



Peer-to-Peer &
Online Lending
Conference

17 Nov 2014
London
155 Bishopsgate



About LendIt

The LendIt Conference is the leading conference in the global online lending industry. LendIt is about introducing people to the most important online lending platforms and the best firms within the online lending ecosystem. We help to educate our community about how to invest and operate within this new emerging asset class.

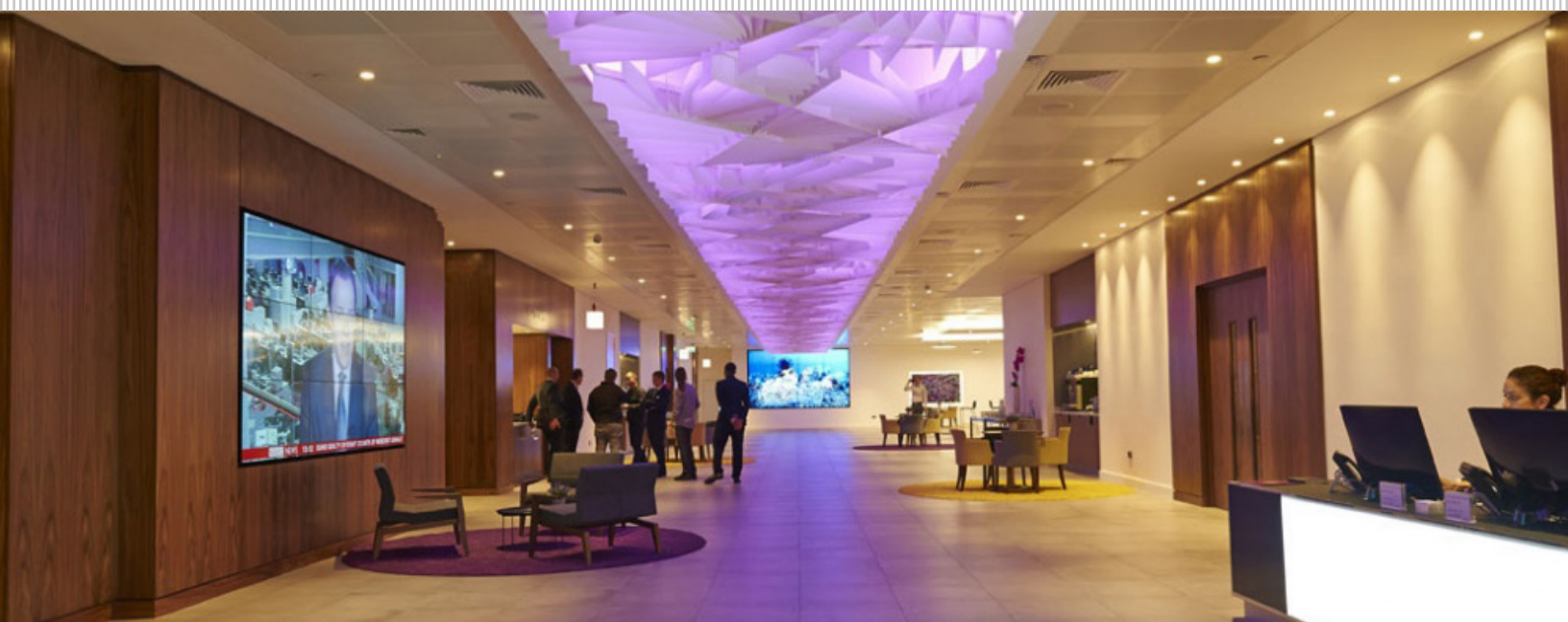
LendIt History

Our inaugural conference, LendIt 2013, was held in New York City in June 2013 with 350 attendees from around the world. Our 2nd annual conference, LendIt 2014, was held in San Francisco in May 2014 almost tripled in size to close to 1,000 people and received tremendous positive press and accolades.

The LendIt Conference brand has established itself as the industry's must-attend event for anyone looking to learn how Peer-to-Peer and online lending (collectively, "online lending") are revolutionizing the credit markets and transforming the global banking industry.

The online lending industry continues to proliferate. In the UK alone over £1.5 billion pounds have been originated by the online lending platforms and they are growing at more than 100% a year.

LendIt Europe will be held in London on November 17, 2014. It is the must-attend event for anyone looking to remain ahead of industry trends and obtain rich in-person interactions.



London's newest events space: 155 Bishopsgate

The Venue

We have chosen a state of the art venue in the heart of London's financial district for LendIt Europe.

155 Bishopsgate
Liverpool St
London
EC2M 3YD

Preliminary Agenda

Like all LendIt events, LendIt Europe will include a powerful lineup of keynote presentations delivered by industry pioneers, interactive panel discussions, extensive networking as well as an exhibit hall consisting of leading and emerging online lending portals and those companies providing the necessary infrastructure and services to support the rapid growth of the industry.

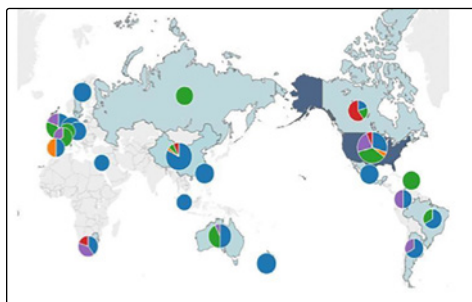
TOPICS WE WILL BE COVERING AT LENDIT EUROPE:

- ♦ Keynotes from CEOs of leading UK p2p platforms.
- ♦ State of the European p2p lending industry
- ♦ Trends in UK consumer peer to peer lending
- ♦ The Small business p2p lending landscape
- ♦ Overview of continental Europe platforms
- ♦ What does the arrival of institutional investors mean for Europe
- ♦ Expanding internationally: challenges of cross border p2p lending platforms
- ♦ US/Europe—what can we learn from each other?
- ♦ What the new UK regulations mean for investors and platforms
- ♦ Real estate lending: the next frontier?
- ♦ A look at the future of European online lending

The Attendees

We expect more than 400 attendees comprised of institutional investors, private wealth managers, family offices, select members of the financial media, individual investors and industry participants.

Here is a breakdown of attendees from our latest conference held in San Francisco in May 2014.



Platforms **29%**
Institutional investor **27.7%**
Individual investors **15.9%**
Investment bankers **8.2%**
Service provider **8.2%**
Venture capitalist **7.1%**

Contact

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#LendItEurope

LendIt Europe Sponsorship Opportunities

LendIt sponsors receive extensive brand exposure to a core audience of investment professionals and industry trailblazers through a powerful combination of multiple mediums including: web presence, webcasts, e-marketing campaigns, print advertising, widespread on-site recognition, signage, event giveaways and program exposure. Sponsorship opportunities are enjoyed before, during and after the event. Brand sponsorship is open to financial, legal, technology and professional service firms in addition to high-end consumer brands.

Please note that a large portion of the price of all sponsorships will be subject to VAT.

Platinum Sponsor at £15,000 (limited to three companies)—recognition & opportunities include:

- 8 guest passes (£6,360 value)
- 8 free tickets to pre-conference cocktail party (£600)
- Workshop or company demo opportunity
- Mention by conference representative at opening speech and closing remarks
- Featured Sponsor listing in all conference promotion ads and marketing campaigns
- Platinum Sponsor listing & company logo with hyperlink on event websites and conference producer's websites
- Company logo displayed prominently at conference—both on site and through giveaways
- Free Exhibit Space with premier location (£2,000 value)
- Full page ad in conference program booklet
- Company materials included in media press kits
- Press Release announcing sponsorship sent to media outlets
- Extensive social media promotion
- Opportunity for guest blogging post
- Exclusive webinar opportunity
- Logo featured prominently in post conference video
- Unlimited additional tickets at exclusive 25% discount

SOLD OUT

Gold Sponsor at £10,000 (limited to five companies)—recognition & opportunities include:

- 6 guest passes (£4,770 value)
- 6 free tickets to pre-conference cocktail party (£450)
- Workshop or company demo opportunity
- Mention by conference representative at opening speech and closing remarks
- Gold Sponsor listing in all conference promotion ads and marketing campaigns
- Gold Sponsor listing & company logo with hyperlink on event websites and conference producer's websites
- Company logo displayed prominently at conference—both on site and through giveaways
- Free Exhibit Space (£2,000 value)
- Half page ad in conference program booklet
- Company materials included in media press kits
- Extensive social media promotion
- Unlimited additional tickets at exclusive 25% discount

Silver Sponsor at £7,500—recognition & opportunities include:

- 4 complimentary guest passes (£3,180 value)
- 4 free tickets to pre-conference cocktail party (£300)
- Company demo opportunity
- Recognition by conference representative at opening speech and closing remarks
- Silver Sponsor listing in all conference promotion ads and marketing campaigns
- Silver Sponsor listing & company logo with hyperlink on event websites and conference producer's websites
- Company logo displayed at conference—both on site and through giveaways
- Free exhibit space (£2,000 value)
- Half page ad in conference program booklet
- Unlimited additional conference tickets at exclusive 15% discount

Bronze Sponsor at £5,000—recognition & opportunities include:

- 2 complimentary guest passes (£1,590 value)
- 2 free tickets to pre-conference cocktail party (£150)
- Recognition by conference representative at opening speech and closing remarks
- Bronze Sponsor listing in all conference materials, promotion ads and marketing campaigns
- Bronze Sponsor listing & company logo with hyperlink on event websites and conference producer's websites
- Company logo displayed at conference—both on site and through giveaways
- Free exhibit space (£2,000 value)
- Unlimited additional conference tickets at exclusive 15% discount

Exclusive Pre-conference Cocktail Party Sponsor at £4,000—recognition & opportunities include:

- 2 complimentary guest passes to conference (£1,590 value)
- 5 complimentary tickets to pre-conference cocktail party (£375 value)
- Company signage on tables
- Recognition by conference representative at opening speech and closing remarks
- Sponsor listing in all conference promotion ads and marketing campaigns
- Sponsor listing & company logo with hyperlink on event websites and conference producer's websites
- Company logo displayed at conference—both on site and through giveaways
- Opportunity to make a short toast at cocktail party
- Help set cocktail party theme
- Unlimited additional conference tickets at exclusive 15% discount

Post Conference Drinks Reception at £3,000 (limited to one)—recognition & opportunities include:

- 1 complimentary conference guest pass (£795 value)
- 2 complimentary ticket to pre-conference cocktail party (£150 value)
- Company signage on tables
- Acknowledgment in all conference materials, promotion ads and marketing campaigns
- Recognition by Conference representative at opening speech and closing remarks
- Company logo with hyperlink on event websites and conference producer's websites
- Company logo displayed at conference—both on site and through giveaways
- Unlimited additional conference tickets at exclusive 15% discount

Charging Station Sponsor at £2,500—recognition & opportunities include:

- Company signage prominently displayed at charging station
- 1 complimentary conference guest pass (£795 value)
- 2 complimentary ticket to pre-conference cocktail party (£150 value)
- Recognition by Conference representative at opening speech and closing remarks
- Sponsor listing in all conference materials, promotion ads and marketing campaigns
- Sponsor listing & company logo with hyperlink on event websites and conference producer's websites
- Company logo displayed at conference—both on site and through giveaways
- Unlimited additional conference tickets at exclusive 15% discount

Namebadge Sponsor at £2,500 (limited to one)—recognition & opportunities include:

- Sponsor logo on all name badges
- 1 complimentary conference guest pass (£795 value)
- 2 complimentary ticket to pre-conference cocktail party (£150 value)
- Recognition by conference representative at opening speech and closing remarks
- Sponsor listing in all conference materials, promotion ads and marketing campaigns
- Sponsor listing & company logo with hyperlink on event websites and conference producer's websites
- Company logo displayed at conference—both on site and through giveaways
- Exhibit space opportunity at 50% discount
- Unlimited additional conference tickets at exclusive 15% discount

Lanyard Sponsor at £2,500 (limited to one)—recognition & opportunities include:

- Sponsor logo on all lanyards
- 1 complimentary conference guest pass (£795 value)
- 2 complimentary ticket to pre-conference cocktail party
- Recognition by Conference representative at opening speech and closing remarks
- Sponsor listing in all conference materials, promotion ads and marketing campaigns
- Sponsor listing & company logo with hyperlink on event websites and conference producer's websites
- Company logo displayed at conference—both on site and through giveaways
- Unlimited additional conference tickets at exclusive 15% discount

Smartphone / Networking App Sponsor at £2,000 (limited to one)—recognition & opportunities include:

- 1 complimentary conference guest pass (£795 value)
- 2 complimentary ticket to pre-conference cocktail party (£150 value)
- Logo featured prominently on mobile networking app
- Recognition by Conference representative at opening speech and closing remarks
- Acknowledgment in all conference materials, promotion ads and marketing campaigns
- Company logo with hyperlink on event websites and conference producer's websites
- Company logo displayed at conference—both on site and through giveaways
- Unlimited additional conference tickets at exclusive 15% discount

Breakfast Sponsor at £1,500 (limited to one)—recognition & opportunities include:

- 1 complimentary conference guest pass (£795 value)
- 1 complimentary ticket to pre-conference cocktail party (£75 value)
- Company signage on tables
- Recognition by Conference representative at opening speech and closing remarks
- Acknowledgment in all conference materials, promotion ads and marketing campaigns
- Company logo with hyperlink on event websites and conference producer's websites
- Company logo displayed at conference—both on site and through giveaways
- Unlimited additional conference tickets at exclusive 15% discount

Lunch Sponsor at £1,500 (limited to one)—recognition & opportunities include:

- 1 complimentary conference guest pass (£795 value)
- 1 complimentary ticket to pre-conference cocktail party (£75 value)
- Company signage on tables
- Recognition by Conference representative at opening speech and closing remarks
- Acknowledgment in all conference materials, promotion ads and marketing campaigns
- Company logo with hyperlink on event websites and conference producer's websites
- Company logo displayed at conference—both on site and through giveaways
- Unlimited additional conference tickets at exclusive 15% discount

Webcast Sponsor at £1,500—recognition & opportunities include:

- 1 complimentary conference guest pass (£795 value)
- 1 complimentary ticket to pre-conference cocktail party (£75 value)
- Logo featured prominently on Webcast
- Recognition by Conference representative at opening speech and closing remarks
- Acknowledgment in all conference materials, promotion ads and marketing campaigns
- Company logo with hyperlink on event websites and conference producer's websites
- Company logo displayed at conference—both on site and through giveaways
- Unlimited additional conference tickets at exclusive 15% discount

Wifi Sponsor at £1,500—recognition & opportunities include:

- 1 complimentary conference guest pass (£795 value)
- 1 complimentary ticket to pre-conference cocktail party (£75 value)
- Logo featured prominently on Wifi login page and in conference materials
- Recognition by Conference representative at opening speech and closing remarks
- Acknowledgment in all conference materials, promotion ads and marketing campaigns
- Company logo with hyperlink on event websites and conference producer's websites
- Company logo displayed at conference—both on site and through giveaways
- Unlimited additional conference tickets at exclusive 15% discount

Networking Break Sponsor at £1,000 (limited to two)—recognition & opportunities include:

- 1 complimentary conference guest pass (£795 value)
- Company signage on tables
- Recognition by Conference representative at opening speech and closing remarks
- Acknowledgment in all conference materials, promotion ads and marketing campaigns
- Company logo with hyperlink on event websites and conference producer's websites
- Company logo displayed at conference—both on site and through giveaways
- Unlimited additional conference tickets at exclusive 15% discount

Swagbag Insert—£500

The right to insert one promotional item in the swag bag

LendIt will be curating highly desirable “swag” products that will be available to purchase and brand for insertion into the swag bag

Customized Sponsorships

Feel free to reach out to us if you have some other creative sponsorship ideas you'd like to explore. We are always open to new ideas!

Exhibitor Opportunities

Once again LendIt will provide industry participants with the opportunity to showcase their products and services at LendIt's acclaimed exhibit area, known for being a focal point for extensive participant interaction. This is the ideal opportunity for market leaders and new entrants alike to exhibit to fund managers, asset allocators, family offices, venture capitalists, individual investors, industry veterans and members of the financial media.

An exhibitor fee of £2,000 (plus VAT) includes:

- Exhibitor booth
- 2' x 6' table
- Logo prominently featured in all event materials
- inclusion in all event marketing campaigns
- 1 complimentary conference guest pass (valued at £795)

Benefits to sponsoring and exhibiting at LendIt Europe include:

- Extensive brand exposure
- Gain maximum industry visibility with an audience of influential decision makers
- Unsurpassed face-to-face marketing with industry leaders, members of the media and key investors
- Generating quality leads and securing future customers
- Strengthening relationships with existing customers
- Access to high level keynotes
- Network with speakers, presenters, sponsors, and attendees
- Advise on development of program agenda and recommend qualifying presenters
- Acknowledgment of being on the forefront of the transformation of the global banking industry

Sponsorship and exhibitor opportunities are limited and available on a first-come, first-serve basis.

Testimonials

Here is what people have been saying about previous LendIt events:

"LendIt is the go-to conference to get a consolidated view on the P2P lending industry as well as establish commercial relationships at a global scale."

—Johan Locke, Director, Barclays

"LendIt brings together the global community of peer to peer lenders covering a vast number of sectors from consumer loans to mining and foreign exchange. The world's best platforms all attend, can you afford not to be there?"

—Andrew Holgate, Managing Director, Assetz Capital

"The LendIt team has brought together the leading industry event for Marketplace Lending. If you only go to one event to learn about this exciting sector, make sure it is LendIt."

—Jacob Haar, Managing Partner, Community Investment Management

"LendIt 2014 in San Francisco was amazing. There was such a great buzz and huge amount of positive energy getting about the conference. We at LendInvest will be adding this conference to our "must-do" events schedule each year."

—David Serafini, Managing Director, LendInvest

"Increasingly the must-attend Global P2P conference for platforms and investors to understand the latest trends and to network."

—Cormac Leech, Analyst, Liberum Capital

"LendIt 2014 exceeded our expectations at every level. The crowd, the speakers, the content, the events, and the networking all provided us, and I am sure your other sponsors and participants, with a first class conference and business opportunities. We told you last year that LendIt was our best conference experience ever, only to be surpassed by LendIt 2014. We are looking forward to the next LendIt event!"

—Reggie Karas, Managing Director of Millennium Trust Company

"Our industry needs a venue like LendIt to come together put faces to names, and share best practices."

—Tonio DeSorrento, Deputy General Counsel, SoFi

Exhibitor Map

