



The Digital Commerce Event

MPC22
SPONSORSHIP
PROSPECTUS
PREVIEW

AUGUST 2022

ABOUT MPC22

MPC22 is the must-attend event for business development, market intelligence and networking! Sponsored by Mobile Marketing & Technology Magazine, MPC attracts an executive-level audience from across the mobile and digital commerce ecosystem.

Our track record is long and laudable; 2022 marks the 12th year. Unlike many other events, MPC: The Digital Commerce Event attracts an elite group of professionals for a multiday conversation about the opportunities and challenges of mobile commerce. It's a singular experience from which attendees emerge with the knowledge, resources and relationships to thrive in an evolving market.

Past & Present Participants



BOOK YOUR SPONSORSHIP TODAY!

Marla Ellerman at 602-315-8808 or marla@mpcevent.com

Tracy Lai at 646-247-2543 or tracy.lai@lystargroup.com

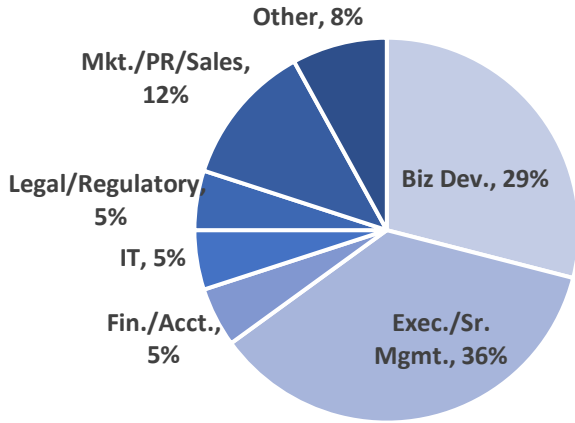
Dale Laszig at 973-955-7401 or dale@mpcevent.com



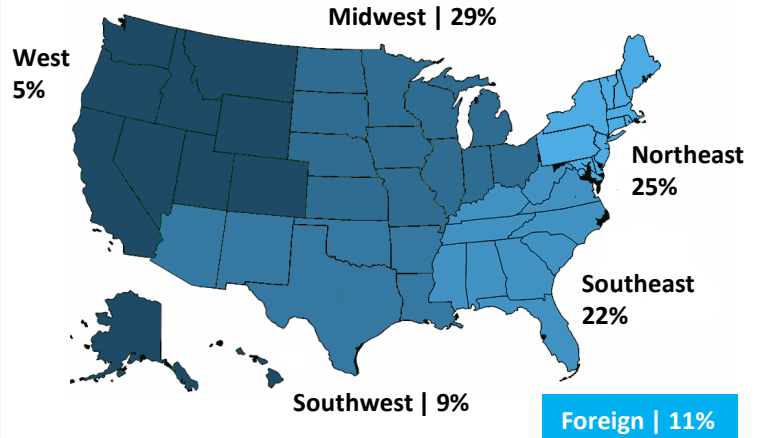
WHO ATTENDS?

THE DIGITAL COMMERCE EVENT

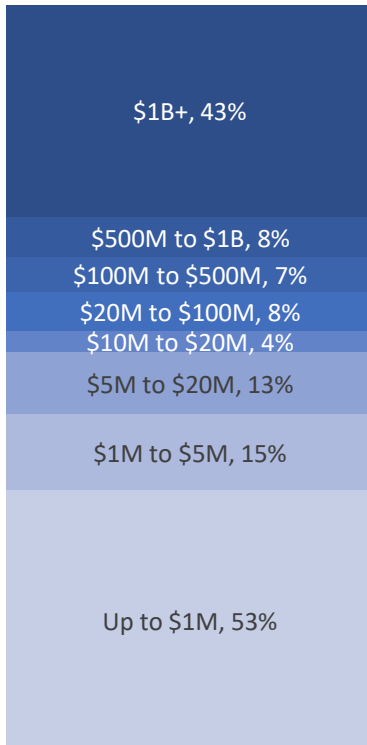
Job Functions



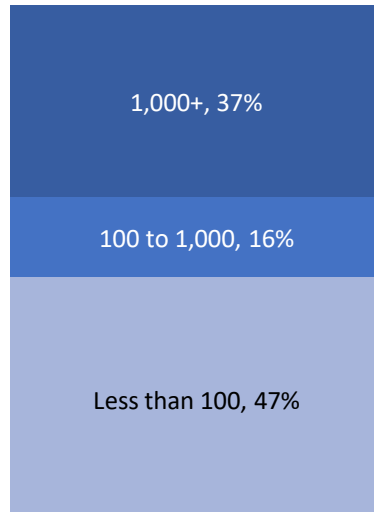
By Region



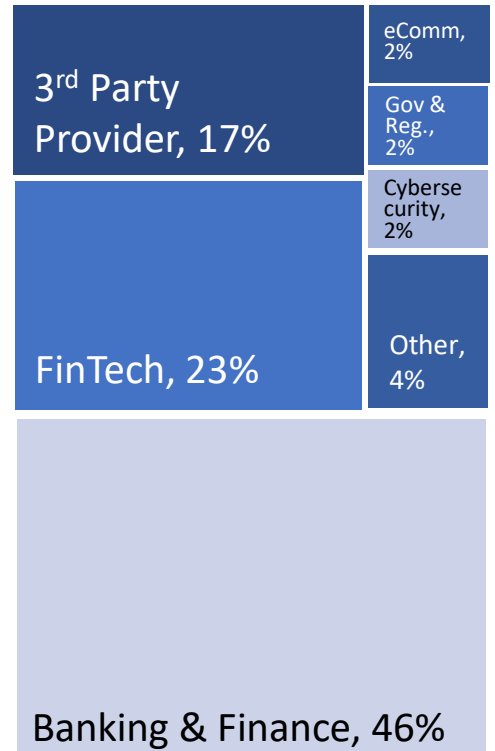
Annual Revenue



Number of Employees



Top Industries





OPPORTUNITIES

THE DIGITAL COMMERCE EVENT

BOOTHS

Become an Exhibitor

Investment: \$3,625 GET AN IN-PERSON & VIRTUAL EXHIBITOR BOOTH FOR JUST \$1,500 MORE!

Our packages drive brand value and networking opportunities with industry leaders who are shaping the future of mobile and digital commerce. As an MPC22 exhibitor, your services and brand will be prominently featured in our constellation of FinTech and Mobile and Digital Commerce all stars.

Companies Who Should Exhibit

MPC is the ideal meeting place for companies in:

- Banking & Finance
- Payments: Merchants, Acquirers, ISOs, Payments
- Government & Regulation
- Technology & Telecom
- Security
- B2C, B2B & P2P
- International Business
- High-risk Markets
- Marketing & Customer Experience
- Verticals: Retail, Medical, Entertainment, Defense & More
- Channels: Integrators, VARs & Sales Agents

IN-PERSON BOOTHS Include:

- (2) Exhibitor Passes
- (1) 6'x30" draped/skirted table w/(2) chairs

If desired, exhibitors may provide:

- Branded table skirt
- Vertical banner signage (must fit behind 6' table)
- Tabletop signage
- Promotional literature/giveaways

Sponsor may order (at own cost):

- Power
- Dedicated Internet
- Equipment, etc.

VIRTUAL BOOTHS are customizable to include:

- Downloadable content
- Live demos
- Interactive videos
- Private meetings



Innovation Zone Booth

First-time exhibitor/start-up

Investment: \$2,000



OPPORTUNITIES

THE DIGITAL COMMERCE EVENT

FEATURED OPPORTUNITIES

Workshop

Create an event of your own and leverage the MPC audience. Your content your way. Sponsorship includes:

- Four-piece drip campaign with accompanying social media posts
- Acknowledgment on agenda
- Leads from workshop

Full-Day Investment: \$40,000

- 6+ hours content opportunity
- (2) 15-minute breaks
- Networking lunch opportunity
- Leads from workshop

Half-Day Investment: \$25,000

- Up to 4 hours content opportunity
- (1) 15-minute break
- Leads from workshop



Webinar

Investment: \$7,500

Build momentum and audience engagement with exclusive pre-event content. Sponsorship includes:

- 20-30-minute webinar
- Four-piece drip campaign with accompanying social media posts
- Leads from webinar
- All logistics managed by MPC



OPPORTUNITIES

THE DIGITAL COMMERCE EVENT

SPEAKING OPPORTUNITIES

Keynote Speaking Opportunity

Investment: \$9,500

Keynote sessions are the most heavily attended sessions. Get your content delivered to the MPC audience in a tutorial format. Time allotment includes audience Q&A. Sponsorship includes:

- 20-minute speaking opportunity
- Acknowledgement in agenda
- Leads from keynote session*



Panel Session Opportunity

Investment: \$8,650

Does your content include various viewpoints? Get your content delivered to the MPC audience in a panel format. Time allotment includes audience Q&A. Sponsorship includes:

- 35-minute panel opportunity
- Acknowledgement in agenda
- Leads from panel session*

Panel Seat Opportunity

Investment: \$5,500

Participate as a panelist on a thirty-five-minute panel session. Time allotment includes audience Q&A. Sponsorship includes:

- 35-minute panel seat opportunity



* Leads do not include email addresses



OPPORTUNITIES

THE DIGITAL COMMERCE EVENT

VIDEO OPPORTUNITIES

Explainer Video

Investment: \$5,000

Have a product or service you want to showcase? An explainer video is a fantastic way to introduce it to your consumers.

Sponsorship includes:

- 1-minute video
- Script writing, storyboard and production
- Full digital rights
- Promotion on MPC website and YouTube channel

Thought Leadership Videos

Investment: \$15,000

Authenticate your authority as an industry expert through a series of thought leadership videos. Sponsorship includes:

- 24 1-minute videos
- Remote studio setup
- SEO and competitive topic research
- Remote interviews
- Video editing
- YouTube channel optimization & posting

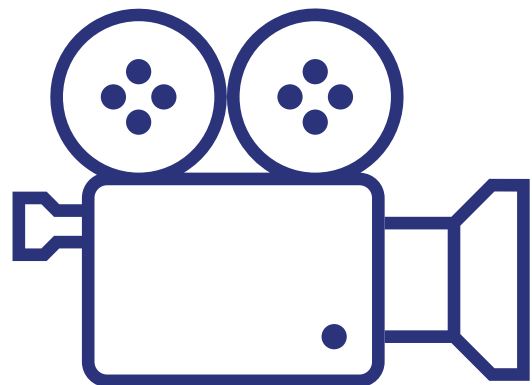
Content Videos

Investment: \$15,000

Based on client interviews, blog posts and/or case studies, content videos are a great way to enhance your message to the masses.

Sponsorship includes:

- 24 1-minute videos
- Interview to capture content or use existing content
- Transcribe/Edit for video
- Actor in studio
- Video production
- YouTube channel optimization & posting





OPPORTUNITIES

THE DIGITAL COMMERCE EVENT

OTHER OPPORTUNITIES

Networking

Investment: Pricing Varies

Don't miss this opportunity to share your content in a more casual format. Sponsorship includes:

- Acknowledgement on agenda
- Local logo recognition as needed
- Up to 5-minute video to play onsite or on-demand

Blogs

Investment: \$500 ea.

Let MPC help spread your content by contributing a blog. Sponsorship includes:

- 300-700-word blog (provided by sponsor) to be posted on MPC and MM&T websites
- Accompanying graphic (provided by sponsor)
- Posted on MPC and MM&T websites

Registration

Investment: \$6,500

Get noticed by every single attendee who registers for the MPC event. Sponsorship includes:

- Acknowledgement on registration confirmation
- Local logo recognition as needed



OPPORTUNITIES

THE DIGITAL COMMERCE EVENT

PACKAGES

	SILVER	GOLD	PLATINUM	DIAMOND
INVESTMENT	\$16,625 \$15,000	\$23,275 \$20,000	\$27,625 \$25,000	\$55,625 \$50,000
In-person Event Passes	2	4	6	10
Logo Recognition	✓	✓	✓	✓
Exhibit Booth	✓	✓	✓	✓
Raffle Giveaway (provided by sponsor)	✓	✓	✓	✓
Speaking Opportunity	Panel Seat*	Panel Session*	Keynote*	Keynote*
Networking Function		Break*	Break*	Reception*
Blogs	2	2	4	Unlimited
Promotional Video**		✓	✓	✓
Newsletter Feature***		✓	✓	✓
Half-Day Workshop OR 3-piece Webinar Series				✓

* Based on availability and COVID restrictions.

** 30-second promotional video for online event guide includes: script writing, full digital rights and promotion on MPC online guide and MM&T YouTube channel.

*** Based on availability.

All sponsorships include:

- Logo recognition at their tiered level on marketing materials and onsite signage.
- Post-event registration/attendee list to include:
 - Name
 - Title
 - Company
 - Phone
 - Mailing Address
 - Demographic Details

TESTIMONIALS

"We are on a mission to make payments easier and safer for everyone, virtually everywhere. Marla Ellerman we appreciate Mobile Payment Conference and your interest and support of our mission." - *Will Graylin, Chairman & CEO, OV Loop*

"Amazing place to have 'real conversations' about how to move the industry forward." – *Peter Gordon, Head of Enterprise Money Movement & Business Digital Officer, U.S. Bank*

"The conference is very special – it feels intimate and focused due to its size, and I'd recommend it to anyone serious about payments in US." – *Russ Borenboym, Vice President, Product Development & Innovation, Mastercard*

"As a first time attendee of the Mobile Payments Conference, I was impressed by the informative sessions and caliber of attendees. MPC strikes a perfect balance of relevant content and meaningful networking opportunities." – *Rebekka Rea, Business Development, Swych*

Past & Present Participants



BOOK YOUR SPONSORSHIP TODAY!

Marla Ellerman at 602-315-8808 or marla@mpcevent.com

Tracy Lai at 646-247-2543 or tracy.lai@lystargroup.com

Dale Laszlj at 973-955-7401 or dale@mpcevent.com