

2016 EVENT SPONSORSHIP OPPORTUNITIES

MRC Vegas 16 | MRC European Congress

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.



Building
Better Commerce
Fraud & Payments Professionals

MRC VEGAS 16

7 - 10 MARCH, 2016

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.

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

CONFERENCE BAGS

Conference bags will be distributed to all conference attendees and contain all conference materials inside the bag. These high quality bags will be co-branded with the MRC, also includes sponsor recognition in the official conference guide.

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

OPENING KEYNOTE SESSION (MARC GOODMAN) 9 March, 2016

A unique opportunity to sponsor the opening keynote Marc Goodman. <http://www.marcgoodman.net/> Marc Goodman is a global strategist, author and consultant focused on the disruptive impact of advancing technologies on security, business and international affairs. Package includes: an opportunity to introduce the speaker and address the estimated 1500 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.

Non-member \$28,750
Members \$25,000

OVERALL SPONSOR

Vegas overall includes: Co-branding (with MRC) on all webpages, agenda, email communications, press releases, power point templates, conference book, signage and anything else we can think of. Co-branded lanyards for all delegates. Closing reception. 20x20 exhibit hall booth (this includes the 10x10 with your membership). 6 full conference registrations. Mobile meeting app alert message & banner. Main podium opportunity, typically 7-10 minutes during the opening remarks. Room drop (you provide). Bag insert (you provide).

\$90,000



PLATINUM HAPPY HOUR
7 March, 2016

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 LUNCH SPONSOR
9 and/or 10 March, 2016

Sponsorship 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

PLATINUM DAY KEYNOTE SESSION
8 March, 2016

Sponsorship includes placement of promotional in attendee bags, opportunity to introduce the speaker as well as logo on the agenda, and recognition in the official conference guide, agenda and mobile app.

Non-members \$11,500
Members \$10,000

NETWORKING RECEPTION
Exhibit Hall - 9 March, 2016/ 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 up to 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

PLENARY SESSIONS (2 AVAILABLE)
9 and/or 10 March, 2016

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, 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



CHARGING LOUNGE 9 - 10 March, 2016

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**

SECOND KEYNOTE SESSION 9 March, 2016

This Keynote session is scheduled for the afternoon of Wednesday and Michael Casey (<http://www.michaeljcasey.com/>) will be presenting. This sponsorship 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 joint press release announcing keynote speakers. Also includes sponsor recognition in the official conference guide, agenda and mobile app.

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

DAILY NEWSLETTER SPONSORSHIP

Every evening get in the hands of all 1,400 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 hung on every attendees door in a branded bag. 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 the mobile app.

\$15,000 for all three days

ESCALATOR WRAP

Be the first thing that up to 1,400 attendees see as they enter the conference space. This sponsorship includes exclusive branding of the main escalators entering the conference space, recognition in the conference guide and mobile app.

Non-members \$15,000
Members \$10,000

BEVERAGE BREAKS

9 and/or 10 March, 2016

The 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 as a conference sponsor.

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

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.

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

WELCOME RECEPTION

8 March, 2016

Be the first to welcome up to 1,400 attendees. This package includes 2 complimentary registrations, exclusive sponsorship of the event, co-branding on signage, agenda and emails regarding the event. Also includes recognition in the conference guide and mobile app.

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

BRANDED RECEPTION BAR

8 and 9 March, 2016

Ensure that your sponsorship dollars are used for one of the most popular items at our receptions. This sponsorship includes branding of 1 double sided bar with 2 bartenders at either the Welcome Reception or Networking Reception. Your logo will be on the cocktail napkins distributed at this bar as well as the table top signs showing the name (of your choosing) and contents of your specialty cocktail. You'll also be recognized in the conference guide and event app.

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

ESPRESSO CART

9 and/or 10 March, 2016

Sponsorship of espresso cart 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 \$25,300/cart
Members \$22,000/cart

MERCHANT FOCUS GROUP

7 March, 2016

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
Members \$10,000

SEVILLE 16

18 - 20 MAY, 2016

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.

Must be MRC Member
€50,000

MAIN NETWORKING RECEPTION

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

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 €12,000
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

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

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

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

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

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



WHAT IS 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

For more information, please contact:
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