



COINVENTION

Sponsor Report & Detail
2018



COINVENTION

Exploring the Cryptocurrency and Blockchain Revolution

In 2017, the cryptocurrency market grew >1600%.

During this time of unprecedented growth, technologies underpinning the market's expansion took root globally in the R&D pipelines of major players, both public and private.

From finance, real estate, medicine, and supply chain management — to large-format civil projects — the roles of blockchain, smart contracts, and dApp development are becoming ever-critical as global trade evolves.



COINVENTION

Delivering Context

We provide a network of businesses, professionals, educators, civil servants, & hackers to give insight into the future of IoT, cryptography, augmented reality, and smart cities.

COINVENTION 2018 will be held at Philadelphia's University of Pennsylvania. Pioneer of Philadelphia's "Innovation District", UPENN boasts a broad network and regional influence, and, is well-positioned as a cultural first-mover for this century's technological and social developments.

The excitement for this event comes from the fact that it is centered around one of the hottest topics in financial technology since the industry's creation in 2008.

Blockchain technology, Bitcoins, and ICOs have been at the forefront of any tech savvy business person's mind recently as the market has begun to hit a real stride. Investments between June 2016 and June 2017 surpassed all previous years combined collecting upwards of 3 billion dollars in that time span alone.

COINVENTION 2018 will also offer focus on ICOs. An ICO or Initial Coin Offering is a crowd-based sale that acts as a means to fund any new cryptocurrency endeavor. In order to fund a new project, a startup can sell its newly mined cryptocurrencies to early supporters in exchange for other forms of cryptocurrency.

Attendees of this event will be hearing 20 minute talks from influencers and experts in the new-found blockchain industry. They will also have the opportunity to hear about some of the latest ICOs along with popular YouTube Personalities to add to the showcase of this growing community.

The event is sure to breed useful connections, promotions, and knowledge for all those in attendance. And, to add to the exciting inclusivity of the event we will be hosting a HACKATHON. This will allow people to collaboratively program in real time and it will be broadcasted live throughout the event.



COINVENTION

Delivering Content



In the week leading up to this summer's event, we are hosting a hardware/software HACKATHON at the University of Pennsylvania.

We've invited engineers, designers, and creative-thinkers from varied, relevant disciplines to gather in friendly competition. With a focus on medicine, finance, product innovation, and virtual reality, they will build prototype new inventions, build smart contracts, and work together to change these fields.

We will allow the teams to self assemble and spend a couple of days before the conference to network and build together. Pre-existing, open-source projects may be added as pre-requisites for certain teams. An excellent opportunity for investors to speak directly with the people involved in operations to share their side of things.

The results of this multi-day tournament will be judged. 1st, 2nd, and 3rd place projects will receive a prize & the opportunity to present their work during COINVENTION. All participants may attend the event at no cost.



COINVENTION

Sponsorship Availability

Sponsorships for the HACKATHON and COINVENTION are available a la carte and at three premium tiers. As we develop the relationship between developers, investors, raconteurs, and professionals in the field, sponsors will have a presence and role in this communication and convention development.

For custom sponsorship packages, please contact Eric@Coinvention.io

A Note on Location

Philadelphia's status as a regional economic hub has provides it with strong leverage over many features of emergent markets.

While ripe with small banks, credit unions, and cash-friendly attitudes, Philadelphia is also home to the United States Mint and next-generation finance, manufacturing, research & development.

When added to the city's culture surrounding architecture, art, jewelry, and other attendances of wealth, it becomes a unique location for the burgeoning cryptocurrency market.



COINVENTION

Premium Sponsorship Tiers

Platinum

- Primary branding on convention digital and printed materials
 - Pass-through marketing to sponsors; personalized media
- Full page advertisement in conference handbook
- 20 minute speaking spot, choice of
- Double-size exhibitor booth in prime location, branded banner
- Display on sponsorship banner at Platinum Level
- 10 tickets for team and guests
- Branding on all convention banners, located throughout the venue
- Complete guest registration list

Gold

- Primary branding on convention digital and printed materials
 - Pass-through marketing to sponsors; personalized media
- Half page advertisement in conference handbook
- 18 minute speaking spot, choice of
- Full-size exhibitor booth in prime location, branded banner
- Display on sponsorship banner at Gold Level
- 5 tickets for team and guests
- Branding on all convention banners, located throughout the venue
- Complete guest registration list

Silver

- Secondary branding on convention digital and printed materials
- Half page advertisement in conference handbook
- Display on sponsorship banner at Silver Level
- 5 tickets for team and guests
- 7 minute speaking spot, choice of
- Logo and company write-up in conference handbook
- Complete guest registration list



COINVENTION

2018 Sponsorship Opportunities

| Sponsor Type | Cost | Quantity Available |
|-------------------------------|----------|--------------------|
| Platinum Tier | \$12,000 | 3 |
| Gold Tier | \$6,000 | 5 |
| Silver Tier | \$3,000 | 20 |
| Attendee Sponsor | \$3,000 | 1 |
| Lanyard Sponsor | \$3,000 | 1 |
| Happy Hour Sponsor | \$3,000 | 1 |
| Wifi Sponsor | \$5,000 | 1 |
| Conference Bag Sponsor | \$5,000 | 1 |
| Shirt Sponsor | \$5,000 | 1 |
| ICO Sponsor | \$3,750 | 8 |
| Bag Insert Sponsor | \$1,500 | 4 |
| Full Page Ad | \$1,000 | 4 |
| Half Page Ad | \$650 | 4 |
| Quarter Page Ad | \$400 | 4 |
| Notebooks Sponsor | \$1,500 | 1 |
| Pen Sponsor | \$1,000 | 2 |
| "Fresh Breath" Mint Sponsor | \$1,500 | 1 |
| Amphitheater Seat Drop | \$3,000 | 2 |
| Entranceway & Premium Signage | \$3,500 | 4 |
| 1st Place Sponsor - Hackathon | \$5,000 | 1 |
| 2nd Place Sponsor - Hackathon | \$3,000 | 1 |
| 3rd Place Sponsor - Hackathon | \$1,000 | 1 |

Quantity Available



COINVENTION

Convention Sponsorship

Attendees will receive custom tote bags, name tags, lanyards, and a conference handbook upon registration

Attendee Sponsorship *

Secure exclusive branding for the convention's name tags

Lanyards *

A walking advertisement, your logo is displayed prominently on event lanyards

Hot Beverage Station

Provide the coffee! Branding on hot drink sleeves & hot drink sleeves

Happy Hour Sponsor

Fund free drinks at happy hour; branded banner, bar collateral

Wifi

Name the venue-wide Wifi & include your logo on the login screen

Shirts *

Have our guests take your brand home on a Coinvention T-Shirt

"Fresh Breath"

Supply the event with gum & mints

Conference Bags *

Brand our totes on the outside & leave a company insert on the inside



COINVENTION

Convention Sponsorship

ICO Sponsorship

Receive Silver Tier opportunities and be featured in our ICO-specific marketing channels. Includes an eight minute presentation on the main stage

Conference Book Advertisement

The conference's reference guide. Include a full-, half-, or quarter-length ad

Entranceway Signage

Make the first impression. Includes premium branding throughout venue

Notebooks & Pens *

Supply the conference with your company's tools

Bag Insert *

Engage creatively with literature and small items

Amphitheater Seat Drop *

Cover the seats of the main hall with your company's brand

Hackathon Sponsorship

Sponsor a winning team & be a part of their presentation at the convention

Items with asterisk are intended to be provided by

** sponsors and priced accordingly. Coinvention is happy to * provide branded materials for an additional fee*