

February 19-21

BERLIN

mpe

Merchant  
Payments  
Ecosystem

MEDIA KIT

2019

JOIN  
Europe's Largest  
Merchant Payments  
Conference

This Brochure provides list of branding and marketing opportunities connected with MPE conference and community.

## MERCHANT PAYMENTS ECOSYSTEM (MPE) 2019

**Venue:** InterContinental Hotel, Berlin

**Date:** 19.-21. February, 2019

MPE is the Europe's largest retail and e-commerce merchant payments acceptance conference & exhibition. MPE connects key decision makers from merchants, acquirers, PSPs, payment processors, schemes, regulators, gateways, POS HW/SW solution providers and FinTechs from 40+ countries.

MPE covers the latest technologies, trends & business models of merchant payment acceptance, checkout & conversion, fraud & security and customer shopping experience..

**1000+ attendees, including 200+ merchants and 400+ acquiring banks & PSPs will network in a cozy atmosphere of 5-star hotel and get inspiration from 150+ TOP industry speakers, 70+ solution providers showcasing cutting edge payments & POS solutions..**

### Agenda

Agenda available for download



### Pictures

Please feel free to use photos from the



### Logos

You can download MPE logos



### MPE TV video channel

Watch some of the latest MPE's videos, interviews & round ups



### Banners

We will prepare a banner specifically designed for you (with your discount code)



## AT THE CONFERENCE

Onsite branding and visibility at the conference (printed and digital marketing materials distributed to participants, conference APP).



**1000+**  
ATTENDEES



**400+**  
BANKS & PSP'S



**200+**  
MERCHANTS



**300+**  
FINTECH PEERS

## BEFORE AND AFTER THE CONFERENCE

Get 12 months visibility for your logo & profile in:



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

MPE mailing campaigns target 20.000 plus payment professionals!

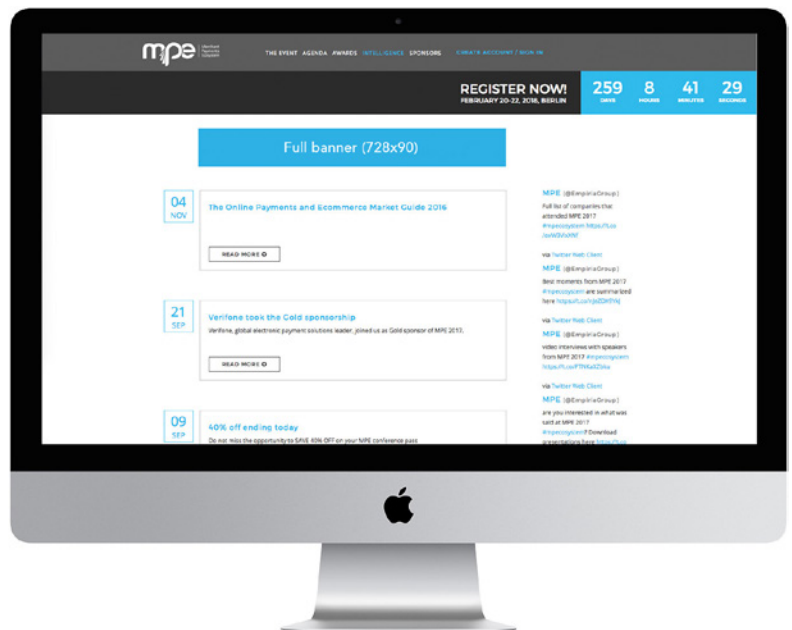
## Website



**33 000+** annual visitors  
**180 000+** page views

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

**Interested in contribution to MPE blog?**  
**Please contact Mr. Ondrej Dorcik:**  
**ondrej.dorcik@empiriagroup.eu**



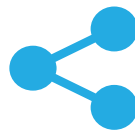
## POSitivity Magazine

**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 MPE community counting 20.000+ industry professionals. The magazine can be downloaded from MPE website and is directly delivered as a digital copy and MPE community members.

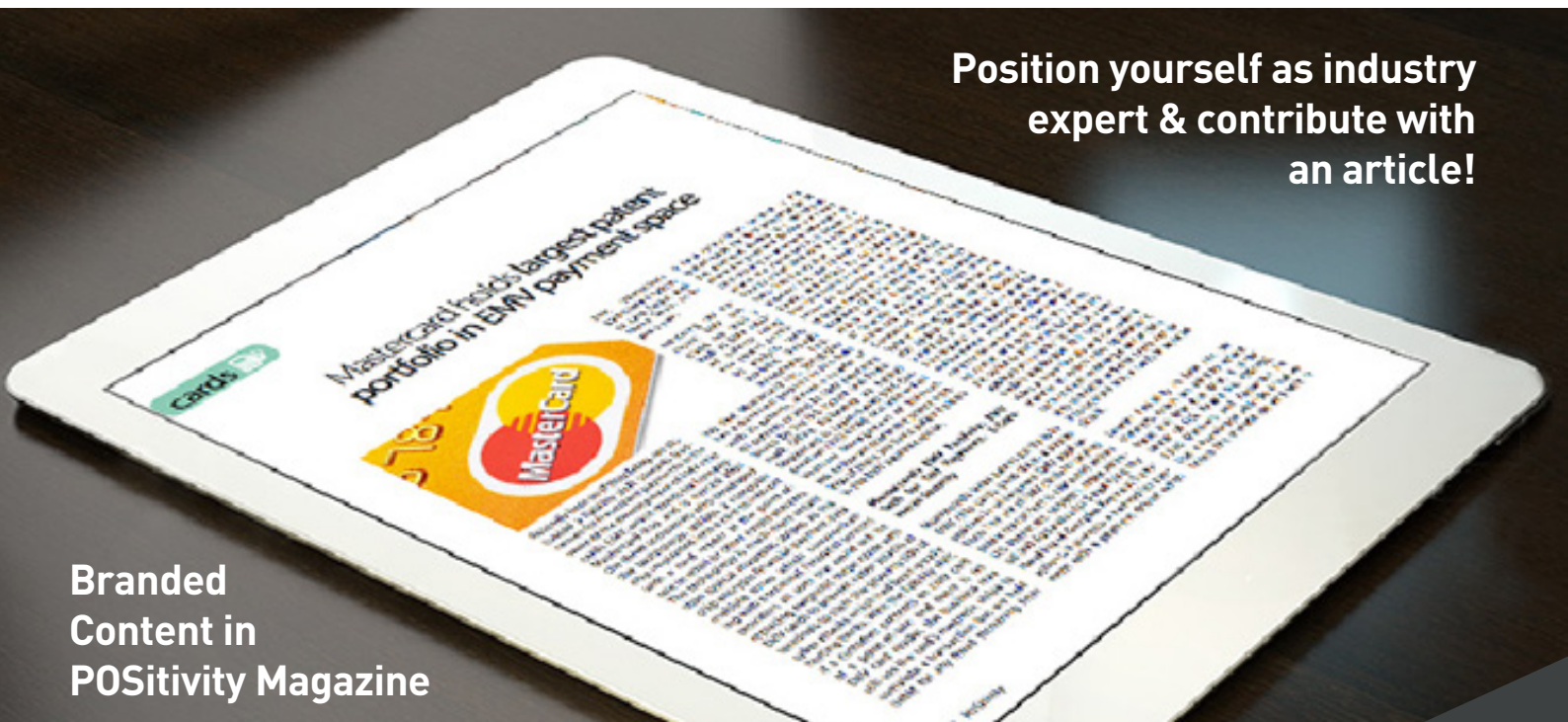


Interested in contribution to POSitivity magazine?  
Please contact Mr. Ondrej Dorcik:  
[ondrej.dorcik@empiriagroup.eu](mailto:ondrej.dorcik@empiriagroup.eu)

### POSitivity Magazine's Target Audience:



**8 000+** LinkedIn group members  
**20 000+** industry professionals receiving email campaigns

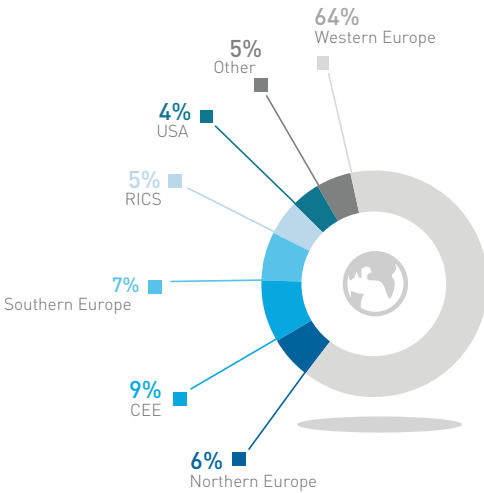


**Position yourself as industry expert & contribute with an article!**

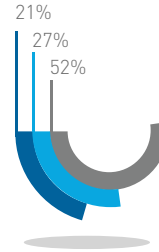
**Branded Content in POSitivity Magazine**

The most senior audience and key decision makers from the merchant payments industry

## Geographic

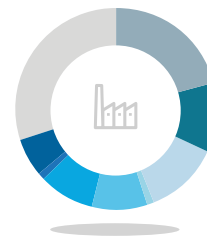


## Seniority



- EVPs, SVPs, VPs, Sr. Directors, Sr. Advisors, Deputy Directors
- MDs, CEOs, GMs, Presidents, C-Level, Board Members, Independent Consultants
- Heads, Directors, Sr. Managers, Managers, Advisors

## Industry



- 30% Solution Providers
- 21% Acquirers
- 12% Merchants
- 11% Industry Experts
- 9% Processors
- 9% PSPs
- 6% Schemes
- 1% MNOs
- 1% Regulators

## MPE VALUE CHAIN



- acquirers, PSPs/ISOs & payment processors
- schemes & regulatory bodies
- merchants
- loyalty, marketing, social media, CRM, big data and other verticals
- getaways & POS HW/SW solution providers
- MNOs and innovative start-ups

## MPE offers you the following OPPORTUNITIES to promote Media/Supporting Partners:

- ❑ **Your Logo & short profile** in our various communication channels (website, agenda, direct mailing, printed materials distributed at the conference) & 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, Twittter).
- ❑ **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.

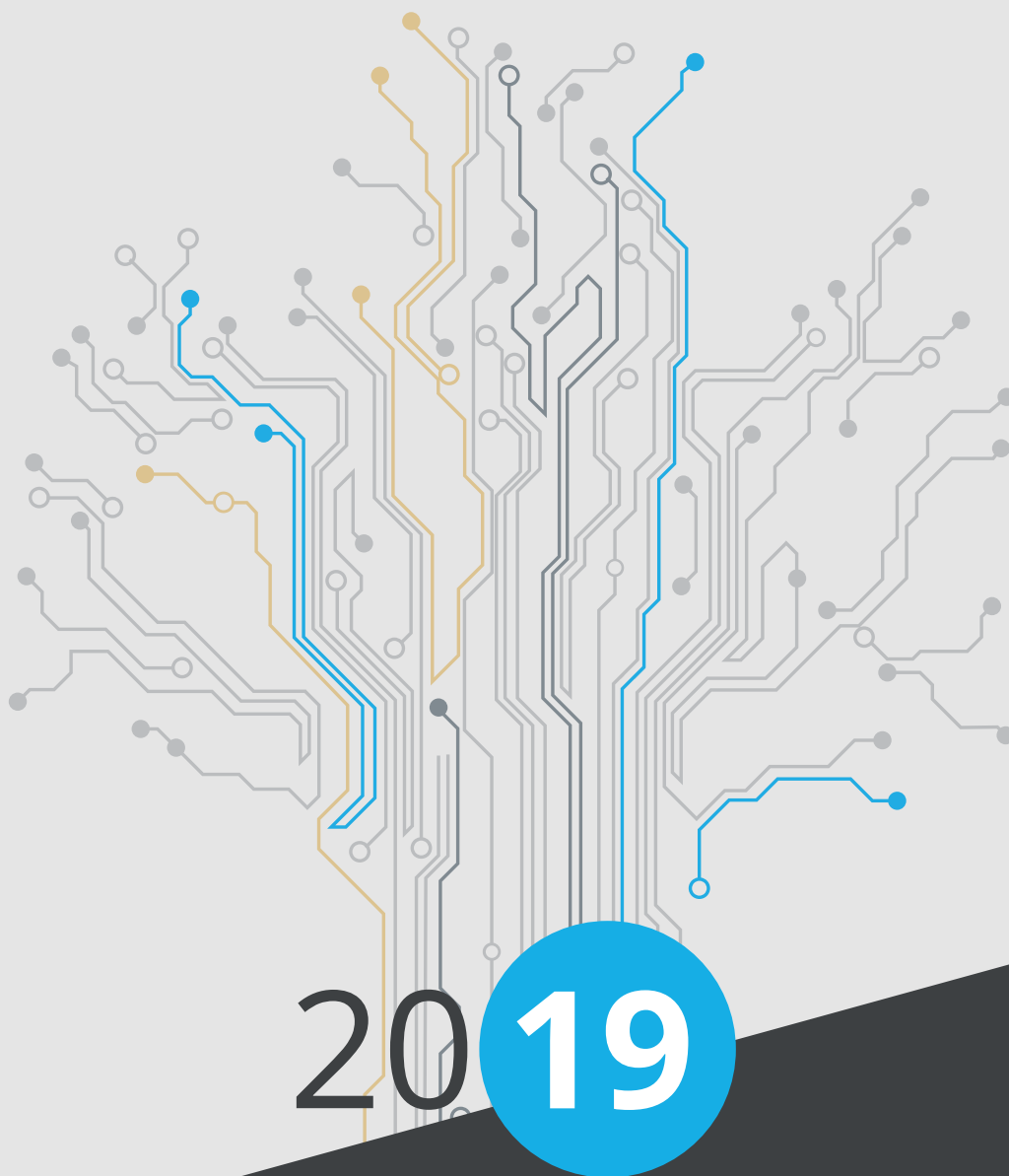
Display your logo onsite during the conference. The above is just a sample of the opportunities available for a partnership but we also welcome innovative suggestions above and beyond those stated here and it is possible to tailor the campaign element so that both parties are best served.

## As a Media Partner of MPE 2019, 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.

**Press, journalists and bloggers can register directly by sending their inquiries for free passes to [natalia.ivanis@empiragroup.eu](mailto:natalia.ivanis@empiragroup.eu)**



2019

+421 233 329 999

mpe@empiriagroup.eu

www.merchantpaymentsecosystem.com

Our social communities with

in 8300+ members on LinkedIn



Organized by:  
EMPIRIA GROUP