during the annual conference. Package includes: one color logo branded cups, signage, custom themed drink and recognition in the official conference book.

Non-members **\$28,750** Members **\$25,000**

CHARGING LOUNGE

24-26 March, 2015

The charging lounge is located in the foyer of the conference and includes lounge furniture with kiosks and power strips to allow attendees to charge their devices while they relax. A printer is also included for convenience. A lounge area consisting of sofas, chairs and tables. Your sponsorship covers the cost of these items, banner above the area, signage at the tables and kiosks as well as an insert into the registration materials.

Non-members **\$28,750** Members **\$25,000**

BEVERAGE BREAKS

25 and/or 26 March, 2015

This sponsorship includes your name on the agenda as the sponsor for these breaks, recognition from the podiums going into the breaks, signage on the tables where the coffee is being served and recognition in our conference book and mobile app.

Non-members **\$8,625/day** Members **\$7,500/day**

10 X 10 EXHIBIT HALL (Limited Number Available)

24-26 March, 2015

MRC's 10x10 Exhibit Hall Package include a 10 x 10 draped exhibit hall booth with 8' back wall and 3' side wall. Each exhibitor will be given one full conference pass* (please see below for exception) and two Exhibit Hall Only passes. Additional passes may be purchased separately. Other amenities include a 7" x 44" one-line ID sign with company name and booth number, 6' x 30" draped table, two chairs, and one wastebasket as well as a presence in the conference program.

For more info visit exhibitor.vegas.mrcevents.org

Non-members **\$9,500** Members **(Contact Jenny to confirm member discount)**

MEETING PODS

24-26 March, 2015

Closed booths available for reservation are available during both exhibit hall reception and overall duration of the event.

\$2,000 (Contact Jenny for schedule)

BRUSSELS, BELGIUM

20-22 MAY, 2015

MRC EUROPEAN CONGRESS

GOLD LEVEL-CONGRESS SPONSORSHIP

You will enjoy premium exposure, including one complimentary exhibit booth, four congress registrations, exclusive sponsorship of the closing reception, opportunity to provide remarks at the opening of the conference, ability to show a two minute company promotional video, one full-page ad or advertorial in the official conference program guide, opportunity to include one branded item in all attendee bags, the inclusion of your logo on all conference collateral, and marketing materials leading up to and during the event.

Non-members **€98,000** Members **€79,000**

SILVER LEVEL-MAIN NETWORKING EVENT

Held off-site, this event is the highlight of the Congress and provides attendees with the opportunity to escape and enjoy one of the host city's local treasures. Package includes two complimentary full congress registrations, two complimentary event passes for your colleagues, opportunity to address attendees, signage at the event and recognition in the official congress program guide.

Non-members **€35,000** Members **€29,000**

BRONZE LEVEL-OPENING RECEPTION

Be the first to welcome merchant attendees. This package includes two complimentary full congress registrations, sponsorship of the party, opportunity to address attendees, signage at the party and recognition in the official congress program guide.

Non-members **€25,000** Members **€18,000**

CONFERENCE BAGS

Get in the attendees' hands—literally! Package includes one complimentary full conference registration plus your logo placed prominently on the high quality attendee bags, many of which are kept and used after the event. Also includes recognition in the official congress program guide.

Non-members **€20,000** Members **€16,000**

COFFEE & BEVERAGE BREAK

Sponsorship of beverage breaks between sessions. Package includes: signage during the breaks of the two days and recognition in the official congress program guide.

Non-members **€6,000/day** Members **€4,900/day**

NETWORKING LUNCHEONS (2 AVAILABLE)

Package includes: one complimentary full congress registration, sponsoring all food and beverage at the two lunches, signage during the lunches, and recognition in the official congress program guide.

Non-members **€9,000/day** Members **€5,900/day**

KEYNOTE SESSION SPONSORSHIP 1

Package includes: one complimentary full congress registration, co-branding on congress materials supporting the keynote speaker and placement of company materials in the room prior to the keynote address. Also includes sponsor recognition in the congress program guide.

Non-members **€12,000** Members **€9,500**

KEYNOTE SESSION SPONSORSHIP 2

Package includes: co-branding on congress materials supporting the keynote speaker, Placement of company materials in the room prior to the keynote address. Also includes sponsor recognition in the congress booklet and website agenda.

Non-members **€9,500** Members **€8,000**

OTHER BRANDING OPPORTUNITIES

PENS

Non-members **€7,500**

Members **€5,900**

PROGRAM GUIDE BACK COVER AD

Non-members **€7,000**

Members **€4,900**

LANYARDS

Non-members **€11,000**

Members **€9,900**

WATER BOTTLES

Non-members **€8,000**

Members **€6,800**

PROGRAM GUIDE INSIDE BACK COVER AD

Non-members **€4,000**

Members **€2,600**

OFFICIAL CONGRESS ESPRESSO CART

Non-members **€9,000**

Members **€7,400**



EXHIBITOR PACKAGE

Exhibitors receive a 3mx3m shell scheme exhibit hall booth, two registrations and half page advertisement in congress program. Additional 3x3 spaces can be purchased. Once the floor plan has been established, locations will be chose based on the order received.

To have the highest priority for location selection, reserve early.

Non-members €6,800 Members €5,600

"The MRC provides unparalleled opportunities to meet and engage with merchants."

-Roelant Prins, Chief Commercial Officer, Adyen

NEARLY **70%** OF MRC MERCHANT COMPANIES GENERATE ONLINE REVENUE IN EXCESS OF **\$50/€36** MILLION PER YEAR AND **50%** GENERATE ONLINE REVENUE GREATER THAN **\$100/€73** MILLION PER YEAR

NEARLY **90% OF THE 2013** ATTENDEES RATED THE CONGRESS AS BETTER THAN OTHER INDUSTRY EVENTS.



NEW ORLEANS, LA

21-23 SEPTEMBER, 2015

US PLATINUM MEETING

PRIMARY SPONSORSHIP

Exclusive primary sponsorship of the Platinum Meeting. Package includes: four complimentary meeting passes, one hotel room drop, main podium opportunity, closing reception and co-branding with the MRC on: web pages and email blasts, main meeting banner and PowerPoint template. Also includes full page ad and recognition in the official Platinum Meeting booklet, agenda and mobile app.

Members **\$40,000**

PLATINUM PUB CRAWL

22 September, 2015 (2 hours)

We wouldn't do NOLA justice if we didn't offer attendees an opportunity to experience the French Quarter. This event will visit 3 locations over the course of the evening, will include a full hosted bar with appetizers. Branded map handouts as well as signage at each location, co-branded emails, recognition in the meeting book, website, agenda and mobile meeting app.

Members **\$25,000**

WELCOME RECEPTION

21 September, 2015 (2 Hours)

Start the event off right by sponsoring the welcome reception the night prior to the first meeting day. Package includes: sponsoring all reception activities, co-branding on all reception signage. Also includes recognition in the official Platinum Meeting booklet, agenda and mobile app.

Members **\$25,000**

NETWORKING LUNCHEONS

The lunch sponsorship is available on either day of the meeting and includes placement of promotional tabletop pieces (provided by sponsor), branded napkin wraps, signage and recognition in the official Platinum Meeting booklet, agenda and mobile app.

Members **\$8,000/day**

COFFEE & BEVERAGE BREAK

Sponsorship of beverage breaks between sessions. Package includes: signage during the breaks of the two days and recognition in the official meeting booklet, agenda, website and mobile meeting app.

Members **\$5,000/day**

KEYNOTE SESSION SPONSORSHIP

Package includes: co-branding on conference materials supporting the keynote speaker and placement of company materials in the room prior to the keynote address or distributed in the bags of each attendee. Also includes sponsor recognition in the Platinum Meeting booklet and website agenda.

Members **\$8,000**

OTHER BRANDING OPPORTUNITIES

STATIONARY (PENS/NOTEPADS)

Members **\$5,000**

LANYARDS

Members **\$7,500**

ROOM KEYCARDS

Members **\$5,000**

PROGRAM GUIDE BACK COVER AD

Members **\$2,500**

MEETING BAGS

Members **\$10,000**

MERCHANT FOCUS GROUP

The opportunity to speak and investigate with up to 30 merchants, this focus group will be promoted by MRC. MRC staff will assist in targeting your merchants and assist on-site as needed. Sponsors will provide the content (upon MRC approval). The focus group meeting room will have AV and signage as part of your sponsorship. Also includes recognition in the official Platinum Meeting booklet and agenda.

Members **\$7,500**

ESPRESSO CART

Sponsorship of the espresso cart for both meeting days. Package includes: one color logo branded cups, signage, custom themed drink and recognition in the official conference book.

Members **\$7,500**

"The MRC environment allows us to demonstrate real thought leadership and participate in a dynamic community."

-Alex Algard, CEO & Founder,
WhitePages PRO





The MRC

The MRC is the principal not-for-profit, global forum for ecommerce fraud and payments professionals. With its vision, "Making Commerce Safe and Profitable Everywhere", the MRC provides proprietary education and training and top-notch advocacy, as well as a forum for timely and relevant discussions. Each year, the MRC hosts elite conferences in Europe and the Americas with industry leading keynote speakers, more than 200 merchant and vendor presenters, and 100 panel discussions.

AVERAGE ATTENDEE PROFILE ACROSS ALL MRC MEETINGS

JOB FOCUS

49% PRIMARILY EFRAUD, 21% PRIMARILY EPAYMENTS, 3% SECURITY AND 27% MIX OF EFRAUD & EPAYMENTS

JOB TITLES

9% C-SUITE, 36% DIRECTOR OR VP, 38% MANAGER, 10% ANALYST AND 7% OTHER

INFLUENCE

34% DECISION MAKERS, 45% RECOMMEND DECISIONS AND 21% INFLUENCE DECISIONS

"MRC events are second to none in the ecommerce payments and fraud space."

-Michelle DiDomenico, Corporate Marketing, 41st Parameter

For more information, please contact:

Jenny Kieffer at jenny@merchantriskcouncil.org