



MONEY20/20 USA

SPONSOR EVENTS

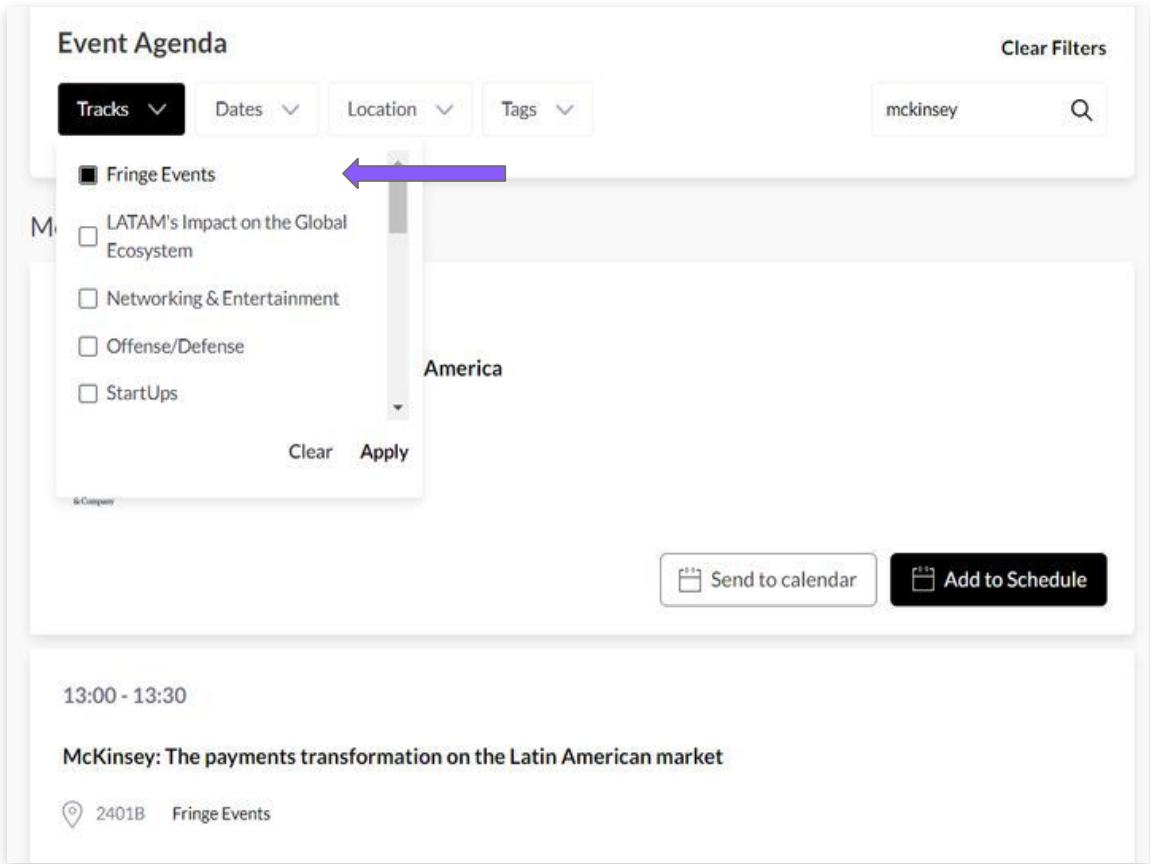
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WHAT IS A SPONSOR EVENT?

WHAT IS A SPONSOR EVENT? (formerly known as a Fringe Event)

A Sponsor Event offers Money20/20 USA sponsors a unique platform to promote certain activities within their designated spaces such as the show floor, meeting rooms, or hospitality suites.

These events, primarily hosted at the sponsors' booth spaces, are accessible to all attendees (not invite-only) and receive promotional support through the Money20/20 Connect Platform and website.



EXAMPLES OF A SPONSOR EVENT

- / Product Demonstration
- / Topic Discussion
- / Brand Announcements
- / Celebrity/CEO Meet and Greet
- / Happy Hour
- / Networking
- / Competitions
- / Book Signing
- / Giveaways / Raffles

*Please coordinate with our team in advance to ensure optimal sound levels and avoid disruptions.



// 02

WHAT ARE THE BENEFITS?

BENEFITS OF A SPONSOR EVENT

- / An opportunity to bring additional foot traffic, engagement and exposure to your sponsored space and your brand
- / Free promotion on our Money20/20 Connect App
- / Delegates can add your Sponsor Event to their personal agenda and schedule attendance to your space
- / Drive traffic to your company's Money20/20 Connect profile and team members
- / Great marketing opportunity
- / Opportunity to offer attendees a fun, informative and engaging event and shape brand image



 03

GUIDELINES



GUIDELINES FOR SUBMITTING YOUR EVENT

A Sponsor Event must be held within a Money20/20-designated space, such as a booth, meeting room, or hospitality suite, located on The Venetian premises (the venue for Money20/20 USA). Events taking place beyond the Money20/20 footprint, outside the official show floor hours, or restricted to invite-only attendees will not be promoted.

Show Floor Timings*:

Monday October 27: 9:00am – 5:30pm

Tuesday October 28: 8:30am – 5:30pm

Wednesday October 29: 8:30am – 12:00pm

/ Only sponsors of our Industry Night parties will be allowed to submit Sponsor Events outside of showfloor times; however, these events must take place at said networking party.

/ All Sponsor events need to have purpose and meaning. For example: Happy Hour, Product Demo, Brand Announcement, Competition

/ Sponsors to set appropriate timings of events (e.g. breakfast events should take place in the morning).

/ 1 to 2 star sponsors can have 1 sponsor event/day. 3 to 5 star sponsors can have 3 sponsor events/day. Elite can have 4+ events/day.

/ We do not permit full day sponsor events. (e.g. Get a demo 9:00 AM – 5:30 PM) and recommend individual events don't exceed 2 hours.

**Showtimes subject to change. We reserve full rights to refuse your application or require you to leave the event for any reason at all times.*

GUIDELINES FOR SUBMITTING YOUR EVENT cont'd

- / Although you may specify that your activation is taking place at Money20/20 USA, in no way can you purport (in marketing, social media or elsewhere) that your activation is organized, owned, managed, operated, or provided by Money20/20.
- / Please ensure your booth / location is clearly referenced within the copy of your Sponsor Event.
- / While we encourage you to host demos or talks led by individuals at your booth/stands, content that includes **more than 2 speakers / moderators / interviewers** is not permitted (e.g. Panels and content that includes 3+ people). All sponsors and exhibitors are required to notify Money20/20 of content taking place on their stand at the show. All content is subject to approval.
- / Please inform the Money20/20 team of your plans so we can advise how to best promote your show presence. We are happy to brainstorm and provide recommendations/ideas on how to elevate your booth experience.
- / 45 character limit for event name - must include company name in the title
- / 50 word limit for event description

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 04

SUBMISSION PROCESS

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- / Sponsor Event submissions open on **August 4**
- / Sponsor submits events via online form [here](#)
- / Customer Success team will review submissions
- / Once approved, Sponsor Events will be uploaded to Money20/20 Connect platform and Money20/20 website
- / Submissions will **close on October 22.**

Got questions? Contact
cs.usa@money2020.com

