# JOIN THE WORLD
# CRYPTO WHALES MEETING POINT

### October 24–25 • Dubai • Festival Arena

| **80+** | **7000+** | **120+** | **150+** |
|---|---|---|---|
| SPEAKERS | ATTENDEES | COUTRIES | BOOTHS |

# Blockchain Life 2023

# ATTENDEES TYPES AND GEO

**Investors/Funds** — 67%

**Crypto traders** — 34%

**Entrepreneurs** — 31%

**Miners** — 29%

**Service providers** — 26%

**Startups** — 24%

**Developers** — 15%

**Others** — 4%

**68%** Founders and C-level

**27%** Mid level

**5%** Others

NORTH AMERICA **18%**

SOUTH AMERICA **3%**

EUROPE **37%**

AFRICA **3%**

ASIA **37%**

AUSTRALIA **2%**
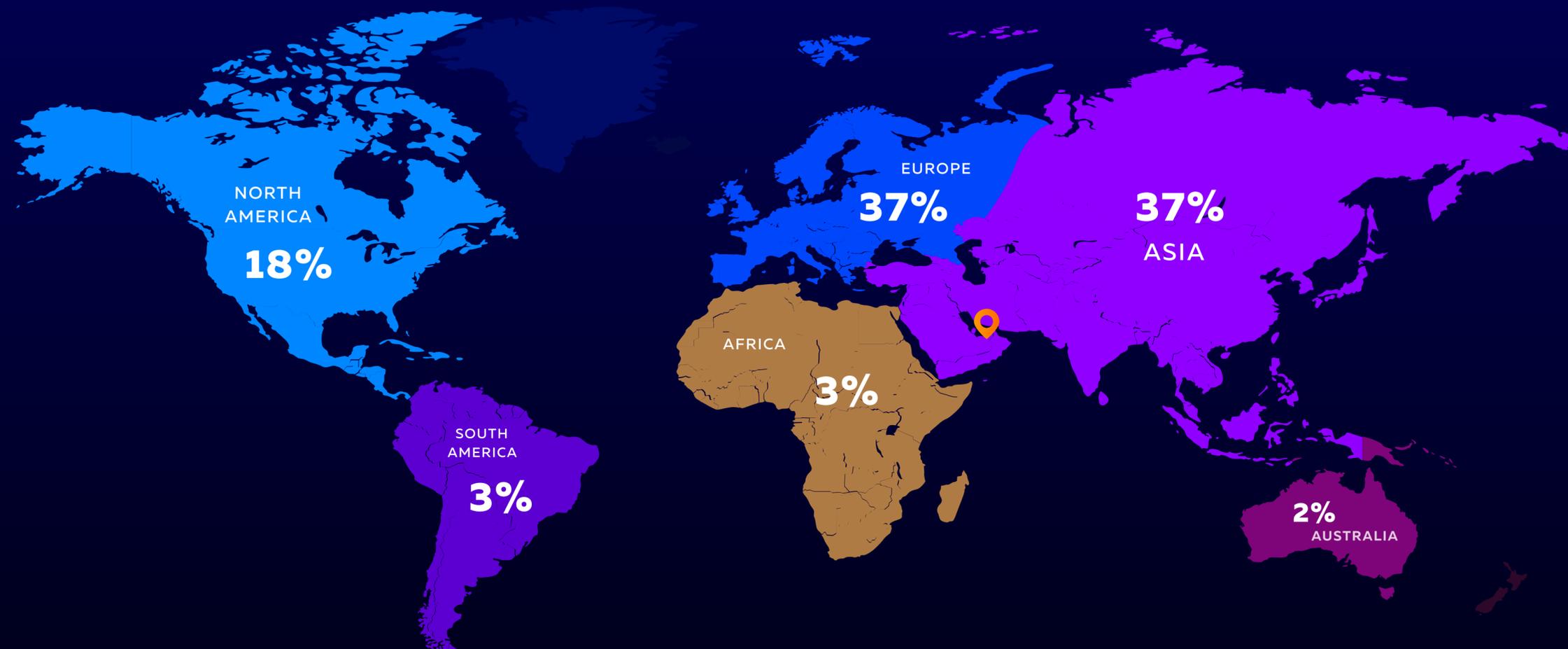
**Top 10 countries-attendees:** UAE · Russia · USA · Germany · UK · India · China · Canada · France · Israel

*Data is based on the customers survey while ticket's purchasing. Attendees can choose several options.

Blockchain Life 2023

# FORUM TOPICS

**Blockchain**

**Cryptocurrencies**

**Mining**

**Web3**

**Metaverse**

**DeFi**

**Startups**

**Legal**

![Blockchain Life 2023]

# TOP SPEAKERS 2017–2023

**Sergei Khitrov**
Founder of Listing.Help, Jets.Capital and Blockchain Life

Listing.Help
*listing on crypto exchanges*

**Tim Draper**
Founder of Draper Associates and DFJ

DRAPER ASSOCIATES

**Yat Siu**
Co-Founder and Executive Chairman of Animoca Brands

animoca BRANDS

**Ben Goertzel**
CEO of SingularityNET

SingularityNET

**Ben Zhou**
Co-founder and CEO of Bybit

BYBIT

**Gracy Chen**
Managing Director at Bitget

Bitget

**Ella Zhang**
Head of Binance Labs

BINANCE

**Dr. Marwan Alzarouni**
CEO of Dubai Blockchain Center

DUBAI BLOCKCHAIN CENTER

**Ian Balina**
Founder and CEO of Token Metrics

TOKEN METRICS

**Bobby Ong**
Co-Founder of CoinGecko

BIO    CoinGecko

**Xinxi Wang**
Co-Founder and Director of Litecoin Foundation

LITECOIN FOUNDATION

**Konstantin Goldstein**
Principal Technical Evangelist at Microsoft

Microsoft

**Carl Runefelt**
Crypto Entrepreneur, Founder of CryptoJobs.com

**Arut Nazaryan**
Co-founder of Morningstar Ventures

MORNINGSTAR VENTURES

HOW IT WAS IN 2022

**7042** ATTENDEES

# PAST SPONSORS

Listing.Help — listing on crypto exchanges

BITMAIN

crypto.com

Bitget

KUCOIN

BITFURY

BEST CHANGE

BYBIT — Next Level Trading

CoinMarketCap

Huobi Global

TradingView

Deribit

RED PAD GAMES

MEXC Global

iPollo

OKEX

FRANCK MULLER GENEVE

DJMINER

METIS

ViaBTC

web³ tech

UMINERS — WWW.UMINERS.COM

Jsbit

bithumb GLOBAL

AND **987** OTHERS

# FORUM MAP

FOOD COURT

G1 G2 G3 G4 G5 G6   G7 G8 G9 G10 G11 G12 G13 G14   PRESENTATION STAGE   CONTROL ROOM   G15 G16 G17 G18 G19 G20 G21 G22 TRANSLATORS

G23 G24 G25 G26 G27 G28 G29 G30 G31 G32 G33 G34 G35 G36
P1 P2 P3 P4 P5 P6 P7

A14   A15   S23   S24

PRAYER ROOM

NETWORKING AREA

A2   D2   S21 / S22   A3   S5 S6 S7 S8 / S9 S10 S11 S12   A8   A9

A4   A5   A6   A7

D1   A1   D4

VIP/SPEAKER LOUNGE

S1 S2   S13 S14   S17 S18
S3 S4   S15 S16   S19 S20

A13   A10   A11   A12

REGISTRATION

MEDIA BRANDWALL
VIP
REGISTRATION

A17   A18   A19

P18 P19 P20 P21 P22 P23 P24
P25 P26 P27 P28 P29 P30 P31

J I H G F

G37 G51   G38 G39 G40 G41 G42   P32   G43 G44 G45   G46 G47 G48 G49   A B C D E K

WC

EXIT   ENTRANCE   VIP ENTRANCE

WC

ORGANIZERS ROOM

CONFERENCE HALL

VIP SEATS

VIP SEATS

BRANDWALL

TERRACE

**EXPLORE INTERACTIVE MAP ON OUR SITE**

SPONSORSHIP

## BEFORE THE FORUM

- ☑ Company logo on the main page of the official website

- ☑ Company profile on the Networking 2.0 platform with an opportunity to post vacancies at the Job Fair

- ☑ Sponsor attendant for the period of preparation and the Forum itself

## DURING THE FORUM

- ☑ Space for construction or a turnkey booth (6×5 m

- ☑ Opportunity to giveaway prizes at the booth (on agreement)

- ☑ E-certificate of the Blockchain Life 2023 sponsor

- ☑ 1 VIP, 2 Business and 4 Standard tickets

## PRICES

| | | | |
|---|---|---|---|
| Premium Area | 16 m² | | $27,000 |
| Premium Area | 20 m² | | $30,000 |
| Premium Area | 24 m² | | $35,000 |
| Premium Area | 25 m² | | $35,000 |
| Premium Area + Turn-key booth | | 16 m² | $57,000 |
| Premium Area + Turn-key booth | | 20 m² | $60,000 |
| Premium Area + Turn-key booth | | 24 m² | $70,000 |
| Premium Area + Turn-key booth | | 25 m² | $70,000 |

# SAPPHIRE MAX (18 m²) | $30,000



## BEFORE THE FORUM

- ☑ Placement of the company logo on the main page of the official Forum website in the Sapphire sponsors section
- ☑ Company profile on Networking 2.0 with an opportunity to post vacancies at the Job Fair
- ☑ Sponsor attendant for the period of preparation and the Forum itself

## DURING THE FORUM

- ☑ 6×3 m booth with height limit of 3 m
- ☑ Branding of the booth (according to sponsor layout) is printed and attached to the booth surface (2 walls, 3 m height)
- ☑ Inside the booth: 2 bar stools, 2 information desks, coffee table, 2 sofas, 2 plasma panels 55", 1 socket (0,5 kW), 8 light spots, raised floor with a carpet
- ☑ Opportunity to giveaway prizes at the booth (on agreement)
- ☑ E-certificate of the Blockchain Life 2023 sponsor
- ☑ 2 Business and 5 Standard tickets

# SAPPHIRE MAX (16 m²) | $25,990
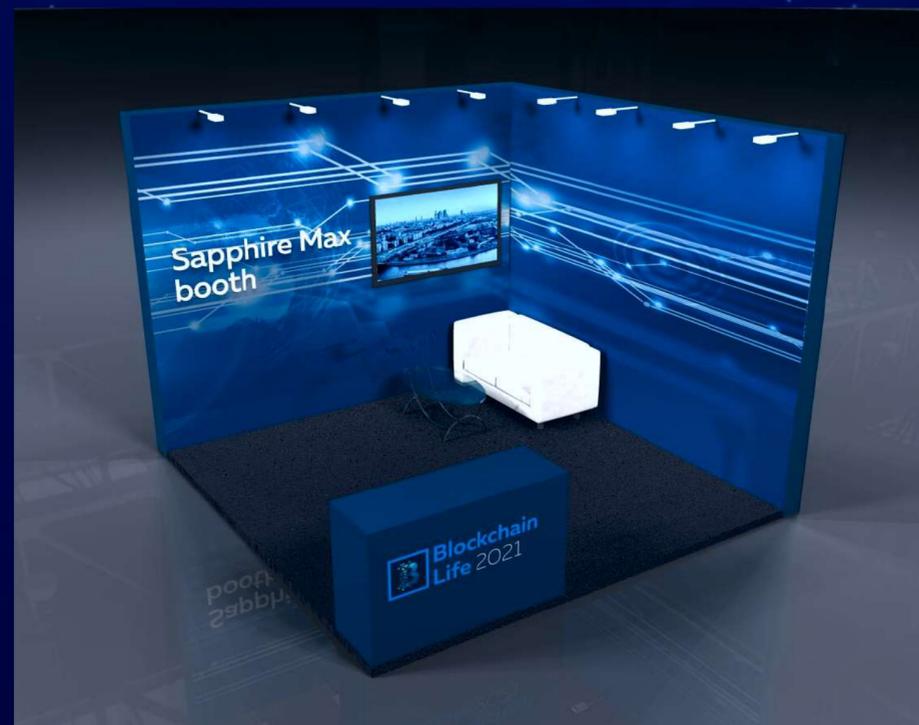


## BEFORE THE FORUM

- ☑ Placement of the company logo on the main page of the official Forum website in the Sapphire sponsors section
- ☑ Company profile on Networking 2.0 with an opportunity to post vacancies at the Job Fair
- ☑ Sponsor attendant for the period of preparation and the Forum itself

## DURING THE FORUM

- ☑ 4×4 m booth with height limit of 3 m
- ☑ Branding of the booth (according to sponsor layout) is printed and attached to the booth surface (2 walls, 3 m height)
- ☑ Inside the booth: 2 bar stools, 1 information desk, coffee table, sofa, plasma panel 50", 1 power socket (0,5 kW), 8 light spots, carpet flooring
- ☑ Opportunity to giveaway prizes at the booth (on agreement)
- ☑ E-certificate of the Blockchain Life 2023 sponsor
- ☑ 2 Business and 5 Standard tickets

# SAPPHIRE | $16,990

☑ Placement of the company logo on the main page of the official Forum website in the Sapphire sponsors section

☑ Company profile on Networking 2.0 with an opportunity to post vacancies at the Job Fair

☑ Sponsor attendant for the period of preparation and the Forum itself

☑ 4×2 m booth with height limit of 3 m

☑ Inside the booth: 2 bar stools, 1 information desk, coffee table, sofa, plasma panel 55", 1 power socket (0,5 kW), 6 light spots, carpet flooring

☑ Company branding is printed and attached to the booth surface

☑ Opportunity to giveaway prizes at the booth (on agreement)

☑ E-certificate of the Blockchain Life 2023 sponsor

☑ 2 Business and 3 Standard tickets

## BEFORE THE FORUM

- ☑ Placement of the company logo on the main page of the official Forum website in the Platinum sponsors section
- ☑ Company profile on Networking 2.0 with an opportunity to post vacancies at the Job Fair
- ☑ Sponsor attendant for the period of preparation and the Forum itself

## DURING THE FORUM

- ☑ 4×2 m booth with height limit of 2,5 m
- ☑ Inside the booth: 2 bar stools, 1 information desk, coffee table, sofa, plasma panel 55", 1 power socket (0,5 kW), 4 light spots, carpet flooring
- ☑ Company branding is printed and attached to the booth surface
- ☑ Opportunity to giveaway prizes at the booth (on agreement)
- ☑ E-certificate of the Blockchain Life 2023 sponsor
- ☑ 2 Business and 3 Standard tickets

# GOLD | FROM $5,590



## BEFORE THE FORUM

- ☑ Placement of the company logo on the main page of the official Forum website in the Gold sponsors section
- ☑ Company profile on Networking 2.0 with an opportunity to post vacancies at the Job Fair
- ☑ Sponsor attendant for the period of preparation and the Forum itself

## DURING THE FORUM

- ☑ 2×2 m booth with height limit of 2,5 m
- ☑ Inside the booth: 1 bar stools, 1 information desk, coffee table, sofa, plasma panel 55", 1 power socket (0,5 kW), 2 light spots, carpet flooring
- ☑ Company branding is printed and attached to the booth surface
- ☑ Opportunity to giveaway prizes at the booth (on agreement)
- ☑ E-certificate of the Blockchain Life 2023 sponsor
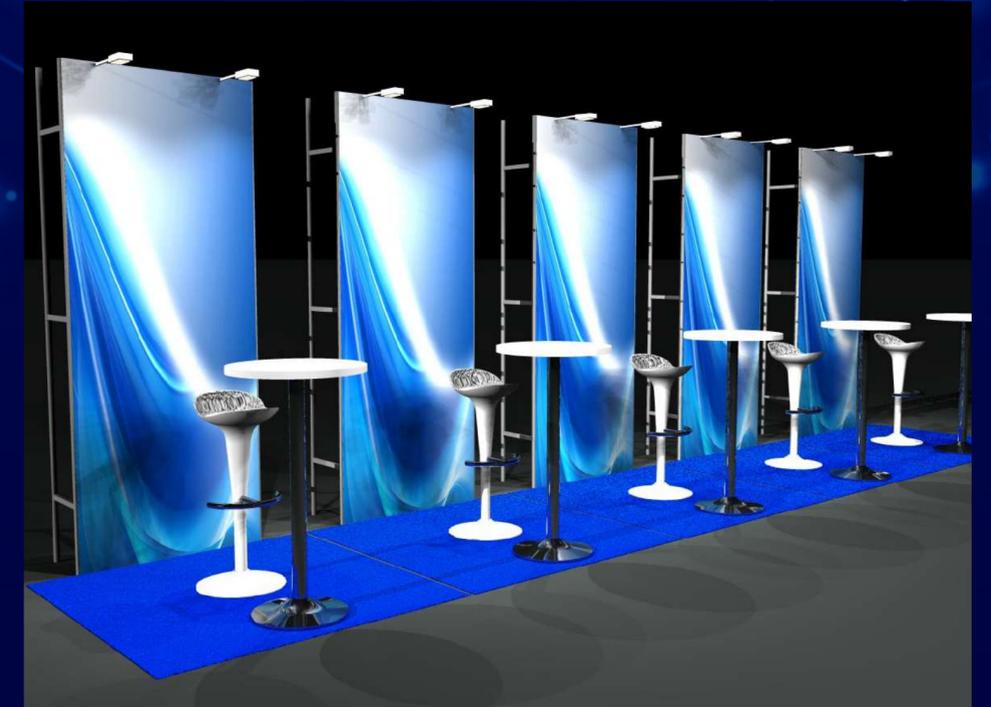- ☑ 1 Business and 3 Standard tickets

# STARTUP | $3,200



## BEFORE THE FORUM

- ☑ 3 Standard tickets
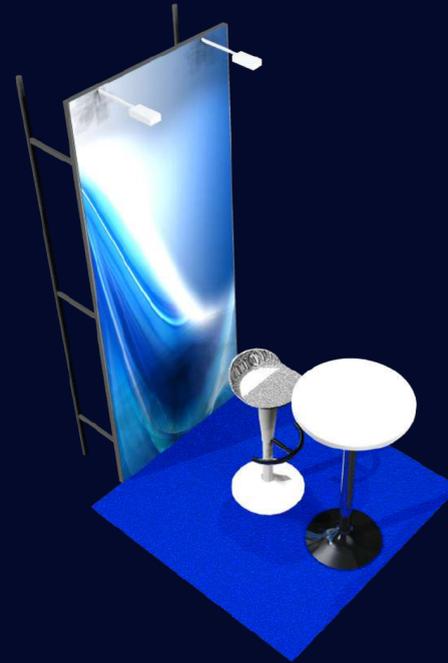
## DURING THE FORUM

- ☑ 1,5x1,5 m area. Branded panel 2,5 m high
- ☑ Inside: 1 bar stool, 1 cocktail table, 1 socket (0,5 kW), 2 light spots, carpet flooring
- ☑ Branding of the panel (according to sponsor's layout) is printed and attached to the panel surface
- ☑ E-certificate of the Blockchain Life 2023 sponsor
- ☑ 3 Standard tickets

# REGISTRATION SPONSOR  |  $30,000



## BEFORE THE FORUM

- ☑ Branded walls of two registration zones: for Business and Standard ticket holders, for VIP and Speakers

## DURING THE FORUM

- ☑ Branded walls of the registration zone for Business and Standard ticket holders
- ☑ Dedicated premium placement of the company's logo on the main page of the website
- ☑ Mention of the company in the newsletter to current participants (once)
- ☑ Company's profile on Networking 2.0 with an opportunity to post vacancies at the Job Fair
- ☑ Sponsor's attendant for the period of preparation and the Forum itself

# EXPO MAIN SCREEN SPONSOR | $20,000

## BEFORE THE FORUM

- ☑ Company's profile on Networking 2.0 with an opportunity to post vacancies at the Job Fair
- ☑ Sponsor's attendant for the period of preparation and the Forum itself

## DURING THE FORUM

- ☑ Effective way to draw attention to the project – the company's ads on LED media cube at the center of expo zone
- ☑ Advertising video length – 30 seconds
- ☑ Video content on 4 large screens
- ☑ At least 150 displays per day

# SIMULTANEOUS INTERPRETATION SPONSOR | $9,990

## BEFORE THE FORUM

- ☑ Exclusive status
- ☑ Dedicated premium placement of the company's logo on the main page of the Forum website
- ☑ Sponsor's attendant for the period of preparation and the Forum itself

## DURING THE FORUM

- ☑ Simultaneous interpretation zone branding (4x2.5 sq.m wall)
- ☑ Branding provided by the organizers

# CHARGING STATION SPONSOR | $12,500

## BEFORE THE FORUM

- ☑ Exclusive status
- ☑ Dedicated premium placement of the company's logo on the main page of the Forum website
- ☑ Company's profile on Networking 2.0 with an opportunity to post vacancies at the Job Fair
- ☑ Sponsor's attendant for the period of preparation and the Forum itself

## DURING THE FORUM

- ☑ Sponsor's video content displayed at the charging stations
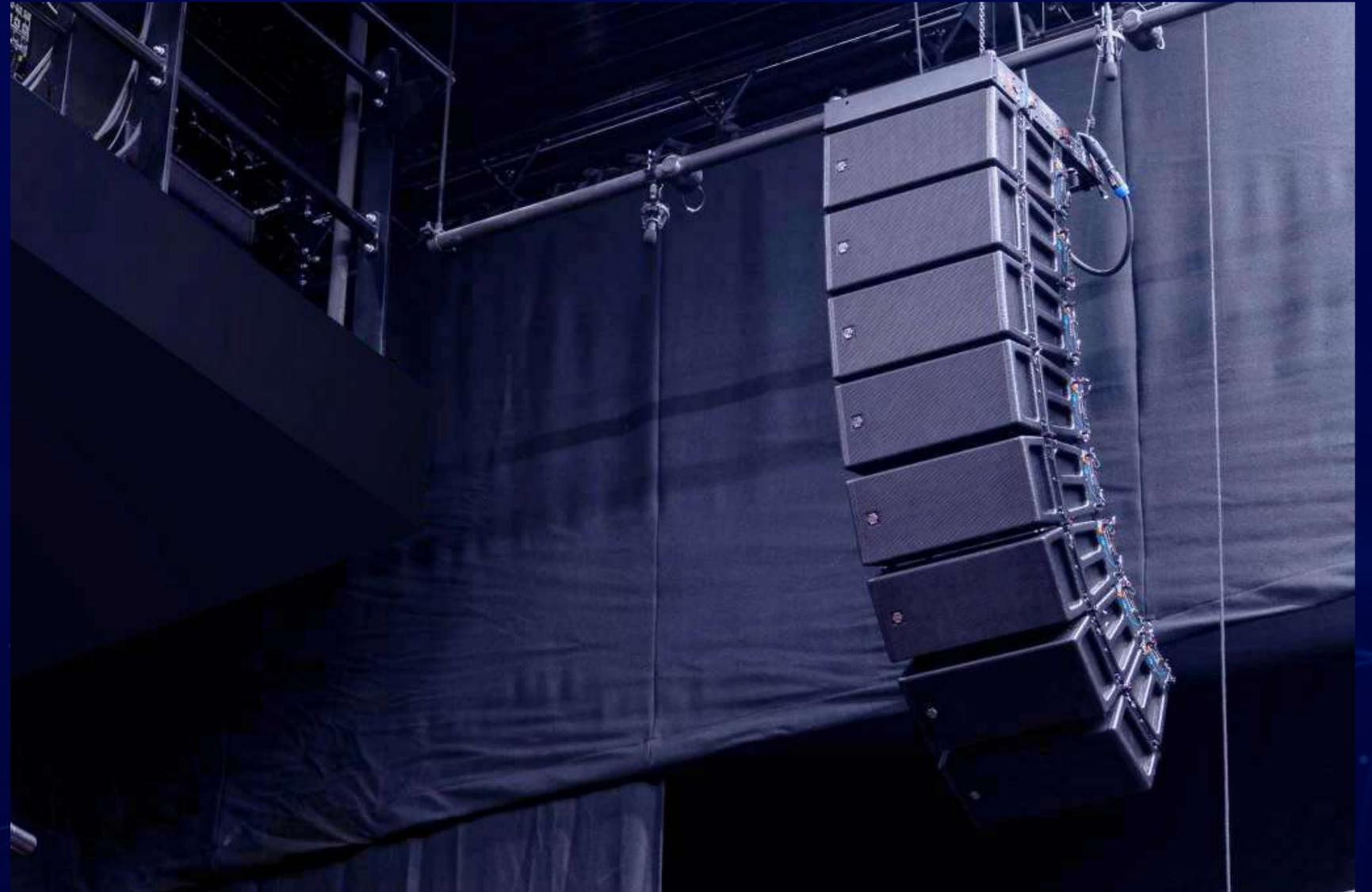- ☑ Charging station locations: Expo zone, VIP Lounge

# AUDIO ADS SPONSOR | $5,500

## BEFORE THE FORUM

- ☑ Company's profile on Networking 2.0 with an opportunity to post vacancies at the Job Fair
- ☑ Sponsor's attendant for the period of preparation and the Forum itself

## DURING THE FORUM

- ☑ Company is mentioned by the Forum announcer all over the expo area (2 days, at least 3 times a day)
- ☑ Advertising announcement length – 20 seconds

# COMPANY PRESENTATION  |  FROM $4,500



## DURING THE FORUM

☑ Opportunity to promote your project from the presentation stage

## PRICES

| | |
|---|---|
| 5-minute speech | $4,500 |
| 7-minute speech | $7,000 |
| 10-minute speech | $9,000 |
| 15-minute speech | $12,000 |
| 30-minute speech | $14,000 |

# WI-FI SPONSOR | $15,000





## BEFORE THE FORUM

- ☑ Exclusive status

- ☑ Dedicated premium placement of the company logo on the main page of the Forum website

- ☑ Company's profile on Networking 2.0 with an opportunity to post vacancies at the Job Fair

- ☑ Sponsor's attendant for the period of preparation and the Forum itself

## DURING THE FORUM

- ☑ Wi-Fi for participants and sponsors is named after the company

- ☑ Redirection to the sponsor's website after connecting to Wi-Fi

- ☑ Announcement of the company as a WI-FI sponsor from the main stage (once a day

# WC SPONSOR | $20,000



## BEFORE THE FORUM

- ☑ Exclusive status
- ☑ Placement of the company logo on the main page of the Forum website
- ☑ Mention of the company in the newsletter to current participants (once)
- ☑ Sponsor's attendant for the period of preparation and the Forum itself

## DURING THE FORUM

- ☑ Restroom branding (provided by the organizers)

# NETWORKING 2.0 SPONSOR | $9,990



- ☑ Exclusive status
- ☑ Exclusive ad banner on the platform "Networking 2.0"platform
- ☑ Dedicated premium placement of the company's logo on the main page of the Forum website
- ☑ Mention of the company in the newsletter to current participants (once)
- ☑ Sponsor's attendant for the period of preparation and the Forum itself

# PHOTO REPORT SPONSOR | $20,000
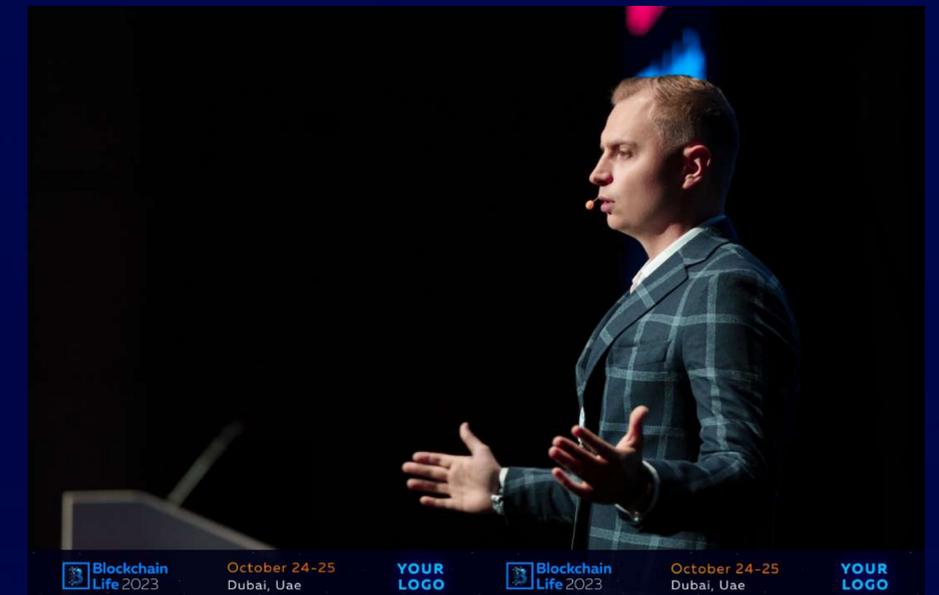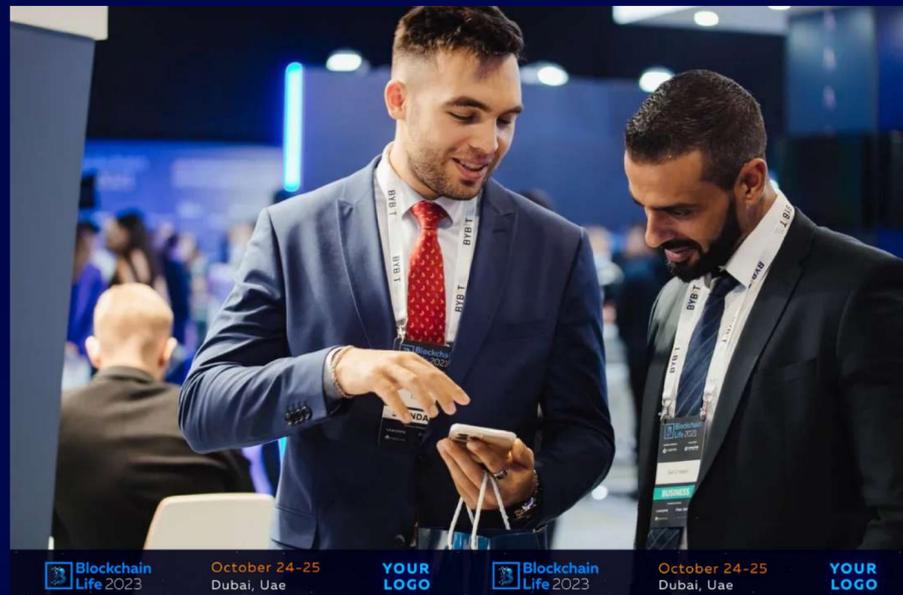


## AFTER THE FORUM

- ☑ Company's logo will be placed at the event report photos
- ☑ Placement of the company logo on the main page of the Forum website
- ☑ Mention of the company in the newsletter to current participants (once)
- ☑ Sponsor's attendant for the period of preparation and the Forum itself

## PHOTOS WILL APPEAR

- ☑ In the photo reports of each event photographer (5 reports), posted as a link on the website within 2 weeks after the event (7k+ attendees will see the photos)
- ☑ In the post-release of the event (200+ media partners; the estimated number of views ~ 600k)
- ☑ Best photos will be posted on social media (Instagram, Twitter (feed), LinkedIn) for an unlimited period of time

# STARTUP PITCH SPONSOR | $15,000



## BEFORE THE FORUM

- ☑ Exclusive status
- ☑ Company's logo on the main page of the official website
- ☑ Mention of the company in the newsletter to current participants (once)
- ☑ Company's profile on Networking 2.0 with an opportunity to post vacancies at the Job Fair
- ☑ Sponsor's attendant for the period of preparation and the Forum itself

## DURING THE FORUM

- ☑ Interactive branding on the stage screen during the Startup Pitch
- ☑ Announcement of the company as a StartUp Pitch sponsor from the main stage (2 times during the Startup Pitch)
- ☑ Opportunity to present memorable gifts and certificates for Startup Pitch participants after each performance with the announcement of the sponsor's company from the stage (contestants are awarded by a moderator)
- ☑ Awarding the winner of the Startup Pitch by the representative of the company from the stage (optional)
- ☑ Company's logo in the jury's assessment books

# SESSION SPONSOR | $7,500



## BEFORE THE FORUM

- Mention of the company in the newsletter to current participants (once)
- Sponsor's attendant for the period of preparation and the Forum itself

## DURING THE FORUM

- Placement of the company logo on the screen during a panel session
- An announcement of the company as session's sponsor by the forum moderators (2 times during the session)

The list of all session sponsorship packages

# PRESENT YOUR PROJECT AT STARTUP PITCH

| **DOZENS** | **5000+** | **10+** | **100+** |
| OF CRYPTO FUNDS | INVESTORS | JURIES | MEDIA |

| | | |
|---|---|---|
| **Presentation** | 3 min | check the price |
| **Presentation** | 6 min | check the price |
| **Package #1** | 3 min + Startup (1,5x1,5 m) | check the price |
| **Package #2** | 6 min + Startup (1,5x1,5 m) | check the price |
| **Package #3** | 3 min + Gold (2x2 m) | check the price |
| **Package #4** | 6 min + Gold (2x2 m) | check the price |
| **Package #5** | 6 min + Platinum (4x2 m) | check the price |
| **Package #6** | 3/6 min + Platinum (4x2 m) | check the price |

# COMPANY'S PRESENTATION AT THE PRESENTATION STAGE

The Presentation stage in the centre of the expo area offers a wide range of opportunities for promoting your company. You can set a product presentation, master class, giveaway or something else.

Contact us to know more.

| | | |
|---|---|---|
| **Presentation** | 5 min | check the price |
| **Presentation** | 7 min | check the price |
| **Presentation** | 10 min | check the price |
| **Presentation** | 15 min | check the price |
| Master Class | 30 min | check the price |