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berlin
march 18-20, 2025

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a payments conference like no other
**media & partnership
opportunities**

www.merchantpaymentsecosystem.com



We offer several significant exposure and branding benefits to our media partners, both at mpe conferences and through our digital marketing initiatives. These include logos, media partner banners, links to the website/publication portal, as well as onsite distribution and seat drops of your literature to our conference attendees.

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** (LinkedIn, YouTube, X, Instagram).
- + **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.

This is just a glimpse of the partnership opportunities we offer. We're excited to hear your innovative ideas and are committed to customizing the campaign to align with your goals perfectly. Together, we can create a unique collaboration that benefits both parties and delivers exceptional results.

as a media partner of mpe 2025, we look forward to your support in amplifying our 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 regularly provides communication materials that media partners can use for this purpose.



Europe's leading merchant payments conference

mpe (merchant payments ecosystem) is Europe's most influential event & community dedicated to merchant payments. mpe is the epicenter where the latest trends, innovations, and challenges in payment acceptance are explored and defined.

Each year, the conference attracts senior decision-makers from merchants, financial institutions, acquirers, PSPs, POS vendors, and more. With attendees from over 50 countries, it's a global gathering of industry pioneers, offering unparalleled networking and strategic insights.

mpe 2025 - a payments conference like no other



Date & Venue: March 18-29, 2025, InterContinental hotel, Berlin, Germany

With 18 years of experience, mpe2025 offers a 3-day event bringing together 1,500+ senior payments professionals, 500+ top merchants, 160+ speakers, and 100+ sponsors. Experience high-quality content and top-tier networking in the exclusive setting of a luxurious 5-star venue. **Don't miss the Europe's largest merchant payments conference**

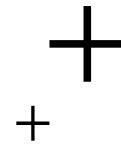
Focused on every angle of merchant payments, from acquiring, open banking, embedded finance, instant & cross-border payments, payment orchestration, cybersecurity & fraud prevention, tokenization, CBDC, PSD3, B2B payments, digital wallets, SoftPOS, cash, marketing for investors to the world of AI in payments, and more, mpe 2025 is designed to navigate your journey in merchant payments.

What's new in 2025?

- + more merchants & new features designed to redefine how you connect, learn, and innovate.
- + redesigned layout = Our revamped conference and exhibition setup means more networking, more business, and maximized opportunities to connect.
- + shorter sessions, bigger impact: : Quick and focused sessions that get straight to the point, delivering maximum value in less time.
- + go deeper with new formats: intimate fireside chats, interactive workshops, and hands-on demos.
- + hands-on everything: immerse yourself in every aspect of the event. whether it's workshops, idea exchanges, or live demos, you'll be in the driver's seat, actively shaping your experience.
- + new dopamine menu: Feel even better at mpe - 15-minute yoga class, 5K run, sound healing?. Fuel your mind and body with a curated selection of energizing experiences designed to keep you sharp, focused, and inspired throughout the conference.



For more information and to register, please visit www.merchantpaymentsecosystem.com



at the conference

- + on-site branding: get prominent placement of your logo, name of the company (print & digital) at the venue
- + mpe app: get your brand visibility (logo and company name) in the conference app
- + prints/magazines at mpe: distribute your own print or magazines at the venue during the conference and get your brand among the attendees.
- + complimentary passes: enjoy free or discounted passes to attend the sessions and network.
- + participation in the panels or discussions: get the opportunity to moderate or participate in sessions (available per agreement with the production department)
- + sponsorship opportunity: get in touch with our sponsorship department and get more brand exposure with our paid partnership opportunities
- + exclusive interview opportunities: access the speakers and C-level conference attendees for interviews and content creation with your brand



1500+
ATTENDEES



400+
BANKS & PSP's



500+
MERCHANTS



250+
FINTECH PEERS



before and after the conference months of visibility and brand exposure:

your brand (logo and link to your webpage) will receive extended visibility across various platforms and content opportunities:

- + mpe agenda on the mpe webpage
- + mpe mailing campaigns
- + mpe website / media partners section
- + POSitivity magazine
- + podcasts (participation and content partnering opportunities)
- + mpe social media channels (LinkedIn, X, YouTube mpe TV, Instagram, Facebook)

content opportunities:

- + publish pre- and post-event articles in the POSitivity magazine
- + participate in the podcast "Voice of mpe"
- + gain social media coverage with a reach of over 15k on LinkedIn (company page and newsletter)
- + media partner recognition:
- + be recognized as a media partner in all materials (both print and digital)





positivity magazine

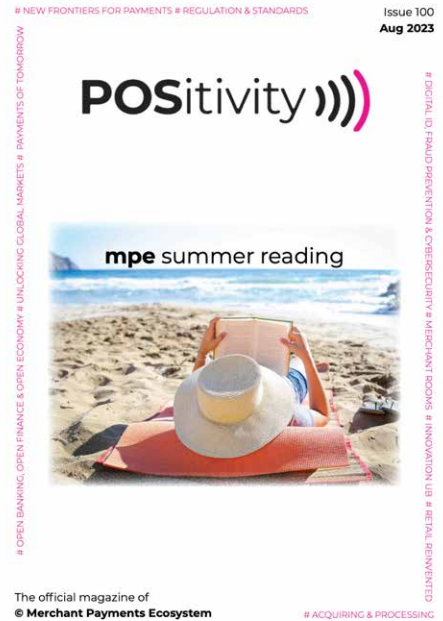
POSitivity magazine is the only newsletter dedicated to merchant payment acceptance in Europe. It's a bi-monthly magazine and official publication of mpe, distributed directly to mpe community counting 37,000+ industry professionals. The magazine can be downloaded from mpe website and is directly delivered as a digital copy and mpe community members.



POSitivity magazine's target audience:

- + 15 000+ LinkedIn group members
- + 30 000+ industry professionals receiving email campaigns

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



Branded content in POSitivity magazine

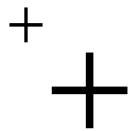
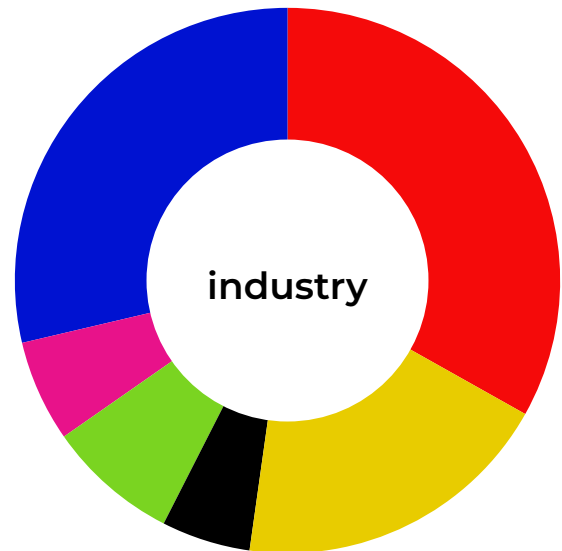
Position yourself as industry expert & contribute with an article!



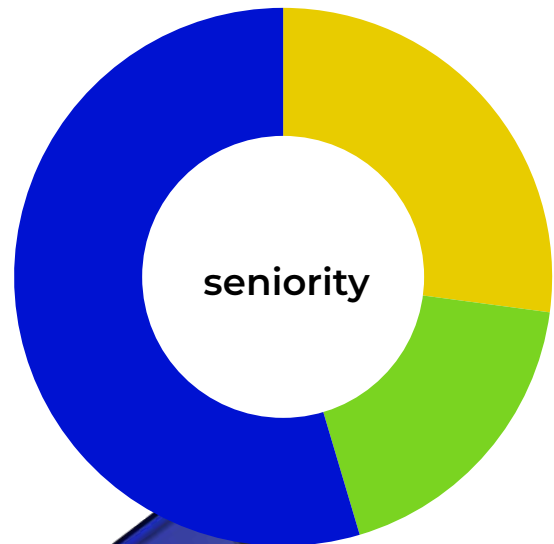
100%

payment acceptance focus

- 33% ● Solution Providers
- 19% ● Acquirers, PSPs
- 5% ● Other (VC, Media)
- 8% ● Regulators/Schemes
- 6% ● Industry experts/Consultants
- 29% ● Merchants



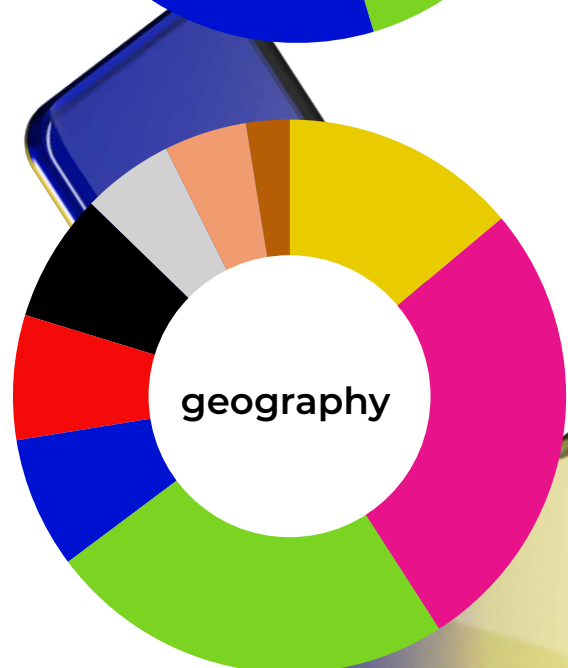
- 27% ● C-level Execs, EVPs, SVPs, VPs, Presidents
- 18% ● Directors, Board Members, Country Leads
- 55% ● Heads, Managers, Advisors



88%

european focus

- 14% ● France & Benelux
- 27% ● DACH
- 24% ● UK & Ireland
- 8% ● Southern Europe
- 7% ● CEE
- 8% ● Northern Europe
- 5% ● Americas
- 5% ● MENA
- 3% ● Asia & Australia





James Wood, Managing Editor @ Payments,
Card & Mobile

“mpe 2024 in Berlin created a pattern for other payments conferences to follow: immaculate organisation, top-level speakers from all over the world, and above all the presence of every kind of actor in the payments universe, from merchants through to banks, service providers and intermediaries. A great blend of diversity and scope with the capacity for one-on-one networking.”

Mangala Martinus, MD @ Payments Consulting
Network

“As my first time to mpe, I was really impressed by how it all came together so smoothly on such a scale, the quality/seniority of the people I met, and everyone’s willingness to connect and meet. It was a great introduction to the merchant acquiring landscape in Europe!”

get in touch with us

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www.merchantpaymentsecosystem.com



15000+ members & followers on LinkedIn




2100+ followers on TX



Explore more:


- + mpe logos & banners can be downloaded **here**
- + listen to the latest podcast session at Voice of mpe **here**
- + watch the latest mpe videos, interviews & video presentations @ **mpe TV YouTube channel**
- + explore the POSitivity magazine – bi-monthly merchant payments magazine **here**
- + mpe 2024 photo gallery is available **here**
- + **social media:** Mention us on social media using the hashtags #mpe2025, #mpeberlin #mpecosystem or #ilovempe on LinkedIn, YouTube, Instagram, X and Facebook.


media reach across platforms


 **direct mailing**
20 000+ subscribers

 15 000+ followers &
newsletter subscribers

 **website**
71 000+ annual sessions
175 000+ page views

 2 100+ followers

 361+ subscribers

 <100 subscribers



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