

LONDON  
BLOCKCHAIN  
CONFERENCE

BUILD THE FUTURE OF  
**ENTERPRISE**  
WITH US.

SPONSOR & EXHIBITOR  
PACKAGES

EXCEL LONDON | 21-23 MAY 2024



# STEP INSIDE THE BLOCKCHAIN

**You know it. We know it.**

Blockchain technology is changing the way we use data forever.

That's why we've created an event where like-minded leaders can uncover the future of enterprise.

**Last conference welcomed over 5,000 visits from the brightest minds in the blockchain ecosystem – including over 500 CEOs from around the world.**

In 2024, we're back again, at our new bigger home, London ExCel, with more experts and insider knowledge. There's no event like it.



# CONNECT YOUR DOTS

We'll be delving into what a transaction-based economy means for your business.

**There will be innovation-led exhibitions, insightful talks and panels from some of the smartest people in the industry.**

Spend your morning soaking up thought leadership from Blockchain CEOs, reporters and Web3 experts. Then enjoy an afternoon of networking.

Make the most of an epic space filled to the brim with Blockchain leaders from all over the world.

Come and be game changing. Now and for the future.

# BE INSPIRED BY BLOCKCHAIN LEADERS

There's simply no other conference with this many Blockchain experts in one space.

The conference has welcomed the likes of:

- **Peter Schiff**, economist;
- **George Gilder**, best-selling author;
- **Nassim Nicholas Taleb**, risk specialist;
- **Nouriel Roubini**, NYU Professor Emeritus.

Next year, you can be amongst the experts - and have access to the most renowned names in our business.



**Peter Schiff**



**George Gilder**

## WHO WILL YOU CONNECT WITH?

Of the 5,000 visitors who attended, 500 of them were CEOs.

Plus we had hundreds of founders, MDs and innovation-led leaders. We also had government decision makers in the building.

And the stats don't lie. When asked, over 70% of attendees said they'd return to the conference in 2024. And 80% said they left feeling prepared for the future of blockchain.



### Organisations represented



# MEET ALL THE PEOPLE THAT MATTER

The entire blockchain ecosystem. In one place. It's happening.

## ENTERPRISE

- **Chief Technology Officer (CTO):** Responsible for overseeing the technological infrastructure and strategy of the organisation
- **Chief Information Officer (CIO):** Manages the information technology strategy and implementation within the enterprise
- **Blockchain Architect/Developer:** Professionals involved in designing and building blockchain solutions for the enterprise
- **Chief Supply Chain Officer (CSCO):** Relevant as we will be discussing blockchain applications in supply chain management
- **Chief Financial Officer (CFO):** Concerned with the financial implications and benefits of implementing blockchain technology
- **Chief Data Officer/Information Security Officer:** Responsible for ensuring the security of data and information within the enterprise
- **Chief Innovation Officer:** Focuses on identifying and implementing innovative technologies, including blockchain, within the organisation
- **Smart Contracts Developer:** Individuals involved in creating and deploying smart contracts on blockchain platforms
- **Governance/Regulatory/Compliance Officers:** Ensures that the enterprise's use of blockchain technology complies with relevant regulations and legal frameworks
- **IT and Infrastructure Managers:** Professionals overseeing the IT infrastructure required for blockchain implementations and interoperability

## INVESTORS AND INVESTMENT MANAGEMENT

- **Investment Managers:** Professionals responsible for managing investment portfolios that may include blockchain and digital assets
- **Venture Capitalists:** Investors seeking opportunities to fund promising blockchain projects

# MEET ALL THE PEOPLE THAT MATTER

The entire blockchain ecosystem. In one place. It's happening.

## GOVERNMENT

- **Chief Information Officer (CIO):** In government agencies, a CIO oversees technology strategies and implementations
- **Chief Data Officer (CDO):** Manages data-related strategies, including blockchain applications in government
- **Policy Maker/Regulator:** Officials responsible for formulating regulations and policies related to blockchain technology
- **Technology Director:** Responsible for the overall technology infrastructure and strategy within government agencies
- **Cybersecurity Officer:** Focuses on ensuring the security of government data and information, including blockchain-related systems
- **Digital Transformation Officer/Head of Digital Transformation:** Oversees the digital transformation initiatives within government organisations
- **Finance Director:** Concerned with the financial aspects and budgeting related to the implementation of blockchain solutions in government
- **Government Officials:** Representatives from government agencies and departments will attend to explore the potential use of blockchain for enhancing public services, improving transparency, and reducing fraud



## TECHNOLOGY BUILDERS AND SERVICE PROVIDERS

- **Blockchain Developers:** Developers specialising in blockchain technologies, including smart contracts and decentralised applications (DApps), will attend to stay updated on the latest developments
- **Blockchain Architect:** Involved in designing the overall structure and framework of blockchain systems
- **Blockchain Consultant:** Provides advice and guidance to businesses on how to implement and leverage blockchain technology
- **Blockchain Project Manager:** Manages projects related to the development and implementation of blockchain solutions
- **Blockchain Legal Consultant:** Specialised in the legal aspects of blockchain, including regulations and contracts
- **Blockchain Entrepreneurs/Start-up Founders:** People leading or involved in startups or incubators focused on blockchain technology

## YOU COULD JOIN US

In 2023, we had incredible speakers from the blockchain industry.



**KELVIN LESTER LEE**



As the SEC Philippines Commissioner, Kelvin spearheaded the establishment of the International Affairs and Protocol Division and Philifintech Innovation Office of the Commission.



**DR. AGATA SLATER**

**IBM Consulting**

Agata is leading IBM's blockchain practice for Central and Eastern Europe. Before joining IBM, she coordinated and managed several blockchain startup projects as a founder and advisor.

**ALEX MATSUO**

**amazon**

Alex's mission is to onboard the next billion people into Web3, leveraging Amazon's power to deliver values for the ecosystem.



**KENNETH BRAITHWAITE**



Since serving as the 77th secretary of the Navy, Ambassador Braithwaite has been working with Silicon Valley Bank, Kongsberg Defence, nChain, 8VC, Summa Equity and others as a senior advisor.



## ENJOY A SPACE LIKE NO OTHER

The Excel ICC Auditorium and ICC Capital Exhibition Hall are two of the most innovative exhibition spaces in East London. It's located near the London City Airport station.

**It is spacious enough to hold over 9,000 attendees** but designed so visitors can easily network. Joyous.

Plus, if you want to continue your day-to-night, world-class restaurants and 5-star hotels are just strides away.



# FULL SPONSORSHIP PACKAGES

2024

**FULL SPONSORSHIP PACKAGES**

	<b>DIAMOND</b>	<b>PLATINUM</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
Price	<b>£40,000</b>	<b>£35,000</b>	<b>£25,000</b>	<b>£22,500</b>	<b>£16,000</b>
Availability	<b>2</b>	<b>2</b>	<b>3</b>	<b>5</b>	<b>8</b>
Keynote speaking opportunity	<b>1 (30 mins)</b>	<b>1 (30 mins)</b>	<b>1 (30 mins)</b>	-	-
Solo/Panel speaking opportunity	<b>1 Solo (15 mins)</b>	<b>2 Panels</b>	<b>1 Panel</b>	<b>1 Solo (20 mins)</b>	<b>1 panel or 1 solo (10 mins) or pitch</b>
Exhibition space	<b>PREMIUM 6x5m (30sqm)</b>	<b>PREMIUM 5x5m (25sqm)</b>	<b>PREMIUM 5x4m (20sqm)</b>	<b>4x4m (16sqm)</b>	<b>4x3m (12sqm)</b>
100-word corporate profile on event website	✓	✓	✓	✓	✓
VIP conference passes	<b>6</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>
Exhibitor passes for your colleagues	<b>20</b>	<b>16</b>	<b>12</b>	<b>10</b>	<b>8</b>
Client tickets	<b>12</b>	<b>10</b>	<b>8</b>	<b>6</b>	<b>5</b>
Prominent top-line branding	✓	-	-	-	-
Pre-event interview	✓	✓	✓	-	-
Social announcement	✓	✓	✓	✓	✓
Logo on website and event signage	✓	✓	✓	✓	✓
30-second video advert during breaks	✓	✓	✓	-	-
Profile on virtual event platform	✓	✓	✓	✓	-
Invitations to evening networking drinks	✓	✓	✓	✓	✓
Discount on all further VIP passes	<b>50% off</b>	<b>30% off</b>	<b>25% off</b>	<b>25% off</b>	<b>25% off</b>

2024

# BOOTH PACKAGES

**BOOTH PACKAGES**

	<b>3x3</b>	<b>2x2</b>	<b>1x1</b>
Price	<b>£9,000</b>	<b>£7,000</b>	<b>£3,500</b>
Availability	<b>20</b>	<b>20</b>	<b>20</b>
Exhibition space	<b>3x3m (9sqm)</b>	<b>2x2m (4sqm)</b>	<b>1x1m</b>
Turnkey booth	✓	✓	✓
Company name board	✓	✓	✓
Exhibitor passes for booth staff	<b>6</b>	<b>4</b>	<b>2</b>
Client tickets	<b>3</b>	<b>2</b>	<b>1</b>
Logo on website and app	✓	✓	✓
Invitations to evening networking drinks	✓	✓	✓
Electricity	✓	✓	✓

**Add-ons for additional cost:**

- Stand design
- Drinks coverage/printing
- WiFi/Direct internet feed



2024

## OTHER SPONSORSHIP PACKAGES



## CONFERENCE TRACK SPONSORS

**£10,000 PER DAY**

- Prominent branding on the exhibition hall track for the day
- Solo 30-minute keynote speaking opportunity within track
- Panel speaking opportunity within track
- 2x2m turnkey booth
- 100-word corporate profile on event website
- Full stage branding as sponsor for duration of the day
- 4 exhibitor passes
- 2 client tickets
- Social announcement



## VIP AREA SPONSORS

**£35,000 ALL DAYS**

- Prominent branding of the VIP area for all 3 days
- 20-minute solo session within conference tracks
- 3x3m turnkey booth
- 10 VIP conference passes
- 16 exhibitor passes for booth staff
- 5 client tickets
- Logo and profile on website and app
- Invitations to evening networking drinks
- Electricity
- Branding
- Invitations to evening networking drinks
- Profile on virtual event platform
- 25% off all further VIP passes
- Branding of the bracelet for access to the lounge

TECH SPONSOR

 **CHARGE STATION**

**£12,500**

- The charge station will be a popular area within the expo, providing a convenient location for all attendees to charge their devices over the three days.
- Your logo will be featured as charge station sponsor, and is a great opportunity to increase brand awareness.

TECH SPONSOR

 **APP**

**£17,500**

- 3x3m turnkey booth
- 1 VIP conference pass
- 6 exhibitor passes for booth staff
- 6 client tickets
- Logo and profile on website and app
- Invitations to evening networking drinks
- Electricity

TECH SPONSOR

 **WiFi**

**£15,000**

- Be the exclusive Wi-Fi sponsor for the whole conference. Wi-Fi access will be available for all attendees. This gives you great company branding onsite throughout the 3 days as most attendees will be using the Wi-Fi network.
- 5 client tickets



The ICC Capital Hall and Auditorium is the newest addition to London Excel.  
With over 5,000 in person attendees expected at our new home.

The marketing options available to you are bigger, better, brighter and bolder than ever before.



SIGNAGE SPONSOR

☐ **ENTRANCE ARCHWAY  
HANGING BANNER**  
**PRICE ON REQUEST**

- A BIG first impression
- Double sided banner, dual message, front and back
- Dimensions to be advised – indicative size
- Availability – 1



SIGNAGE SPONSOR

REGISTRATION HALL  
HANGING BANNERS

PRICE ON REQUEST

- Prominent. Prominent. Prominent.
- Double sided banner, dual message, front and back
- Dimensions to be advised – indicative size
- Availability – 6



SIGNAGE SPONSOR

ESCALATOR BRANDING

PRICE ON REQUEST

- Drive footfall to your booth with bold branding that is unmissable
- Outer glass branding
- Outer metal branding
- Inner glass branding
- Dimensions to be advised – indicative size
- Availability – 1



SIGNAGE SPONSOR

**STAIRCASE BRANDING**

PRICE ON REQUEST

- Be seen morning, noon and night as attendees arrive and depart
- Single sided – risers
- Single sided – landing
- Staircase – side panel
- Staircase – panel underneath staircase
- Dimensions to be advised – indicative size
- Availability – 1



SIGNAGE SPONSOR

**CLOAKROOM**

PRICE ON REQUEST

- We'll share any tips. Be seen at least twice a day, on arrival and departure.
- In the heart of the registration hall
- Single sided
- Dimensions to be advised – indicative size
- Availability – 1

MERCHANDISE SPONSOR



**LANYARD**

**£25,000**

- Your logo will be visibly displayed upon the personage of every attendee at the event, and in every photo promoting it!
- 3x3m turnkey booth
- Company name board
- 12 exhibitor passes for booth staff
- 8 client tickets
- 4 VIP conference passes
- Logo and profile on website and app
- Invitations to evening networking drinks
- Electricity

MERCHANDISE SPONSOR



**SEAT DROPS**

**£2,500**

- Interested in dropping some information about your company on the main stage chairs? Get a one-time seat drop at the highest attended stage at the conference — this is a direct way to influence and bring awareness to your company to all attendees who sit down to watch the main stage.



CONTENT SPONSOR



**LIVE SPOTLIGHT STAGE**

**£5,000 PER 20-MINUTE SLOT**

Thought leadership. Sure. Sure. But come and really show your “why” and “how” with real world examples, practical takeaways and insights with a slot on the Spotlight Stage in the heart of the buzzing Expo Hall floor.

- Solo 20-minute speaking/presentation opportunity on stage
- Logo and profile on event app
- Access to these sessions is open to all attendees
- Sponsor media pack for your own marketing and promotion
- Invitations to evening networking drinks
- 1 VIP conference ticket
- 3 Client tickets
- Priority for these slots given to exhibitors

CONTENT SPONSOR



**ROUNDTABLE**

**£12,500 PER 1 HOUR SLOT (15-20 GUESTS)**

Host a roundtable and inspire, debate and collaborate with enterprise and government. Spark new ideas. Create long lasting partnerships.

- 1 hour roundtable - topic/content to be agreed
- Logo and profile on event app
- Access to these sessions is open to all attendees
- Select companies to attend
- Sponsor media pack for your own marketing and promotion
- Invitations to evening networking drinks
- 2 VIP conference ticket
- 5 Client tickets
- Priority for these slots given to exhibitors

CONTENT SPONSOR



**WORKSHOP**

**£15,000 PER 90-MINUTE SLOT (30-40 GUESTS)**

Develop a workshop with us and showcase expertise, tailor content, engage and inform. Understand challenges and opportunities better and integrate your solution and be front of mind. A memorable experience for attendees.

- 90-minute workshop – topic/content to be agreed
- 2x2 turnkey booth
- Logo and profile on event app
- Access to these sessions is open to all attendees
- Select companies to attend
- Sponsor media pack for your own marketing and promotion
- Invitations to evening networking drinks
- 2 VIP conference ticket
- 8 Client tickets
- 25% off all further VIP passes

SIDE EVENT SPONSOR



**PRESS EVENT**

**£50,000 - £100,000**

- The press event is attended by local press and influencers. It is a unique opportunity for your brand to be showcased before the main conference.
- 1 VIP conference pass
- 6 client tickets
- Logo and profile on website and app

SIDE EVENT SPONSOR



**BESPOKE PARTIES /  
NETWORKING EVENTS**

**PRICE ON REQUEST**

- We can build dedicated networking events and parties around the event, on the night before the show, the evening after or the middle evening.
- These networking events can be promoted on the event website, in emailers to attendees or within the event app. Flyer drops during the event can be arranged prior to the event.

SIDE EVENT SPONSOR



**OFFICIAL NETWORKING**

**£35,000 PER DAY**

- Enjoy unique brand exposure as attendees toast a successful day of networking at the day one or day two networking party.
- 5 VIP conference passes
- 10 client tickets
- Logo and profile on website and app
- Invitations to evening networking drinks



## WORKING PODS SPONSOR PRICE ON REQUEST

- A unique sponsorship opportunity as attendee's host meetings, recharge or just catch up on email.
- Your company branding on each working pod
- Dimensions to be advised – indicative size/style
- Availability – 10



FOOD AND BEVERAGE SPONSOR

 **FOOD CART**

**£10,000 PER DAY**

- 1 VIP conference pass
- 6 client tickets
- Logo and profile on website and app

FOOD AND BEVERAGE SPONSOR

 **BARISTA / JUICE CART**

**£10,000 PER DAY**

- 1 VIP conference pass
- 6 client tickets
- Logo and profile on website and app

FOOD AND BEVERAGE SPONSOR

 **VIP BAR DRINKS**

**£15,000 PER DAY**

- 1 VIP conference pass
- 6 client tickets
- Logo and profile on website and app

OTHER SPONSOR

 **FEATURED RECOMMENDATIONS**

**PRICE ON REQUEST**

- A 'recommended post' on a dedicated social group.





## WHAT ARE YOU WAITING FOR?

Connect with

**John Haley, Head of Partnerships**

**[j.haley@londonblockchain.net](mailto:j.haley@londonblockchain.net)**

or **+44 (0) 7511 938818**

to take part in building the future of enterprise with real-world blockchain solutions.

Find out more at **[www.londonblockchain.net](http://www.londonblockchain.net)**

And follow us on



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