

# WFC 2022

World Forum of Central Securities Depositories



ONLINE EVENT / 30 MAY - 1 JUNE 2022

## Sponsorship Packages

In Partnership with



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#WFC2022  
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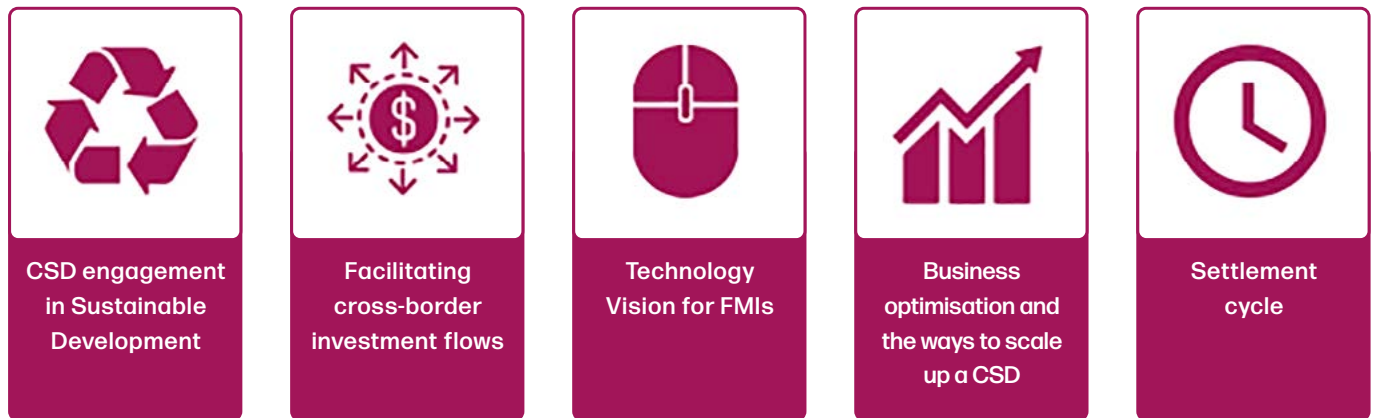


## Introduction to WFC2022

The World Forum of Central Securities Depositories (WFC) provides a place for regional CSD associations to exchange information, discuss issues of common interest and increase their influence and engagement on cross-regional and global developments.

The previous WFC events attracted delegates from over 90 countries across the globe. The next WFC Conference will be held online from 30 May to 1 June 2022.

The key themes of WFC2022 are



## WFC2022 Confirmed Speakers Include:



**Lieve Mostrey**  
Chief Executive Officer  
Euroclear Group



**Michael C. Bodson**  
President &  
Chief Executive Officer  
Depository Trust &  
Clearing Corporation



**Stephan Leithner**  
Member of the Executive  
Board, responsible for Post-  
Trading, Data & Index  
Deutsche Börse AG



**Ulrich Bindseil**  
Director General, Market  
Infrastructure and  
Payments  
European Central Bank

## Why Sponsor WFC2022?

This year's 2022 online edition offers an unprecedented opportunity for sponsors to leverage the platform and access top industry executives and market leaders of CSDs, regulators, central banks, international banks, local authorities and custodians.

Whatever your budget and requirements, sponsoring WFC2022 is a cost effective, hassle-free means to successfully raise your profile throughout the five regional CSD associations in Asia-Pacific, the Americas, Africa and the Middle East, Europe and Eurasia.

We offer a wide range of packages - from the high level Gold package, which offers maximum exposure for your company both leading up to and during the event and includes an exclusive speaking position for a company representative; down to lower cost Bronze branding opportunities, which are designed to complement or act individually in support of your marketing strategy.

### Previous Sponsors of the WFC include:



asset.servicing.times



**PLEASE NOTE:** The packages described in this brochure are by no means exhaustive and are meant only as a guide to the possible sponsorship and brand building opportunities that are available. If you have any specific requirements that you feel are not covered by these packages, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget while maximising your value and visibility at the conference.

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## Sponsorship Packages

Benefits	GOLD	SILVER	BRONZE
<p>Opportunity to <b>host a 'showcase session'</b> (maximum 45 minutes), which will be promoted throughout the event, and available for all attendees to view via an 'on-demand' area on the main conference platform. You are completely free to build a session in any way you like in order to get your key messages across – give a presentation, host a panel discussion with a number of key speakers, or simply show a pre-recorded video or demo.</p> <ul style="list-style-type: none"> <li>› You can provide your own pre-recorded video for this, or alternatively our team can take care of all arrangements for this to be pre-recorded prior to the event using our online production studio;</li> <li>› Alongside the showcase, we will also work with you to record a brief (30 seconds 1 min) summary/intro for your showcase. This will then be shown on rotation before the start of sessions and at the end of sessions to help promote your session and push attendees to attend that;</li> <li>› Your showcase will also be promoted to all attendees and our wider database via personalised email mailshots.</li> </ul>	✓		
<p>Exclusive <b>speaking position</b> for a company representative to participate virtually during one of the main plenary sessions or keynote speeches;</p>	✓	✓	
<p>A <b>private virtual meeting room</b> set up on your behalf on the event platform for you to use to hold either private one-to-one or group video meetings. An attendee list will be sent to you a week in advance of the event to enable you to select those people who you would like to set up meetings with and to start pre-arranging those. Personal invitations can be sent on your behalf by the Forum Europe team to up to 10 attendees to assist with this and to help with setting up meetings;</p>	✓	✓	
<p>Opportunity to take a <b>'virtual' exhibition booth</b>, where you can display video content or a live video chat with team members (and can switch between the 2 during the event), link to promotional materials, websites and social media pages, and include company descriptions and information;</p>	✓	✓	
<ul style="list-style-type: none"> <li>› <b>Interview opportunity</b> for your Chairman or CEO</li> <li>› Interview to be uploaded to event website; distributed via YouTube and social media channels</li> <li>› Interview made by Forum Europe based on suggested questions.</li> <li>› Video snippet to be included in the event highlights video</li> </ul>	✓	✓	
<p>Opportunity to <b>provide discussion / position paper</b> with 'background information' on the topics to be covered on the sponsor page;</p>	✓	✓	✓
<p>Priority <b>branding</b> across all pre-event and event day materials, (relative to package chosen e.g. exposure of the logo) including:</p> <ul style="list-style-type: none"> <li>› Video ads during the breaks (priority advertising slots relative to package chosen)</li> <li>› Conference website (with link to your website)</li> <li>› All marketing emails</li> <li>› Event day banners</li> <li>› In the 'reception' and 'stage' areas of the virtual event platform</li> <li>› On all post event materials, including recorded version of all sessions that are uploaded post-event on social media</li> </ul>	✓	✓	✓
<b>Costs</b>	€12,000	€8,000	€5,000

\*All prices exclude VAT