

BLOCKCHAIN: MONEY

INFORMATION
FOR SPONSORS

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BLOCKCHAIN: MONEY

PRODUCED BY:

Bitcoin.com



THE NORTH AMERICAN
BITCOIN CONFERENCE

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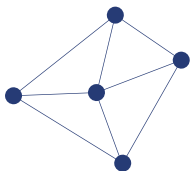
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JOIN THE DEVELOPERS,
ENTREPRENEURS AND
INNOVATORS WHO ARE
RE-CREATING MONEY



BLOCKCHAIN: MONEY

Blockchain: Money is a series of premium FinTech events that connect serious financial executives with the brightest industry minds and the latest in technological innovation. **Blockchain: Money** is the place where the future of financial Technology is unboxed and brought to life.

The people behind Bitcoin.com, The North American Bitcoin Conference and the Keynote Conferences are coming together to put on a top-tier event bringing technologists and business leaders together in one place.

We believe that a sponsorship or exhibitor partnership could be of great benefit to your business. With a select audience of financial executives, a dazzling venue and a heavyweight speaker line-up, **Blockchain: Money** offers a unique opportunity to present your brand, innovations and services to those that matter.

The future of financial technology will take centre stage at **Blockchain: Money**. Our prestigious list of speakers will be enlightening attendees on immediate implementation of this disruptive new technology.

Blockchain: Money will take place on November 6 & 7, in the heart of London's financial district featuring a compact, focused agenda for maximum engagement.

Representatives from businesses such as Barclays, The Bank of England, Deloitte and IBM will be in attendance alongside venture capital groups, investors from the digital currency community and an audience of over 500 senior financial executives from around the world.



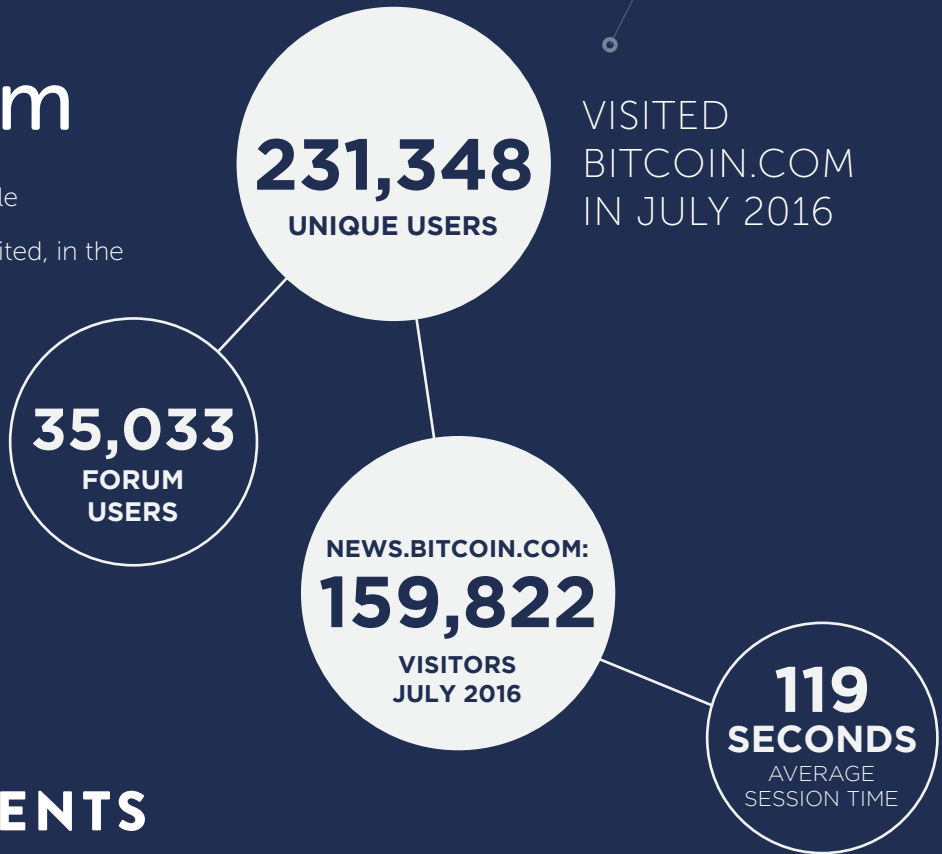


OUR EVENTS

Everyone likes to know who they're working with. Blockchain: Money is run by the people behind Bitcoin.com The North American Bitcoin Conference and Keynote Events.

Bitcoin.com

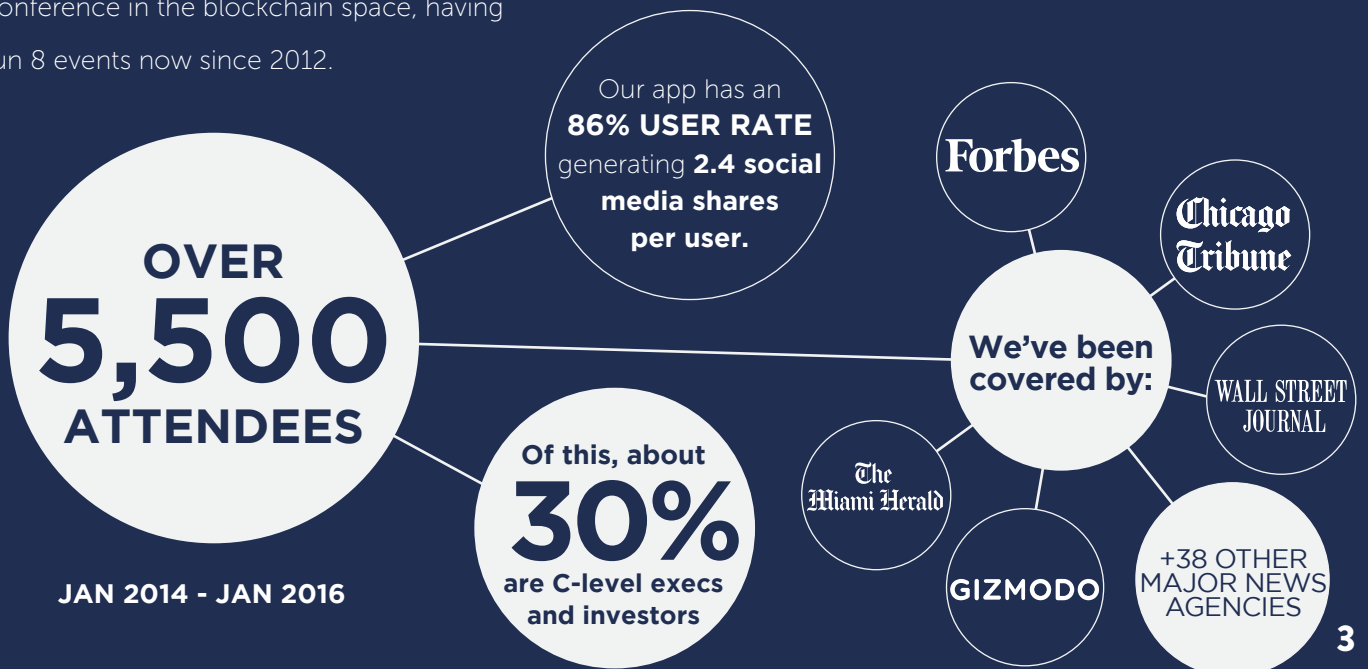
Bitcoin.com the most recognisable domains, and one of the most visited, in the world of Blockchain technology.



SOURCE: GOOGLE ANALYTICS

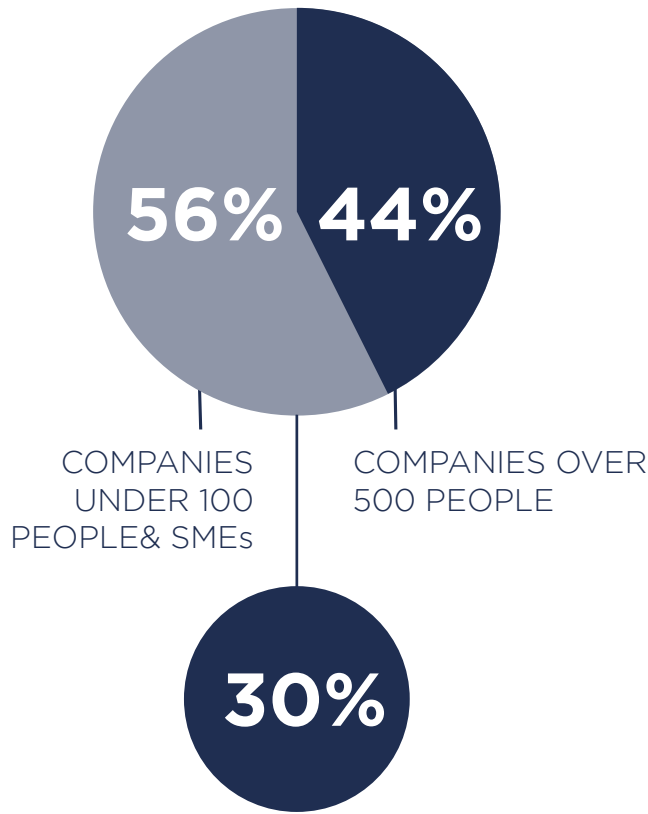
KEYNOTE EVENTS

Keynote is the largest and longest running conference in the blockchain space, having run 8 events now since 2012.



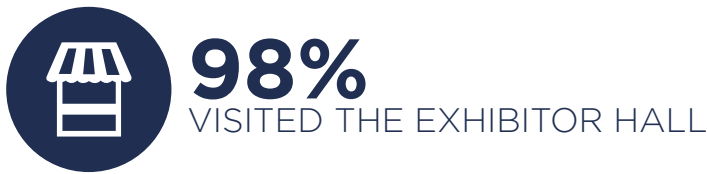


WHO ATTENDS OUR EVENTS



OVER 30% OF ATTENDEES IDENTIFIED AS EITHER INVESTORS OR C-LEVEL EXECs

ATTENDEE ENGAGEMENT AT TNABC MIAMI 2016:



ATTENDEE ORIGIN TOP 10 COMPANIES

- USA
- UK
- CHINA
- GERMANY
- NETHERLANDS
- CANADA
- UAE
- JAPAN
- FRANCE
- AUSTRALIA
- BRAZIL
- SWEDEN



THE PLAN

At Blockchain: Money we'll be bringing together some of the brightest minds in the game to create a high-end event focussed on new applications for distributed ledgers and a host of other exciting new tech developments. If you're interested in speaking, please send us your CV and examples of past speaking experience to moe@bitcoin.com



YOBIE BENJAMIN

Former CTO Citigroup



VINNY LINGHAM

CEO Gyft



VITALIK BUTERIN

Founder Ethereum



ROGER VER

Bitcoin Evangelist and Angel Investor



ANTHONY BUTLER

CTO IBM Cloud



SAM DASTYARI

Australia Senator

Chairman, Senate Economics Reference Committee



PATRICK BYRNE

CEO Overstock



CHARLIE LEE

Creator Litecoin



NICOLAS CARY

CEO Blockchain.info



THE PLAN

We'll be turning 155 Bishopsgate next to Liverpool Station, London into the main speaker hall for the conference. The surrounding meeting rooms will be our exhibitor halls.

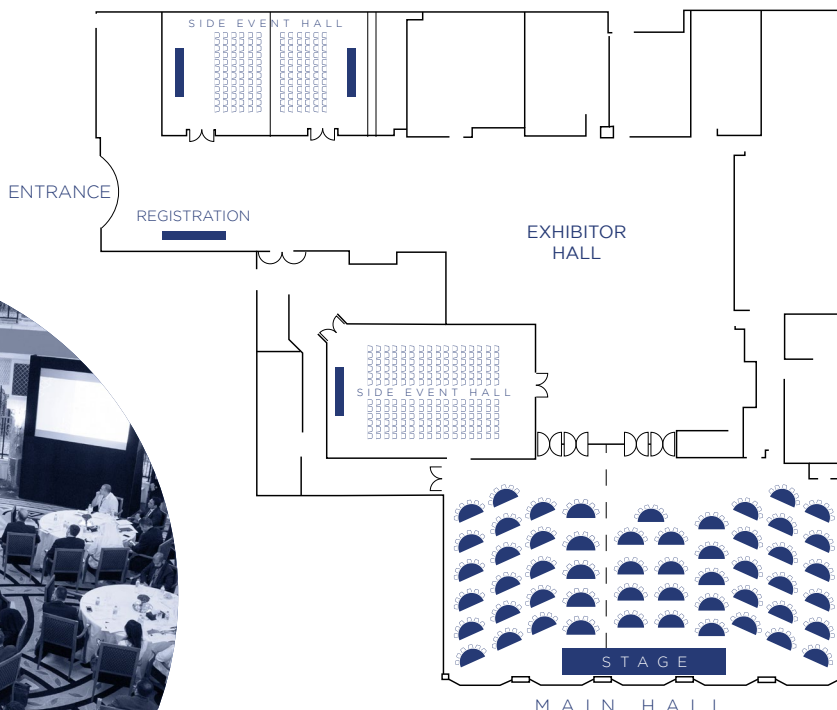
The main halls will have catering and refreshments.

The Exhibitor Hall will feature four large premier exhibitor spaces and at least 16 regular exhibitor

spaces. All sites will be powered and feature internet access.

The exhibitor hall also has a stage, events will be operating here throughout the conference in including tech demos and product launches. If you would like to use the Exhibitor Hall stage during the conference for an event, please don't hesitate to get in touch.

THE MAIN EVENT HALL



PRELIMINARY INFORMATION FOR SPONSORS & EXHIBITORS

STANDARD EXHIBITORS

The standard spaces are located on the east side of the main hall and all face onto thoroughfares. Spaces are 6 x 2^{ft} in size with a table and are powered.

Note only 10 spaces are available.

PREMIER EXHIBITORS

Premier exhibitors have access to placement in the main hall directly between the main entrance and the bar (i.e. the highest traffic area of the entire building) with a 10 x 2ft exhibitor space. All spaces are powered. These spaces are highly customisable.

Please note only 4 spaces are available.

PREMIERE SPONSORSHIP

This sponsorship features primary positioning and sizing on all branding opportunities. Including all large banners throughout the building, on the stage & podium, the program, website and all media areas.

Premiere sponsors have priority for the premiere exhibiting areas if desired.



SUPPORTING SPONSORSHIP

This sponsorship features key positioning on the bulk of branding opportunities. This includes large banners, directional signage, the program and media areas.

Supporting sponsors have priority for the limited exhibiting areas if desired.

BRAND AWARENESS PACKAGE

Contact us to discuss customising this as is relevant for your business. This can include (but is not limited to) logo placement on the website, banners, video material and any number of promotional materials.



CONFERENCE BAG SPONSOR

Custom tote bags with your company logo on one side, and the conference logo on the other.

Note: This sponsorship must be confirmed and paid by October 1st, 2016, for production and delivery time.

LANYARD SPONSOR

Custom lanyards with your company logo to be printed on them. To be distributed with all conference badges. Everyone in the building will be wearing your logo around their neck.

Note: This sponsorship must be confirmed and paid by October 1st, 2016, for production and delivery time.

CONFERENCE LOUNGE SPONSOR

A lounge room will be provided for attendees interested in holding meetings or otherwise taking a break.

Lounge seating will be provided for a total capacity of approximately 50 attendees at one time. Sponsors will have naming rights for the lounge, with signage outside and inside the room provided.

FOOD AND DRINK SPONSORSHIPS

This sponsorship covers the bar and food in the main hall and is highly customisable. Brand placement includes signage at the bars in each hall, on menus and all printed food and drink materials.





SPONSORS AND EXHIBITORS

All sponsors and exhibitors will have their logo at least appear on the conference website and in the program.

If you have never been part of the conference before or have updated your logo since, we need a vector copy of your logo in either .ai or .eps format. Ideally in CMYK with the file named after your company name (not "logo.ai" or "final.eps").

The vector copy is especially important for the premiere, contributing and bag sponsors where your logo needs to appear very large.

IMPORTANT NOTE: For the sponsorships with production requirements like bags, lanyards and large banners, we need this before October 1st, 2016.

KICK-OFF PARTY

We'll be throwing a kick off party in central London on November 5th, the evening before the conference.

The kick-off party is always the most popular external event at our conferences and is often where some of the best networking opportunities arise with everyone fresh.

As such, it offers many unique and effective brand positioning opportunities.





WIFI SPONSOR

We'll be running wifi throughout the conference, the sponsor of which will have their logo prominently placed on the loading screen of the app.

During our Miami conference in 2016, more than 85% of attendees used the app, with 20,000 sessions created (each time someone opened the app). Each time someone checked the schedule, messaged another attendee, viewed the live feed, got information on a speaker and so on, they saw the wifi sponsor's logo.

This creates an excellent opportunity for brand placement - on the phone of every attendee.





PRELIMINARY SPONSORSHIP INFORMATION

For questions, or to discuss partnering on one of the opportunities below, please contact

Moe Levin: sponsors@keynote2016.com or +31 613 872 320

SPONSORSHIP TYPE	# SPONSORSHIPS AVAILABLE	PRICE
Premiere Sponsor	2	£50,000
Supporting Sponsor	4	£30,000
Brand Awareness Package	Limited No. Available	£7,500
Food & Beverage Sponsor	2	£20,000
Wifi & App Sponsor	1	£20,000
Kick-off Party Sponsor	1	£30,000
Lanyard	1	£15,000*
Conference Bag Sponsor	1	£15,000
Conference Lounge Sponsor	1	£15,000
Speaker Lounge Sponsor	1	£15,000

EXHIBITORS

SEE OVER FOR DETAILS

Standard Exhibitor	8	£7,500
Premiere Exhibitor	4	£10,000

PARTNER INFORMATION

We pride ourselves on developing true partnerships with our sponsors and exhibitors. Tell us about your goals and targets and we'll work with you to achieve the best possible outcomes for your brand, regardless of whether you're bootstrapped or blue chip. Fill out the below form and send it to sponsors@keynote2016.com

PART 1: COMPLETE CONTACT INFORMATION

COMPANY NAME:

(as it will appear on Conference Materials)

Address: _____

Suite: _____

City: _____ State/Province: _____

ZIP/Postal Code: _____ Country: _____

YOUR PARTNERSHIP OBJECTIVES:

PRIMARY CONTACT

Name: _____ Title: _____

Email: _____ Phone: _____

ONSITE CONTACT

If different from above

Name: _____ Title: _____

Email: _____ Phone: _____

BILLING CONTACT

If different from above

Name: _____ Title: _____

Email: _____ Phone: _____

PART 2: SELECT SPONSORSHIP LEVEL

SPONSORSHIP TYPE	# SPONSORSHIPS AVAILABLE	PRICE	CHOSEN PACKAGE
Premiere Sponsor	2	£50,000	
Supporting Sponsor	4	£30,000	
Brand Awareness Package	Limited #. Available	£7,500	
Food & Beverage Sponsor	2	£20,000	
Wifi & App Sponsor	1	£20,000	
Kick-off Party Sponsor	1	£30,000	
Lanyard	1	£15,000*	
Conference Bag Sponsor	1	£15,000	
Conference Lounge Sponsor	1	£15,000	
Speaker Lounge Sponsor	1	£15,000	
Standard Exhibitor	8	£7,500	
Premiere Exhibitor	4	£10,000	

Note: Sponsorships will be prioritized based on the order in which they are received. All values in USD.

Please invoice me in: (Circle)

USD

EUR

GBP

BTC

I am sending my logo file along with this application (EPS or high resolution PNG)

URL you want your logo pointed to when clicked from the conference website:

PART 2: PART 3: PLEASE ENTER THE TOTAL, SIGN, DATE AND SUBMIT THIS FORM BACK TO US.

The Company/Division identified ("Sponsor") applies to Conference Organizers ("Organizer") for Marketing Promotional Opportunity ("MPO") at the "Event" identified above, on the terms and conditions of this "Agreement."

Certain MPO's may be limited and subject to availability. Final MPO assignments are made by Organizer, and will occur only after full payment has been received. Refer to the Keynote Limited Sponsorship and Exhibitor vOpportunities document for a full description of each MPO.

This Blockchain: Money Conference SPONSORSHIP AGREEMENT is entered into by and between Organizer and the above stated Sponsor and shall remain in effect until the completion of the Keynote Limited Event(s).

This Agreement shall bind the Sponsor to the terms and conditions set forth herein when signed and submitted to the Organizer.

Sponsor will be responsible for all costs incurred relative to participation in the conference, unless otherwise specified in the Keynote Limited Sponsorship and Exhibitor Opportunities document. An exhibitor services manual will be provided to all exhibitors at least 21 days prior to the conference start date. All sponsorship and exhibitor fee balances are due 14 days prior to the conference.

I agree to the total sponsorship or exhibitor fee to be invoiced:

I have read and agree to the Agreement and as Sponsor I will pay the Total MPO Fee. I am authorized to execute this Agreement for the Sponsor.

AUTHORISED SIGNATURE: _____

DATE: _____

PRINTED NAME: _____

TITLE: _____

ORGANIZER SIGNATURE: _____

DATE: _____

TERMS AND CONDITIONS

SPONSORSHIP TERMS AND CONDITIONS

1. PAYMENT AND TERMS.

For sponsorships, the amount owed must be paid by 14 days from the date of invoicing unless otherwise noted. Failure to do so may result in being turned away from the event. For advertising, the amount must be paid in full prior to publication. An official written agreement must be held between Organizer and the sponsoring firm. Payment must be made directly to Organizer by the sponsoring firm in the contract.

2. ELIGIBLE SPONSORS.

Sponsors will encompass those companies or other entities offering materials, products or services of specific interest to attendees as determined by Organizer in its sole discretion. Organizer also reserves the right to determine the eligibility of any company specific marketing campaign before distribution. Only the company whose name appears on the face of this contract may be placed in print and pre-outlined sponsorship recognition opportunities.

3. SUB-LEASING & SPONSORSHIP SEARING.

No sponsor shall reassign, sublet or share the whole or any part of the sponsorship parameter allotted to the contracting firm without written permission from Organizer prior to the recognition opportunities taking action

4. SPONSORSHIP PACKAGES.

Prices quoted include all items listed in the sponsorship proposal and signed contract. These items could range from show specific, one time, recognition opportunities to long-term multi-media marketing targets. Sponsorship results will be based on prior event, mutually agreed to, tests and terms which may include: measuring awareness/attitude changes, measuring sales, measuring media coverage, interest levels/participation, number of product-related actions taken, key clients attending, new contacts/ mailing list response.

5. CANCELLATION OF SPONSORSHIP.

In the event that written notification of intent to cancel is received at least 30 days prior to the event/publication, half of all sims paid will be refunded. No refunds will be made after this date unless the ad space or sponsorship is resold.

6. DECORATIONS.

Organizer shall have full discretion and authority over the placing, arrangements, and appearance of all items displayed by sponsor, and may require the replacing, rearrangement, or redecorating of any item or of any sponsorship announcement, and no liability shall attach Organizer for costs that may devolve upon the sponsor thereby.

7. ACCEPTABILITY OF ADS.

Organizer reserves the right to refuse placement of any ad that it believes to be injurious to the purpose of the publication.

8. PHOTOGRAPHY/DISCLOSURE.

The photographic rights for the events sponsored or items the sponsoring company has agreed to be reserved to Organizer. By signing the sponsoring contract, the sponsor company agrees to distribution of the undersigned



company in outlined contractual circumstances as well as liberal discretion of Organizer to utilize photography of their event and sponsor company name and logo presence for all other purposes as Organizer sees fit.

9. DAMAGE TO PROPERTY.

The sponsor is liable for any damage caused to building floors, walls or columns or to other sponsors and or property.

10. SPONSOR CONDUCT.

The distribution of samples, souvenirs, and publications, etc. may be conducted by the sponsor only with written approval of Organizer. The sponsor shall conduct and operate its sponsorship (if a physical element exists) so as not to annoy, endanger or interfere with the rights of other exhibitors, sponsors and attendees. Any practice resulting in complaints from any other exhibitor, sponsor or any attendee, who in the opinion of Organizer interferes with the rights others or exposes them to annoyance or danger, may be prohibited by Organizer.

11. CANCELLATION OR POSTPONEMENT OF EVENT AND OR INITIATIVE OUTLINED IN SPONSORSHIP CONTRACT.

In the event that the premises in which the event or outlined sponsorship initiative is or is to be conducted shall become, in the sole discretion of Organizer, unfit for occupancy, or in the event the holding of the event and or sponsorship initiative or the performance of Organizer under the contract substantially or materially interfered with by virtue of any cause or causes not reasonably within the control of Organizer, said contract and/or event or initiative not be responsible for delays, damage, loss, increased costs or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of Organizer. If Organizer terminates said contract aforesaid, then Organizer may retain such part of an sponsor fee as shall be required to recompense it for expenses incurred up to the time such contingency shall have occurred, and there shall be no further liability on the part of either party. For purposes hereof, the phrase (cause or causes not reasonably within the control of Organizer) shall include, but shall not be limited to, fire casualty flood epidemic earthquake explosion or accident blockade embargo inclement weather government restraints restraints or orders of civil defense or military authorities acts of public enemy riot or civil disturbance strike lockout, boycott or other labor disturbance inability to secure sufficient labor technical or other personnel failure impairment or lack of adequate transportation facilities inability to obtain, condemnation, requisition or commandeering of necessary supplies or equipment local, state or federal laws, ordinances, rules orders, decrees, or regulations whether legislative, executive or judicial, and whether constitutional or unconstitutional or Act of God.

12. LIMITATION ON LIABILITY.

The sponsor agrees to indemnify, defend and hold harmless Organizer, the event facility, the owner of such facility, and the city in which this event is being held, and their respective officers, agents and employees, from and against all bodily and personal injury, loss, claims, or damage to any person or any property arising in any way from the sponsoring company, its employees, agents, licensees, contractors or customers. Organizer shall not be responsible for loss or damage to displays or goods belonging to sponsors, whether resulting from fire, storms, acts of god, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes.

13. RESOLUTION OF DISPUTES.

In the Event of a dispute or disagreement between the sponsor and Organizer or between two or more sponsors all interpretations of the rules governing the sponsorship contract, actions, or decisions concerning this dispute or

disagreement by Organizer intended to resolve the dispute or disagreement shall be binding on the sponsor.

14. AMENDMENT TO RULES.

Any matters not specifically covered by the preceding rules shall be subject solely to the discretion of Organizer. Organizer shall have full power in the matter of interpretation, amendment and enforcement of all said rules and regulations, and any such amendments when made and brought to the notice of the exhibitor shall be and become part hereof as though duly incorporated herein and subject to each and every one of the terms and conditions herein set forth.

15. DEFAULT.

If the sponsor defaults in any of its obligations under this contract or violates any of its obligations or covenants under this contract, including without limitation any sponsorship Rule or Regulation promulgated pursuant to the contract, Organizer may, in addition to any other remedies provided for herein or otherwise available to Organizer at law or in equity, without notice, terminate this agreement and retain all monies received on account as liquidated damages.

Organizer may thereupon direct the sponsor or forthwith to remove its employees, agents and representatives, and all of its articles of merchandise and other personal property from the specified sponsored event and location.

16. AGREEMENT TO RULES.

The Sponsor, for itself and its employees, agents and representatives, agrees to abide by the foregoing rules and by any amendments that may be put into effect by Organizer.

17. EXCLUSIVITY.

Organizer events are offered to all potential sponsors without exclusivity. Organizer has sole discretion as to any changes in the policy and will disclose those changes to any and all relevant sponsors prior to the sponsor contract remittance.

18. ACCEPTANCE.

Once the sponsor signs the Sponsorship Contract and returns it to Organizer, all Rules and Regulations are officially in effect. This agreement shall not be binding until accepted by Organizer.