



# FINTECH BRIDGE C H I N A - U K

27 February 2020  
Allen & Overy, London

## PARTNERSHIP OPPORTUNITIES

The only conference dedicated to fintech investments and business trade deals between China and the UK.

[www.fintechcircle.com/fintech-bridge](http://www.fintechcircle.com/fintech-bridge)

*Venue Partner*

ALLEN & OVERY

 FINTECH\_Bridge  
#FINTECHBridge  
 fintechbridge

# Overview

The FINTECH Bridge China-UK Conference addresses key developments and opportunities in innovation, financial regulation and international trade created by the UK and China's booming fintech sectors and supported by a government bridge agreement. It helps the audience form and deepen relationships from which they can forge investment and business partnerships.

Described as "true crossroads of all the relevant people, experience and expertise from both the UK and China in equal measure" this is the event you don't want to miss if your ambition is to get to know the markets and their most influential players.



# A Glimpse of FINTECH Bridge China-UK Conference Delegates



Now in its second year, the conference brings together top-level executives, decision makers, investors and entrepreneurs from leading Chinese and UK banks, financial institutions, technology companies, regulation and government bodies and associations. Here is an overview of who joined us at the 2018 event!



“Thank you for a really stimulating day. It was great to hear so much from such influential players in the fintech market and I met some really interesting companies.”

**Ian Manzie, Senior International Trade Advisor, London International Trade Team, Department of International Trade**

"FINTECH Bridge China-UK provided a deep understanding of upcoming themes and trends. This bi-lateral dialogue has never been more important for the fintech sector. Great new connections forged."

## Iain Anderson, Executive Chairman, Cicero Group and Chair, Fintech Strategy Group

# Why Sponsor?

According to a report by Accenture, global investment in fintech ventures more than doubled in 2018. The tremendous growth was due in large part to a ninefold increase in the value of deals in China, to US\$25.5 billion – nearly as much as the US\$26.7 billion from all fintech investments globally in 2017.

Now is the time to get involved in the rapid-growing market. Take advantage of all the channels which allow you to get close to the right people and organisations that can help you expand and grow your business in the new markets.

FINTECH Bridge China-UK sponsors benefit from exposure to decision makers from financial institutions, organisations and associations that are often difficult to reach and forge new relationship with.



## NETWORK

Access an engaged audience of senior executives in the finance, technology and private equity industries.



## NEW BUSINESS

Present your solutions and generate new business with global investors and partners.



## THOUGHT-LEADER

Position yourself as a leader in the fintech space.



## BRAND AWARENESS

Showcase your brand to not only the conference delegates but also to a wider, 120,000 strong, FINTECH Circle network across different platforms through extensive conference promotion.

## 2020 Conference in Numbers

**150+**

ATTENDEES

**50+**

COMPANIES

**20+**

HOURS OF  
CONTENT

# Lead Partner

## CONTENT AND SPEAKING OPPORTUNITIES

- Pre-conference content (publication, white paper or report) sent to attendees and conference mailing list
- One keynote speaking slot
- One plenary panellist or moderator speaking slot
- One stream panellist or moderator slot

## MARKETING AND BRANDING

- Exhibition stand on the day of the conference
- Company logo and description on conference website and app
- On site branding, logo on conference printed materials and slides
- Advert in conference holding slides on rotation between sessions
- Social media post announcing company sponsorship to FINTECH Circle community
- Social media post announcing speaker with quote to FINTECH Circle community
- Thought leadership article posted on FINTECH Circle's blog and promoted across our networks (pre- or post-event)
- Exclusive video interview with company representative published post event
- Access to provisional delegate list two weeks prior to event (subject to GDPR)

## DELEGATE PASSES

- Conference passes (in addition to speakers): 10
- Total passes: 13
- Additional pass discount: 30%
- Five tickets to pre-conference VIP dinner

## ADDITIONAL OPTION

- Lead Partner for the exclusive invite-only VIP pre-conference dinner

# Knowledge Partner

## CONTENT AND SPEAKING OPPORTUNITIES

- Your content (publication, white paper or report) sent to attendees, hosted on our blog and promoted in FINTECH Circle newsletter
- A bespoke workshop or roundtable led by you
- One stream panellist or moderator slot

## MARKETING AND BRANDING

- Company logo and description on conference website and app
- On site branding, logo on conference printed materials and slides
- Advert in conference holding slides on rotation between sessions
- Social media post announcing company sponsorship to FINTECH Circle community
- Social media post announcing speaker with quote to FINTECH Circle community
- Thought leadership article posted on FINTECH Circle's blog and promoted across our networks (pre- or post-event)
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- Access to provisional delegate list two weeks prior to event (subject to GDPR)

## DELEGATE PASSES

- Conference passes (in addition to speakers): seven
- Total passes: 10
- Additional pass discount: 20%

## ADDITIONAL OPTIONS

- Invite-only CIO roundtable session
- Invite-only startup roundtable session
- Invite-only investor roundtable session
- Stream session host

# Network Partner

## CONTENT AND SPEAKING OPPORTUNITIES

- One plenary panellist or moderator speaking slot
- One stream panellist or moderator slot

## MARKETING AND BRANDING

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- Access to provisional delegate list two weeks prior to event (subject to GDPR)

## DELEGATE PASSES

- Conference passes (in addition to speakers): five
- Total passes: seven
- Additional pass discount: 15%

## ADDITIONAL OPTIONS

- Networking lunch
- Barista coffee station
- Networking drinks reception
- Event app sponsorship
- 1-2-1 meeting space
- Live polling
- Delegate gift

# Content Partner

## CONTENT AND SPEAKING OPPORTUNITIES

- One stream panellist or moderator slot

## MARKETING AND BRANDING

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- Social media post announcing company sponsorship to FINTECH Circle community
- Social media post announcing speaker with quote to FINTECH Circle community
- Thought leadership article posted on FINTECH Circle's blog and promoted across our networks (pre- or post-event)
- Access to provisional delegate list two weeks prior to event (subject to GDPR)

## DELEGATE PASSES

- Conference passes (in addition to speakers): three
- Total passes: four
- Additional pass discount: 10%

## ADDITIONAL OPTIONS

- Coffee break
- Badge or lanyard branding
- Charging station
- Post-event survey
- Wifi

# Event/Award Partner



## MARKETING AND BRANDING

- Company logo and description on conference website and app
- On site branding, logo on conference printed materials and slides
- Social media post announcing company sponsorship to FINTECH Circle community
- Access to provisional delegate list two weeks prior to event (subject to GDPR)

## DELEGATE PASSES

- Conference passes: one
- Additional pass discount: 10%

## ADDITIONAL OPTION

- Startup Awards branding

# Startup Partner

## CONTENT AND SPEAKING OPPORTUNITIES

- Seven-minute startup pitch (two people max)

## MARKETING AND BRANDING

- Company logo and description on conference website and app
- On site branding, logo on conference printed materials and slides
- Social media post announcing company sponsorship to FINTECH Circle community
- Access to provisional delegate list two weeks prior to event (subject to GDPR)

## DELEGATE PASSES

- Conference passes (in addition to speakers): one
- Total passes: three
- Additional pass discount: 10%

# Exhibition Stand

Be part of the conference buzz! A great way to stand out from the crowd, interact with the audience in the main hall, showcase the benefits of your products and services in-person and emphasise your unique selling points.

# Pop-up Stand

A dedicated area with your banner and literature rack will help highlight your brand and message to the attendees, and give you the option to conduct meetings during the conference. A perfect solution for on-the-budget promotion.

# Private Meeting Room

Conduct meetings and forge new business partnerships and alliances within private setting near the main conference hall.

# Seat Drop

Want to share your latest brochure, flyer or report with the audience? A seat drop allows your branded material get noticed by attendees during the conference. It can be distributed at a time of your choice to coincide with a particular session or topic.

# About us

FINTECH Circle is a global platform of more than 120,000 fintech entrepreneurs, investors, finance professionals, academics, and solution providers. We established Europe's 1st Fintech Angel Network and provide bespoke corporate innovation programs, organise thought-provoking events, and run fintech masterclasses for leading financial institutions world-wide.

# Get in touch!

For sponsorship and speaking opportunities:

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