

2019

**SPONSORSHIP
OPPORTUNITIES**

EMERGE

Financial Health Forum

May 14-16, 2019 | Scottsdale, AZ

WHY SPONSOR EMERGE?

Hundreds of top financial leaders attend
EMERGE: Financial Health Forum each year –
make sure your brand is represented, too.

For 2019, we're headed to Scottsdale, Arizona, for a timely conversation about trust in an age of radical transparency and rapidly evolving technology. Sponsoring EMERGE is your opportunity to build brand visibility while leading the way to a financially healthy America.

Reach new audiences

Connect with an engaged group of senior leaders across financial services, fintech, policy and government, and more.

Show your support

Join fellow visionaries in building a financial services marketplace that helps both customers and businesses to thrive.

Find your perfect fit

From speaking opportunities to unique branded experiences, there's an EMERGE sponsorship for every business goal and price point.

Questions about sponsorship?

To learn more or request a custom proposal, please contact Julie McCullough at jmcullough@cfsinnovation.org.

EMERGECFSI.ORG

PREMIER

SPONSORSHIP GUIDE

| THE OPPORTUNITY | PLATINUM \$125,000 | GOLD \$60,000 | SILVER \$40,000 | BRONZE \$20,000 |
|---|--|-------------------------|-------------------------|----------------------------|
| Logo and link recognition on the EMERGE sponsor web page | x | x | x | x |
| Logo recognition in select email communication <i>(subject to deadline)</i> | x | x | x | x |
| Sponsor recognition in printed and digital on-site materials, including the EMERGE magazine, signage, social wall, and mobile app | x | x | x | x |
| Badge sponsor ribbon recognition for all your organization's attendees | x | x | x | x |
| Special access to attendee list, including name, title, company, and contact info <i>(sent two weeks prior to the forum and two weeks after)</i> | 3 weeks prior | 3 weeks prior | x | x |
| Complimentary passes | 10 | 8 | 6 | 4 |
| EMERGE magazine placement | Full page advertisement or branded content <i>(article or infographic)</i> | Full page advertisement | Half page advertisement | Quarter page advertisement |
| Track sponsorship | Exclusive | Non-Exclusive | | |
| Tote bag insert | x | x | | |
| Custom push notification in mobile app | x | | | |
| Sponsor-provided collateral seat drop | x | | | |

PREMIER SPONSORSHIP ADD ONS

PLATINUM

Selection of 1 premium plus add on:

- > FinX workshop
- > Welcome reception
- > Thursday evening reception
- > Visual Notes
- > Innovation Lunch briefing

GOLD

Selection of 1 premium add on:

- > Branded forum Wi-Fi
- > Branded room key
- > Branding of registration desk
- > Branded forum tote bag
- > Branded forum notebook
- > Breakfast briefing
- > Yoga

SILVER

Selection of 1 standard add on:

- > Barista station
- > Branded lanyards
- > Branded water bottles
- > Branded forum notebook
- > General forum break sponsor

BRONZE

Selection of 1 basic add on:

- > General forum breakfast sponsor
- > Branded charging stations
- > Branded forum pens
- > Tote bag collateral insert



SPONSORSHIP PACKAGES

PLATINUM LEVEL \$125,000

- > 10 complimentary EMERGE registrations (*pre-conference workshops not included*)
- > Logo recognition on the EMERGE sponsor web page with a link to your company website
- > Full page advertisement or branded content (*article or infographic*) in the EMERGE magazine
- > Sponsor recognition in printed and digital on-site materials, including the EMERGE magazine, signage, social wall, and mobile app
- > Exclusive sponsorship of one of our three content tracks
- > Custom push notification on mobile app (*140 character limit sent on designated timeline*)
- > Logo recognition in select email communication (*subject to deadline*)
- > Badge recognition for all your organization's attendees
- > Special access to attendee list, including name, title, company, and contact info (*sent three weeks prior to the forum and two weeks after*)
- > Sponsor-provided tote bag insert

Customize your sponsorship with one of these premium plus options
(*subject to availability*):

- > **FinX Workshop Sponsor**
Includes three workshop passes and sponsored highlight video
- > **Welcome Reception**
Includes logo signage, custom branded drink, and an enhanced activity or entertainment option
- > **Thursday Evening Reception**
Includes logo signage, custom branded drink, and an activity or entertainment option
- > **Visual Notes**
Sponsor these colorful, compelling interpretations of live mainstage conversations, created by a graphic artist and displayed in the attendee lounge
- > **Innovation Lunch Briefing**
An opportunity to create and facilitate a 75-minute session of your choosing, open to all attendees

GOLD LEVEL \$60,000

- > Eight complimentary EMERGE registrations (*pre-conference workshops not included*)
- > Logo recognition on the EMERGE sponsor web page with a link to your company website
- > Complimentary full page advertisement in the EMERGE magazine
- > Non-exclusive sponsorship of one of our three content tracks
- > Sponsor recognition in printed and digital on-site materials, including the EMERGE magazine, signage, social wall, and mobile app
- > Logo recognition in select email communication (*subject to deadline*)
- > Badge recognition for all your organization's attendees
- > Special access to attendee list, including name, title, company, and contact info (*sent three weeks prior to the forum and two weeks after*)
- > Sponsor-provided tote bag insert

Customize your sponsorship with one of these premium options
(*subject to availability*):

- > [Branded forum Wi-Fi](#)
- > [Branded room key](#)
- > [Branding of registration desk](#)
- > [Branded forum tote bag](#)
- > [Branded forum notebook](#)

SILVER LEVEL \$40,000

- > Six complimentary EMERGE registrations (*pre-conference workshops not included*)
- > Logo recognition on the EMERGE sponsor web page with a link to your company website
- > Complimentary half page advertisement in the EMERGE magazine
- > Sponsor recognition in printed and digital on-site materials, including the EMERGE magazine, signage, social wall, and mobile app
- > Logo recognition in select email communication (*subject to deadline*)
- > Badge recognition for all your organization's attendees
- > Special access to attendee list, including name, title, company, and contact info (*sent two weeks prior to the forum and two weeks after*)

Customize your sponsorship with one of these standard options
(*subject to availability*):

- > [Barista station](#)
- > [Branded lanyards](#)
- > [Branded water bottle](#)
- > [Branded forum notebook](#)
- > [General forum break sponsor](#)

BRONZE LEVEL \$20,000

- > Four complimentary EMERGE registrations (*pre-conference workshops not included*)
- > Logo recognition on the EMERGE sponsor web page with a link to your company website
- > Complimentary quarter page advertisement in the EMERGE magazine
- > Sponsor recognition in printed and digital on-site materials, including the EMERGE magazine, signage, social wall, and mobile app
- > Logo recognition in select email communication (*subject to deadline*)
- > Badge recognition for all your organization's attendees
- > Special access to attendee list, including name, title, company, and contact info (*sent two weeks prior to the forum and two weeks after*)

Customize your sponsorship with one of these basic options
(*subject to availability*):

> **General forum break sponsor** > **Branded charging stations** > **Branded forum pens** > **Tote bag collateral insert**

A LA CARTE OPPORTUNITIES

Build the ideal sponsorship for your brand with these a la carte opportunities. All sponsorship opportunities include logo inclusion on all forum materials and website, access to the EMERGE attendee list, and sponsor recognition on the badges of your organization's attendees.

| OPPORTUNITY | INVESTMENT |
|--|------------|
| <p>VIP Network Dinner Sponsor (Network Member Exclusive) Treat attendees to great food and conversation as the exclusive VIP Network Dinner sponsor.</p> <ul style="list-style-type: none">> Custom branded giveaway for all VIP dinner attendees> Logo recognition on VIP dinner signage and promotions> Two complimentary EMERGE registrations | \$40,000 |
| <p>Visual Notes Sponsor Graphic art meets note-taking as a graphic artist captures live mainstage conversations in colorful, compelling large-scale drawings. After each session, the drawings are displayed in the attendee lounge for attendees to photograph and share on social media.</p> <ul style="list-style-type: none">> Sponsor logo on each Visual Notes board> One mainstage verbal mention of your company's sponsorship of Visual Notes> Two complimentary EMERGE registrations> Includes Bronze level logo recognition | \$30,000 |
| <p>FinX Sponsor Be part of the conversation at this unique empathy-building experience. During this half-day workshop, participants go into the local community to conduct the types of financial transactions that un- and underbanked Americans face every day.</p> <ul style="list-style-type: none">> Exclusive branding of the video highlight reel> Three EMERGE registrations that include FinX> Includes Bronze level logo recognition | \$30,000 |

| OPPORTUNITY | INVESTMENT |
|--|------------|
| <p>Innovation Lunch Briefing Sponsor</p> <p>Showcase your expertise on a topic of your choosing* during one of Wednesday's 75-minute lunch sessions. These lunches are open to all EMERGE attendees and can accommodate up to 125 guests.</p> <ul style="list-style-type: none"> > Inclusion in the schedule listing and other on-site materials > Complimentary EMERGE registrations for up to three panelists/speakers to attend the entire conference > Includes Bronze level logo recognition <p><i>*Topics must be vetted and approved for applicability and valued content. Topics must be submitted 60 days prior to the forum.</i></p> | \$30,000 |
| <p>Startup and Nonprofit Innovator Scholarship</p> <p>Some of the most innovative financial services companies have the smallest budgets. Do your part to fuel industry innovation by giving five startup or nonprofit companies the chance to attend EMERGE.</p> <ul style="list-style-type: none"> > Five complimentary EMERGE registrations to startup or nonprofit partner companies of your choice > Two complimentary EMERGE registrations for sponsor's own company > Travel stipend of \$1,500 for each of the five scholarship attendees > Half page ad or feature in EMERGE magazine for the sponsor company, featuring the logos of the startup companies > Includes Bronze level logo recognition | \$30,000 |
| <p>Barista Station Sponsor</p> <p>EMERGE attendees like coffee, but LOVE their lattes. Host an exclusive sponsored forum break that includes barista stations with custom espresso drinks.</p> <ul style="list-style-type: none"> > Two complimentary EMERGE registrations > Custom paper coffee cups and napkins with your company logo at all coffee stations throughout the break > Includes Bronze level logo recognition | \$20,000 |
| <p>Registration Desk Sponsor</p> <p>Put your brand front and center throughout the conference with this high-visibility opportunity.</p> <ul style="list-style-type: none"> > Exclusive branding of the EMERGE registration desk > Two complimentary EMERGE registrations > Includes Bronze level logo recognition | \$20,000 |
| <p>Sponsor-Branded Wi-Fi</p> <p>Power EMERGE with high-speed wireless internet, customized with your company name as the network name or password.</p> <ul style="list-style-type: none"> > Two complimentary EMERGE registrations > Custom Wi-Fi password of your choice > Sponsor branding on on-site signage and palm cards > Includes Bronze level logo recognition | \$20,000 |

| OPPORTUNITY | INVESTMENT | | | |
|---|---|---|---|---|
| <p>EMERGE Branded Notebook</p> <p>Give attendees a place to record every insight and new connection they make at EMERGE. Distributed in tote bags to all attendees.</p> <ul style="list-style-type: none"> > Custom cover with custom first page of branding > Two complimentary EMERGE registrations | <p>\$20,000</p> | | | |
| <p>Connect Lounge</p> <p>Create a unique branded space in our attendee lounge to host open meetings, offer custom giveaways or collateral, or just invite attendees to put their feet up. Each Connect Lounge comes with furniture, branded pillows, coasters, and signage – the rest is up to you! Choose from three sizes:</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 33%; vertical-align: top;"> <p>LARGE \$18,000</p> <ul style="list-style-type: none"> > Lounge seating for 12 > Branded coasters and signage > Selection of food and beverage stations > Three complimentary EMERGE registrations </td> <td style="width: 33%; vertical-align: top;"> <p>MEDIUM \$12,000</p> <ul style="list-style-type: none"> > Lounge seating for eight > Branded coasters and signage > Selection of food station > Two complimentary EMERGE registrations </td> <td style="width: 33%; vertical-align: top;"> <p>SMALL \$8,000</p> <ul style="list-style-type: none"> > Lounge seating for five > Branded coasters and signage > One complimentary EMERGE registration </td> </tr> </table> | | <p>LARGE \$18,000</p> <ul style="list-style-type: none"> > Lounge seating for 12 > Branded coasters and signage > Selection of food and beverage stations > Three complimentary EMERGE registrations | <p>MEDIUM \$12,000</p> <ul style="list-style-type: none"> > Lounge seating for eight > Branded coasters and signage > Selection of food station > Two complimentary EMERGE registrations | <p>SMALL \$8,000</p> <ul style="list-style-type: none"> > Lounge seating for five > Branded coasters and signage > One complimentary EMERGE registration |
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| <p>Infographic Wall Sponsor</p> <p>Start a buzz in the attendee lounge with this graphic feature that’s made for social media. The infographic wall is a professionally designed montage of data points, insights, and quotes from CFSI’s proprietary research.</p> <ul style="list-style-type: none"> > Can be customized with your own company’s data points > One complimentary EMERGE registration | <p>\$15,000</p> | | | |
| <p>Branded Lanyards</p> <p>Get close to attendees – literally. Our premium lanyard features your logo and choice of stock lanyard color and imprint color.</p> <ul style="list-style-type: none"> > Lanyard design and printing > One complimentary EMERGE registration | <p>\$15,000</p> | | | |
| <p>Water Bottle Sponsor</p> <p>Keep attendees refreshed and ready to learn during EMERGE. A high-quality branded water bottle is imprinted with your company logo and included in each attendee’s tote bag.</p> <ul style="list-style-type: none"> > One complimentary EMERGE registration | <p>\$15,000</p> | | | |
| <p>Power Station Sponsor</p> <p>Earn the appreciation of every EMERGE attendee with our hugely popular charging stations, located in the attendee lounge.</p> <ul style="list-style-type: none"> > One complimentary EMERGE registration | <p>\$12,000</p> | | | |

| OPPORTUNITY | INVESTMENT |
|---|------------|
| <p>Save the Date Sponsor Keep the connection going for another year with this branded save-the-date giveaway for our 2020 forum.</p> <ul style="list-style-type: none"> > One complimentary EMERGE registration | \$12,000 |
| <p>Branded Room Key Sponsor Make sure your brand is one of the first things attendees see with this exclusive branded room key.</p> <ul style="list-style-type: none"> > One complimentary EMERGE registration > Includes design and production of hotel room keys | \$12,000 |
| <p>Sunrise Yoga Sponsor Give attendees a chance to start their day with some self-care at sunrise yoga on Thursday and Friday morning. Includes complimentary yoga mats for up to 30 attendees each morning.</p> <ul style="list-style-type: none"> > One complimentary EMERGE registration > Yoga towels branded with your company's logo given to all yoga attendees | \$12,000 |
| <p>Wellness Massage Sponsor Help attendees unwind between sessions with relaxing chair massages.</p> <ul style="list-style-type: none"> > One complimentary EMERGE registration | \$10,000 |
| <p>Mobile App Prize Sponsor Promote your brand by sponsoring one of our custom prizes, awarded to select EMERGE mobile app users each day of the conference.</p> <ul style="list-style-type: none"> > One complimentary EMERGE registration > 10+ prizes, with winners announced daily from the stage | \$10,000 |
| <p>Dine Around Sponsorship Choose a restaurant, select a fun theme, and host at least 10 attendees for a memorable private or semi-private dinner at EMERGE.</p> <ul style="list-style-type: none"> > Contact information for the people who join your dinner > Branding on all Dine Around promotions | \$10,000 |
| <p>EMERGE Growth Sponsorship Gain access to our influential attendees and show your support for CFSI and EMERGE with this simple branding option.</p> <ul style="list-style-type: none"> > One complimentary EMERGE registration > Logo inclusion in all printed and digital forum materials, including EMERGE sponsor signage | \$7,000 |