

■ MEDIA & PARTNERSHIP OPPORTUNITIES



MERCHANT PAYMENTS ECOSYSTEM

BERLIN FEB 22-24, 2022

www.merchantpaymentsecosystem.com

PARTNERSHIP OPPORTUNITIES

MPE 2022 media partnership is the ideal platform to extend the reach of your publication or association. The partnership gives you access to our delegates through a range of pre-event and on-site branding opportunities, as well as giving you a targeted platform to drive your membership or subscriber acquisition campaigns.

MPE OFFERS YOU THE FOLLOWING OPPORTUNITIES TO PROMOTE MEDIA/SUPPORTING PARTNERS:

- **Your Logo & short profile** in our various communication channels (website, agenda, direct mailing) & Link directly to your company website from MPE website.
- **A guest pass/passes for journalists** to attend the conference to prepare the post conference event coverage.
- **Mention you in our social media channels** (LI, Twitter).
- **Branded Article:** Opportunity to author a post on the MPE website – section blog and in the MPE's official monthly magazine - POSitivity news.
- **Exclusive benefits to your membership/subscribers** who register for the conference - we provide a specific promo code for your members to benefit from a 10% discount, 2 months prior to the event.

The above is just a sample of the opportunities available for a partnership but we also welcome innovative suggestions above and beyond those stated here and it is possible to tailor the campaign element so that both parties are best served.

AS A MEDIA PARTNER OF MPE 2022, WE SEEK YOUR ASSISTANCE WITH OUTREACH AND PR ACTIVITIES:

- MPE logo, profile on your website, with a link to our website.
- Emails/direct mails to your mailing lists, promoting MPE conference.
- Stories and details about MPE conference (pre-/post conference event coverage) in your communication channels (website/newsletter/mailings/blog, etc.).
- Press releases highlighting our collaboration.
- Social media campaign: Spreading the word about MPE through social media.

MPE sends communications materials on a regular basis that Media Partners can use for this purpose.

ABOUT MPE

MPE 2022 (MERCHANT PAYMENTS ECOSYSTEM) conference & exhibition

Date & Venue: February 22-24, 2022, InterContinental Hotel, Berlin, Germany

THE EUROPEAN MERCHANT PAYMENTS EVENT IS BACK. IN BERLIN.

Join the Largest European Merchant Payments event! MPE 2022 connecting you with Leading Merchants & Brands, Acquirers, PSPs, and POS SW & HW vendors, established companies, as well as start-ups & fintech united by their passion for merchant payments.

Learn from and be inspired by 120+ TOP industry Leaders, Influencers & Innovators, 50+ solution providers showcasing cutting edge payments & POS solutions.

In 15 years, MPE has become the most respected European event for merchant payments professionals from 40+ countries. MPE2022 puts together different interest groups, standardization bodies around new technologies, leaders who represent the voice of the mainstream and the alternatives.

MPE is wildly regarded for its senior-level networking and best speaker line-up and Agenda covering all aspects of payments acceptance.

With themes like Open Banking & Open Finance, APMs such as BNPL, Digital currencies, Innovations in fraud prevention, and formats like the Merchant hosted program, MPE Awards and Innovation Corner; the event provides a one-stop-shop for the ENTIRE PAYMENTS ECOSYSTEM.

SPECIAL OFFER Valid through October 31

Early bird rate 30% discount on passes = 1750EUR, (Regular Price: 2500EUR).

Be part of the conversation and community! For more information and to get register, please visit www.merchantpaymentsecosystem.com.

SHORT VERSION

MPE 2022: THE EUROPEAN MERCHANT PAYMENTS EVENT IS BACK. IN BERLIN.

Join the Largest European Merchant Payments event! MPE 2022 connects you with Leading Merchants & Brands, Acquirers, PSPs, and POS SW & HW vendors, established companies, as well as start-ups & fintech united by their passion for merchant payments.

1000+ attendees, including 250+ merchants, 300+ acquiring banks & PSPs from 40+ countries, come to network and be inspired by 120+ TOP industry speakers, 50+ solution providers.

MPE is widely regarded for its senior-level networking, best speaker line-up and agenda covering all aspects of payment acceptance, innovation and trends transforming merchant payments.

Be part of the conversation and community!. For more information and to get register, please visit www.merchantpaymentsecosystem.com

MPE LOGOS & BANNERS can be downloaded [HERE](#)

Watch latest MPE's videos, interviews & round ups @ [MPE TV VIDEO CHANNEL](#)

BENEFITS

AT THE CONFERENCE

Branding and visibility at the virtual conference (digital marketing materials distributed to participants, conference APP).



1000+
ATTENDEES



350+
BANKS & PSP's



250+
MERCHANTS



250+
FINTECH PEERS

BEFORE AND AFTER THE CONFERENCE

Get months of visibility for your logo & profile in:



- MPE Agenda
- Bi-weekly MPE mailing campaigns
- On MPE Website
- POSitivity Magazine

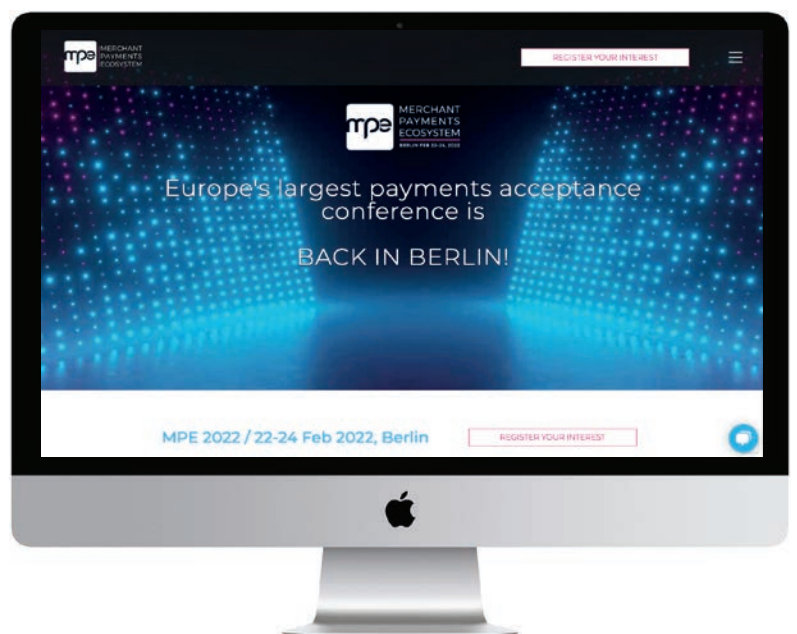
MPE mailing campaigns target 30.000 plus payment professionals!

WEBSITE



60 000+ annual sessions
200 000+ page views

MPE website/business intelligence covers recent conference and industry news, list interviews with Industry personalities, blog posts and white papers.



BENEFITS

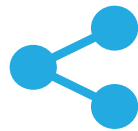
POSITIVITY MAGAZINE

POSitivity Magazine is the only newsletter dedicated to Merchant Payment Acceptance in Europe. It is a monthly magazine and official publication of MPE, distributed directly to the MPE community counting 30,000+ industry professionals. The magazine can be downloaded from the MPE website and is directly delivered as a digital copy to MPE community members.



Interested in contribution to POSitivity magazine?
Please contact Ms. Natalia Ivanis:
natalia.ivanis@merchantpaymentsecosystem.com

POSITivity Magazine's Target Audience:



12 000+ LinkedIn group members

30 000+ industry professionals receiving email campaigns

Position yourself as industry expert & contribute with an article!

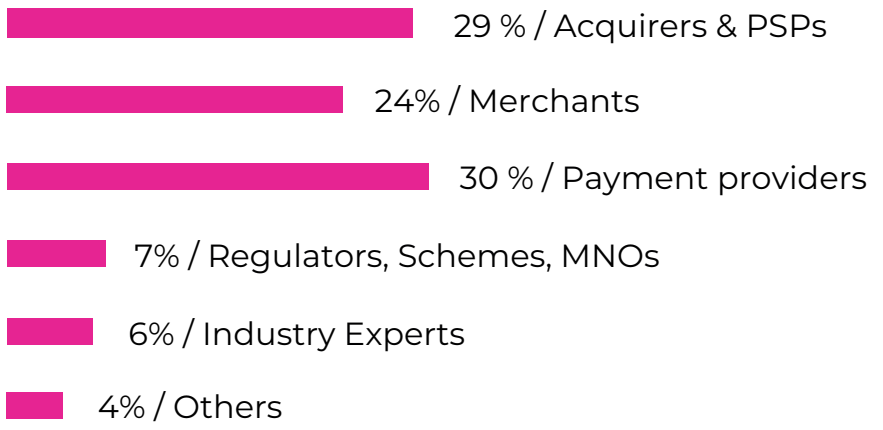
Branded Content in POSitivity Magazine



BREAKDOWNS

100%
**PAYMENT
ACCEPTANCE
FOCUS**

INDUSTRY BREAKDOWN

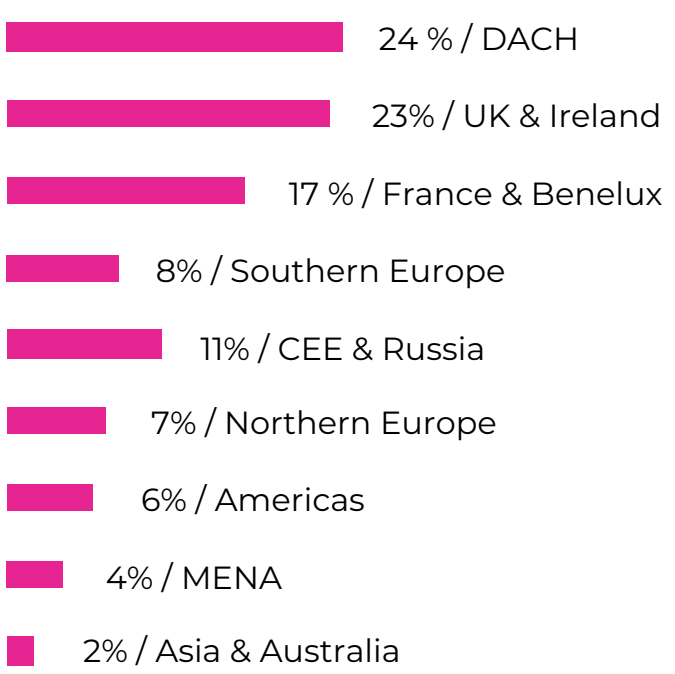


SENIORITY BREAKDOWN



83%
**EUROPEAN
FOCUS**

GEOGRAPHICAL BREAKDOWN



GET IN TOUCH WITH US



MERCHANT PAYMENTS ECOSYSTEM

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✉ mpe@merchantpaymentsecosystem.com

🔗 www.merchantpaymentsecosystem.com

Our social communities with

in 12000+ members & followers on LinkedIn

🐦 1800+ followers on Twitter

MPE organized by:
EMPIRIA GROUP