

PAYTECH AWARDS 2019

5 JULY 2019, THE HAC, LONDON

MEDIA PACK

FINTECH
FUTURES

PayTech AWARDS 2019

PayTech Awards are the exciting new awards, now in their second year, that recognise excellence and innovation in the use of IT in the finance and payment industry worldwide, and the people who make it happen.

For banks, financial and payment institutions, winning a PayTech Award proves the value of their technology investments and showcases their skills, commitment, creativity and execution.

For software providers, a PayTech Award is a valuable recognition of the company's products and services, and an endorsement by the paytech community.

For individuals and teams, a PayTech Award is a prized acknowledgment of the demonstrated skills, leadership, vision, inspiration and dedication to the industry's betterment.

**THE 2019 EVENT WILL TAKE PLACE ON 5 JULY
AT THE UNIQUE HISTORIC LONDON VENUE,
THE HONOURABLE ARTILLERY COMPANY (HAC).**



WHO ATTENDS AND PARTICIPATES AT PAYTECH AWARDS?

PayTech Awards attract top-level executives, decision makers, stakeholders and influencers at banks, financial institutions and merchants and acquirers worldwide, including:

Founder	IT Director
President	Commercial Director
Chief Executive Officer	Operations Director
Managing Director	Head of Project Management
Vice-President	Head of Digital Products & Services
Chief Information Officer	Head of Payments
Chief Technology Officer	Head of Banking Operations
Chief Digital Officer	Head of Mobile & Digital
Chief Innovation Officer	Head of Product Development
Chief Operating Officer	Head of Business Innovation
Chief Payments Officer	



CATEGORIES

JUDGED AWARDS



- Best Consumer Payments Initiative
- Best Corporate Payments Initiative
 - Best Mobile Payments Initiative
 - Best Prepaid Initiative
 - Best Cards Initiative
 - Top Paytech Innovation
- Best E-commerce Initiative
- Best Paytech Partnership
 - Paytech for Good

LEADERSHIP AWARDS



- Woman in PayTech Award
- PayTech Leadership Award
- Rising PayTech Star Award
- PayTech Team of the Year

EDITOR'S CHOICE AWARDS



- PayTech Provider of the Year
- PayTech Solution of the Year
- PayTech Innovator of the Year

WHY SPONSOR?

PayTech Awards sponsors benefit from an unrivalled multiplatform campaign that positions you at the heart of its marketing to generate leads, access exclusive networking, and showcase your brand across all *FinTech Future* channels – in print, online and on our social media platforms.

- Network with an engaged audience of senior executives in the payments industry
- Benefit from our extensive marketing programme
- Increase your brand awareness and align yourself with excellence and innovation in payments
- Entertain and impress your clients, prospects and staff at the spectacular awards event
- Highlight your brand as a leader in the global paytech sector

Your brand will also be featured on *FinTech Futures* website www.bankingtech.com, a premier global digital platform, and the *Banking Technology* magazine, an iconic monthly publication in print and digital.

FINTECH FUTURES STATS

Monthly page views	620,000+
Magazine distribution	55,000+
Customer database	50,000+
Newsletter subscribers	42,000+
Twitter @FinTech_Futures	38,000+ followers
LinkedIn company page	3,300+
LinkedIn company group.....	2,100+



HEADLINE SPONSOR

BEFORE THE AWARDS

- Your logo featured on top of the website, next to the PayTech Awards logo
- Your brand will be listed with the category, positioning you as an expert in the particular topic
- Branding on marketing collateral promoting the awards up until the event
- Branding on the PayTech Awards website along with a dedicated sponsor page
- Branding on invitations sent out to attendees
- Mentions on social media, including 38,000+ followers on Twitter and 3,300+ followers on LinkedIn
- Congratulatory email to the shortlisted candidates on behalf of the sponsor

DURING THE AWARDS

- Branding at the awards ceremony including backdrop screen, signage across the venue and table centrepieces
- Logo and profile on the Awards programme, handed out to all 200+ attendees
- You'll have the honour to announce the category winner and hand over the trophy
- A table for 10 to attend and network on the day with a drinks reception and a 2-course lunch

AFTER THE AWARDS

- Branding in the follow-up email to all the attendees and the entire *FinTech Futures* database, which currently has over 50,000 subscribers
- You'll be a part of post-event coverage online and editorial in the *Banking Technology* magazine

As a headline sponsor you will also receive a 3-month *FinTech Futures* lead generation programme, providing you at least 100 leads through content syndication. This can be carried out before or after the event takes place.

The content syndication programme includes:

- Hosting your content on the *FinTech Futures* website
- Email campaign sent out to the *FinTech Futures* audience
- Promotion in the daily newsletter and weekly bulletin
- High visibility on our website
- Promotion across social media channels

Price: £25,000



CATEGORY SPONSORSHIP

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Price: £5,750



WANT TO TAKE YOUR BRAND PRESENCE FURTHER?

WINE SPONSORSHIP

- Includes all activities under category sponsorship
- Your brand/logo printed on wine bottles or sleeves over the wine bottles, which will be served on guests' tables during lunch

Price: £7,750

TWEETWALL

- Includes all activities under category sponsorship
- Takeover of the *FinTech Futures* Twitter and additional promotion of the sponsored articles during the event

Price: £12,000

DRINKS RECEPTION

- Includes all activities under category sponsorship
- Branding during the drinks' reception, which includes your logo on napkins and coasters, signage at the bar and across the networking area, display of your promotional material

Price: £12,000

LUNCH

- Includes all activities under category sponsorship
- Branding during the lunch, which includes branding on napkins, table centrepieces and menu

Price: £12,000



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