



MERCHANT
PAYMENTS
ECOSYSTEM

22-25 Feb 2021

VIRTUAL EDITION

**MEDIA
PARTNERSHIP
BROCHURE**



PARTNERSHIP OPPORTUNITIES

MPE 2021 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, 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.

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 2021, 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 2021 (MERCHANT PAYMENTS ECOSYSTEM) conference will be virtual!

Date: 18.-20. February, 2021.

MPE 2021, Europe's Largest Merchant Payment Conference shifts to online

The leading European discussion platform brings together 1000+ 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 100+ TOP industry Leaders, Influencers & Innovators, leading solution providers showcasing payments & POS solutions.

In 14 years MPE has grown to be the most respected European event for merchant payments professionals from 40+ countries. MPE 2021 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, Open Banking, 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 2021 AGENDA [is available at MPE website](#)



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

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



1000+
ATTENDEES



350+
BANKS & PSP'S



200+
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

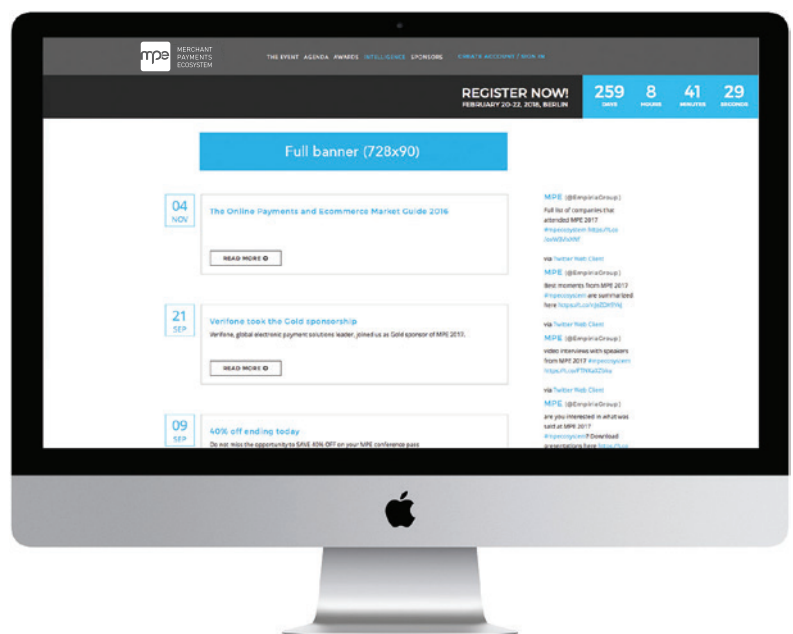
MPE mailing campaigns target 30.000 plus payment professionals!

WEBSITE



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.





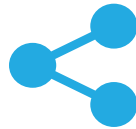
POSITIVITY MAGAZINE

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 Ms. Natalia Ivanis:
natalia.ivanis@merchantpaymentsecosystem.com

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!

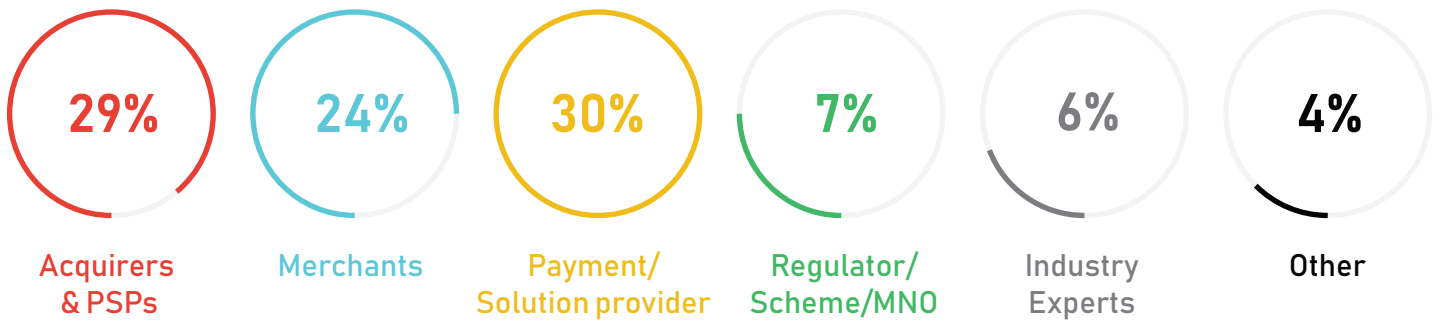
Branded Content in POSitivity Magazine





MPE 2021 at glance:

Industry breakdown

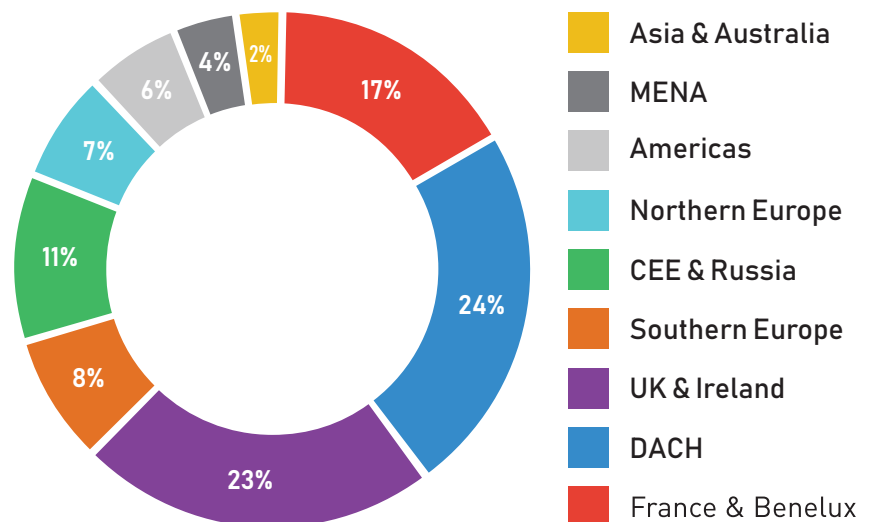


1000 + attendees, including 200+ merchants and 350+ acquiring banks & PSPs able to connect and network easily and getting inspiration from 100 TOP industry speakers and leading solution providers showcasing cutting-edge payments & POS solutions.

Seniority breakdown



Geographical breakdown





mpe@merchantpaymentsecosystem.com
www.merchantpaymentsecosystem.com

Our social communities with

in 8500+ members on LinkedIn



Organized by:
EMPIRIA GROUP