



# MRC BARCELONA 2024

## SPONSORSHIP OPPORTUNITIES



## MRC BARCELONA 2024 SPONSORSHIPS

All sponsors and exhibitors will have access to the conference attendee list. This list will contain attendee name, title, company name, and email address for all attendees who opted in to share their contact information.

Contact [events@merchantriskcouncil.org](mailto:events@merchantriskcouncil.org) for more information on the sponsorship opportunities.

### OVERALL SPONSORSHIP: **SOLD**

- Co-branding (with The MRC) on all web pages, agenda, email communications, press releases, PowerPoint templates, mobile app and other collateral pieces related to the event
- 1 dedicated email campaign sent by MRC to all MRC contacts (content provided/designed by sponsor)
- Co-branded (with MRC) lanyards distributed to all conference delegates
- Closing Reception Sponsorship (signage and agenda recognition)
- 6mx6m exhibit hall booth with first option to secure location
- Mobile meeting app, 1 push notification per day of the conference
- Main podium opportunity during opening remarks of the general conference
- 5 Full Conference Passes (please note the 6mx6m booth does not come with any additional passes)

**Members Only | €80,000**

### WELCOME RECEPTION - **SOLD** (MONDAY 22 APRIL 2024)

- 2-hour reception, opening the exhibit hall
- 2 Complimentary full conference registrations
- Exclusive Sponsorship of the reception
- Co-branded (with MRC) signage, agenda, mobile app and emails regarding the reception
- Custom branded bars during the reception, that will distribute custom cocktail napkins and tabletop signs
- Recognition in the mobile app as a sponsor

**Members | €30,000**

**Non-Members | €36,750**

### TUESDAY KEYNOTE INTRODUCTION - **SOLD** (TUESDAY 23 APRIL 2024)

- Opportunity to introduce the keynote speaker on the main podium (5-8 min)
- Sponsor recognition in conference related emails, agenda, and mobile app

**Members | €10,000**

**Non-Members | €15,000**

### TUESDAY NETWORKING RECEPTION (TUESDAY 23 APRIL 2024)

- 1.5-hour reception in the exhibit hall
- 2 Complimentary Full Conference Registrations
- Exclusive Sponsorship of the reception
- Co-Branded (with MRC) Signage, agenda, mobile app and emails regarding the reception
- Custom Branded Bars during the reception, that will distribute custom cocktail napkins and tabletop signs
- Recognition in the mobile app as a sponsor

**Members | €25,000**

**Non-Members | €32,000**

## NETWORKING LUNCH (TUESDAY 23 APRIL OR WEDNESDAY 24 APRIL 2024)

- Placement of promotional tabletop pieces or seat drop (sponsor provided)
- Branded napkins and custom dessert
- Rolling deck to play during general lunch hours, no audio
- Sponsor recognition on conference signage, in conference related emails, agenda, and mobile app

**Members | €10,000**

**Non-Members | €15,000**

## FOCUS GROUP PRIVATE LUNCH - SOLD WEDNESDAY 24 APRIL 2024

- Opportunity to speak with an exclusive group of Merchants
- Focus group promotion and sponsor recognition in conference related emails, agenda, mobile app, and cobranded signage (Sponsor + MRC)
- MRC staff assistance with targeting your merchants and onsite assistance as needed
- Session content will be provided by the sponsor (subject to MRC's review and approval)
- Focus group meeting room will have AV
- Placement of promotional tabletop pieces or seat drop (sponsor provided)
- 1 complimentary full conference registration

**Members | €25,000**

**Non-Members | €32,000**

## WOMEN IN PAYMENTS & FRAUD LUNCH -

**(MONDAY 22 APRIL 2024)**

- Opportunity to address an exclusive group of conference attendees
- Sponsor recognition on session signage, in conference related emails, agenda, and mobile app
- 1 complimentary full conference registration

**Members | €25,000**

**Non-Members | €32,000**

## FOCUS GROUP - SOLD (MONDAY 22 APRIL 2024)

- Opportunity to speak with an exclusive group of Merchants
- Focus group promotion and sponsor recognition in conference related emails, agenda, mobile app, and co-branded signage (Sponsor + MRC)
- MRC staff assistance with targeting your merchants and on-site assistance as needed
- Session content will be provided by the sponsor (subject to MRC's review and approval)
- Focus group meeting room will have basic AV
- 1 complimentary full conference registration

**Members | €10,000**

**Non-Members | €15,000**

## PRIVATE MEETING ROOM (10 OF 10 AVAILABLE - MONDAY-WEDNESDAY 22-24 APRIL 2024, 8:00AM-5:00PM)

- Private meeting rooms come with electricity
- AV and food and beverage can be ordered separately, through the Convention Center

**Members | €10,000**

**Non-Members | €15,000**

## BEVERAGE BREAKS (TUESDAY 23 APRIL OR WEDNESDAY 24 APRIL 2024)

- Sponsor recognition in the agenda, on table-top signage where the coffee will be served, in conference related emails, and mobile app

**Members | €6,000/day**

**Non-Members | €8,200/day**

## SPEAKER GIFTS

- Opportunity to thank our speakers and promote your brand to thought leaders from top industry organizations with co-branded promotional items (Sponsor + MRC)
- Co-branding on signage for the speaker workroom (Sponsor + MRC)

**Members | €10,000**

**Non-Members | €15,000**

## REGISTRATION BAG

### (3 OF 4 AVAILABLE)

- Co-branding with MRC and other sponsors on an attendee giveaway bag, to be distributed at registration
- Custom giveaway/collateral (one page), to be included in the registration bag; sponsor to provide giveaway items (item selection subject to MRC approval)

**Members | €7,500**

**Non-Members | €12,000**

## DIGITAL BRANDING PACKAGE

### (6 OF 6 AVAILABLE)

- 1 mobile app banner ad and 1 mobile app push notification at your designated date and time during the conference

**Members | €7,500**

**Non-Members | €10,000**

## SOCIAL MEDIA TAKEOVER

### (3 OF 3 AVAILABLE)

- Opportunity to facilitate peer-to-peer conversations by having MRC staff publish up to 8 LinkedIn posts on your behalf (all posts are subject to MRC's review and approval)
  - Four (4) posts to be published over the course of one day of sponsor's choosing in the week prior to the start of the conference
  - Four (4) posts to be published over the course of one day of sponsor's choosing during the conference
- Sponsor recognition in conference related emails and mobile app

**Members | €8,000**

## ESCALATOR WRAP

### (3 OF 4 AVAILABLE)

- Escalator wraps located on each floor of the convention center
- Sponsor recognition in conference related emails, agenda, and mobile app

**Members | €7,500/wrap or €30,000 for buyout**

**Non-Members | €12,000/wrap or €48,000 for buyout**

## BRANDED WATER COOLERS

- 10 water coolers prominently placed throughout the conference area, custom branded water jugs
- Sponsor recognition in conference related emails, agenda, and mobile app

**Members | €7,500/wrap or €30,000 for buyout**

**Non-Members | €12,000/wrap or €48,000 for buyout**

## WALL BANNER (EXHIBITION)

- 710cm X 300cm
- Prominently placed wall banner located on the way to the Exhibit Hall or to the General Session
- Sponsor recognition in conference related emails, agenda, and mobile app

**Members | €10,000**

**Non-Members | €15,000**

## EXHIBIT BOOTHS

- 3mx3m - **€10000 Comes with 2 Full Conference Registrations**
- 3mx6m - **€20000 Comes with 4 Full Conference.**

(Price before membership discount. Discount only available on first 3x3 purchased)



## NEED MORE INFORMATION?

Please contact [events@merchantriskcouncil.org](mailto:events@merchantriskcouncil.org) for any questions about the conference sponsorship opportunities.



[merchantriskcouncil.org](https://merchantriskcouncil.org)



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