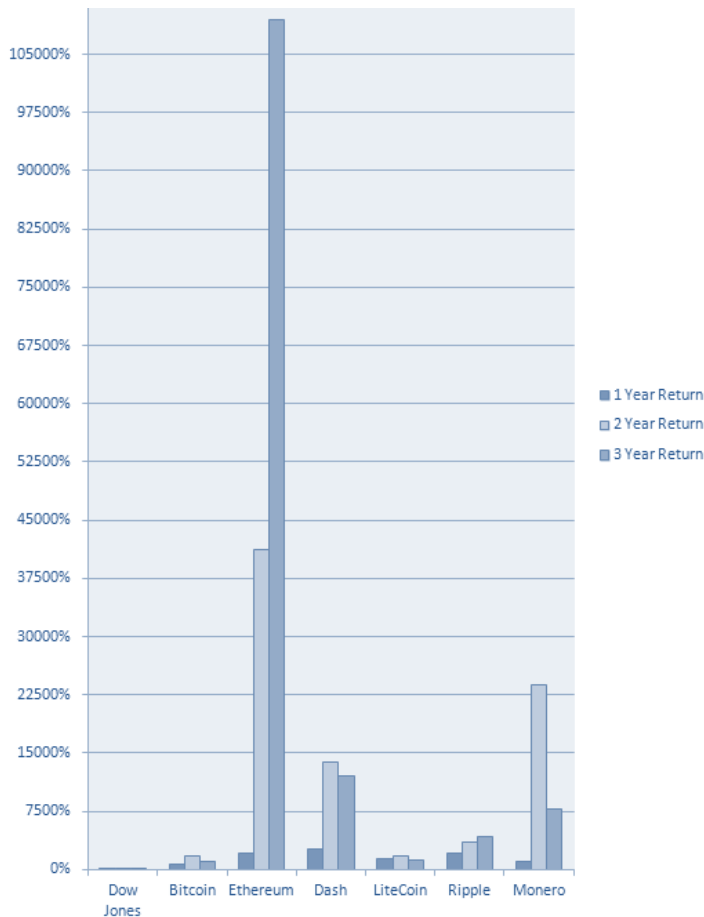


# Sponsorship Opportunities



# Bitcoin & Cryptocurrency Investment Summit



## About

Bitcoin & Cryptocurrency Investment Summit is devoted to further educating investors about investing in Bitcoin and other cryptocurrencies. The event will feature renowned speakers from some of the industry's most successful crypto technologies, industry researchers, scholars as well as investment analysts, government regulatory officials and many other field experts.

The goal of the summit is to further educate individual and institutional investors in their understanding of Bitcoin and cryptocurrency investing, hedging as well as the risks and benefits associated with them.

## Overview

Date: June 11-12, 2018

Location: New York, NY

Target attendance: 1,500

Attendee demographics: individual and institutional investors, money and fund managers

Speakers: Cryptocurrency field experts, coin founders, analysts, researchers, security experts, government, etc.

## Value Obtained

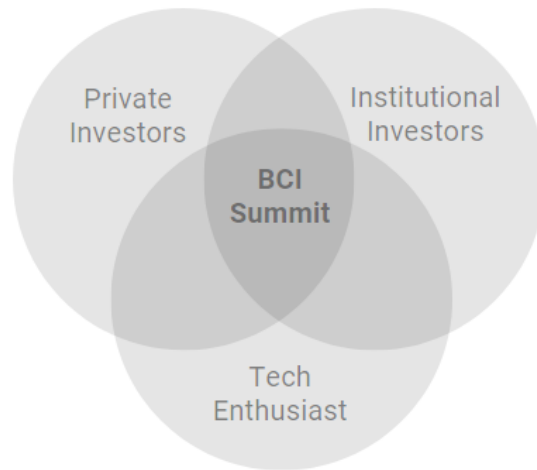
BCI Summit presents an excellent opportunity for:

1. **Brand Promotion** - up to 1,275,000 direct target marketing impressions to target audience
2. **Video Segments** - embedded videos on event's website offer direct messages to visitors
3. **Direct traffic** - enabled in direct marketing - means direct traffic to sponsor's website
4. **Pre-planned meetings** - pre-event marketing allows for potential clients to start conversations and plan meetings during the event
5. **Event meetings** - meeting with new and established clients allows for development of stronger client relationships and trust building

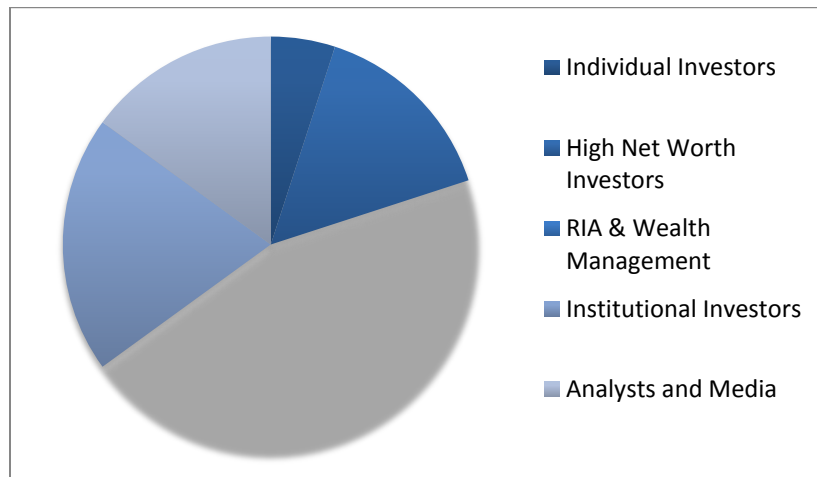
## Attendee Demographics

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Our audience consists of individuals, investment management professionals, institutional investors as well as technology enthusiasts.



With Bitcoin growing in value nearly 2,500% in the past two years, the technology has gained traction, acceptance and popularity around the globe. We have seen a significant growth of interest among individuals and small to mid-tier investment management institutions. Thus, we will be employing a tremendous marketing effort to target:



## Opportunities for Success

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Three important factors position the BCI Summit and its sponsors for success:

1. Size of target market and marketing campaign
2. Extensive growth in value as well as investor interest in the crypto space
3. The disconnect and vacuum of information and investment understanding - which BCI will fill

When all three factors are considered together in synergy, the BCI Summit makes for one of the best opportunities to reach the ideal target market instantly, grow relationships and presents an excellent opportunity to meet in person and discuss business opportunities face-to-face.

## Speaker Opportunities

Sponsors are offered front-of-the-line speaker application consideration. Upon confirmation and acceptance of a speaker presentation, sponsors have the opportunity to connect with nearly 1,500 potential clients and foster personal relationships and develop brand recognition.



## Expected Capital Reach

Ppl Count	Type	AUM
450,000	RIA Advisors Nation-Wide*	\$ 48,237,000,000,000
10,000	Investors + Family Offices**	\$ 5,000,000,000
2,000	Institutional Investors**	\$ 200,000,000,000
<b>462,000</b>	<b>Total Marketing AUM Reach</b>	<b>\$ 48,442,000,000,000</b>
<small>*RIADatabase.com **Estimate</small>		
<b>2,000</b>	<b>Total Est. AUM at Event</b>	<b>\$ 209,705,627,706</b>

BCI Summit's marketing campaign is poised to reach an extensive majority of RIA Advisors nationwide. In total the campaign will be viewed by investors and managers with nearly \$50 trillion dollars under management. Obtaining even a fraction of a percent of that capital to particular crypto investments could be a game changer for any company.

## Preliminary Agenda

Day 1		
8:30am	VIP Roundtables breakfast w/ speakers	vip
9:15am	Basic introduction to Bitcoin and markets	all
10am	Global state of the markets	all
11am	State of US and global regulations	all
12pm	Lunch break and networking	all
1pm	Taxation, structures and reporting	all
2pm	Investment sectors, growth and trends	all
3pm	Anticipated cryptocurrency adoption	all
4pm	Market risks and external factors	all
5pm	Global crypto platform utilization	all
6pm	VIP Roundtables Dinner w/ founders	vip

Day 2		
8:30am	VIP Roundtables breakfast w/ speakers	vip
9:15am	Basic introduction to altcoins and blockchain	all
10am	Blockchain in corporations	all
11am	Trading tools, exchanges and platforms	all
12pm	Lunch break and Networking	all
1pm	Valuation and pricing methods and tools	all
2pm	Investment strategies and hedging	all
3pm	Diversification strategies	all
4pm	Risks, safe practices and insurance	all
5pm	Future expectations, key issues and timing	all
6pm	Closing remarks and reception	all
6:15pm	VIP Whiskey and Scotch tastings	vip

## Sponsorship Packages

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### Platinum Package:

Limited to 1 opportunity

#### Pre-Conference

- Logo in pre-conference advertisements placed on website
  - Logo on any direct mail conference invitations
  - Logo on all email marketing efforts promoting the conference (up to 1,275,000 impressions)
  - Logo prominently displayed on conference website with link to sponsoring company's website
  - 3 minute video embedded on the BCISummit.com website discussing a cryptocurrency topic
  - You will have opportunity to invite 5 investors free of charge as your guests
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#### On-Site

- 20 minute keynote or panel speaker spot for top-level executive from your firm
  - Speaker selection input - you will have a decisive role in forming components of the program
  - Corporate display lounge with signage, couches and tables (20x20ft)
  - Prominent sponsor recognition on signage throughout the event
  - Recognition from moderator on opening and closing remarks of both event days
  - Opportunity to distribute printed material to all attendees at the beginning and end of the event
  - Custom designed and made bags with logos distributed to all attendees with printed material
  - Full page advertisement in the summit program book
  - Guest Passes: you will receive additional 5 guest passes to distribute within your firm
  - VIP Passes: you will receive 5 VIP passes for access to VIP discussions, panels and events
  - Participant Meetings: BCI Summit staff will arrange 3 meetings for your team with target attendees or panel participants, with meeting space included
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#### Post-Conference

- Summit delegates list with full contact details
  - Your logo and tag line, features in all "Thank You" communications sent out
  - Video of your representative's panel talks on BCI Summit's websites in video section
  - Copy of your representative's video for you to download and share
  - Email letter to all or select attendees, introducing your firm with individuals to contact for assistance
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Sponsorship: 75,000

## Gold Package:

Limited to 2 opportunities



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### Pre-Conference

- Logo in pre-conference advertisements placed on website
- Logo on any direct mail conference invitations
- Logo (small) on all email marketing efforts promoting the conference (up to 1,275,000 impressions)
- Logo (med) prominently displayed on conference website with link to sponsoring company's website
- You will have opportunity to invite 3 investors free of charge as your guests

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### On-Site

- 10 minute keynote or panel speaker spot for top-level executive from your firm
- Speaker selection input - you will have a decisive role in forming components of the program
- Corporate display table with signage and tables (15ft)
- Prominent sponsor recognition on signage throughout the event
- Opportunity to distribute printed material to all attendees at the beginning and end of event
- Logo on bags to be distributed to all attendees with printed material
- Full page advertisement in the summit program book
- Guest Passes: you will receive additional 3 guest passes for your firm to participate in
- VIP Passes: you will receive 3 VIP passes for access to VIP discussions, panels and events
- Participant Meetings: BCI Summit staff will arrange 2 meetings for your team with target attendees or panel participants, with meeting space included

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### Post-Conference

- Summit delegates list with full contact details
- Your logo (small) listed in all "Thank You" communications sent out
- Video of your representative's panel talks on BCI Summit's websites in video section
- Copy of your representative's video for you to download and share
- Email letter to up to 500 attendees, introducing your firm with individuals to contact for assistance

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Sponsorship: 50,000

## Select Marketing Options

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### **Summit WiFi:** (Limited to 1 opportunity)

- Free internet access for all attendees, courtesy of the sponsor. Sponsors name to be featured in SSID of WiFi connection.

Sponsorship: 12,000

### **Sponsor Video on Website:**

- 3 minute video embedded on the BCISummit.com website, with logo and link, discussing a cryptocurrency topic. (BCI Summit's website will be publicized throughout the financial industry with news, articles and various online and mobile marketing campaigns.)

Sponsorship: 7,500

### **Event Space: (20x20 ft Lounge):**

- Dedicated lounge area with signage, couches and tables with your company's logos and banners.

Sponsorship: 15,000

### **Event Space: (10x10 ft Booth):**

- Dedicated table to present your company's information, meet investors and answer questions. Includes 6ft table, two chairs and booth space.

Sponsorship: 6,500

### **Marketing Material Distribution**

- Distribution of your printed marketing material to all attendees upon registration at event.

Sponsorship: 4,500

### **Lunch Sponsor:** (Limited to 2 opportunities)

- All lunch handed out to attendees with your logo and company tag line.

Sponsorship: 15,500