

**.MONEY**  
**20/20**  
AN ASCENTIAL COMPANY

Together, we create **magic.**

**EUROPE**  
21-23 SEPTEMBER  
AMSTERDAM





# Are you shaping the future of fintech? **Welcome home.**

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Money20/20 is the place where the fintech industry moves forward. We ignite change through the collision of people and ideas, powering new strategies and partnerships that transform mindsets. We don't just observe and react. Together, we shape the future.

From global leaders to new challengers and from tech giants to scrappy startups, this is the community that will define what's next in Europe and beyond.



“*Money20/20 is basically the best fintech meetup I have ever been to in the world.*”

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**Megan Caywood**

Managing Director, Global Head of Digital Strategy

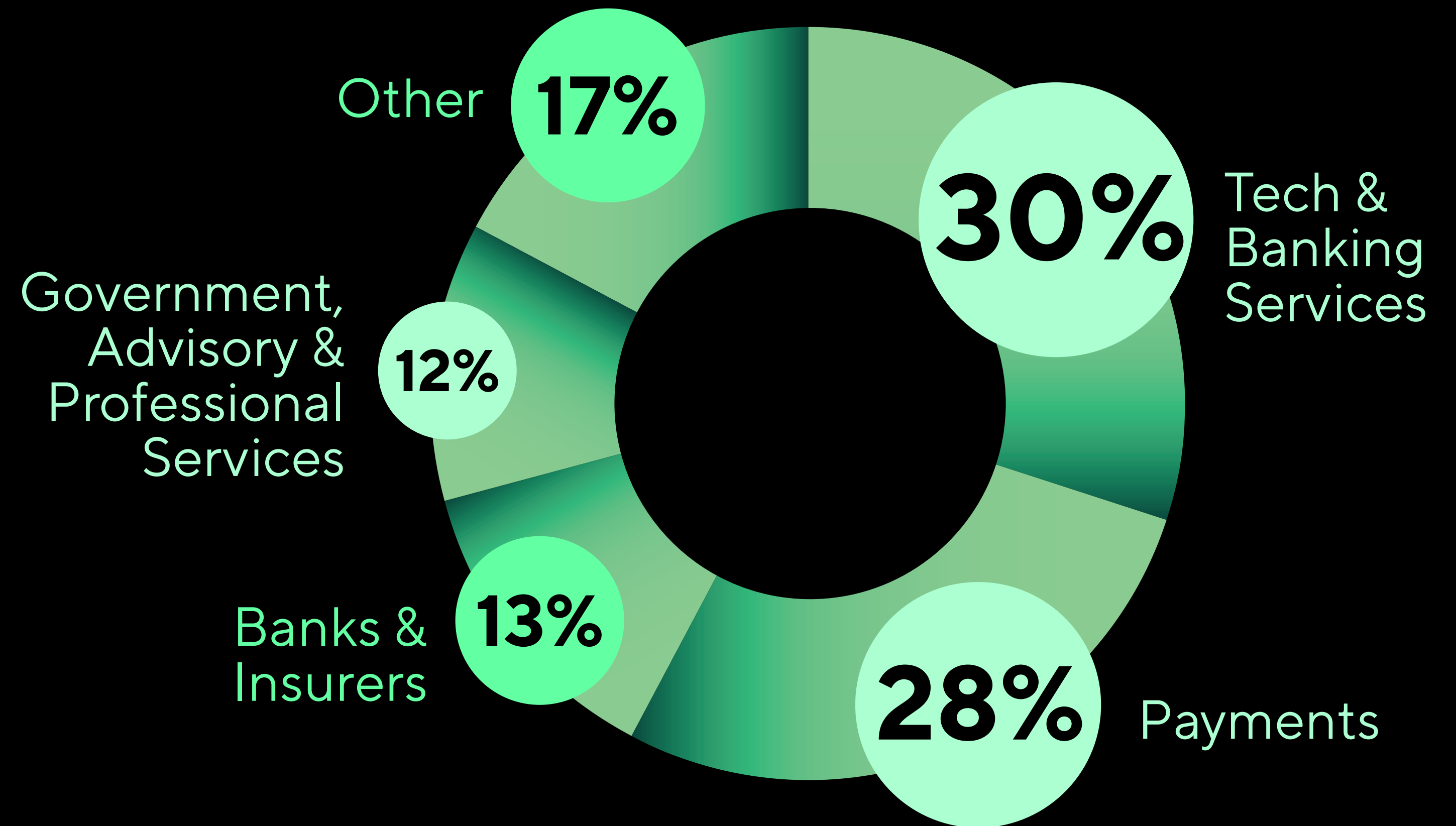






The **community**  
shaping the  
future of fintech.

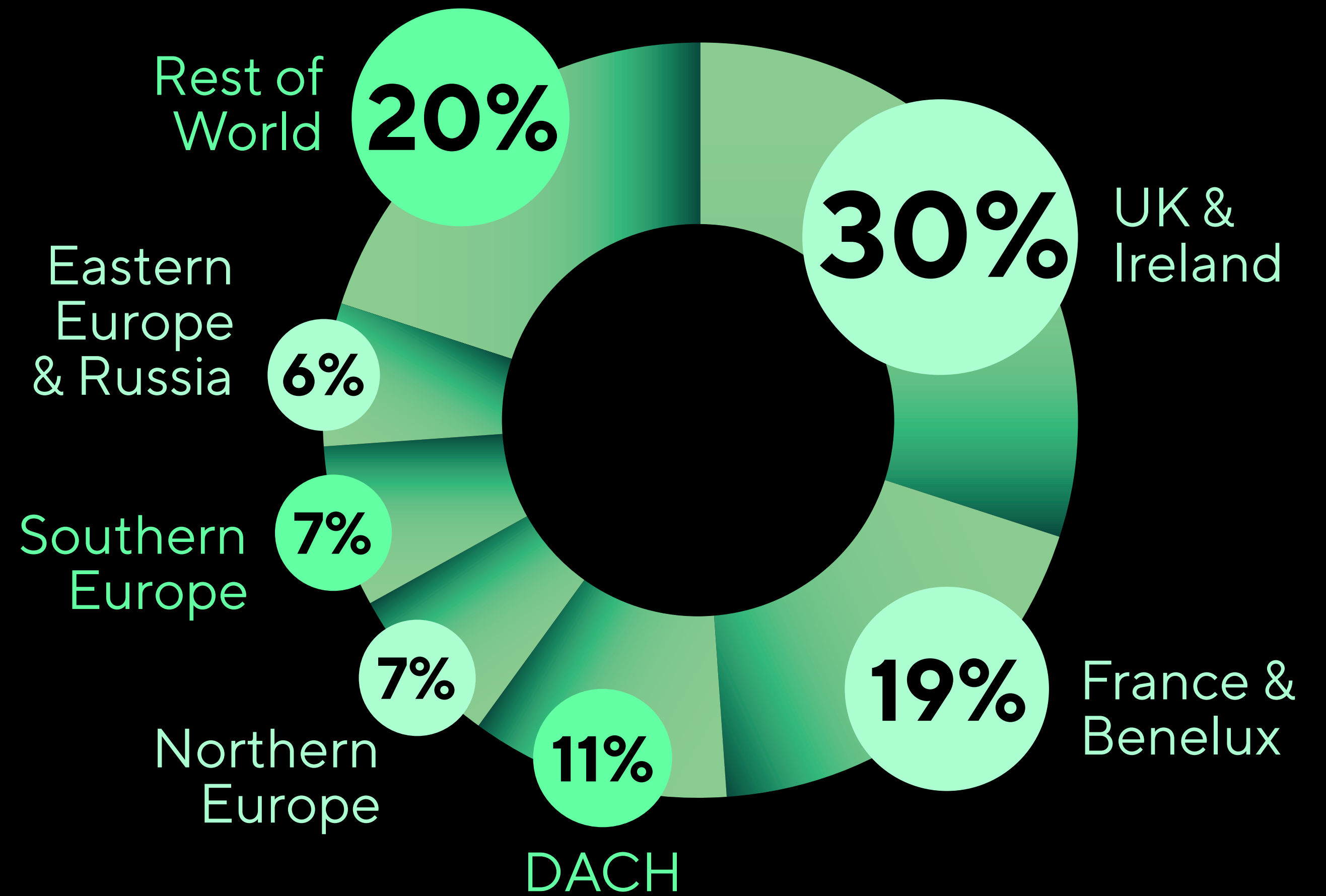
## Sectors





World, it's time  
to **reunite.**

## Regions





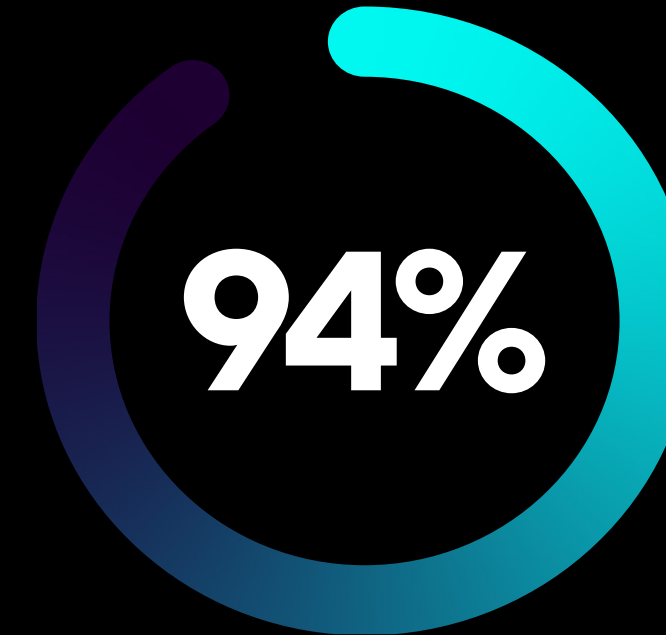
“Everybody is here and every year it’s getting bigger and bigger.”

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**Anne Boden**  
CEO



STARLING BANK



of attendees rated the networking opportunities as good or excellent



of attendees used the networking app



of attendees rated the quality of attendees as good or excellent

\*All stats based on the most recent Money20/20 Europe show

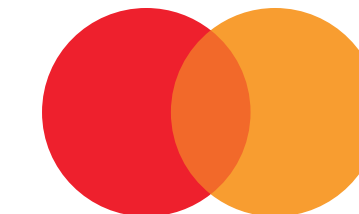


Join incredible  
**companies** like these.

“The community here is vast...  
It's one of the biggest, I think  
one of the best communities  
globally for financial services.

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David Brear  
CEO, 11:FS





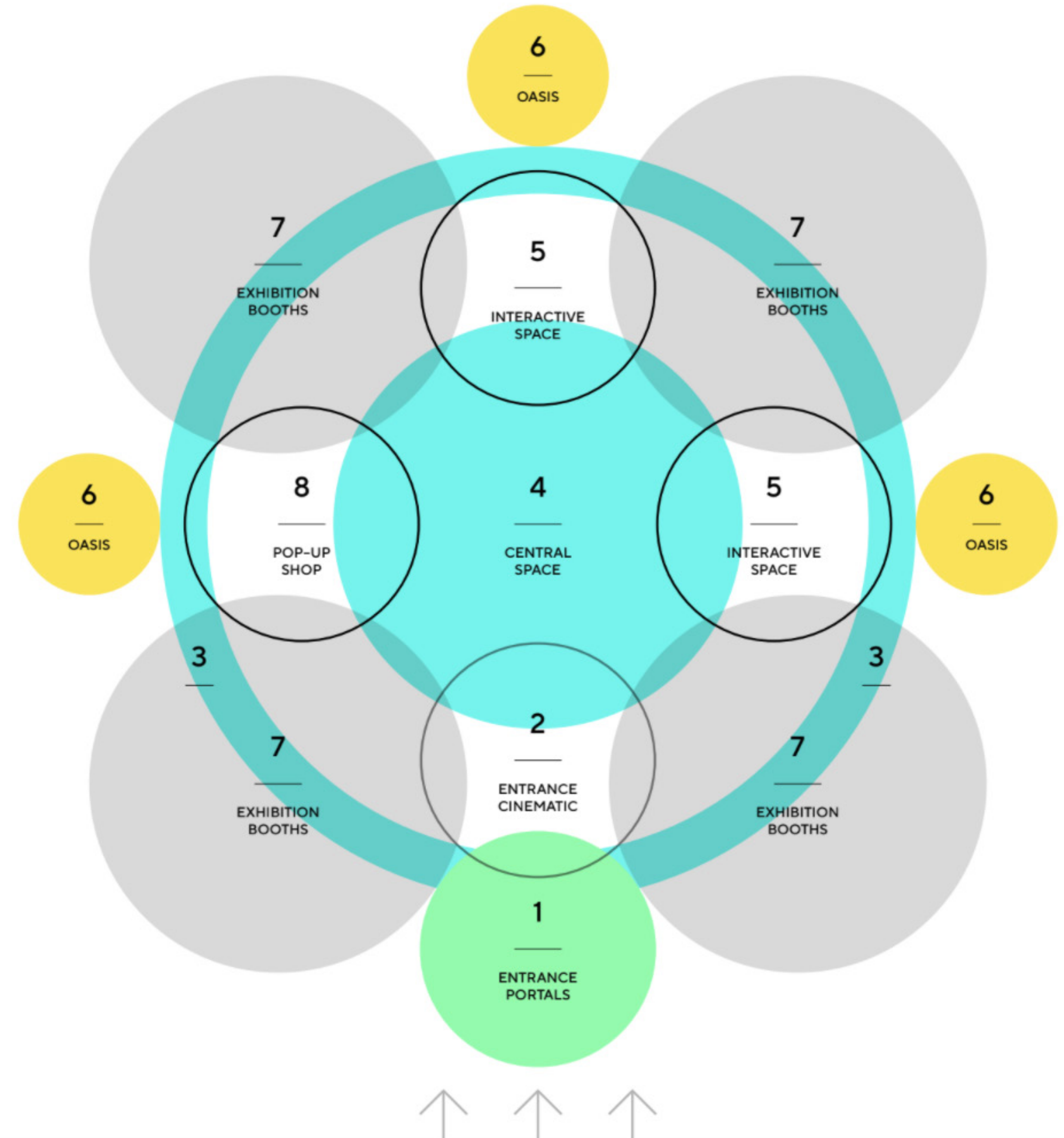
# This isn't an expo. This is an **experience.**

The world has changed since the last Money20/20 show took place. We've all found out just how much we can learn and build in a purely online environment when we need to.

But if there's anything that lockdown taught us, it's that there are experiences that the digital world can never replace and opportunities that digital gatherings can never provide.

*Say goodbye to the expo's rigid grid structure and get ready for a totally integrated, organic layout, with multiple routes to every spot in the show and booths blended with interactive features, stages and meeting spaces.*

No matter where you are, you'll experience the encounters and conversations with fintech's most exciting businesses that only coming together in real life can spark.







# Not just another branding exercise.

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Becoming a Money20/20 sponsor delivers you matchless impact and visibility with thousands of visionaries, decision makers, influencers and press. Through our branded opportunities and experiences, you will engage, educate, captivate and collaborate with the audience building what's next in fintech.

## This is your **unfair advantage.**

- / Fuel your pipeline for the year ahead.
- / Get the eyes of thousands of decision makers on your brand through bespoke opportunities and experiences at every size and scale.
- / Carve out space for the most critical conversations of your year, plus the ones you never knew were out there.
- / Amplify your biggest announcements on money's most talked about stage. The press are waiting for your mic drop moment.
- / Gain your unfair advantage with early access to our networking app.

“*Money20/20 delivers for us.  
It helps us to showcase our  
brand and our capabilities.*”

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**Leah Holzman**

Head of Marketing Communications

**amazon pay**





# What's the ROI?

## Our customers say it best.

*"We do a huge amount of business at Money20/20. We've signed contracts on the exhibition floor."*

**Richard Harris**  
EVP Head of Global Sales



*"Money20/20 came at the perfect time for our "official launch" of Tribe. We had a huge number of new business conversations, the majority on our stand. One of the leads from the show is now a signed client and is going through the implementation stage as we speak!"*



*"We had an excess of 90 direct leads at one show and we subsequently went on to onboard several new prospects who are now clients."*

**Crown Agents**  
Bank

*"We closed a major deal which started with an interaction at Money20/20 Europe and are now in negotiation with others following the event."*

 **Fraugster**

*"Our statistics showed we had over 60% of the total audience visiting our stand over three days, with an average dwell time of 10 minutes (way above average for most conferences)."*



*"We had a lot of meetings which allowed us to sign two agreements of intent at Money20/20 Europe."*



 [\*\*Check out more customer success stories here\*\*](#)



# Where **headlines** are written.



Setting the stage for successful launches and major industry announcements is what we do best. Check out just a few of the stories that unfolded on our stages.

- ➔ [Alipay seeing hypergrowth outside of China, European company head says](#)
- ➔ [Klarna Rolls Out 'Slice it in 4' Payment Option](#)
- ➔ [Jack Dorsey Defends Decision to be CEO of Both Twitter and Square](#)
- ➔ [Uber – Announced Uber Money, Credit and Debit Cards for Riders and Drivers](#)
- ➔ [Amazon Launched 'Login and Pay' with Amazon](#)
- ➔ [Tribe Payments launches with new UnionPay International service](#)
- ➔ [Apple's Jennifer Bailey Delivers Apple Pay Update at Money20/20](#)
- ➔ [Visa and Natixis Payments to launch end-to-end "Payments in a Box" offer](#)
- ➔ [N26 announces plans to launch in the US](#)
- ➔ [The Woz Reminds The Bitcoin And Cryptocurrency Community What's Important](#)



# Meet the **team.**

Want to get in contact with the team behind the magic of Money20/20? We're just one click away and ready to give you the greatest possible experience at our shows.

→ [Get in touch today](#)



**Arielle Kalu**  
Business Development  
Manager



**Clara Garavaglia**  
Account Manager



**Claire Ardley**  
Key Account Director



**Frank Boutle**  
Business Development  
Manager



**Jack Shukla**  
Account Executive



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Key Account Manager



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Manager



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