

# 22<sup>nd</sup> MFC Annual Conference

## May 29-31, 2019, Istanbul, Turkey

### Demystifying Digital in Microfinance

This year, the Microfinance Centre (MFC) will run its 22<sup>nd</sup> Annual Conference from **29-31 May 2019** in **Istanbul, Turkey**.

The event will be a meeting of minds and ideas and will be the perfect opportunity for members and other industry experts to network, exchange experiences, learn from an impressive line-up of guests and even lay the groundwork for successful partnerships going forward.

Upwards of 500 participants are expected to attend the conference this year from East and West Europe, Central Asia, the Caucasus and even further afield.

The Conference will tackle the **practical side of digitalization** in the financial inclusion sector through case studies, trend analysis and discussion of emerging best practice. The agenda will include a full range of workshops, panel discussions and side meetings to explore different aspects of the digitalization in financial inclusion.

The Event will also feature a number of important **concurrent meetings**:

- To encourage innovation, we'll host the **Fintech Marketplace** where financial institutions and technology companies can engage to discuss challenges and solutions and build new partnerships.
- The **Social Investor Fair** will bring together socially-oriented donors and investors with MFIs seeking funding, and provide a space for one-on-one to discuss funding needs opportunities, and explore potential new financial partnerships.
- The **5<sup>th</sup> Annual CEO Forum Summit** – an exclusive space for CEOs and MFI leaders to discuss challenges, share their experience and expand their knowledge and practice horizons. The CEO Forum Summit will be held as a post-conference event on June 1, 2019.
- Pre-conference **workshop on digital marketing**
- The **Microfinance Associations Summit** – a unique occasion for associations to meet, share experience and discuss cooperation possibilities
- A **Gala Dinner** with a mesmerising atmosphere and good food will set the backdrop for relaxed networking and lively conversation on emerging topics.

MFC respective annual conferences have always been the highest profile events on financial inclusion and microfinance in the region and this venture will be no exception. By joining together our expertise and knowledge we will be able to offer an even more tailored and top-notch conference experience in 2019!

#### **Your support is welcome!**

For all the details about our tailor-made sponsorship packages, see below. If you would like to become a sponsor and/or discuss the option get in touch with GUARANT International, Ms. Alena Fullsackova: [fullsackova@guarant.cz](mailto:fullsackova@guarant.cz) to arrange all the details.

## Sponsorship Opportunities

Sponsorship Opportunity	Price*
<b>Main Sponsorship:</b> <b>Strategic</b> Sponsor Package [limited to 1 sponsor] <b>Gold</b> Sponsor Package <b>Tech</b> Sponsor Package <b>Silver</b> Sponsor Package <b>Bronze</b> Sponsor Package	<b>20 000 EUR</b> <b>15 000 EUR</b> <b>12 000 EUR</b> <b>10 000 EUR</b> <b>6 000 EUR</b>
<b>Other Sponsorship Opportunities:</b> <b>Basic Exhibition</b> Package <b>Social Event</b> Sponsor [MFC Membership Cocktail or Gala Dinner] <b>Mobile Phone Application</b> Sponsor [if such an application is not provided by the Strategic or Tech Sponsor]	<b>5 000 EUR</b> <b>5 000 EUR</b> <b>2 500 EUR</b>

\*Please notice that quoted prices don't include the VAT

**Below please find a detailed description of sponsorship opportunities.**

### One Strategic Sponsor **(Exclusive)**

**€ 20.000**

- Exclusive offer limited to one sponsor
- Opportunity to speak during the conference
- Exclusive sponsorship of the Mobile Application specially designed for MFC Conference
- Company's logo on the homepage of the app and a special company button with direct information about the sponsoring company
- Possibility to nominate the speaker/facilitator, and 7 additional exhibitor registrations
- Promotional materials of your choice displayed on the conference tables [such materials have to be delivered to the conference organisers]
- Coverage in the conference newsletter and on social media
- Logo placement on the conference bag and on the conference website linked to the sponsor's website
- Logo placement on the main conference media background [PPT, video etc.]
- Special mention at keynote during the MFC Members Cocktail
- Large stand in the exhibition area with two roll-up banners max. size 1x2 meters [if explicitly solicited by your institution]. First priority in choice of stand location
- Priority access to meeting rooms for private meetings [no rental fee]

### Gold Sponsor

**€ 15.000**

- Exclusive offer limited to two sponsors
- Opportunity to speak during the conference
- Possibility to nominate the speaker/facilitator, and 7 additional exhibitor registrations
- Promotional materials of your choice displayed on the conference tables [such materials have to be delivered to the conference organisers]
- Coverage in the conference newsletter and on social media
- Logo placement on the conference bag and on the conference website linked to the sponsor's website
- Logo placement on the main conference media background [PPT, video etc.]
- Recognition at the Conference opening and closure
- Large stand in the exhibition area with two roll-up banners max. size 1x2 meters [if explicitly solicited by your institution]
- Priority access to meeting rooms for private meetings.

### One Tech Sponsor (Exclusive)

€ 12.000

- Opportunity to lead a tech workshop during the conference
- Sponsoring of name badges and lanyards for increased visibility
- Opportunity to provide branded conference technology such as conference mobile app, wi-fi, cell phone charging lockers, social media wall etc.
- 4 exhibitor registrations
- Promotional materials of your choice displayed on the conference tables [such materials have to be delivered to the conference organisers]
- Logo placement on the conference bag and on the conference website linked to the sponsor's website
- Logo placement on the main conference media background (PPT, video etc.)
- Recognition at the Conference opening and closure
- Standard stand in the exhibition area with one roll-up banner max. size 1x2 meters [if explicitly solicited by your institution]
- The Exclusive Technical Sponsor option is open for negotiation. Get in touch!

### Silver Sponsor

€ 10.000

- 4 exhibitor registrations
- Promotional materials of your choice displayed on the conference tables [such materials have to be delivered to the conference organisers]
- Logo placement on the conference bag and on the conference website linked to the sponsor's website
- Logo placement on the main conference media background (PPT, video etc.)
- Recognition at the Conference opening and closure
- Standard stand in the exhibition area with one roll-up banner max. size 1x2 meters [if explicitly solicited by your institution]

### Bronze Sponsor

€ 6.000

- 2 exhibitor registrations
- Promotional materials of your choice displayed on the conference tables [such materials have to be delivered to the conference organisers]
- Logo placement on the conference bag and on the conference website linked to the sponsor's website

### Social Event Sponsor

€ 5.000

- Excellent corporate branding opportunity;
- Exclusive sponsorship of the MFC Membership Cocktail or the Gala Dinner
- Company can place roll up banners and other branded materials at the MFC Membership Cocktail or the Gala Dinner venue
- Logo positioning indicating sponsorship status on conference websites
- Formal announcement and acknowledgement of sponsorship during the MFC Membership Cocktail or the Gala Dinner

### Basic exhibition package

€ 5.000

- 1 exhibitor registration
- Logo positioning on Conference websites
- Standard stand in the exhibition area with one roll-up banner max. size 1x2 meters [if explicitly solicited by your institution]

### Mobile Phone Application Sponsor

€ 2.500 (if such an application is not provided by the Strategic or Tech Sponsor)

- Mobile Application specially designed for MFC Conference
- Company's logo on the homepage of the app and a special company button with direct information about the sponsoring company
- Logo positioning on Conference websites

## About MFC

The Microfinance Centre is a social finance network that promotes fairness, inclusion, equality and responsible service. We unite over 110 organisations across 36 countries of Europe, Central Asia and beyond, who together deliver responsible microfinance services to over 1,000,000 low-income clients.

### Our Mission

Our mission is to empower individuals and sustain communities through innovative social finance and microfinance.

### Our Vision

Our vision is a financial system that works for all people and all communities in a responsible and fair way.

**Our members and partners** are guided by the principles of fairness, inclusion, equality and ethical service delivery. They acknowledge and contribute to the MFC's values of empowerment, forward-thinking and mindfulness.

### Microfinance Centre

ul. Noakowskiego 10/38 00-666

Warsaw, Poland

+48 22 622 34 65

[microfinance@mfc.org.pl](mailto:microfinance@mfc.org.pl)

[www.mfc.org.pl](http://www.mfc.org.pl)

### Website

[www.mfc2019.org](http://www.mfc2019.org)

## 22<sup>nd</sup> MFC Annual Conference Secretariat

### GUARANT International spol. s r.o.

Na Pankraci 17

140 21, Prague 4

Czech Republic

+420 284 001 444

[mfc@guarant.cz](mailto:mfc@guarant.cz)