



MERCHANT
PAYMENTS
ECOSYSTEM

18-20 Feb 2020

BERLIN

**MEDIA
PARTNERSHIP
BROCHURE**



MERCHANT
PAYMENTS
ECOSYSTEM

PARTNERSHIP OPPORTUNITIES

MPE 2020 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, 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.



MPE 2020 (MERCHANT PAYMENTS ECOSYSTEM) conference & exhibition

Date & venue: 18.-20. February, 2020, InterContinental Hotel, Berlin, Germany

MPE 2020 is Europe's Largest Merchant Payment Conference

- The leading European discussion platform brings together 1250+ attendees from merchants, acquirers, PSPs, and POS SW & HW vendors established companies as well as start-ups & fin-tech united by their passion for merchant payments.

They come to learn from and be inspired by 140+ TOP industry Leaders, Influencers & Innovators, 75+ solution providers showcasing cutting edge payments & POS solutions.

In 13 years MPE has grown to be the most respected European event for merchant payments professionals from 40+ countries. MPE2020 puts together different interest groups, standardization bodies around new technologies, leaders who represent the voice of mainstream as well as the alternatives.

MPE is renowned for its high-caliber networking and unique Program focused on most relevant industry issues. With themes like PSDII, SCA, Banking 4.0., AI, biometrics, innovative technologies changing payments, and formats like Merchant hosted program, MPE Leaders, Rising Stars & Innovation Corner the event provides a one-stop-shop for the ENTIRE PAYMENTS ECOSYSTEM.

MPE 2020 AGENDA [is available for download here](#) 

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

Please feel free to use PHOTOS [from the MPE gallery](#) 

Watch latest MPE's videos, interviews & round ups @ MPE TV VIDEO CHANNEL 



AT THE CONFERENCE

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



1250+
ATTENDEES



400+
BANKS & PSP'S



250+
MERCHANTS



350+
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

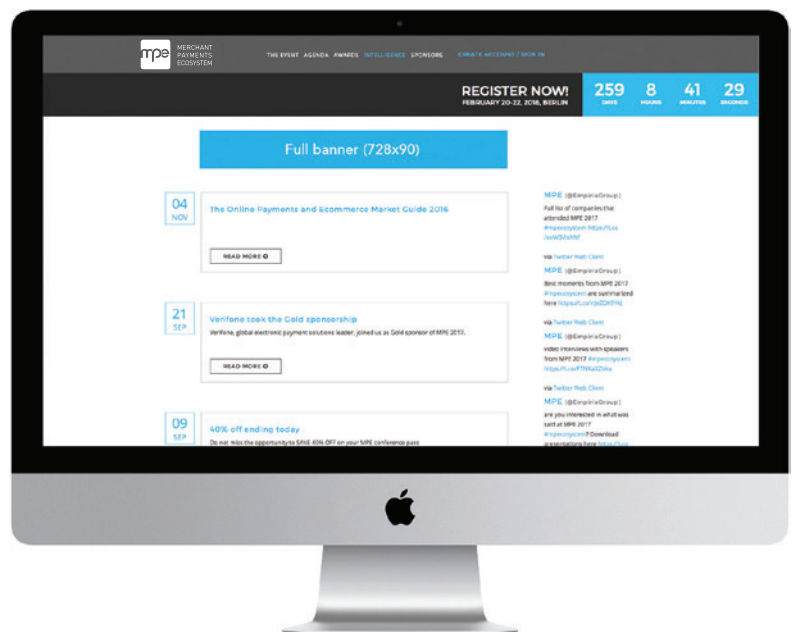
MPE mailing campaigns target 20.000 plus payment professionals!

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.





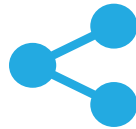
POSITIVITY MAGAZINE

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 20,000+ 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 Mr. Ondrej Dorcik:
ondrej.dorcik@empiriagroup.eu

POSitivity Magazine's Target Audience:



8 500+ LinkedIn group members

20 000+ industry professionals receiving email campaigns

Position yourself as industry expert & contribute with an article!

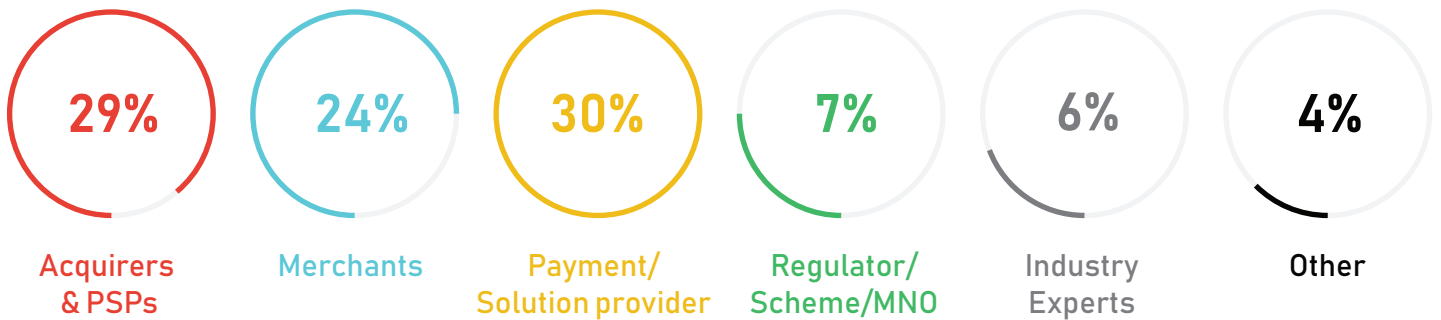
Branded Content in POSitivity Magazine





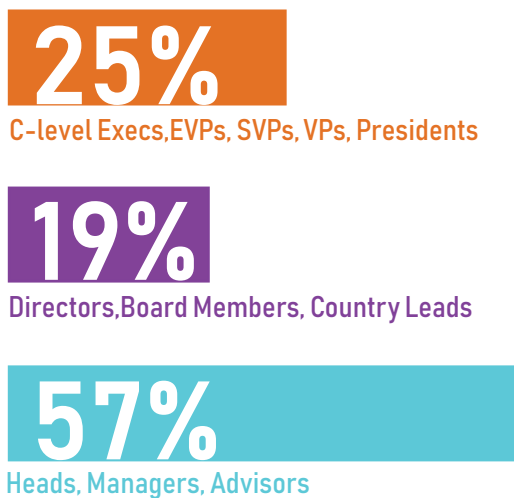
MPE 2020 at glance:

Industry breakdown

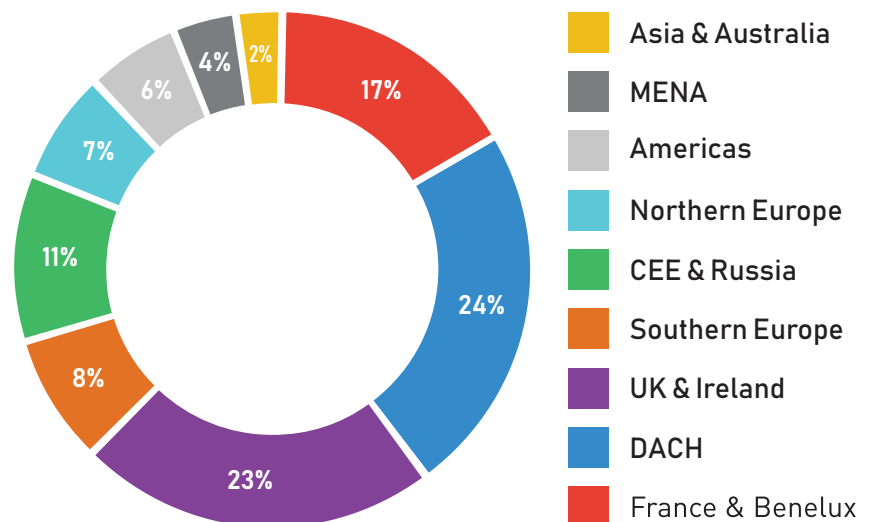


1250 + attendees, including 250+ merchants and 400+ acquiring banks & PSPs networking in a cozy atmosphere of the 5-star hotel and getting inspiration from 140 TOP industry speakers, 75 solution providers showcasing cutting-edge payments & POS solutions.

Seniority breakdown






Geographical breakdown



2020

18-20 Feb
BERLIN

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 www.merchantpaymentsecosystem.com

Our social communities with

 8500+ members on LinkedIn



Organized by:
EMPIRIA GROUP