

**REIMAGINING
MONEY20/20
USA**

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

/ **WE'RE BACK (BUT NOT LIKE YOU'VE SEEN US BEFORE)**

In 2020, the Money20/20 team didn't get much of a chance to do what we're good at and what we love to do: run game-changing events that bring together the global fintech community and help it move forward. So instead, we've spent the year giving our live show experience a massive makeover.

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.

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. We've redesigned the Money20/20 shows around these moments – the **encounters and conversations** that only coming together as a community in real life can **spark**.

We'll keep all the best bits of the Money20/20 you know and love, but critically we'll also be imbuing the shows with a new mission, purpose and structure. We know that stories of industry transformation are written in Vegas; we'll be bringing them right to the heart of the show experience and making sure that every stakeholder is part of them.

/ **BEST-IN-CLASS DESIGN THINKING**

To reimagine the Money20/20 experience, we've partnered with the world-renowned creative agency **Sid Lee**. Together, we've scrutinised every corner of our Money20/20 shows to inject best-in-class design thinking and imagination into our events in 2021 and beyond.

Sid Lee describe themselves as a "creative community applying storytelling, design and technology to build experiences that matter."

They are renowned for helping nurture Cirque du Soleil into a global sensation. Their other clients include content creators like Netflix and HBO, experience brands like Ubisoft and Paris Saint-Germain FC, and household names including Facebook, adidas, Samsung, Spotify, TikTok, Hyundai and KFC. And now Money20/20.

/ MORE THAN A FRESH COAT OF PAINT

We set out with three goals for our reimagination project:

- / To design the physical space and layout of the shows to weave connection-building and innovation through every part;
- / To create engaging and personalised journeys through our shows for every attendee, to make sure they meet who they need to (whether they planned to or not).
- / To build a 24/7 experience for our attendees that helps them meet their needs throughout the time they're at Money20/20, both inside the shows and outside them.

And of course, through all the above, our ultimate goal is to guarantee all of our stakeholders a transformative week at every Money20/20 show, with even more tangible progress towards their goals than ever before.

So, after months of breaking the shows down and building them back up again, we're nearly ready to reveal the all-new Money20/20.

Get ready for a rebooted experience designed around our new key principles:

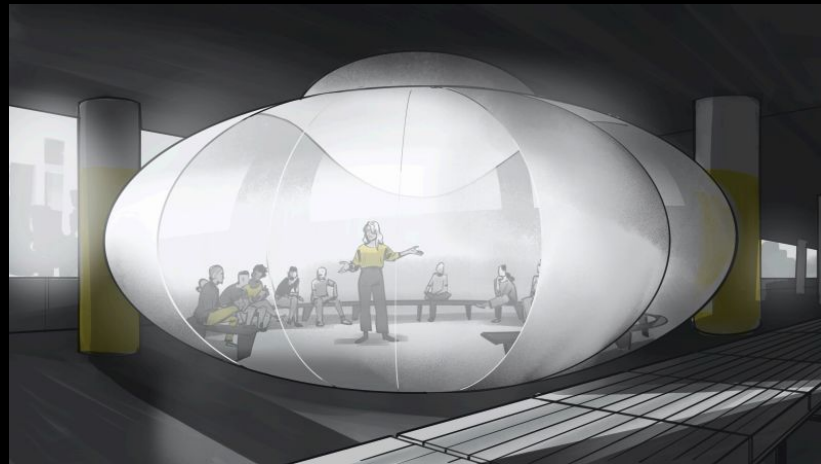
- / **Undeniably live**
- / **A journey of continuous discovery**
- / **Flexible, free-flowing & organic**
- / **Collisions & conversations**
- / **...and a touch of magic**

/ **UNDENIABLY LIVE**

One thing digital can't provide is access to the ideas and people **you didn't know you needed**. The "I'll know it when I see it", the "I didn't think of it like that", the "I didn't know that existed". And most importantly, "That conversation changed the trajectory of my whole year".

Money20/20 is built to provide experiences and opportunities that make you feel just like that, over and over again. Look out for pop-up events, unexpected invitations and random encounters that will spark connections you didn't know you were missing.

Spontaneity, serendipity, possibility and chance are our new watchwords.

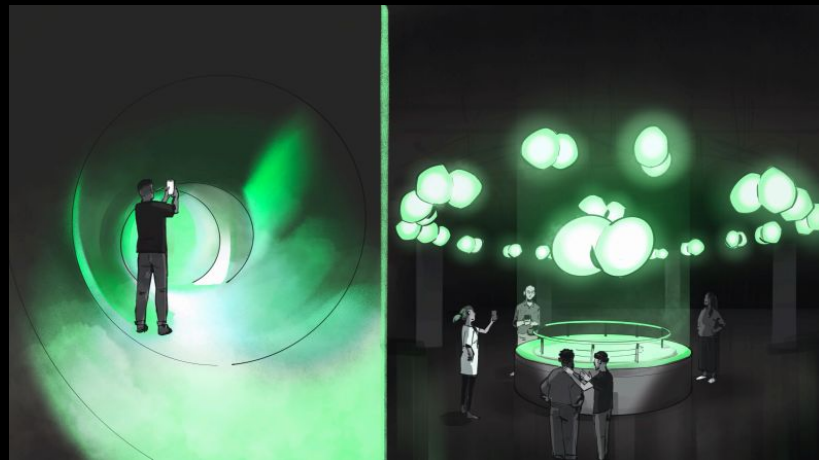


/ A JOURNEY OF CONTINUOUS DISCOVERY

Three or four days can be a long time to spend in one place, but nobody feels like that at Money20/20. Our shows are built to engage and re-engage our attendees all day long.

Designed for a diverse audience, Money20/20 will invite every attendee to take their own path and dive into a totally unique experience. Curiosity and exploration won't just be encouraged - they'll be rewarded. The show will change from hour to hour and from day to day, so there'll always be something new to discover.

You've got a plan for the show?
Well, this show's got plans for you too.

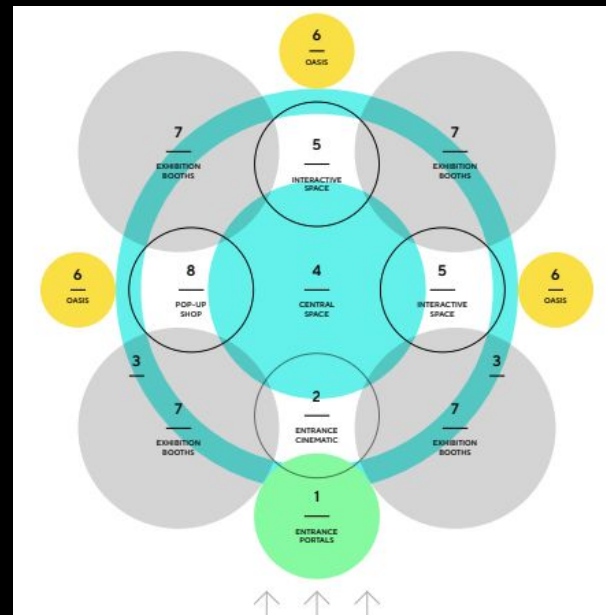


/ FLEXIBLE, FREE-FLOWING & ORGANIC

Yes, Money20/20 is where the most exciting businesses in fintech come to reveal their latest developments and build relationships, but this isn't like any expo you've ever seen.

We've ditched the rigid grid structure in favour of an organic layout based on circles, with multiple routes to every spot in the show and booths blended with interactive features, stages and meeting spaces. Get ready for a totally integrated floor plan that encourages exploration and helps attendees find the companies they need to meet.

This isn't an expo: this is an experience.



See 2021 Money20/20 USA floorplan [here](#)!

/ **COLLISIONS & CONVERSATIONS**

We get it. After a year sitting at home with nothing more than webinars and digital presentations to expand your fintech thinking, content is practically a dirty word. What you, and everyone else, are really craving is human connection and discussion.

That's why we're rebuilding our agenda from the ground up, not to educate, but to spark conversation and deepen connections. You'll still be able to hear opinions from the industry's luminaries, but we'll be complementing that with a comprehensive program of opportunities for every attendee to collaborate, share their expertise and build meaningful relationships.

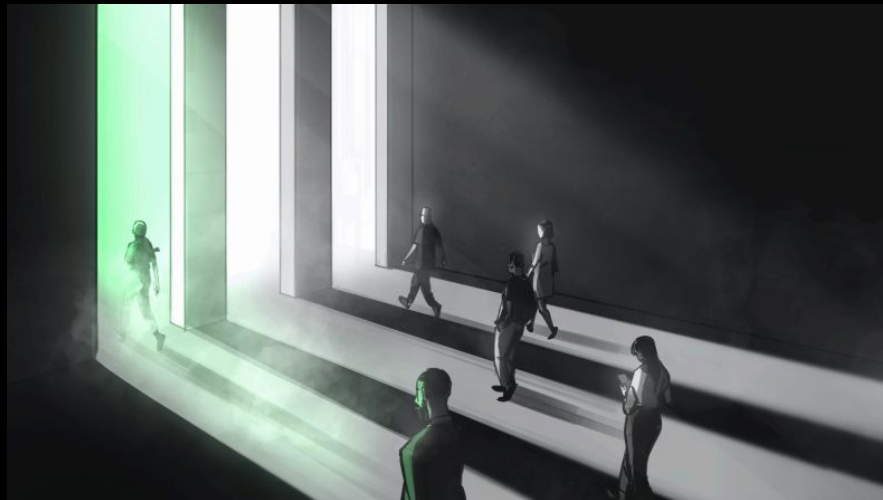
This isn't networking. **This is your network.**



/ ... AND A TOUCH OF MAGIC

After being prevented from gathering as a community for so long, it's going to be a magical moment when we finally come together again. So in 2021, expect a big dose of the drama you've come to know and love from Money20/20.

This year, we're promising to leave you with **even more memorable moments than ever before.**



MEET THE TEAM

Our army of experienced event veterans are ready to serve you as dedicated Sponsorship Consultants for Money20/20 success. Get in touch today and let us do the work to ensure you get maximum ROI as you navigate your way back to in-person experiences in 2021.



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