



# **SWIFT community events in 2020: Americas & UK region**

Sponsorship and exhibition opportunities

## SWIFT community events: Americas & UK region

SWIFT Business Forums and Regional Conferences are key events for the SWIFT community – bringing together business leaders and experts to shape market practice, define standards and discuss key trends in the industry.

SWIFT events explore the latest developments in the banking and financial services industry. Thought-leadership content is delivered through a combination of keynote plenary sessions and interactive work sessions, and case studies focusing on key market drivers impacting banking and payments, cyber-security, technology, capital markets, and financial crime compliance.

SWIFT events provide a unique opportunity to showcase your brand and position your products and services to our community of 11,000+ banking and securities organisations, market infrastructures and corporate customers in more than 200 countries and territories.

### 2018 Highlights

3,225

Registrations across three events

765

Institutions represented

52k+

Views of Finextra live blogs

36

Sponsors, exhibitors and partners

4.75

Overall experience (rated out of 5)

98%

Would attend another event organised by SWIFT



## 2020 events: *Redefining the Payments Experience*

In a haze of unprecedented change, the end-destination for financial services is becoming clear. Together we must redefine payments and deliver the fast and frictionless service our customers so desire. While new technologies are the critical enabler, selecting the right business models and collaborating with the right partners will be paramount. In 2020, we will be exploring how firms can overcome legacy challenges to deliver intuitive digital services while ensuring security, resilience and compliance in an open environment.

### Business Forum London

28 April  
Tobacco Dock  
London

1,000  
Delegates



### Latin American Regional Conference

1-2 June  
Loews  
Miami

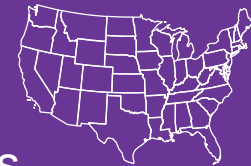
500  
Delegates



### Business Forum New York

16 June  
Convene at  
225 Liberty St  
New York

500  
Delegates



## Categories and prices, at-a-glance

	Business Forum London		Latin American Regional Conference		Business Forum New York	
	EUR / US\$		EUR / US\$		EUR / US\$	
	SWIFT Community*	Non- Community	SWIFT Community*	Non- Community	SWIFT Community*	Non- Community
Lead Partner	25,000	/	15,000	/	25,000	/
Content Partner	15,000	19,500	10,000	14,500	15,000	19,500
Lunch & Learn Partner	15,000	19,500	10,000	14,500	15,000	19,500
Charging Partner	9,500	13,500	7,500	12,500	9,500	13,500
Cocktail Partner	9,500	13,500	7,500	12,500	9,500	13,500
Coffee/Snack Partner	7,500	13,500	7,500	12,500	7,500	13,500
Exhibitor	7,500	13,500	NA	NA	7,500	13,500

\*SWIFT Community pricing is applicable to registered banks and financial institutions with a live BIC8.  
Non-community pricing is offered to vendors & service bureaux.



# Categories and benefits, at-a-glance



\*There is no exhibition space at LARC

# Lead Partner



# Lead Partner

- Exclusive sponsorship opportunity:
  - Only one lead partner per event
- Opportunity to submit a speaker to an existing panel or work session (topic and timing subject to availability and SWIFT review and approval)
- Video interview onsite
- Exclusive branding opportunity:
  - Your logo to feature on-screen during opening and closing sessions (alongside SWIFT logo)
  - Your logo to feature on all event signage (alongside SWIFT logo)
  - Company brochure / collateral to be distributed on-the-day of the event (one piece / max. letter size, exact placement to be agreed)
- Verbal thanks / acknowledgement during opening and closing sessions
- Thanks / acknowledgement on SWIFT social media on-the-day of the event
- Your logo to feature top-tier billing on event app or marketing collateral (pre and post event)
- Your logo and link to your company website on [swift.com](http://swift.com)
- Your logo and link to your company website in the event app (or 250 word description in the brochure)
- Advertisement in the event app or brochure (full page)
- Approximately 3m x 2m (9ft x 6ft) exhibition space\*
  - SWIFT to provide one table and two chairs, one power supply, and complimentary Wi-Fi
- Provision of delegate list with first/last name, company, and contact details (for those opted in):
  - One week prior to the event
  - One week after the event



\*There is no exhibition space at LARC

# Content Partner





## Content Partner

- Opportunity to host a 45 minute work session during the main conference programme (topic and timing subject to SWIFT review and approval)
- Verbal thanks / acknowledgement during opening and closing sessions
- Thanks / acknowledgement on SWIFT social media on-the-day of the event
- Your logo to feature second-tier billing on the event app or marketing collateral (pre and post event)
- Your logo and link to your company website on [swift.com](http://swift.com)
- Your logo and link to your company website in the event app (or 150 word description in the brochure)
- Advertisement in the event app or brochure (full page)
- Approximately 3m x 2m (9ft x 6ft) exhibition space\*
  - SWIFT to provide one table and two chairs, one power supply, and complimentary Wi-Fi
- Provision of delegate list with first/last name, company, and contact details (for those opted in):
  - One week prior to the event
  - One week after the event



\*There is NO exhibition space at LARC

# Lunch & Learn Partner



## Lunch & Learn Partner

- Opportunity to host a 45 minute 'lunch and learn' session (topic subject to SWIFT review and approval)
  - SWIFT to provide a dedicated room, with 'grab and go' lunch available to attendees
- Verbal thanks / acknowledgement during the opening plenary
- Thanks / acknowledgement on SWIFT social media on-the-day of the event
- Your logo to feature second-tier billing in the event app or marketing collateral (pre and post event)
- Your logo and link to your company website from [swift.com](http://swift.com)
- Your logo and link to your company website in the event app (or 150 word description in the brochure)
- Advertisement in the event app or brochure (full page)
- Approximately 3m x 2m (9ft x 6ft) exhibition space\*
  - SWIFT to provide one table and two chairs, one power supply, and complimentary Wi-Fi
- Provision of delegate list with first/last name, company, and contact details (for those opted in):
  - One week prior to the event
  - One week after the event



\*There is no exhibition space at LARC

# Charging Partner

PRESENTED BY  
**VELOCITY** ⚡

Charge Your Phone Here



## Charging Partner

- Exclusive branding and experiential opportunity:
  - Only one charging partner per event
  - Your logo to be featured on all power pax
- Verbal thanks / acknowledgement during the opening plenary
- Thanks / acknowledgement on SWIFT social media on-the-day of the event
- Your logo to feature third-tier billing on the event app or marketing collateral (pre and post event)
- Your logo and link to your company website on [swift.com](https://www.swift.com)
- Your logo and link to your company website in the event app (or 150 word description in the brochure)
- Advertisement in the event app or brochure (half page)
- Provision of delegate list with first/last name, company, and contact details (for those opted in):
  - One week after the event



# Coffee / Snack Partner



## Coffee/Snack Partner

- Exclusive branding and experiential opportunity:
  - Your logo on the cart
- Verbal thanks / acknowledgement during the opening plenary
- Thanks / acknowledgement on SWIFT social media on-the-day of the event
- Your logo to feature third-tier billing in the event app or marketing collateral (pre and post event)
- Your logo and link to your company website on [swift.com](https://www.swift.com)
- Your logo and link to your company website in the event app (or 150 word description in the brochure)
- Advertisement in the event app or brochure (half page)
- Provision of delegate list with first/last name, company, and contact details (for those opted in):
  - One week after the event



# Cocktail Partner





## Cocktail Partner

- Exclusive branding and experiential opportunity:
  - Your logo to feature alongside beverage stations during networking cocktails
  - Opportunity to undertake a short address to guests during networking cocktails
- Verbal thanks / acknowledgement during the opening plenary
- Thanks / acknowledgement on SWIFT social media on-the-day of the event
- Your logo to feature third-tier billing in the event app or marketing collateral (pre and post event)
- Your logo and link to your company website on [swift.com](https://www.swift.com)
- Your logo and link to your company website in the event app (or 150 word description in the brochure)
- Advertisement in the event app or brochure (half page)
- Provision of delegate list with first/last name, company, and contact details (for those opted in):
  - One week after the event



# Exhibitor



# Exhibitor

- Verbal thanks / acknowledgement during the opening plenary
- Thanks / acknowledgement on SWIFT social media on-the-day of the event
- Your logo to feature third-tier billing in the event app or marketing collateral (pre and post event)
- Your logo and link to your company website on swift.com
- Your logo and link to your company website in the event app (or 150 word description in the brochure)
- Advertisement in the event app or brochure (half page)
- Approximately 3m x 2m (9ft x 6ft) exhibition space
  - SWIFT to provide one table and two chairs, one power supply, and complimentary Wi-Fi
- Provision of delegate list with first/last name, company, and contact details (for those opted in):
  - One week after the event





**Business Forum  
London**

**Tobacco Dock  
28 April 2020**



## 2018 Highlights\*

# 1,350

Registered delegates

# 320

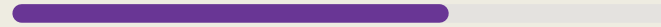
Institutions represented

# 20

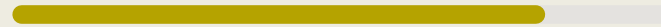
Countries represented

# 17

Sponsors and partners



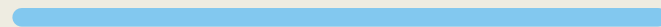
45% had not previously attended a SWIFT event



80% rated speakers 'excellent' or 'very good'



83% rated their overall experience 'excellent' or 'very good'



97% would attend again

## Business Forum London

Tobacco Dock  
28 April 2020

*“The event agenda was great”*

*“Very good event,  
will certainly attend again”*

*“Really liked the variety  
of sessions and content”*



\*We did not hold Business Forum London in 2019



Latin American Miami  
Regional Conference 1-2 June 2020



## 2019 Highlights

# 600+

Registered delegates

# 200+

Institutions represented

# 30+

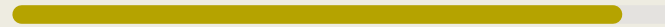
Countries represented

# 3

Sponsors and partners



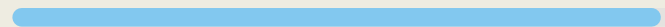
62% had not previously attended a SWIFT event



95% rated speakers 'excellent' or 'very good'



98% rated their overall experience 'excellent' or 'very good'



96% would attend again

## Latin American Regional Conference

Miami  
1-2 June 2020

*“Excellent organization and very interesting topics!”*

*“The closing keynote speaker was amazing”*

*“Loved the live demos”*





**Business Forum  
New York**

Convene  
16 June 2020





## 2018 Highlights\*

# 700

Registered delegates

# 225

Institutions represented

# 13

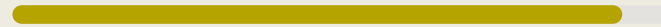
Countries represented

# 14

Sponsors and partners



50% had not previously attended a SWIFT event



88% rated speakers 'excellent' or 'very good'



92% rated their overall experience 'excellent' or 'very good'



99% would attend again

## Business Forum New York

Convene  
16 June 2020

*“Excellent content and the event was extremely well run”*

*“Wish you would have these events more often”*

*“Keynote speaker was stellar”*



\*We did not hold Business Forum New York in 2019

## Your Partner

**SWIFT is a global member-owned cooperative and the world's leading provider of secure financial messaging services.**

We provide our community with a platform for messaging and standards for communicating, and we offer products and services to facilitate access and integration, identification, analysis and regulatory compliance.

Our messaging platform, products and services connect more than 11,000 banking and securities organisations, market infrastructures and corporate customers in more than 200 countries and territories. While SWIFT does not hold funds or manage accounts on behalf of customers, we enable our global community of users to communicate securely, exchanging standardised financial messages in a reliable way, thereby supporting global and local financial flows, as well as trade and commerce all around the world.

SWIFT brings the financial community together – at global, regional and local levels – to shape market practice, define standards and debate issues of mutual interest or concern.

[swift.com](https://www.swift.com)



## Your Contact

For more information, please contact:

**Julie Ravage (New York)**

Tel: +1 212 455 1927

[julie.ravage@swift.com](mailto:julie.ravage@swift.com)

**Martin Duffy (London)**

Tel: +44 207 762 2142

[martin.duffy@swift.com](mailto:martin.duffy@swift.com)

Alternatively, please contact your SWIFT Account Manager.

