

MRC BARCELONA 23

SPONSORSHIP OPPORTUNITIES





MRC BARCELONA 2023

We're thrilled to host our 2023 European Conference in Barcelona, Spain. We look forward to connecting with you there!

Our conferences always focus on fostering an environment for open discussion on relevant and current topics impacting our industry and providing a platform for networking and career development. This conference is no exception - it's where our community will come together for the most important and transformative conversations, education, and connections.

We are excited to join forces with sponsors who share our vision of working toward a safe and profitable eCommerce.

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

Contact events@merchantriskcouncil.org for more information on the sponsorship opportunities.

IN-PERSON CONFERENCE SPONSORSHIP OPPORTUNITIES:

OVERALL SPONSOR - SOLD

Barcelona overall sponsorship includes:

- Co-branding (Overall Sponsor + MRC) on all event website, agenda, email communications, press releases, PowerPoint templates, conference mobile app and other collateral pieces related to the conference
- 1 dedicated email sent by the MRC to target MRC contacts (content provided/created by sponsor, subject to MRC's review and approval)
- Co-branded lanyards (Overall Sponsor + MRC) distributed to all conference attendees
- Exclusive closing reception sponsorship (sponsor recognition on signage and in conference agenda)
- Exhibit hall booth (6mx6m) with first option to secure location
- 1 push notification through conference mobile app on each day of the conference
- Main podium speaking opportunity during the opening remarks (typically 7 - 10 minutes)
- 5 full conference passes (PLEASE NOTE: The 6mx6m booth does not come with any additional passes)
€80,000 (Members Only)

WELCOME RECEPTION (Monday, 29 May 2023)

1.5-hour reception, opening the exhibit hall

- 2 complimentary full conference registrations
- Exclusive sponsorship of the reception
- Co-branded signage (Sponsor + MRC), sponsor recognition in the agenda, mobile app, and emails related to the conference
- Sponsor recognition in the conference mobile app
€25,000 (Members)
€32,000 (Non-Members)

TUESDAY NETWORKING RECEPTION - SOLD (Tuesday, 30 May 2023)

1.5-hour reception, in the exhibit hall

- 2 complimentary full conference registrations
- Exclusive sponsorship of the reception
- Co-branded signage (Sponsor + MRC), sponsor recognition in the agenda, mobile app, and emails related to the conference
€25,000 (Members)
€32,000 (Non-Members)

FOCUS GROUP PRIVATE LUNCH - SOLD

- Opportunity to speak with up to 100 merchants at a private lunch
- 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 AV
- Placement of promotional tabletop pieces or seat drop (sponsor provided)
- 1 complimentary full conference registration
€25,000 (Members)
€32,000 (Non-Members)

BEVERAGE BREAKS (Tuesday, 30 May 2023 or Wednesday, 31 May 2023)

- Sponsor recognition in the agenda, on table-top signage where the coffee will be served, in conference related emails, and mobile app
€6,000 (Members)
€8,200 (Non-Members)

NETWORKING LUNCH

(Tuesday, 30 May 2023 or Wednesday, 31 May 2023)

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

€15,000 (Members)

€20,000 (Non-Members)

TUESDAY KEYNOTE INTRO - SOLD

(Tuesday, 30 May 2023)

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

€10,000 (Members)

€15,000 (Non-Members)

CLOSING KEYNOTE INTRO

(Wednesday, 31 May 2023)

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

€7,000 (Members)

€12,000 (Non-Members)

WOMEN IN PAYMENTS AND

FRAUD LUNCH - SOLD

(Monday, 29 May 2023)

- Opportunity to address up to 100 session attendees
- Sponsor recognition on session signage, in conference related emails, agenda, and mobile app
- 1 complimentary full conference registration

€25,000 (Members)

€30,000 (Non-Members)

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)

€10,000 (Members)

€15,000 (Non-Members)

FOCUS GROUP - SOLD

(Monday, 29 May 2023)

- Opportunity to speak with up to 50 merchant attendees
- 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

€10,000 (Members)

€15,000 (Non-Members)

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

€8,000 (Members Only)

IGNITE SPONSORSHIP

(5 of 7 Available)

- IGNITE sponsorship includes a live session that focuses on delivering a pitch in a fun, entertaining way for engaged audiences.
- While the MRC does not accept sales pitches on the main stage, we make an exception for this program.
- Sponsors are challenged to present their solutions within the allotted 4 minutes in a creative manner, while keeping up with 20 slides that auto advance every 12 seconds.

€2,000 (Members)

€5,000 (Non-Members)

DIGITAL BRANDING PACKAGE

(4 of 6 Available)

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

€5,000 (Members)

€7,500 (Non-Members)

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)

€7,500 (Members)

€12,000 (Non-Members)

PRIVATE MEETING ROOM

6 of 10 Available | Monday - Wednesday, 29-31 May 2023 8:00am - 5:00pm)

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

€10,000 (Members)

€15,000 (Non-Members)

EXHIBIT BOOTH (3M X 3M)

- 2 full conference registration
- 3m x 3m hard wall Exhibit Booth
- One-line ID sign with company name and booth number, one (1) 6' x 30" draped table, two (2) chairs, and one (1) wastebasket

€10,000 (Before Membership Discount)

€15,000 (Non-Members)

ESCALATOR WRAP

(4 of 4 Available)

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

€7,500/wrap or €30,000 for buyout (Members)

€12,000/wrap or €48,000 for buyout (Non-Members)

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

€7,500 (Members)

€12,000 (Non-Members)

WALL BANNER (PLENARY)

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

€10,000 (Members)

€15,000 (Non-Members)

WALL BANNER (EXHIBIT HALL)

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

€10,000 (Members)

€15,000 (Non-Members)





Need more information?

Please contact events@merchantriskcouncil.org for any questions about the conference sponsorship opportunities.

