



CFPA

Crowdfunding Professional Association

CFPA FOURTH ANNUAL

CROWDFINANCE SUMMIT

METRO WASHINGTON D.C.
APRIL 20th, 2017





CfPA

Crowdfunding Professional Association

The CfPA Leadership believes that the 2017 Annual Summit will be both timely and groundbreaking, just two months into the Trump Administration and with all JOBS Act Rules - Reg A+, Reg CF and Title II - in full effect.

The CfPA Annual Summit is unique - it is the only conference for the industry by the industry - with the participation of leading crowdfunding luminaries, our esteemed Board of Directors, and practitioners from every segment of the industry.

Experience Exceptional Informational Content and Networking Opportunities in the Company of Leading Experts, Government Representatives, Colleagues and Friends

- ✓ A world-class educational program led by some of the most prominent figures in finance, FinTech, and securities governance
- ✓ Connect with industry colleagues in our nation's capitol
- ✓ Form new business relationships
- ✓ Remain in the forefront of industry trends



THE CfPA FOURTH ANNUAL CROWDFINANCE SUMMIT

THE ONLY CONFERENCE FOR THE INDUSTRY BY THE INDUSTRY

ABOUT THE CfPA

Established shortly after the signing of the Jumpstart Our Business Startup Act (“JOBS Act”) on April 5, 2012, the Crowdfunding Professional Association (CfPA) is the leadership and advocacy organization bringing together all those who support and benefit from the nascent industry of crowdfinance.

Working in alliance with legislative and regulatory bodies, established financial services firms, rising Fin Tech businesses and academic leaders, the CfPA helps cultivate and balance a healthy ecosystem that aims to accelerate capital formation while ensuring investor protection.

CfPA members include financial professionals, FinTech leaders and legal experts with diverse backgrounds and evolving business models. Since 2012, the CfPA's annual summit has been helping drive the industry forward with leading-edge unbiased programming and unparalleled networking.

The 2017 CfPA summit, led by some of the most prominent figures in finance, Fin Tech, and securities governance, will focus on the outlook and opportunities for crowdfinance in 2017. The conference is strategically structured to ensure that participants share knowledge and strategies while maximizing networking opportunities.



APRIL 20th, 2017



**2231 Crystal Drive, Unit 1000
Arlington, VA 22202**



ATTENDEES AND GUESTS

The audience consists of industry veterans who remain passionate about democratizing the financial markets.

Specific member demographics include:

- ✓ Founders, Entrepreneurs & Issuers
- ✓ Legislators, Regulators & Legal experts
- ✓ FinTech Pioneers
- ✓ Investment Bankers
- ✓ Growth/Venture Investors
- ✓ Financial Advisors and service providers
- ✓ Analysts
- ✓ Financial innovators
- ✓ Credentialed members of the financial media



Key discussion points at this year's Summit will include:

- ✓ State of the Union of Reg A+, Reg CF and Reg D 506(c)-JOBS Act Update
- ✓ 2017 Political Landscape: Capital Formation under the Trump Administration
- ✓ Rewards Based Crowdfunding: Trends, Opportunities, and the Road Ahead
- ✓ Crowdfunding Enabled Innovations Around the World:
- ✓ Building your Community: Intrastate, University and Non-Profit Crowdfunding
- ✓ Best Practices from Highly Successful Equity + Rewards Campaigns
- ✓ Marketing Strategies for Success
- ✓ Liquidity Options for Crowdfinance Offerings
- ✓ Academia's Role in Crowdfunding
- ✓ Mitigating Fraud in Crowdfinance
- ✓ Engaging a Crowdfunding Consultant - What You Need to Know
- ✓ FinTech and a New Era for Securities Marketing
- ✓ The Future of Research, Analytics & Financial Data
- ✓ The Introduction of New Financing Structures
- ✓ How Intrastate Crowdfunding is Impacting Federal Regulations

SUMMIT \$PONSORSHIPS

	TITLE	PLATINUM	GOLD	SILVER
Professionally edited video of all speaking sessions (valued at \$800)	Yes	Yes	No	No
Speaking Opportunity	Yes(Keynote)	Panel	Panel	Panel
Company Membership Fee Waived	Yes	No	No	No
# of guest passes	8	5	3	2
Private Breakout Room for 1:1s	Yes	No	No	No
Company logo and/or description featured on all event marketing materials	Yes	Yes	Yes	Yes
Webinars Per Year	4	3	2	1
Program Ad Size	Full page	Half Page	One third page	One Quarter
Agenda Input	Yes	Yes	No	No
Swag bag insert / seat drop	Yes	Yes	Yes	No
Radio Interview	Yes	Yes	No	No
Complete attendee List	Yes	Yes	No	No
Service Provider Directory (1 yr)	Yes	Yes	Yes	Yes
Press Release	Yes	Yes	No	No
	\$12,500	\$7,500	\$5,000	\$2,500

*Sponsorship opportunities are limited and available on a first-come, first-serve basis.

SPECIALIZED SPONSORSHIP PACKAGES

NAME BADGE SPONSOR

Recognition & opportunities include:

- ✓ Sponsor logo on all namebadges
- ✓ 3 complimentary guest passes
- ✓ Sponsor listing in all conference materials, promotion ads and marketing campaigns
- ✓ Sponsor listing & company logo with hyperlink on event websites and conference producer's websites
- ✓ Company logo displayed at conference - both on site and through giveaways

 \$5000

LIVE BROADCAST SPONSOR

Recognition & opportunities include:

- ✓ Logo featured prominently on worldwide live broadcast of event
- ✓ 3 complimentary guest passes
- ✓ Acknowledgment in all conference materials, promotion ads and marketing campaigns
- ✓ Company logo with hyperlink on event websites and conference producer's websites
- ✓ Company logo displayed at conference - both on site and through giveaways

 \$5000

BREAKFAST SPONSOR

Recognition & opportunities include:

- ✓ 3 complimentary guest passes
- ✓ Sponsor listing in all conference promotion ads and marketing campaigns
- ✓ Sponsor listing & company logo with hyperlink on event websites and conference producer's websites
- ✓ Company logo displayed at conference - both on site and through giveaways

 \$5000

LUNCH SPONSOR

Recognition & opportunities include:

- ✓ 3 complimentary guest passes
- ✓ Sponsor listing in all conference promotion ads and marketing campaigns
- ✓ Sponsor listing & company logo with hyperlink on event websites and conference producer's websites
- ✓ Company logo displayed at conference - both on site and through giveaways
- ✓ Opportunity to make a short speech at Lunch

 \$6000

COCKTAIL PARTY SPONSOR

Recognition & opportunities include:

- ✓ 3 complimentary guest passes
- ✓ Sponsor listing in all conference promotion ads and marketing campaigns
- ✓ Sponsor listing & company logo with hyperlink on event websites and conference producer's websites
- ✓ Company logo displayed at conference - both on site and through giveaways
- ✓ Opportunity to make a short speech at cocktail party
- ✓ Help set cocktail party theme

 \$6000






PARTNERSHIP & MEMBERSHIP OPPORTUNITIES:

Through various sponsorship packages, CfPA partners and members receive extensive brand exposure reaching all members of the financial and technology ecosystems. The CfPA provides sponsorship benefits through a powerful combination of multiple mediums including:

Web presence, webinars, e-marketing campaigns, print advertising, widespread on-site recognition, signage, event giveaways, program exposure as well as through a number of partner distribution channels.

Sponsorship benefits are enjoyed before, during and long after the event.

MEMBERSHIPS

	 COMPANY	 INDIVIDUAL	 STUDENT
Number of Memberships Included:	5	1	1
Logo Placement on Website:	Yes	No	No
Access to Membership List:	Yes	No	No
Opportunity to blog on CfPA site:	Yes	No	No
Summit Agenda Input:	Yes	Yes	No
	\$995	\$150	\$50



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2017 Crowdfinance Summit

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