



CONSENSUS²⁰₂₂

by **CoinDesk**

June 9 - 12, 2022 • Austin, TX

PROSPECTUS



Table of Contents

Past Speakers

Page 4

2022 Sponsor Levels

Page 5

Mainstage Sponsorships

Page 6

Exploration Sponsorships

Page 8

Attendee Engagement
& Networking

Page 12

Premium Branding
Opportunities

Page 15

Experiential
Opportunities

Page 19

Digital Media &
Newsletters

Page 23

Onsite Branding

Page 26

Custom Opportunities For
5 Block Sponsors

Page 27

\$Desk Description

Page 32

Coming Soon

Page 33

Important Dates
& Deadlines

Page 34

Cancellations

Page 34





Since its conception in 2015, Consensus has stood as the first and foremost big-tent event of the crypto space, growing and evolving with the industry.

First a place where early adopters and their thought leaders could congregate, Consensus now gives the stage to crypto and pop culture influencers, regulators, entrepreneurs, investors, business leaders, and innovators who don't fit any other category.

As such, Consensus brings together protocol communities, retail and institutional investors, journalists, Web 3 cultural influencers and the crypto-curious, including decision makers from Coinbase,

Bloomberg, JP Morgan, IBM, Deloitte, the Linux Foundation and Gemini among many others.

And with one-third of attendees in senior management roles, and 40% international (2017-19), Consensus hosts an audience unlike any other.

This year, Consensus will be hosted in Austin, one of America's most vibrant and rebellious cities. We will ignite hard-hitting conversations and spark critical debates on how these technologies and communities are remaking the worlds of finance, investing, culture, entertainment, marketing, governance and more.

Past Speakers

The Consensus speaker line-up consists of the most sought-after creators, pioneers, innovators, regulators, voices, influencers and personalities that are shaping the space today.



Jack Dorsey
Former CEO of Twitter
Co-Founder and CEO
Block



Vitalik Buterin
Founder
Ethereum



Lawrence Summers
Former Treasury
Secretary



Tyler and Cameron Winklevoss
Co-founders of Gemini



Mary Meeker
General Partner
BOND



Sam Bankman-Fried
CEO
FTX



Ray Dalio
Founder, co-CIO and
co-Chairman of
Bridgewater Associates



Tom Brady
Seven-Time Super Bowl
Champion



Catherine Wood
Founder, CEO, CIO
Ark Invest



Fred Wilson
Co-Founder
Union Square Ventures



Adam Back
CEO
Blockstream



Brian Armstrong
CEO
Coinbase



Hester Peirce
Commissioner
U.S. Securities and
Exchange Commission



Niall Ferguson
Economic Historian
& Author



Gary Vaynerchuk
CEO
VaynerMedia



Abby Johnson
CEO
Fidelity Investments



Spencer Dinwiddie
Founder of Galaxy
Professional Athlete, NBA



Andrew Yang
Former US
Presidential Candidate



Dr. Lael Brainard
Governor
Federal Reserve System



2022 SPONSOR LEVELS



5 BLOCK \$500,000+

- 2 Piranha passes
- 16 General Admission passes
- 15% discount on additional passes
- Access to CoinDesk Studios custom executions
- Reserved premium raw exhibit hall space
- Digital screen branding acknowledging 5 Block Sponsors throughout Austin Convention Center
- Level 5 allotment of \$DESK to be used for attendee engagement, food, consensus swag, NFTs, and more
- Sponsor branding in marketing materials at 5 Block level

4 BLOCK \$300,000 - \$499,999

- 12 General Admission passes
- 15% discount on additional passes
- Level 4 allotment of \$DESK to be used for attendee engagement, food, consensus swag, NFTs, and more
- Sponsor branding in marketing materials at the 4 Block level

3 BLOCK \$150,000 - \$299,999

- 8 General Admission passes
- 15% discount on additional passes
- Level 3 allotment of \$DESK to be used for attendee engagement, food, consensus swag, NFTs, and more
- Sponsor branding in marketing materials at the 3 Block level

2 BLOCK \$50,000 - \$149,999

- 5 General Admission passes
- 15% discount on additional passes
- Level 2 allotment of \$DESK to be used for attendee engagement, food, consensus swag, NFTs, and more
- Sponsor branding in marketing materials at the 2 Block level

1 BLOCK \$15,000 - \$49,999

- 2 General Admission passes
- 15% discount on additional passes
- Level 1 allotment of \$DESK to be used for attendee engagement, food, consensus swag, NFTs, and more
- Sponsor branding in marketing materials at the Block level

MAINSTAGE & EXPLORATION SPONSORSHIPS



MAINSTAGE TRACK

\$500,000

Exclusive

Deadline
February

Benefits

- 20-minute CEO sponsored fireside chat at a predetermined time.
- Chat to be recorded and shared with Sponsor after the Festival and licensed for use on Sponsor owned and operated channels.

- Sponsor branding on all 2,000+ chair covers in the Mainstage Theater.
- Sponsor branding on video screens between sessions. Branding can be a static image or video file at 16:9 ratio (1920x1080p) in .mov or .mp4 format.

- Sponsor branding on in-room signage.
- Track labeled as “Mainstage Track, presented by Sponsor” in agenda.

The Mainstage is reserved for Keynotes and the most significant topics with broad relevance to the market. These speaking slots are extremely competitive and require some type of market-moving news and/or marquee names from either inside or outside of the industry.

SOLD

FOUNDATIONS TRACK



Exclusive Title Sponsor - \$350,000 OR

Primary Sponsor (Exclusive) - \$100,000

SOLD

Secondary Sponsor (Five Available) - \$30,000

**Deadline
February 1**

Foundations is where the spotlight is placed on thriving blockchain ecosystems. It's a chance for protocols and projects to design a series of sessions specifically aimed at their communities, which means developers and other technical contributors as well as the investors, customers and founders. Up until February 1st, Title Sponsor has priority over Primary or Secondary Sponsors, even if those sponsorships have been sold. Eight total hours of content.

Primary benefits include:

- 20-minute CEO sponsored fireside chat at a predetermined time.
- Sponsor branding on all chair covers during the Track.
- Sponsor branding on in-room signage.
- Sponsor branding on video screens between sessions. Branding can be a static image or video file at 16:9 ratio (1920x1080p) in .mov or .mp4 format.
- Track labeled as "Foundations Track, presented by Sponsor" in agenda.

Secondary benefits include:

- Sponsor branding on in-room signage.
- Sponsor branding on video screens between sessions. Branding can be a static image or video file at 16:9 ratio (1920x1080p) in .mov or .mp4 format.

EXPLORATIONS



Exclusive Title Sponsor - \$125,000 OR

Primary Sponsor (Exclusive per Exploration) - \$50,000

SOLD

Secondary Sponsor (Five available per Exploration) - \$10,000

Explorations are designed to provide deep-dives into several critical areas of the blockchain and crypto industry. Focused on topics that are most relevant to the current economy, Explorations are perfect for anyone interested in advancing from a crypto newbie to tried-and-true stakeholder. Up until February 1st, Title Sponsor has priority over Primary or Secondary Sponsors, even if those sponsorships have been sold. Each Exploration is two hours in length.

- EXPLORATION #1:** Bitcoin vs. Fiat
- EXPLORATION #2:** Institutions of Mass Adoption
- EXPLORATION #3:** DeFi: Is Ethereum Big Enough?
- EXPLORATION #4:** NFTs & DAOs: Toward a Web3 Society
- EXPLORATION #5:** Can Regulation and Financial Innovation Coexist?

- EXPLORATION #6:** Blockchain Meets ESG
- EXPLORATION #7:** The Multichain Ecosystem
- EXPLORATION #8:** Mining: From Sichuan to Texas
- EXPLORATION #9:** TBD
- EXPLORATION #10:** TBD
- EXPLORATION #11:** TBD



EXPLORATIONS

PRIMARY SPONSOR

SOLD

Exclusive per Exploration

Deadline
February 1

Benefits include:

- 20-minute CEO sponsored fireside chat mid-Exploration.
- Sponsor branding on all chair covers during the Exploration.
- Sponsor branding on in-room signage.
- Sponsor branding on video screens between sessions. Branding can be a static image or video file at 16:9 ratio (1920x1080p) in .mov or .mp4 format.
- Exploration labeled as “Exploration XXX, presented by Sponsor” in agenda.

SECONDARY SPONSOR

\$10,000

Five Available per Exploration

Deadline
May 6

Benefits include:

- Sponsor branding on in-room signage.
- Sponsor branding on video screens between speakers. Branding can be a static image or video file at 16:9 ratio (1920x1080p) in .mov or .mp4 format.

CUSTOM EXPLORATION



CUSTOM

\$150,000

Exclusive

**Deadline
February 1**

SOLD

This Exploration gives the Sponsor the opportunity to choose the subject. This requires approval from CoinDesk's editorial and content teams. Once approved, CoinDesk will program the Exploration as they would any other. Sponsor has no input into speakers or content focus once the subject is agreed to.

Benefits

- 20-minute CEO sponsored fireside chat mid-Exploration.
- Sponsor branding on in-room signage.
- Sponsor branding on all chair covers during the Exploration.

- Sponsor branding on video screens between sessions. Branding can be a static image or video file at 16:9 ratio (1920x1080p) in .mov or .mp4 format.
- Exploration labeled as "Exploration XXX sponsored by Sponsor" in all agenda and marketing materials.
- Exploration to be two hours in length.

Attendee ENGAGEMENT & NETWORKING



RAW EXHIBIT SPACE

Deadline
April 29

\$15,000

Whether it's a custom build-out over an expanded space, a simple skirted table, pop-up booth with a backdrop, or an engaging audio-visual display, CoinDesk will provide the Sponsor with the space (10'x10') and foot-traffic needed to build a bespoke presence at Consensus.

BOOTH IN A BOX

Deadline
April 29

\$17,500

CoinDesk will provide Sponsor with a turnkey exhibit package (10'x10'), including a branded backdrop, branded cabinet for storage, a table, and three chairs.



Attendee ENGAGEMENT & NETWORKING

STANDARD MEETING ROOM

Deadline
May 20
20 Available

\$30,000

Sponsor will be provided with a private, furnished meeting room, including one custom branded 22"x28" sign to be placed outside Sponsor's room. Rooms are in the Convention Center and are available for use on Friday and Saturday of the Festival from 9am-6pm.

PREMIUM MEETING ROOM

Deadline
May 20
16 Available

\$40,000

A step up from the normal meeting room, Sponsor will be provided with a larger (1,500+ sq. ft.) private, furnished meeting room, including one custom branded 22"x28" sign to be placed outside Sponsor's room. Rooms are in the Convention Center and are available for use on Friday and Saturday of the Festival from 9am-6pm.

PLATINUM MEETING ROOM

Deadline
May 20
3 Available

\$60,000

The most plush of all meeting rooms, Platinum rooms have an aura of exclusivity. They are furnished and include one custom branded 22"x28" sign to be placed outside Sponsor's room. Rooms are in the Convention Center and are available for use on Thursday after 1p, as well as Friday and Saturday of the Festival from 9am-6pm.



Attendee ENGAGEMENT & NETWORKING

NETWORKING LOUNGE

Deadline
March 1
Exclusive

SOLD

New at Consensus 2022, the Networking Lounge is centrally located in the Expo Hall and allows participants to connect with fellow attendees and expand networks through lightweight, free-flowing activities. With ample seating and tables, there will be plenty of room to meet other attendees or seek a space to have informal chats with others looking to level up. Bar and coffee served.

Lounge to be named the “Sponsor Networking Lounge” on show floor map and other relevant locations. Ample standing signage for Sponsor. Estimated 300 capacity.

PROOF OF STEAK DINNERS

Deadline
March 18
3 Available

\$50,000

Consensus will create one dinner each on Thursday, Friday, and Saturday nights at different restaurants known for Texas meats. Attendees can reserve one of an estimated 100 slots per night at a fixed price with food and beverage included. Sponsor receives ‘In partnership with...’ messaging on a dedicated Consensus experiences landing page, restaurant onsite branding, a welcome moment the night of the dinner, onsite real estate for tabling, Sponsor giveaway opportunities, and 10 seats each night. Consensus will send a photographer to capture, and video is available for additional budget.



Attendee ENGAGEMENT & NETWORKING

SPONSORED SESSION

Deadline
April 29
10 Available

\$30,000

Take advantage of this limited opportunity to present on emerging technologies, industry solutions or critical topics impacting the sector. Scheduled as five 45-minute sessions each on Friday and Saturday of the Festival. Sessions will be included in the Consensus agenda and hosted in

a designated theater on the show floor with a capacity of 200-250. Sponsor to receive a video file of the Session within 10 business days post event. Sponsored Sessions are the only way to present on a Consensus stage and control your company's message.

SOLD



PREMIUM BRANDING OPPORTUNITIES

ATTENDEE LANYARDS

Deadline February 1
Exclusive



Printed exclusively with Sponsor's logo and the Consensus 2022 logo, lanyards showcase Sponsor's brand while being worn by all attendees throughout the duration of the Festival. Consensus handles the production and distribution; the Sponsor gets the omnipresent exposure.

COFFEE

Deadline February 18
Exclusive

\$250,000

With attendees constantly looking for a caffeine boost, this opportunity provides massive exposure. Link your brand with energizing attendees on the Friday and Saturday of Consensus at the Convention Center. Branding will include color signage at both main coffee stations, The Atrium Cafe and Taste. Additionally, at 10am and 1pm on Friday and Saturday, an Espresso Cart with barista will offer complimentary lattes, americanos, and espressos on the show floor. There will also be several self-service stations with branding throughout the Convention Center. Sponsor branding at all stations includes napkins and coffee sleeves.



PREMIUM BRANDING OPPORTUNITIES



CHARGING STATIONS

**Deadline
March 18**
Exclusive



Sponsor's brand is featured at all 12 high demand charging stations as attendees boost their mobile devices. The stations will be spread across the Austin Convention Center footprint with 19" screens to display Sponsor's logo or a brief video (:15s or less).

NFT PHOTO BOOTH

**Deadline
March 18**
Exclusive

\$150,000

Sponsor branded custom photo experience where attendees line up to have their photo taken and then each photo is stylized by a digital artist's vision. The photos are then minted as 1 of 1 NFTs and sent to the attendee. Photo booth located in the Convention Center.

HYDRATION SPONSOR

**Deadline
March 1**
Exclusive

\$100,000

With attendees on their feet for hours every day, hydrating at Festivals is essential. This sponsorship features branding at the various water stations throughout the Convention Center. The Sponsor, at its own expense, has the option to provide reusable branded water bottles to be distributed at registration.

BITCOIN ATM

**Deadline
April 29**
4 Available

\$15,000

Sponsor can place its own Bitcoin ATM in the Austin Convention Center. Two locations available on the show floor, one outside Ballroom ABC, and one outside EH3. Installation is at the expense of the Sponsor.

PREMIUM BRANDING OPPORTUNITIES

AUGMENTED REALITY EXPERIENCE

Deadline
March 1
3 Available

\$50,000

The Consensus AR Experience will be a mobile-based treasure hunt throughout Austin that will connect attendees to virtual content. Attendees will be rewarded with \$DESK and other giveaways from partner brands. Art, logos and messaging can be superimposed over the camera view to let attendees dip their toes into the Metaverse. Featuring ten AR experiences, collecting all will unlock a reward of social tokens and other

giveaways. Three of the augmented objects can be sponsored, as can the overall experience. Consensus will be running promotional messaging prior to and during the event encouraging participation in the AR experience. Each AR sponsorship is customized and requires at least one Sponsor conversation. Sponsorship includes a 60-second sponsored content video to be distributed via CoinDesk's Twitter account.



PREMIUM BRANDING OPPORTUNITIES

HOTEL KEY CARDS

**Deadline
March 18**

Key cards unlock the perfect opportunity for the Sponsor to make an immediate first impression as attendees are welcomed to Austin. Sponsor presence will be in attendees' hands each day as they enter and leave their rooms. Key Cards can include a Sponsor QR code.

- All Hotels (Exclusive) - **\$155,000**
- Hilton - **\$70,000**
- Fairmont - **\$40,000**
- Marriott & W Hotel - **\$28,000**
- JW Marriott - **\$25,000**

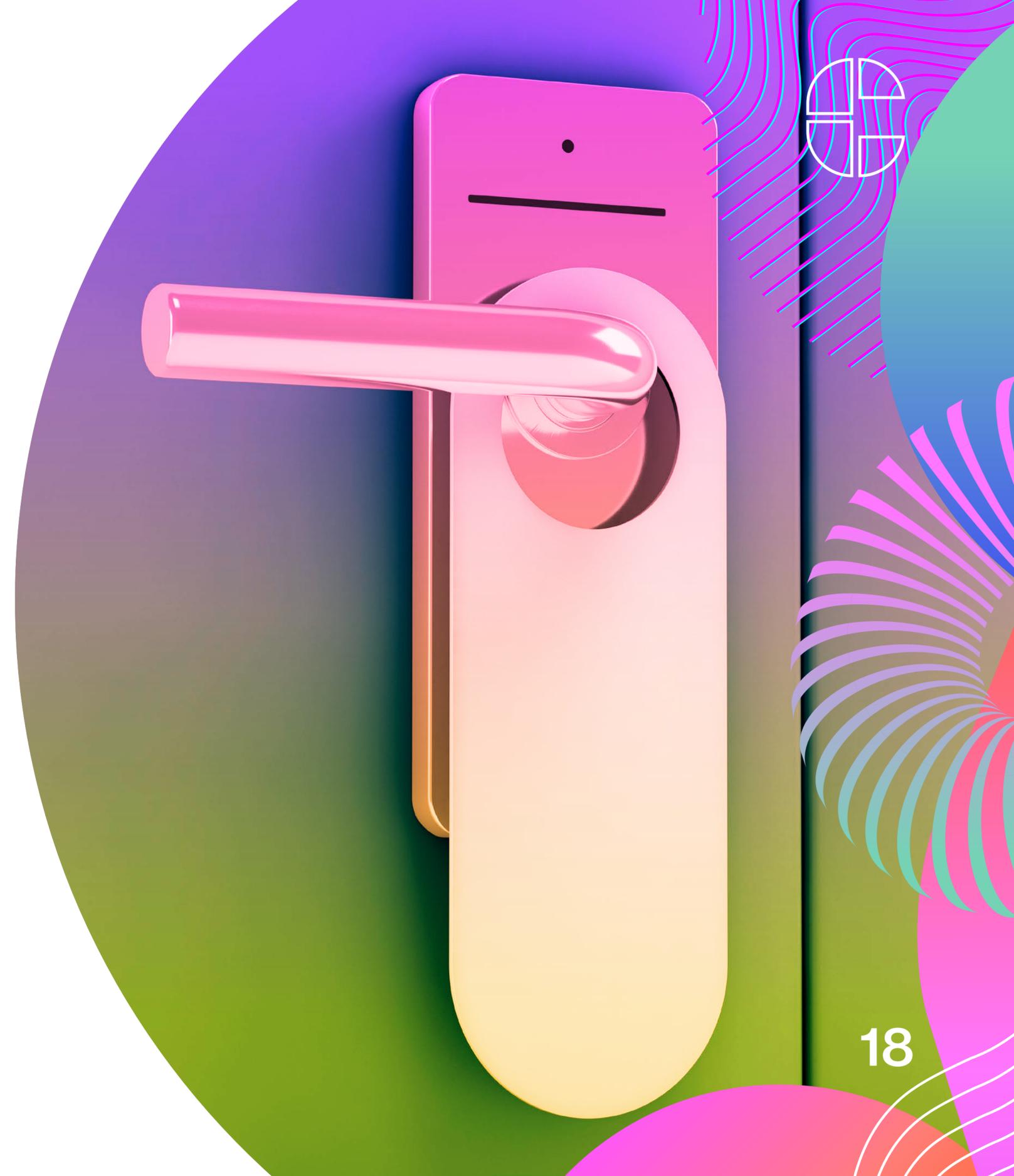
HOTEL DOOR HANGERS

**Deadline
March 18**

You will be the first thing attendees see after arriving in Austin. Placed on every attendee's hotel room door after check-in, this early brand exposure leaves a lasting impression. Door Hangers can include a Sponsor QR code.

- All Hotels (Exclusive) - **\$77,500**
- Hilton - **\$35,000**
- Fairmont - **\$20,000**
- Marriott & W Hotel - **\$14,000**
- JW Marriott - **\$12,500**

SOLD



EXPERIENTIAL OPPORTUNITIES

NFT GALLERY

Deadline
February 1

Primary Sponsor (Exclusive) - \$500,000

Secondary Sponsors (12 Available) - \$50,000

The NFT Gallery will feature NFT-related content combined with a visual immersion into the future of art x commerce on the blockchain. Consensus will bring the massively creative world of NFTs to life via a physical/digital location that will showcase not only the creative artists in the space but will educate those looking to get more involved on the development, culture, metaverse and DAO side of NFTs. Hosted at the Coppertank venue Thurs-Sat one block away from the Austin Convention Center, the capacity is 700 with a very cool, exposed stone, Austin vibe. Open

for 12 hours per day for all attendees. Primary Sponsorship includes dedicated venue space, branding inside the venue, one branded NFT drop per day (time allocation for partner to schedule a release/live mint), logo presence on all event signage & promotion, a 20 minute speaking slot on the venue stage, and naming rights (“XXX NFT Gallery”) in signage, on Festival map, and other relevant locations. Secondary Sponsorship includes branding inside the venue, one branded NFT drop per day, and logo presence on event signage and promotion.



EXPERIENTIAL OPPORTUNITIES

DAO HOUSE

Deadline
February 18

Primary Sponsor (Exclusive) - \$250,000

Secondary Sponsors (4 Available) - \$25,000

Consensus will center its Decentralized Autonomous Organizations content in the first ever DAO House. Adjacent to the Convention Center at the Sunset Room with a 300 person capacity, the most dynamic communities and creators in the space will be seen and heard. Additionally, Consensus will partner with many of the Influential DAOs and offer the space for their collaborators to meet and connect in members-only parties and meetups. Open to all attendees when there is not a private DAO

meetup happening. Primary Sponsorship includes name on the marquee out front, branding at indoor and outdoor areas, table inside for sampling, opportunity for giveaways and sponsored sessions, and naming rights (“Sponsor DAO House”) in signage, on Festival map, and other relevant locations. Secondary Sponsorship includes branding for indoor and outdoor areas and opportunity for giveaways.



EXPERIENTIAL OPPORTUNITIES

CONSENSUS 2022 PARTY

Deadline
March 18

\$100,000

Play a major role in entertaining Consensus attendees! With one party each night featuring premiere music, food, and industry networking, your brand will have a space to entertain and branding for everyone. Sponsors will receive “Presented by” brand exposure

Thursday
Opening
Party

5 Available

Friday
Party

5 Available

in event promotions, a private section at the venue, a VIP line at entrance, schedule listing, and multiple areas for premiere event signage. Open bar and complimentary food for attendees. Coming Soon: Closing night Saturday party.



EXPERIENTIAL OPPORTUNITIES

SPONSORED HAPPY HOUR

Deadline
April 29
2 Available
(Fri/Sat)

\$30,000

After constant networking and a packed agenda, attendees just want to unwind. The Sponsor will be the brand that leaves that lasting impression as the industry is celebrated. With custom branded signage and cocktail napkins imprinted with the Sponsor's logo, attendees will be sure to see and remember the Sponsor by the end of the evening. Happy hour to be held immediately after the closing session for one hour in the ACC Atrium.

CONSENSUS OFFICIAL PARTY OR EVENT

Deadline
May 20

\$15,000

Want to hold your own event, party, or experience during the Consensus Festival week? With an official Consensus partnership, your event will be listed on the agenda and marketing materials, leveraging Consensus's reach among attendees.



DIGITAL MEDIA & NEWSLETTERS

COINDESK SITE TAKEOVER

Deadline
May 6

- Monday - \$75,000
- Tuesday - \$75,000
- Wednesday - \$75,000
- Thursday - \$75,000
- Friday - \$75,000
- Saturday - \$75,000
- Sunday - \$75,000
- Whole Conference Exclusive - \$500,000

Sponsor will have 100% SOV on CoinDesk.com with a 2x frequency cap for the 24-hour duration of the sponsorship. Exceptions include trading buttons on price pages and site content to be determined by CoinDesk.

Execution includes:

- Global high impact pushdown on the day of sponsorship.

- 100% SOV across all desktop and mobile ad units on the day of sponsorship, with exceptions determined by CoinDesk. Frequency cap of 2x. Does not include pre-roll.
- Creative assets due May 27, 2022.



DIGITAL MEDIA & NEWSLETTERS

COINDESK TV

Deadline
May 6

- Thursday - **\$56,250 (Exclusive)**
- Friday - **\$56,250 (Exclusive)**
- Saturday - **\$56,250 (Exclusive)**
- Whole Conference Exclusive - **\$160,000**

Sponsors will have exclusive daily sponsorship of CoinDesk TV coverage. Coverage will be for five (5) hours each day on Thursday, Friday and Saturday of the Festival. Exclusive sponsorship for all three days is available. Distribution will be on CoinDesk.com.

Execution details include:

- 750,000 views (:15 pre-roll) throughout June 2022, minus non-sponsored Consensus days.
- Two live sponsored segments pre-event in May/June with VOD posted on Twitter with Sponsor tag. This is editorial controlled content.
- 100% SOV pre-roll on sponsored Conference day, including all clips distributed through social.
- CEO or mutually agreed upon company executive interview on sponsored day. Two interviews if exclusive Sponsor is chosen.
- Sponsor logo in opening and closing graphics and integrated in segment graphics.
- Twitter promotion includes three (3) tagged pre-Festival tweets.
- Creative assets due May 13, 2022.

SOLD



DIGITAL MEDIA & NEWSLETTERS

PODCAST STUDIO

Deadline
April 29
Exclusive

SOLD

The Podcast Studio will bring CoinDesk and other industry podcasts to an intimate stage that will be recorded live on the ACC show floor. Sponsorship includes naming of "Sponsor Podcast Studio," branding around the Podcast Studio, and one Sponsor mention on all CoinDesk podcasts recorded during Consensus. Sponsor will be provided one time per day to host interviews and their own podcast with CoinDesk providing editing services.

SPONSORED EMAIL

Deadline
One Month
Prior to Send
10 Available

\$15,000

Contact attendees pre-Conference to ensure a positive experience onsite. Hint at the Sponsor's show specials and what the Sponsor will be showcasing during Consensus. Promote a newly published research report. Remind attendees to stop by a booth. Sponsored Emails are distributed to all registered attendees at the time of send. Assets due two weeks prior to send.

THE NODE NEWSLETTER SPONSORSHIP

Deadline
May 6

SOLD

Primary Sponsorship - **\$40,000**
Secondary Sponsorship (Exclusive) - **\$20,000**

Link Sponsor's brand with attendees and CoinDesk's wider audience with each day's highlights. CoinDesk's flagship daily newsletter, The Node, will publish twice daily special editions the week of Consensus. Newsletter will be distributed to all attendees, as well as the total newsletter registration list of 200,000. Primary sponsorship includes logo at the top of the newsletter, as well as 500x250 ad unit, 150 word text, and destination URL in Primary Sponsor section. Secondary sponsorship includes logo, 75 word ad unit, and destination URL in Secondary Sponsor section. Assets due May 27, 2022.

Onsite Branding

Deadline
April 29

Have your brand front and center for all of Consensus to see. Branding opportunities from small to large are available around the Convention Center and offer maximum visibility.

Options include:

- Escalator Graphics
- Hanging Banners
- Wall Graphics
- Window Clings
- Column Wraps

[**View Branding Inventory**](#)



CUSTOM OPPORTUNITIES FOR 5 BLOCK SPONSORS

BRANDED SPORT COURT STAGE

Deadline
March 1
Exclusive

\$650,000

Crypto has entered the global sports scene with signature multi-year deals with teams, leagues, and stadiums. NFT projects from some of the most noted athletes in the world have rolled out. The branded sport court will be where Consensus programs sessions and conversations relating to this growing crypto audience. Surrounded by bleachers for seating, Consensus will program multiple daily sessions on the sport court. Additionally, the

court can be utilized by for activation opportunities sponsored content and cool moments. Sponsor gets full of the court (to be approved by CoinDesk) and one sponsored content session per day. Sponsor sessions will be shot and edited down into a video recap to be shared on CoinDesk's Sponsored Content section. Built if sold execution. Held outside the Convention Center in a tented location.

SOLD



CUSTOM OPPORTUNITIES FOR 5 BLOCK SPONSORS

MULTI-CHAIN IMMERSIVE

Deadline
February 1
Exclusive

\$600,000

Data will be brought to life at Consensus with an interactive wall showcasing the Top 20 coin transactions in real time. Attendees can select specific chains or a combination of chains to re-order the visuals in the room. The screen allows for a high visibility central branding moment that draws attendees in to use and engage with a large interactive touchscreen. Sponsorship includes naming rights, branding at the entrance of the Immersive, as well as branding incorporated into the motion graphics. Located in the Convention Center in a 16'x9' dedicated space. Built if sold execution.



CUSTOM OPPORTUNITIES FOR 5 BLOCK SPONSORS

THE PFP ROBOT

Deadline
February 1
Exclusive

\$500,000

Welcome to the future, where the interpretive artist/robot will draw attendees' Twitter profile photos in sand or on paper with the results being shot and delivered as a photograph or as a unique physical piece of art to take away. This highly visual, must-visit activation will be a central draw on the show floor and can be used for any Sponsor looking for lead generation and social sharing. Sponsorship gets full area branding, lead generation data, social media hashtag mentions, and the Sponsor's brand on the digital or physical take-away. This is a very high end, immersive branding opportunity. Built if sold execution.

SOLD

CUSTOM OPPORTUNITIES FOR 5 BLOCK SPONSORS

THE AIRDROP CUBE

Deadline
March 1
Exclusive

\$400,000

Located at a central location in the Convention Center will be the highly engaging Airdrop Cube. The Cube is composed of static signage and video screens that will exclusively feature the Sponsor's branding and QR codes for airdrops. This one-of-a-kind branding opportunity will capture the attendees' collective attention in a memorable way. Built if sold execution.



CUSTOM OPPORTUNITIES FOR 5 BLOCK SPONSORS

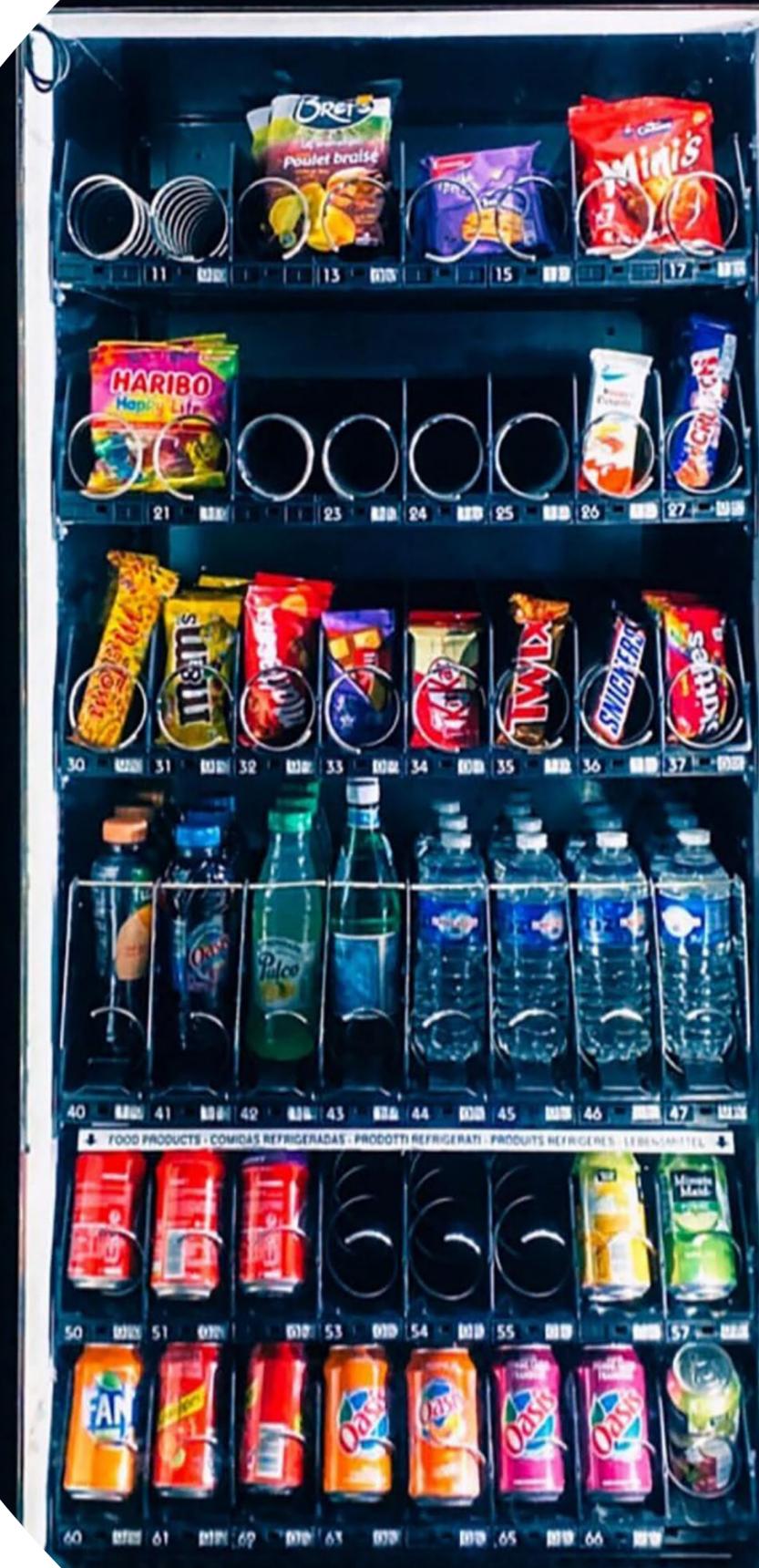
TWEET AND YOU SHALL RECEIVE

Deadline
March 18
Exclusive

\$200,000

Crypto Twitter is on fire and the Sponsor can take advantage by offering giveaways to attendees via a tweet-powered vending machine. Dispensing branded swag, snacks, or beverages, the four Twitter enabled vending machines will be located throughout the Convention Center.

This is an easy, exciting way to engage a socially connected audience. Sponsor gets full wrap of machines. Built if sold execution, and Sponsor to provide items inside the machines.



Superpowered engagement with



\$DESK is the social token experience of Consensus. It allows all attendees to engage with Consensus content, experiences, and sponsors in exchange for redemption rewards and game status.

Attendees earn \$DESK by completing various tasks at Consensus such as watching sessions, talking with exhibitors, or attending networking functions. Then, attendees can redeem their hard-earned \$DESK for food & drink, merch, and NFT merchandise.

\$DESK incentivizes people to partake of the many event offerings and to engage directly with each other in fun, interactive ways, bolstering the event's appeal as a vibrant, participatory affair.





Coming Soon

FINANCE & POLICY FOCUS

Hosted on Thursday, June 9, this will be a dedicated day for professional investors.

HACKATHON

The developer community will be challenged to find new use-cases for digital currencies and blockchain technology.

METaverse GAMING AREA

There are so many fascinating areas of the rising blockchain powered Gaming x Metaverse ecosystem, and Consensus will showcase many of them in the Metaverse Gaming Arena

LIVESTREAM

For those who will not be able to attend Consensus in person, featured content will be livestreamed on a virtual platform.

PITCH COMPETITION

The Consensus Pitch Competition will showcase innovative new technologies to a panel of industry experts.

MAINSTAGE TUNNEL

This prime visual landscape will be the first brand experience that anyone coming in through the main entrance will have.

TALENT HUB

Talent Hub will feature content and connect job seekers with companies looking to hire in the crypto and blockchain space.

SATURDAY PARTY

Play a major role in entertaining Consensus attendees! Open bar and complimentary food for attendees.



IMPORTANT DATES & DEADLINES

- **February 1st:** Mainstage, Foundations Title or Primary, Explorations Title or Primary, Lanyards, NFT Gallery, Opening Party, Friday Party, Closing Party, Multi-Chain Immersive, PFP Robot
- **February 18th:** Coffee, DAO House, Metaverse Gaming Arena
- **March 1st:** Networking Lounge, Hydration, Augmented Reality, Sport Court, Airdrop Cube
- **March 18th:** Proof of Steak Dinners, Talent Hub, Charging Stations, Hotel Key Cards, Hotel Door Hangers, Tweet and You Shall Receive, NFT Photo Booth
- **April 29th:** Booths, Sponsored Sessions, Bitcoin ATMs, Happy Hour, Consensus Official Party, Podcast Studio, Onsite Branding
- **May 6th:** Foundations Secondary, Explorations Secondary, CoinDesk Site Takeover, CoinDesk TV, The Node Newsletter
- **May 20th:** Meeting Rooms

CANCELLATIONS

Any Sponsor cancellation must be made in writing to sponsors@coindesk.com. Cancellations will be accepted in accordance with the schedule below.

- Prior to February 1: Full refund minus \$1,000
- February 1 - March 1: 50% Refund
- After March 1: Non-Refundable