



# 2024 Sales Kit

06  
08  
NOV  
2024

## SINGAPORE FINTECH FESTIVAL™

Organised by



ELEVANDI



In collaboration with



Full



# The Intersection Of



# SFF 2023 BY THE NUMBERS



**66,000+**  
Attendees



**4,644**  
Arranged Business  
Meetings



**150**  
Countries  
and Regions



**970+**  
International  
Speakers



**36**  
International  
Pavilions



**700+**  
Sponsors and  
Exhibitors



**184**  
Partners

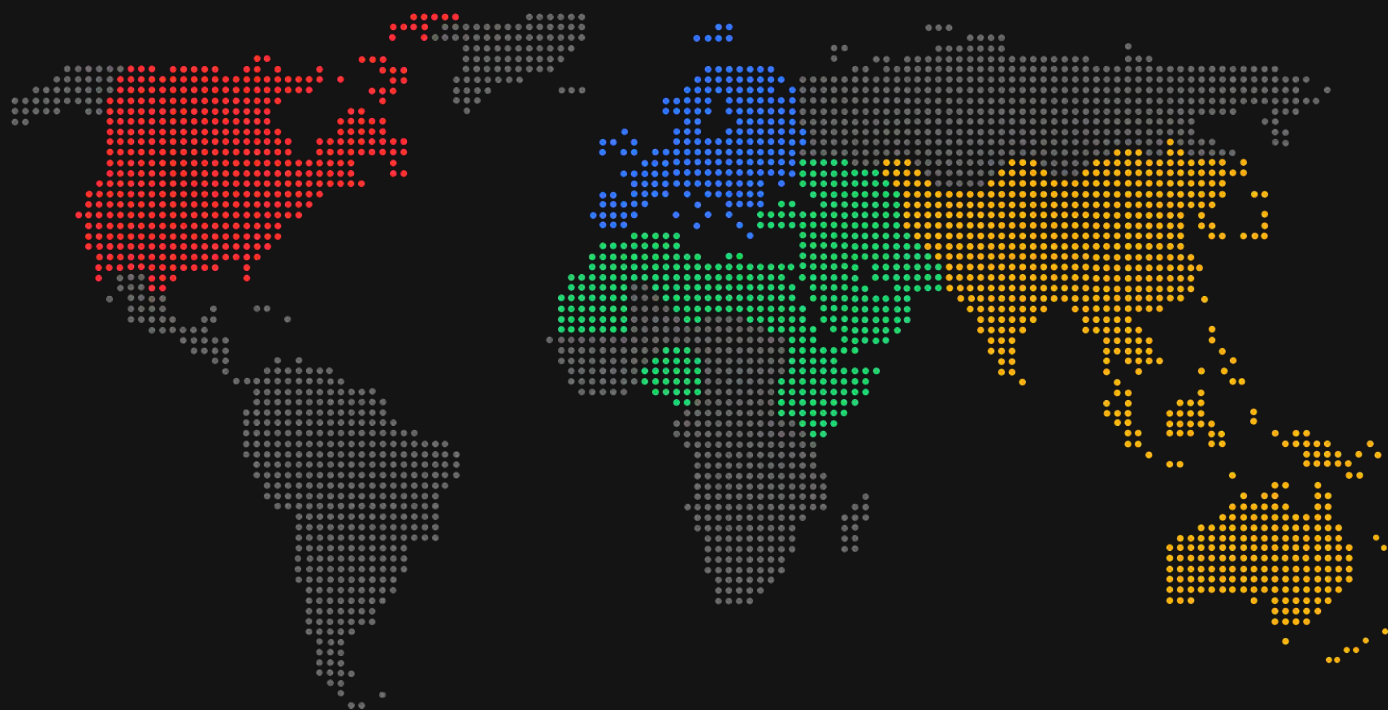


**300+**  
Hours of  
Content



# INTERNATIONAL PAVILIONS

06  
08  
NOV  
2024 | SINGAPORE  
FINTECH  
FESTIVAL™



## AMERICAS

- Canada
- United States

## EUROPE

- Belgium
- Denmark
- France
- Georgia
- Germany
- Ireland
- Italy
- Luxembourg
- Poland
- Switzerland
- United Kingdom
- Ukraine

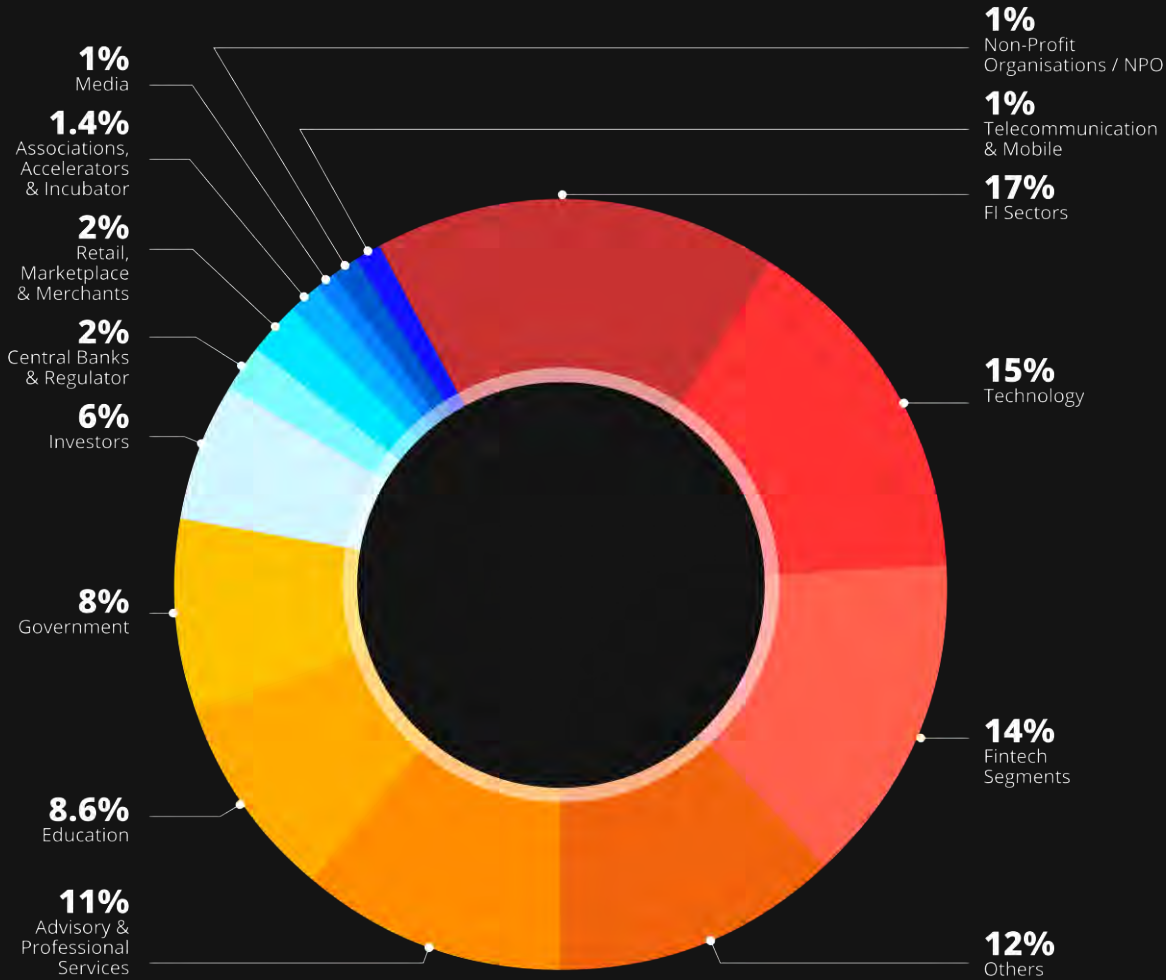
## MENA

- Bahrain
- Nigeria
- Saudi Arabia
- Turkey
- United Arab Emirates

## ASIA PACIFIC

- Australia
- China
- India
- Japan
- Mongolia
- Pakistan
- Philippines
- Singapore
- South Korea
- Taiwan

# WHO ATTENDED



Percentage	Industries
17%	FI Sectors
15%	Technology
14%	Fintech Segments
12%	Others
11%	Advisory & Professional Services
8.6%	Education
8%	Government
6%	Investors
2%	Central Banks & Regulator
2%	Retail, Marketplace, and Merchants
1.4%	Associations, Accelerators & Incubator
1%	Media
1%	Non-Profit Organisations / NPO
1%	Telecommunication & Mobile

## Top 20 Markets

1.

Singapore
2.

India
3.

Malaysia
4.

China
5.

Indonesia
6.

Philippines
7.

United States
8.

Hong Kong
9.

Thailand
10.

Japan
11.

Korea
12.

Australia
13.

United Kingdom
14.

Vietnam
15.

Taiwan
16.

United Arab Emirates
17.

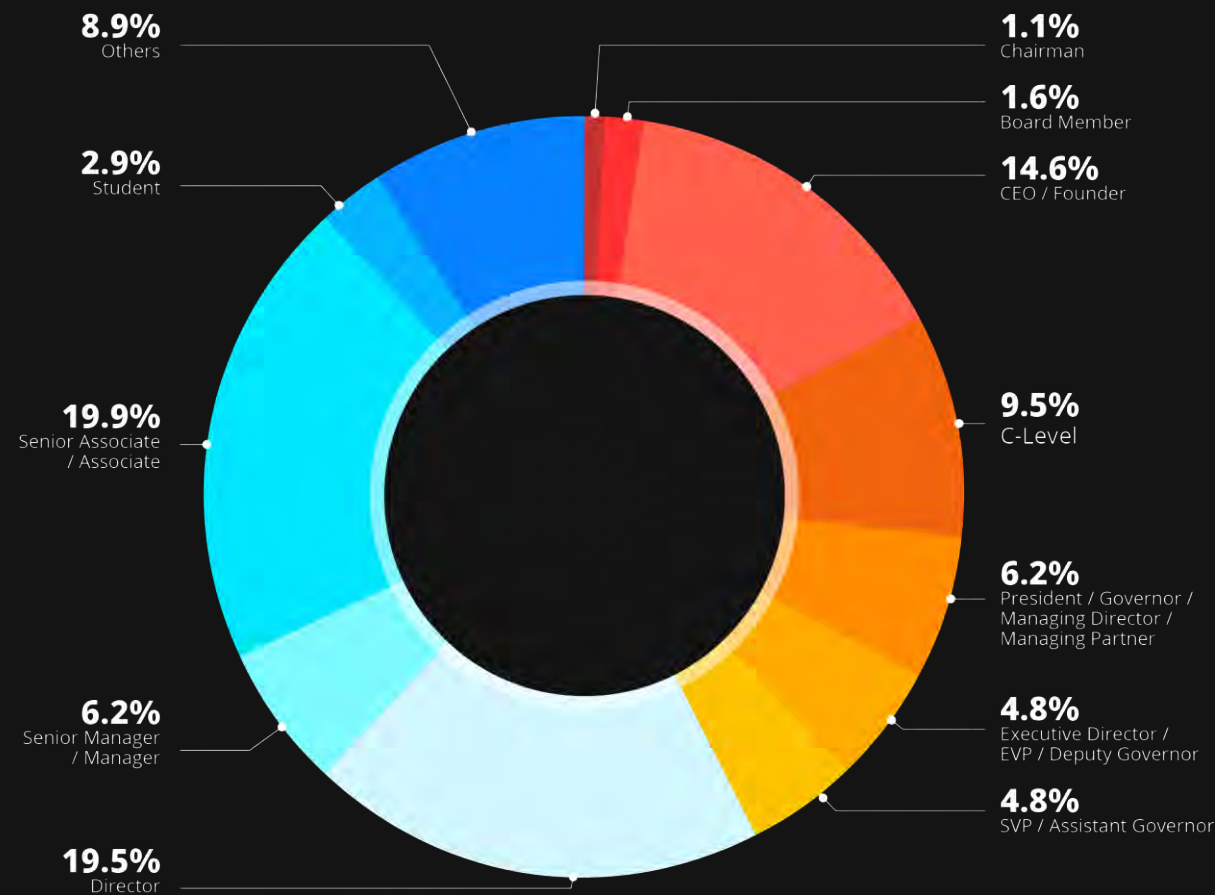
Saudi Arabia
18.

Switzerland
19.

Cambodia
20.

Germany

# JOB LEVEL BREAKDOWN



Profile	Percentage
Chairman	1.1%
Board Member	1.6%
CEO / Founder	14.6%
C-Level	9.5%
President / Governor / Managing Director / Managing Partner	6.2%
Executive Director / EVP / Deputy Governor	4.8%
SVP / Assistant Governor	4.8%
Director	19.5%
Senior Manager / Manager	6.2%
Senior Associate / Associate	19.9%
Student	2.9%
Others	8.9%



# LEADERS WHO HAVE SPOKEN AT THE FESTIVAL

## Heads of State

**Tharman Shanmugaratnam**, President of the Republic of Singapore

**Jacinda Ardern**, Former Prime Minister of New Zealand

**Justin Trudeau**, Prime Minister of Canada

**Hon. Mia Amor Mottley**, Prime Minister of Barbados

**Shri Narendra Modi**, Prime Minister of India

## Technology Leaders

**Bill Gates**, Co-Chair & Trustee of Bill & Melinda Gates Foundation

**Chuck Robbins**, Chair & CEO of CISCO

**Hong Feng**, Co-Founder of Xiaomi

**Jeff Lawson**, Co-Founder, Chairman & CEO of Twilio

**Julie Sweet**, CEO of Accenture

**Marc Benioff**, Chair & CEO of Salesforce

**Nandan Nilekani**, Co-Founder & Chairman of Infosys

**Satya Nadella**, CEO of Microsoft

**Sundar Pichai**, CEO of Google and Alphabet

**Thomas Dohmke**, CEO, GitHub

## FinTech & Blockchain Founders

**Jeremy Allaire**, Co-founder, Chairman & CEO, Circle

**Brian Armstrong**, Co-founder & CEO, Coinbase

**Forest Lin**, Corporate Vice President, Head of Tencent

**Kunal Shah**, Founder & Chief Executive Officer, CRED

**Charles Cascarilla**, Co-founder & Chief Executive Officer, Paxos

## Financial Institution Leaders

**Dan Schulman**, President & CEO, PayPal

**Eric Jing**, Chairman & Chief Executive Officer, Ant Group

**Jane Fraser**, CEO, Citigroup

**Michael Miebach**, CEO, Mastercard

**Noel Quinn**, Group CEO, HSBC Holdings plc

**Shayne Elliott**, CEO, ANZ

**T.S Anil**, CEO, Monzo

**Wee Ee Cheong**, Deputy Chairman & CEO, UOB

**Sergio P. Ermotti**, Group Chief Executive Officer, UBS Group AG

**Bill Winters**, Group Chief Executive, Standard Chartered

**Mary Ellen Iskenderian**, President and Chief Executive Officer, Women's World Banking

**Martha Sazon**, President & Chief Executive Officer, GCash

## Payments Leaders

**Mahendra Nerurkar**, Vice President, Emerging Markets Payments, Amazon

**Kristo Käärmann**, Co-founder & Chief Executive Officer, Wise

**Anthony Scaramucci**, Founder & Managing Partner, SkyBridge

**Eric Jing**, Chairman & Chief Executive Officer, Ant Group

## Investors

**Ben Horowitz**, Co-founder & General Partner, Andreessen Horowitz

**Eduardo Saverin**, Co-founder & Partner, B Capital Group Singapore

**Larry Fink**, Founder, Chairman & CEO, BlackRock

**Mark Carney**, Chairman of Bloomberg L.P, Vice Chairman & Head of Impact Investing, Brookfield Asset Management

**Vinod Khosla**, Founder & Partner, Khosla Ventures

## Policymakers

**Agustin Carstens**, General Manager, Bank for International Settlements

**Ajay Banga**, President, World Bank

**Christine Lagarde**, Former Managing Director, International Monetary Fund

**François Villeroy de Galhau**, Governor, Banque de France

**Kristalina Georgieva**, Managing Director, International Monetary Fund (IMF)

**Dr Patrick Njoroge**, Governor, Central Bank of Kenya

**Perry Warjiyo**, Governor, Bank Indonesia

**Yi Gang**, Former Governor, People's Bank of China

**Hon. Caroline D. Pham**, Commissioner, U.S. Commodity Futures Trading Commission

**Daniela Stoffel**, State Secretary, State Secretariat for International Finance (SIF)

**Jean-Paul Servais**, Chair IOSCO & Chairman FSMA

**Nadiem Makarim**, Minister of Education, Culture, Research, and Technology, Republic of Indonesia

**Ravi Menon**, Managing Director, Monetary Authority of Singapore

**Sheldon Mills**, Executive Director, Financial Conduct Authority (FCA)

**Toshiyuki Miyoshi**, Vice Commissioner for International Affairs, Financial Services Agency of Japan

# SFF 2023 SPONSORS

## Grand Sponsors



## Platinum Sponsors



## Gold Sponsors



## Silver Sponsors



## Bronze Sponsors



## Friends of FinTech Sponsors



## Strategic Insights Partners



## Strategic Knowledge Partner








# MEDIA OUTREACH

10,224  media mentions

5700  unique placements



Singapore to pilot use of wholesale central bank digital currencies in 2024



"I'm pleased to announce that MAS will give live issuance of wholesale CBDCs to commercial banks here," said Ravi Menon, managing director of the Monetary Authority of Singapore, at Singapore FinTech Festival 2023 on Thursday."

**Bloomberg  
Media**

THE EDGE  
SINGAPORE

New initiative called Universal Trusted Credentials to help MSME better access finance launched: UNDP, MAS and partners



Inaugural Singapore FinTech Festival."

Bloomberg

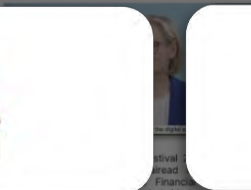
Asian Hubs Vie for a Slice of a \$5 Trillion Tokenization Pie



cryptocurrency market, but also "one of the most facilitative regulatory regimes" for aspects like tokenization."



Launch of a digital euro should be viewed as an opportunity, has to be inclusive: EU financial services commissioner



about future plans for a digital euro rollout and how financial services have evolved over the past few years."



Ant Group's chairman puts his faith in global expansion and pledges to support SMEs in Singapore speech



Bloomberg

Singapore Wants to Play 'Long Game' in AI Space, MAS Official Says

Sopnendu Mohanty, Chief Fintech Officer at the Monetary Authority of Singapore, discusses the opportunities with the AI. He speaks with Hasinda Amin from the sidelines of the "Singapore FinTech Festival 2023" on "Daybreak Asia".

"We want to play a long game on this space. We want to ensure whatever AI we adopt or we promote, it stays for a long period of time. We have learned a lot of lessons in the whole DLT/digital currency space. If you rush yourself very fast, you may see bad actors coming very quickly."

Finextra

Top skills & talent priorities in the age of AI



"When you talk about challenges in upskilling organizations and what response is needed, I think it's really clear that there are challenges because tech is really driven the landscape, talent recruitment and retention, staying technologically relevant and the skills gap are really critical."

THE ECONOMIC TIMES

SFF 2023: IMF, World Bank to talk on future of finance; founders to share their journey



"SFF, as a global discourse platform, will facilitate crucial discussions on how the future payment infrastructure will shape the future of financial services and key themes like payments, tokenization, and inclusion. The festival will also host 50 leading fintech founders from the world"

**MONEYFM  
89.3  
STAY AHEAD**



"Mediacorp launched a new initiative that aims to connect aspiring entrepreneurs and innovators with investors on Thursday (Nov 16) during this year's Singapore FinTech Festival. Beyond the reality show, The Big Spark aims to be a platform to "cement Singapore's position as a launchpad for innovation and entrepreneurship."

**THE EDGE  
SINGAPORE**

"There are plenty of AI jobs in banks in 2023, but many are the same kinds of roles that have been around for some time. There is innovative work being done, however, and you don't even need to be an engineer to get in on it. Speaking to eFinancialCareers at the Singapore FinTech Festival, Deutsche Bank MD Boon-Hong Chan described how it's not just product teams that want to build products."

CoinDesk

Cryptocurrencies Have Failed the Test of Digital Money, MAS' Managing Director Says

"Stablecoins and central bank digital currencies (CBDCs), not crypto, will be part of the digital ecosystem in the future," the managing director of Singapore's central bank said during his keynote at the Singapore FinTech Festival.

"There are four contenders for digital money: privately issued cryptocurrencies, CBDCs, tokenized bank liabilities, and well-regulated stablecoin... (cryptocurrencies have failed the test of digital money because) they have performed poorly as a medium of exchange or store of value, their prices are subject to sharp speculative swings."



IMF says central bank digital currencies can replace cash: 'This is not the time to turn back'

IMF's Kristalina Georgieva said that the public sector should keep preparing to deploy central bank digital currencies and related payment platforms in the future.

"We have not yet reached land. There is so much more space for innovation and so much uncertainty over use-cases," said Georgieva, managing director of the IMF, at the Singapore FinTech Festival 2023 on Wednesday.

# SFF 2024 THEMES: TOPICAL AND FUTURE FOCUS

Re-architecting  
the financial system

Preparing for future risks:  
Climate, Technology, Economic

Powering the future workforce  
& Entrepreneurs

Tokenisation of  
real-economy

Adopting the benefits of AI  
responsibly

Layer 1 open and interoperable  
Infrastructure

Future funding models

Regulatory responses to new  
risks and opportunities

Impactful entrepreneurship

# WEEK OVERVIEW

Monday 4 November	Tuesday 5 November	Wednesday 6 November	Thursday 7 November	Friday 8 November
Elevandi Insights* <i>Venue to be announced</i>		Singapore FinTech Festival <i>EXPO</i>		
Capital Meets Policy Dialogue		Festival Stage, FutureMatters Stage, Workshops, Exhibition		
Public-Private Roundtables		Technology Zone & Stage		
		ESG Zone & Stage		
		Founders & Investors Zone & The Founders Peak Stage		
		Regulation Zone & Stage		
		Talent Zone & Stage		
		SFF MeetUp Programme		
SFF Innovation Lab Crawl				
SFF Dinner*		SFF After Hours	SFF Awards Night*	
SFF Unplugged				

Subject to change

\*by-invite  
only

# KEY HIGHLIGHTS

06  
08  
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2024 | SINGAPORE  
FINTECH  
FESTIVAL™



More than 2,400 government and regulatory attendees across 530 central banks, regulatory institutions and other government organisations participated in the **REGULATION ZONE**



56 sessions at the **TECHNOLOGY ZONE** showcased advancements in Artificial Intelligence and quantum technologies, as well as their practical applications in e-commerce and payments



At the **FOUNDERS & INVESTORS ZONE**, Investor Office Hours provided a platform to match more than 200 investors with some 270 startup founders



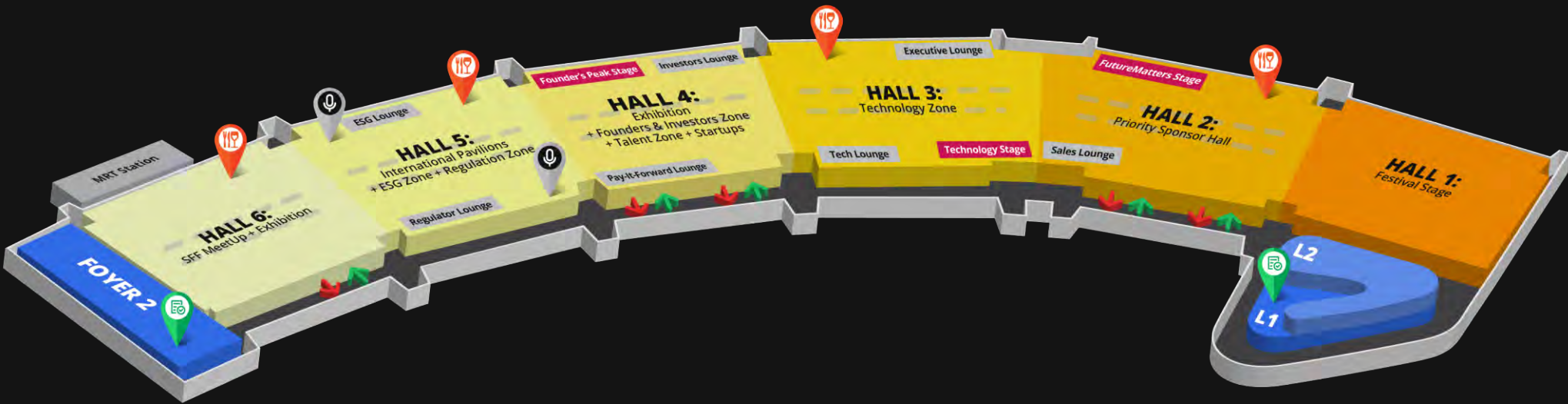
Over 240 mentorship sessions held at the **TALENT ZONE**, complemented by collaborations with four Institutions of Higher Learning for certification programmes



The **ESG ZONE** hosted the launch of MAS' Gprnt digital platform – a culmination of Project Greenprint – which will serve as a baseline for all businesses to seamlessly report their ESG information moving forward



# FLOORPLAN



Legend

 Registration

 F&B Points

 Stage

 Pathway

 Entrance

 Exit

*\*Preliminary floorplan and is subject to change*

# SPONSORSHIP OVERVIEW

		GRAND SGD 500,000	PLATINUM SGD 275,000	GOLD SGD 150,000	SILVER SGD 75,000	BRONZE SGD 50,000	FRIENDS OF FINTECH SGD 25,000
BRAND AMPLIFICATION	Branding: Physical (at event)	One 15s ad* played twice on Festival Stage	One 15s ad* played twice on FutureMatters Stage				
		Priority venue A&P^ + Logo on onsite boards^ + Provide collaterals for media lounge	Venue A&P^ + Logo on onsite boards^ + Provide collaterals for media lounge	Venue A&P^ + Logo on onsite boards^	Venue A&P^ + Logo on onsite boards^	Logo on onsite boards^	Logo on onsite boards^
	Branding: Digital	One eDM advertorial*	One eDM advertorial*				
		Logo + profile on Festival mobile app^	Logo + profile on Festival mobile app^	Profile on Festival mobile app^	Profile on Festival mobile app^	Profile on Festival mobile app^	
		One 15s ad* + Logo on Festival website^	Logo on Festival website^	Logo on Festival website^	Logo on Festival website^	Logo on Festival website^	Logo on Festival website^
THOUGHT LEADERSHIP	Programme Development with the Content Team	✓	✓				
	Speaking Session on stage	2 x 15min Premium OR 1 x 30min Panel	1 x 15min Premium	1	1		
UNIQUE ACTIVATION	Unique Activations (non-exclusive)	Up to SGD 150K	Up to SGD 50K				
LEAD GENERATION	Branded Meeting Room	One room (24 SQM)					
	Exhibition {Priority location based on first to contract basis}	90 SQM Raw Space	72 SQM Raw Space	36SQM Raw Space			
	Exhibition Space Top-Up	Unlimited	Up to 18sqm	Up to 36sqm			
	Number of Co-Exhibitors	Up to 9	Up to 7	Up to 3			
	Exhibit Staff Pass (booth manning)	20	16	8			
	SFF MeetUp tagged to above Exhibit Staff Pass	10	8	4			
	Delegate Passes with SFF MeetUp	40	20	15	10	8	3
	Preferential Rate for Delegate Pass Purchase	✓	✓	✓	✓	✓	✓
	Listing on Festival Mobile App	✓	✓	✓			
MEDIA REACH	Opportunity to share announcement with SFF media*	✓	✓	✓	✓	✓	✓
RECRUITMENT	Jobs Board Listing	✓	✓	✓	✓	✓	✓

Notes: \* Subject to Organiser's approval. ^ Placement to be provided by Organiser. \*Word count and placement to be provided by Organiser.

# GRAND SPONSOR

## BRAND AMPLIFICATION

- ✓ 1x 15s ad played twice on the Festival Stage *(subject to Organiser's approval)*
- ✓ Priority onsite venue ad including production of Banners/Stickers *(placement to be provided by Organisers)*
- ✓ Logo on Onsite Sponsor Boards x 6 high attendee traffic locations at venue *(placement to be provided by Organiser)*
- ✓ Opportunity to provide collaterals for media lounge
- ✓ One advertorial feature to be embedded in the Festival eDM to overall database *(subject to Organiser's approval)*
- ✓ Logo placement in our global eDM marketing campaign to overall SFF database
- ✓ Logo and 300-word profile on Festival mobile app *(subject to Organiser's approval)*
- ✓ Logo placement on Festival Website's Home Page based on tier
- ✓ Logo placement on Festival Website's Sponsors Page linked to a dedicated company page with the 15s ad *(subject to Organiser's approval)*
- ✓ Welcome on-board social media shoutout across all SFF platforms
- ✓ Exhibitors Directory Listing on the Website's Exhibitor Page with your company information:
  - Company Logo
  - Name
  - Description
  - Website
  - Product/Services
  - Country

## THOUGHT LEADERSHIP

- ✓ Programme Development with the Content Team
- ✓ 2x 15 min speaking session on Stage *(subject to Organiser's approval)*

## RECRUITMENT

- ✓ Opportunity to feature your organisation and list open roles on the SFF Jobs Board

## UNIQUE ACTIVATION

- ✓ Option to select from below Unique Activations:
  - Option A – choose 1 only:
    - F&B Zone Sponsor (Halls 3, 5, or 6 only) or
    - Lanyard Sponsor (non-exclusive) or
    - Registration Sponsor (non-exclusive) or
  - Option B – choose up to 2:
    - SFF MeetUp Zone Sponsor (non-exclusive) or
    - Large Private Meeting Room (Opal) or
    - Official Programme Workshop or
    - ESG Lounge Sponsor (non-exclusive) or
    - Regulator Lounge Sponsor (non-exclusive) or
    - Friends of Technology Zone (non-exclusive) or
    - Friends of ESG Zone (non-exclusive) or
    - Friends of Regulation Zone (non-exclusive)

## LEAD GENERATION

- ✓ 24 SQM Branded meeting room for private conversations with your prospects
- ✓ 90 SQM exhibition raw space in a priority location *(first to contract basis)*
- ✓ Opportunity to top up unlimited exhibition space to increase ground level exhibition space *(@SGD 1000 per SQM)*
- ✓ Opportunity to showcase up to 9 Co-Exhibitors
- ✓ 20x Exhibit Staff Passes for manning the booth only, of which 10 will have **SFF MeetUp** access *(no access to F&B Zone and conference)*
- ✓ 40x Delegate Passes with **SFF MeetUp** access for your staff and industry friends to attend
- ✓ Preferential Rate for Delegate Pass Purchase
- ✓ Listing on the mobile app

## MEDIA REACH

- ✓ Opportunity to share announcement with SFF media *(subject to Organiser's approval)*

**Investment: SGD 500,000** per sponsor

# PLATINUM SPONSOR

## BRAND AMPLIFICATION

- ✓ One 15s ad played twice on the FutureMatters Stage (*subject to Organiser's approval*)
- ✓ Onsite venue ad including production of Banners/Stickers (*placement to be provided by Organiser*)
- ✓ Logo on Onsite Sponsor Boards x 6 high attendee traffic locations at venue (*placement to be provided by Organiser*)
- ✓ Opportunity to provide collaterals for media lounge
- ✓ One advertorial feature to be embedded in the Festival eDM to overall database (*subject to Organiser's approval*)
- ✓ Logo placement in our global eDM marketing campaign to overall SFF database
- ✓ Logo and 200-word profile on Festival mobile app
- ✓ (*subject to Organiser's approval*)
- ✓ Logo placement on Festival Website's Home Page based on tier
- ✓ Logo placement on Festival Website's Sponsors Page linked to a dedicated company page
- ✓ Exhibitors Directory Listing on the Website's Exhibitor Page with your company information:
  - Company Logo
  - Name
  - Description
  - Website
  - Product/Services
  - Country

## THOUGHT LEADERSHIP

- ✓ Programme Development with the Content Team
- ✓ 1x 15 min speaking session on Stage (*subject to Organiser's approval*)

## UNIQUE ACTIVATION

- ✓ Option to select 1 from below Unique Activations:
  - [Large Private Meeting Room \(Opal\)](#) or
  - [Official Programme Workshop](#) or
  - [ESG Lounge Sponsor \(non-exclusive\)](#) or
  - [Regulator Lounge Sponsor \(non-exclusive\)](#) or
  - [Friends of Technology Zone \(non-exclusive\)](#) or
  - [Friends of ESG Zone \(non-exclusive\)](#) or
  - [Friends of Regulation Zone \(non-exclusive\)](#)

## LEAD GENERATION

- ✓ 72 SQM exhibition raw space in a priority location (*first to contract basis*)
- ✓ Opportunity to top up of up to 18 sqm exhibition space to increase ground level exhibition space (@SGD 1,000 per SQM)
- ✓ Opportunity to showcase up to 7 Co-Exhibitors
- ✓ 16x Exhibit Staff Passes for manning the booth only, of which 8 will have **SFF MeetUp** access (*no access to F&B Zone and conference*)
- ✓ 20x Delegate Passes with **SFF MeetUp** access for your staff and industry friends to attend
- ✓ Preferential Rate for Delegate Pass Purchase
- ✓ Listing on the mobile app

## MEDIA REACH

- ✓ Opportunity to share announcement with SFF media (*subject to Organiser's approval*)

## RECRUITMENT

- ✓ Opportunity to feature your organisation and list open roles on the SFF Jobs Board

**Investment: SGD 275,000** per sponsor

## BRAND AMPLIFICATION

- ✓ Onsite venue ad including production of Banners/Stickers (*placement to be provided by Organiser*)
- ✓ Logo on Onsite Sponsor Boards x 6 high attendee traffic locations at venue (*placement to be provided by Organiser*)
- ✓ 150-word profile on Festival mobile app (*subject to Organiser's approval*)
- ✓ Logo placement on Festival Website's Home Page based on tier
- ✓ Logo placement on Festival Website's Sponsors Page linked to a dedicated company page
- ✓ Exhibitors Directory Listing on the Website's Exhibitor Page with your company information:
  - Company Logo
  - Name
  - Description
  - Website
  - Product/Services
  - Country

## THOUGHT LEADERSHIP

- ✓ 1x 15 min speaking session on Stage (*subject to Organiser's approval*)

## LEAD GENERATION

- ✓ 36 SQM exhibition raw space in a priority location (first to contract basis)
- ✓ Opportunity to top up of up to 36 sqm exhibition space to increase ground level exhibition space (@SGD 1000 per SQM)
- ✓ Opportunity to showcase up to 3 Co-Exhibitors
- ✓ 8x Exhibit Staff Passes for manning the booth only, of which 4 will have **SFF MeetUp** access (no access to F&B Zone and conference)
- ✓ 15x Delegate Passes with **SFF MeetUp** access for your staff and industry friends to attend
- ✓ Preferential Rate for Delegate Pass Purchase
- ✓ Listing on the mobile app

## MEDIA REACH

- ✓ Opportunity to share announcement with SFF media (*subject to Organiser's approval*)

## RECRUITMENT

- ✓ Opportunity to feature your organisation and list open roles on the SFF Jobs Board

Investment: SGD 150,000 per sponsor



# SILVER SPONSOR

## BRAND AMPLIFICATION

- ✓ Onsite venue ad including production of Banners/Stickers (*placement to be provided by Organiser*)
- ✓ Logo on Onsite Sponsor Boards x 6 high attendee traffic locations at venue (*placement to be provided by Organiser*)
- ✓ 150-word profile on Festival mobile app (*subject to Organiser's approval*)
- ✓ Logo placement on Festival Website's Home Page based on tier
- ✓ Logo placement on Festival Website's Sponsors Page linked to a dedicated company page

## THOUGHT LEADERSHIP

- ✓ 1x 15 min session on Stage (*subject to Organiser's approval*)

## LEAD GENERATION

- ✓ 10x Delegate Passes with **SFF MeetUp** access for your staff and industry friends to attend
- ✓ Preferential Rate for Delegate Pass Purchase

## MEDIA REACH

- ✓ Opportunity to share announcement with SFF media (*subject to Organiser's approval*)

## RECRUITMENT

- ✓ Opportunity to feature your organisation and list open roles on the SFF Jobs Board

Investment: SGD 75,000 per sponsor

# BRONZE SPONSOR

## BRAND AMPLIFICATION

- ✓ Logo on Onsite Sponsor Boards x 6 high attendee traffic locations at venue (*placement to be provided by Organiser*)
- ✓ 150-word profile on Festival mobile app (*subject to Organiser's approval*)
- ✓ Logo placement on Festival Website's Home Page based on tier
- ✓ Logo placement on Festival Website's Sponsors Page linked to a dedicated company page

## LEAD GENERATION

- ✓ 8x Delegate Passes with **SFF MeetUp** access for your staff and industry friends to attend
- ✓ Preferential Rate for Delegate Pass Purchase

## MEDIA REACH

- ✓ Opportunity to share announcement with SFF media (*subject to Organiser's approval*)

## RECRUITMENT

- ✓ Opportunity to feature your organisation and list open roles on the SFF Jobs Board

Investment: SGD 50,000 per sponsor

# FRIENDS OF FINTECH SPONSOR

## BRAND AMPLIFICATION

- ✓ Logo on Onsite Sponsor Boards x 6 high attendee traffic locations at venue (*placement to be provided by Organiser*)
- ✓ 150-word profile on Festival Website's Sponsors Page (*subject to Organiser's approval*)
- ✓ Logo placement on Festival Website's Home Page based on tier
- ✓ Logo placement on Festival Website's Sponsors Page linked to a dedicated company page

## LEAD GENERATION

- ✓ 3x Delegate Passes with **SFF MeetUp** access for your staff and industry friends to attend
- ✓ Preferential Rate for Delegate Pass Purchase

## MEDIA REACH

- ✓ Opportunity to share announcement with SFF media (*subject to Organiser's approval*)

## RECRUITMENT

- ✓ Opportunity to feature your organisation and list open roles on the SFF Jobs Board

Investment: SGD 25,000 per sponsor

# EXHIBITION OVERVIEW

06  
08  
NOV  
2024 | SINGAPORE  
FINTECH  
FESTIVAL™



## RAW SPACE

Be creative and differentiate your booth! Rent the bare exhibition space to build a booth that showcases your company's unique branding.

### Sizes Available:

24 SQM | 36 SQM | 54 SQM

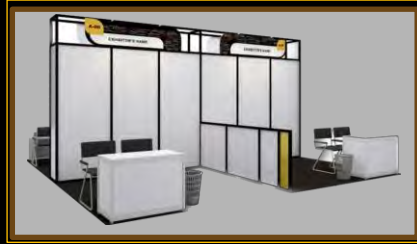
### Investment:

SGD 800 per sqm (standard)

SGD 900 per sqm (premium)

SGD 1,000 per sqm (premium plus)

**Co Exhibit: 1 company max per 9sqm**



## SHELL SCHEME

This package comes with a shell scheme framework, lighting, company names on fascia board and carpet

### Sizes Available:

9 SQM | 18 SQM | 36 SQM

### Investment:

SGD 950 per sqm (standard)

SGD 1,050 per sqm (premium)

**Co Exhibit: 1 company max per 9sqm**



## START-UP KIOSK

Exclusive for startups (1-5 years since incorporation) who are looking for a cost-effective means to showcase their innovative products and solutions to potential customers and investors.

Comes with 42in LED monitor (with HDMI/USB input) and company name on fascia board

**1 - 5 Years since incorporation**

SGD 3,000 per kiosk



## INTERNATIONAL PAVILION

A unique opportunity for countries to feature international exhibitors

Rent the bare exhibition space to build an **International Pavilion** booth showcasing international exhibitors in a featured space on the show floor.

### Sizes Available:

24 SQM | 36 SQM | 54 SQM | +

### Investment:

SGD 800 per sqm (standard)

SGD 900 per sqm (premium)

**Co Exhibit: 1 company max per 4.5 sqm**  
(strictly for International Pavilion)

# RAW SPACE

Be creative and differentiate your booth! Rent the bare exhibition space to build a booth that showcases your company's unique branding.

**INVESTMENT**

- SGD 800 per sqm (standard location)
- SGD 900 per sqm (premium location)
- SGD 1,000 per sqm (premium plus location)

SIZE AVAILABLE	24 SQM	36 SQM	54 SQM
<b>Number of Co-Exhibitors</b> This is the number of companies you can showcase as co-exhibitors in your contracted space	Up to 2	Up to 3	Up to 5
<b>Co Exhibit: 1 company max per 9sqm</b>			
<b>Exhibit Staff Pass</b> This is for your staff to man the booth. No access to the conference and F&B Zone	6	8	12
<b>Exhibitor Listing</b> Exhibitor's information will be featured in the exhibitor listing in the event website (and event mobile app where applicable) with the following information: <ul style="list-style-type: none"><li>Company Name</li><li>Short Description of the exhibiting company</li><li>Company Logo</li><li>Company Website</li><li>Booth #</li></ul>	✓	✓	✓



A **SFF MeetUp** ticket is required for all exhibiting companies, available at a top up price of SGD 350 each (before GST)



# SHELL SCHEME

This package comes with a shell scheme framework, lighting, company names on fascia board and carpet

Exhibitor's information will be featured in the **EXHIBITOR LISTING** in the event website (and event mobile app where applicable with the following information:

- Company Name
- Short Description of the exhibiting company
- Company Logo
- Company Website
- Booth #

**Co Exhibit: 1 company max per 9sqm**

## INVESTMENT

SGD 950 per sqm (standard location)

SGD 1,050 per sqm (premium location)

### 9sqm



Exhibit Staff Pass: **2**  
# of Co-Exhibitors allowed: **N.A.**

### 18sqm



Exhibit Staff Pass: **4**  
# of Co-Exhibitors allowed: **Up to 1**

### 36sqm



Exhibit Staff Pass: **8**  
# of Co-Exhibitors allowed: **Up to 3**

# START-UP KIOSK

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Exclusive for startups (1-5 years since incorporation) who are looking for a cost-effective means to showcase their innovative productions and solutions to potential customers and investors.

Comes with 42in LED monitor (with HDMI/USB input) and company name on fascia board

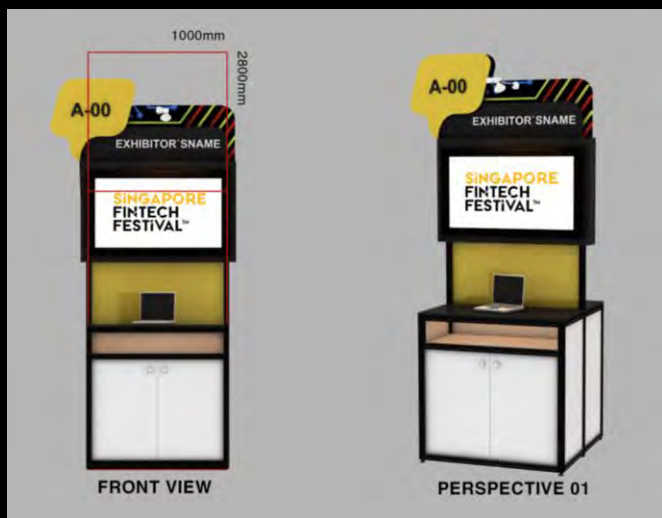
## 1 - 5 Years since incorporation

SGD 3,000 per kiosk

### Exhibit Staff Pass: 1

Exhibitor's information will be featured in the **EXHIBITOR LISTING** in the event website (and event mobile app where applicable) with the following information:

- Company Name
- Short Description of the exhibiting company
- Company Logo
- Company Website
- Booth #



*\*For illustration only and is subject to change*

A **SFF MeetUp** ticket is required for all exhibiting companies, available at a top up price of SGD 350 each (before GST)

# INTERNATIONAL PAVILION

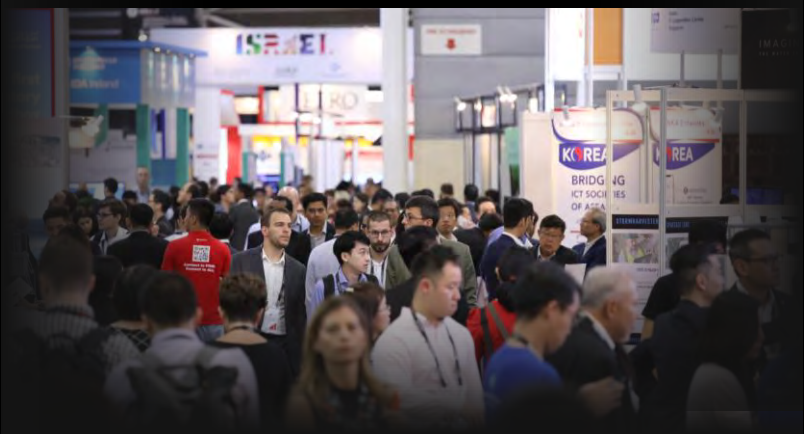
A unique opportunity for countries to feature their international exhibitors helping develop their business overseas, benefitting from trade and partnership opportunities, and showcasing their products and services.

SIZE AVAILABLE	24 SQM	36 SQM	54 SQM
<b>Number of Co-Exhibitors</b> This is the number of companies you can showcase as co-exhibitors in your contracted <b>international pavilion</b> space  <b>Co Exhibit: 1 company max per 4.5 sqm</b> <i>(strictly for International Pavilion)</i>	Up to 5	Up to 7	Up to 11
<b>Exhibit Staff Pass</b> This is for your staff to man the booth. No access to the conference and F&B Zone.	6	8	12
<b>Exhibitor Listing</b> Exhibitor's information will be featured in the exhibitor listing in the event website (and event mobile app where applicable) with the following information: <ul style="list-style-type: none"><li>Company Name</li><li>Short Description of the exhibiting company</li><li>Company Logo</li><li>Company Website</li><li>Booth #</li></ul>	✓	✓	✓

Be creative and let your booth **stand out!**

Rent the bare exhibition space to build an International Pavilion booth showcasing international exhibitors in a featured space on the show floor.

**INVESTMENT**  
SGD 800 per sqm (standard location)  
SGD 900 per sqm (premium location)



A **SFF MeetUp** ticket is required for all exhibiting companies.  
Available at a top up price of SGD 350 for main exhibitors and International Pavilion co-exhibitors enjoy a preferential rate of SGD 150 each

# NEW in 2024: SFF MeetUp

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FINTECH  
FESTIVAL™

Discover **SFF MeetUp**, featuring a **first-of-its-kind in Asia** meetings programme: supercharged networking in a speed-dating format for SFF 2024 participants and set to be the Asia's largest with over 20,000 meetings. Elevate your connections today!

Here are the two ways to scale your networking to **exponential** levels:

## MEETINGS PROGRAMME

(For SFF 2024 attendees with qualifying ticket types\*)

Say goodbye to hour-long meetings and hello to our 20-minute speed dating format. Maximise ROIs like never before!

- ✓ One-to-One Meetings
- ✓ SFF MeetUp: Up to 25 1-1, Double Opt-In Meetings (NEW for 2024)
- ✓ Connect efficiently with potential customers, partners, clients, vendors, friends
- ✓ Buy, sell and discover products, services and solutions
- ✓ Discover, fund, and collaborate with the most innovative startups
- ✓ Raise capital and reach out to potential acquirers or acquisition targets
- ✓ Recruit and hire or find a job

**Investment: SGD 350 per MeetUp Pass**

## HOSTED MEETINGS PROGRAMME

(**Exclusive** for Sponsors & Exhibitors)

- ✓ This is your opportunity to engage directly with influential stakeholders from **participating banks and merchant** companies who drive pivotal purchasing decisions for fintech solutions in the most effective way.
- ✓ Generate qualified leads and reach new prospects, filling your pipeline with business opportunities that result in measurable ROI.

**Investment: SGD 7,500 per set of 10 meetings**

Think about it: One year's worth of leads in just a few hours. Get the most out of your time at SFF 2024!

\***MeetUp** is also included in Delegate, Executive, MeetUp and Startup Pass. Government and Media can opt-in

**Watch DEMO**

**UNIQUE  
ACTIVATIONS**

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# Unique Activations Overview

BRAND AMPLIFICATION	ZONES SPONSORSHIP	NETWORKING	THOUGHT LEADERSHIP	LEAD GENERATION
<u>Registration Sponsor</u>	<u>Technology Zone Sponsor</u>	<u>SFF Dinner Sponsor</u>	<u>Product Showcase @ the Tech Stage</u>	<u>4-Pax Meeting Pod</u>
<u>Lanyard Sponsor</u>	<u>Friends of Technology Zone</u>	<b>SFF After Hours Sponsor</b>	<u>Product Showcase</u>	<u>8-Pax Meeting Room</u>
<u>Executive Lounge Sponsor</u>	<u>ESG Zone Sponsor</u>	<b>Happy Hour Sponsor</b>	<u>Official Programme Workshop</u>	<u>Small Private Meeting Room (Citrine)</u>
<u>F&amp;B Zone Sponsor</u>	<u>Friends of ESG Zone</u>	<u>Hosted Meals</u>	<u>Invite-Only Workshop</u>	<u>Large Private Meeting Room (Tourmaline)</u>
<u>SFF MeetUp Zone Sponsor</u>	<u>ESG Lounge Sponsor</u>		<u>Industry Events</u>	<u>Large Private Meeting Room (Opal)</u>
<u>Agenda &amp; App Sponsor</u>	<u>Regulation Zone Sponsor</u>			<u>Hospitality Suite</u>
<u>WIFI Sponsor</u>	<u>Friends of Regulation Zone</u>			<u>Lead Retrieval</u>
<u>Hydration Sponsor</u>	<u>Regulator Lounge Sponsor</u>			
<u>Side Events Listing</u>	<u>Talent Zone Sponsor</u>			

The UAs above is a **WIP**, more details to follow.  
For onsite event branding, explore our **A&P Offerings** [here](#) (top up only).

# REGISTRATION SPONSOR

## \*BRAND AMPLIFICATION

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FESTIVAL™

Ensure your brand reaches the entire Singapore FinTech Festival audience at key touch points from online registration and confirmation emails to onsite badge pick-up

- ✓ Official Registration Sponsor listing on SFF website – Registration *"powered by"*
- ✓ Logo/Brand placement on the SFF Registration portal including individual registration pages for each ticket type
- ✓ Logo/Brand placement on confirmation emails sent to registered attendees (including speakers)
- ✓ Logo/Brand placement at onsite registration branding areas & branding signages



**Investment: SGD 150,000 per sponsor | SGD 250,000 (exclusive)**

# of Opportunities: Up to 2 (co-branded)

*For illustration only & subject to change*

*Final design is subject to clearance from SFF organisers*

*Contract needs to be signed before 11 September 2024 for fulfilment*

**GRAND – Option A**

# LANYARD SPONSOR

\*BRAND AMPLIFICATION

06  
08  
NOV  
2024 | SINGAPORE  
FINTECH  
FESTIVAL™

Elevate your brand visibility & leave a lasting impression on all SFF attendees

✓ Logo/Brand placement on all attendee lanyards

SFF 2023 attracted 66,000 attendees from 150 countries & regions



**Investment: SGD 150,000 per sponsor | SGD 250,000 (exclusive)**

# of Opportunities: Up to 2 (co-branded)

*For illustration only & subject to change*

*Final design is subject to clearance from SFF organisers*

*Contract needs to be signed before 11 September 2024 for fulfilment*

**GRAND – Option A**

# EXECUTIVE LOUNGE SPONSOR

## \*BRAND AMPLIFICATION

06  
08  
NOV  
2024 | SINGAPORE  
FINTECH  
FESTIVAL™

The Executive Lounge is where VIPs, Speakers and Delegates gather to prepare for upcoming sessions, arrange 1-1 meetings & take a breather during SFF

- ✓ Brand Exposure: 500+ Speakers, Policy Makers, Financial Institutions & Industry Leaders
- ✓ Logo/Brand placement across the Executive Lounge:
  - Lounge Entrance, Perimeter & Interior
  - Hanging Banner
  - Lounge Tables
- ✓ Logo/Brand placement on the Digital & Onsite Floorplan – Executive Lounge “powered by”
- ✓ Logo/Brand placement at Executive Lounge meeting rooms
- ✓ Exclusive usage of Executive Lounge meeting rooms
- ✓ Logo/Brand placement at 1x dedicated concierge kiosk at Lounge Entrance

**Investment: SGD 150,000 per sponsor**

# of Opportunities: Up to 3 (co-branded)

*For illustration only & subject to change  
Sponsor is required to manage dedicated concierge kiosk & the inventory for meeting rooms  
Final design is subject to clearance from SFF organisers  
Contract needs to be signed before 11 September 2024 for fulfilment*





# F&B ZONE SPONSOR

## \*BRAND AMPLIFICATION

06  
08  
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2024 | SINGAPORE  
FINTECH  
FESTIVAL™

Stand out amidst the bustling atmosphere at SFF as the go-to destination for refreshments & connections!

- ✓ Logo/Brand placement across F&B Zone branding points
- ✓ Logo/Brand placement on the Digital & Onsite Floorplan – F&B Zone “powered by”

### Investment:

Hall 2: SGD 200,000

Hall 3: SGD 150,000

Hall 5: SGD 150,000

Hall 6: SGD 100,000

# of Opportunities: 1 per hall (exclusive)

**All F&B Zones: SGD 300,000 (exclusive)**

*For illustration only & subject to change  
Final design is subject to clearance from SFF organisers  
Contract needs to be signed before 11 September 2024 for fulfilment*



**GRAND – Option A  
(Halls 3, 5, or 6 only)**

# SFF MEETUP ZONE SPONSOR

## \*BRAND AMPLIFICATION

The **SFF MeetUp** Zone is set to host the Asia's largest meetings programme. Participants will experience supercharged networking in a speed-dating format – the *first-of-its-kind* in Asia.

- ✓ Brand Exposure: Over 20,000 meetings across 3 days at SFF
- ✓ Logo/Brand placement across the SFF MeetUp Zone:
  - Zone Entrance & Perimeter
  - Hanging Banner
  - Tables (across 2 out of 8 zones)
- ✓ Logo/Brand placement on the Digital & Onsite floorplan – SFF MeetUp Zone "powered by"
- ✓ **Category exclusive only:**
  - Logo/Brand placement on the SFF MeetUp web platform (*visible via desktop only*):
    - Platform Homepage
    - Profile Update page

**Investment: SGD 75,000 per sponsor | SGD 250,000 (exclusive)**

# of Opportunities: Up to 4 (co-branded)

*For illustration only & subject to change*

*Final design is subject to clearance from SFF organisers*

*Contract needs to be signed before 11 September 2024 for fulfilment*





# AGENDA & APP SPONSOR

## \*BRAND AMPLIFICATION

**Become the official Agenda & Mobile App Sponsor & position your brand alongside SFF speakers including Heads of State, Financial Services Leaders, Founders, Investors & Technology Experts.**

- ✓ Official Agenda Sponsor listing on the programme page of SFF website & event mobile app – Agenda “powered by”
- ✓ Logo/Brand placement in minimally 3 dedicated EDM marketing campaigns:
  - ▶ Agenda Preview – “powered by”
  - ▶ Full Agenda – “powered by”
  - ▶ SFF is now LIVE – “powered by”
- ✓ Logo/Brand placement on agenda display screens at entry points of:
  - ▶ Festival Stage
  - ▶ FutureMatters Stage
  - ▶ Founder’s Peak
  - ▶ All Zone Stages

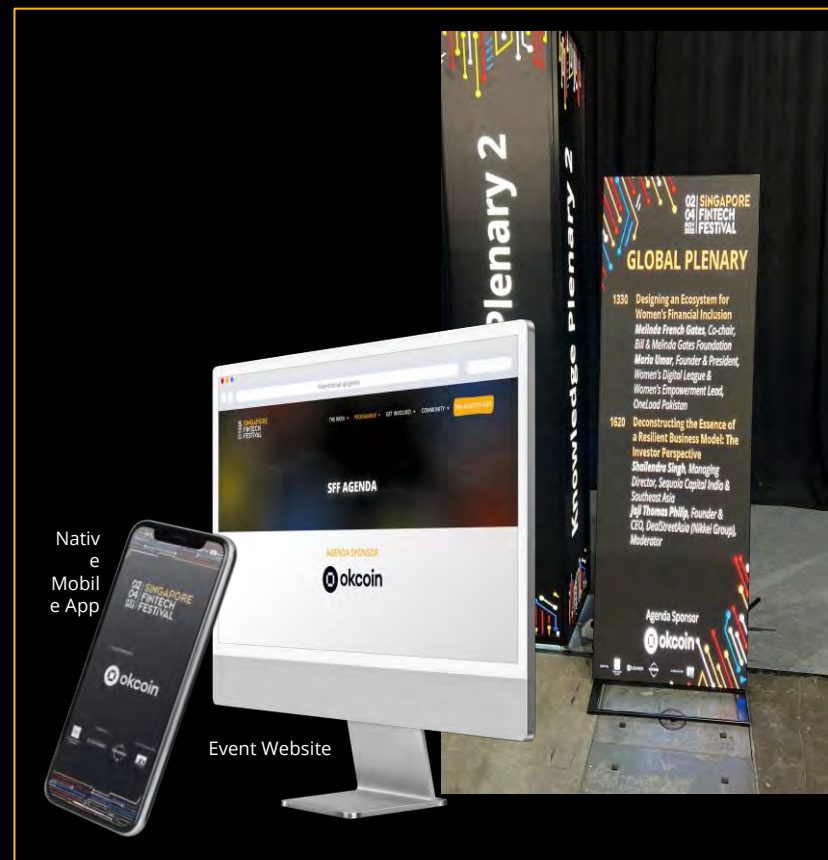
**Investment: SGD 150,000**

# of Opportunities: 1 (exclusive)

*For illustration only & subject to change*

*Final design is subject to clearance from SFF organisers*

*Contract needs to be signed before 11 September 2024 for fulfilment*



# WIFI SPONSOR

## \*BRAND AMPLIFICATION

Empower connectivity and integrate your brand into the SFF event experience! The official SFF WIFI network & password will appear on the back of all attendee badges & onsite signages.

- ✓ Opportunity to name the official SFF WIFI network and password
- ✓ Logo/Brand placement on the back of all SFF attendee badges – WIFI “powered by”
- ✓ Logo/Brand placement at onsite signages - WIFI “powered by”

**Investment: SGD 100,000**

# of Opportunities: 1 (exclusive)

*For illustration only & subject to change*

*WIFI SSID & password are subject to clearance from SFF organisers*

*WIFI password: Alphanumeric & include at least 1 uppercase, 1 lowercase & 1 special character*

*Contract needs to be signed before 11 September 2024 for fulfilment*

SSID:  
[Sponsor's Name]

Password:  
[Sponsor's Password]



# HYDRATION SPONSOR

## \*BRAND AMPLIFICATION

Keep SFF attendees hydrated & refreshed! Hydration points are located across 30 spots including the Festival Stage, Lounges, SFF MeetUp Zone & all Info Kiosks.

- ✓ Logo/Brand placement at all Hydration points
  - 1x Fully brandable side panel (choice of Side A or Side B)
- ✓ **Category exclusive only:**
  - Opportunity to fully brand all panels (Sides A & B) & header board (C)

**Investment: SGD 75,000 per sponsor | SGD 150,000 (exclusive)**

# of Opportunities: Up to 2 (co-branded)

*For illustration only & subject to change*

*Final design is subject to clearance from SFF organisers*

*Contract needs to be signed before 11 September 2024 for fulfilment*



# SIDE EVENTS LISTING

## \*BRAND AMPLIFICATION

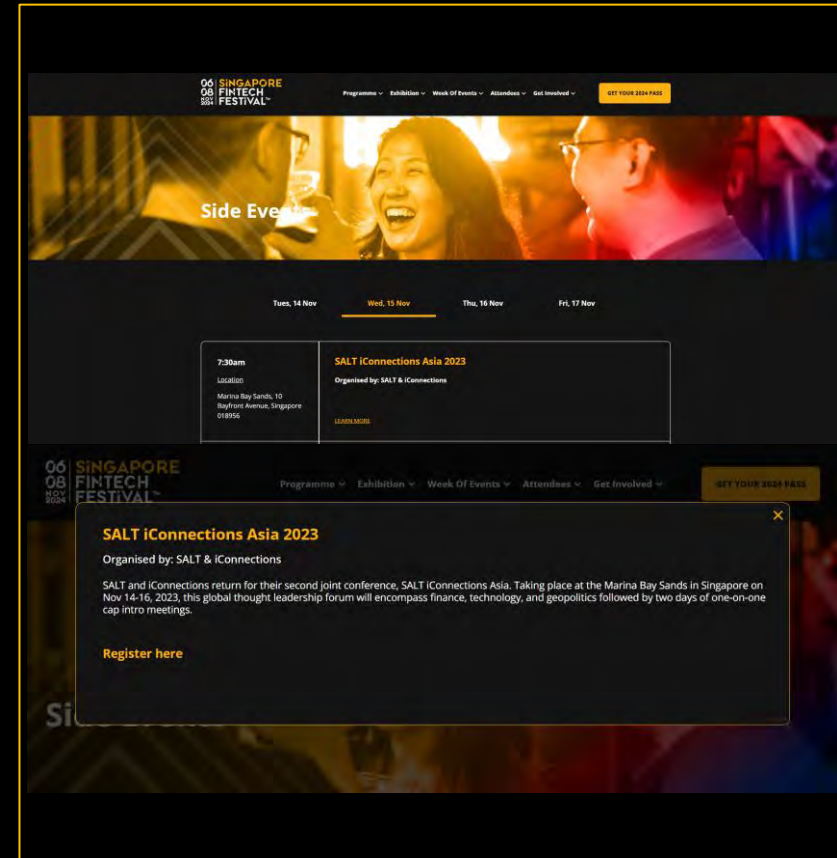
## Hosting a side event outside of SFF? List it on the SFF "Side Events" webpage & amplify your reach!

- ✓ Listing of Side Event on the SFF Webpage under *"Side Events"*
- ✓ Listing of Side Event in minimally 1x dedicated EDM marketing campaign:  
*"Side Events at SFF"*
  - Your side event will be listed in the EDM & can be hyperlinked to your own side events page
- ✓ Listing of side event in the event mobile app, under *"Side Events"*

**Investment**  
**SGD 10,000 per opportunity (Top-up)**

# of Opportunities: 4

*For illustration only & subject to change*  
*Sponsor is required to manage its own RSVP platform*  
*Contract needs to be signed before 11 September 2024 for fulfilment*



# TECHNOLOGY ZONE SPONSOR

## \*ZONE SPONSORSHIP

06  
08  
NOV  
2024

SINGAPORE  
FINTECH  
FESTIVAL™

The Technology Zone offers a glimpse into current & future technologies shaping financial services including digital assets & the applications of AI.

- ✓ Recognition as **Gold Sponsor** for SFF
- ✓ 36sqm Premium Raw Space (with exhibition space top-up of up to 36sqm, *subject to availability*)
  - 8 Exhibit Staff Passes, of which 4 will have **SFF MeetUp** access
- ✓ Dedicated page on SFF Website – Technology Zone “powered by”
- ✓ Logo/Brand placement at onsite Technology Zone branding points – Technology Zone “powered by”:
  - Hanging banner
  - Directional floor stickers
- ✓ Logo/Brand placement on the Digital & Onsite floorplan – Technology Zone “powered by”
- ✓ Logo/Brand placement across the Technology Lounge – Technology Lounge “powered by”:
  - Lounge Entrance & Perimeter
  - Hanging banner
  - Lounge tables
- ✓ 2x dedicated tables within the Technology Lounge to host business meetings across all 3 days
- ✓ 1x 15-min session on Tech Stage (Day 2 or 3)

**Investment: SGD 150,000**

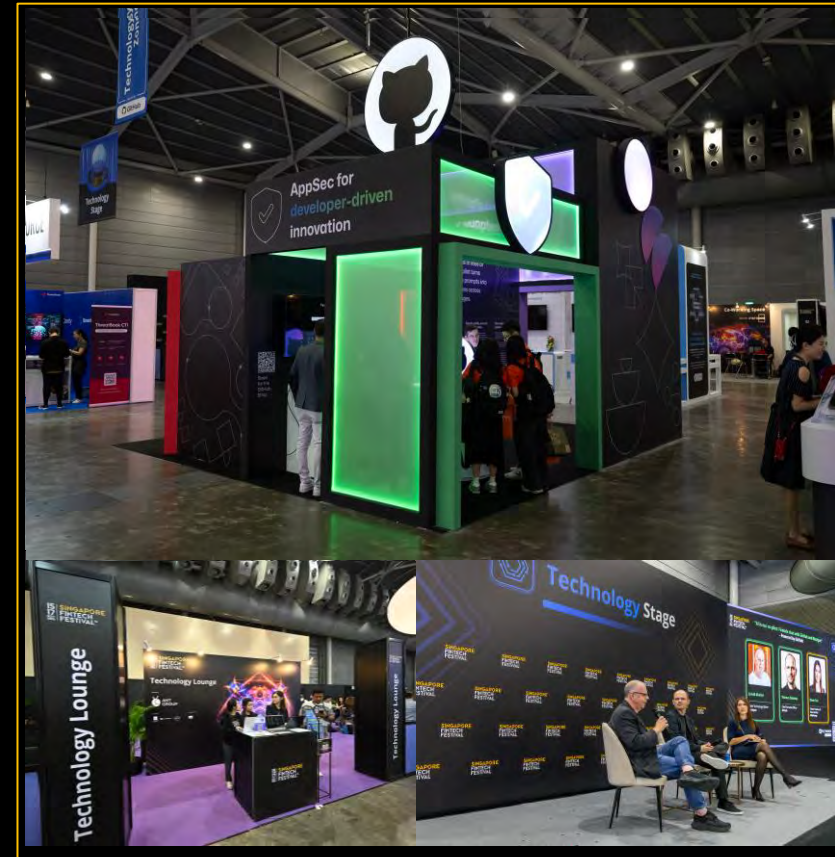
# of Opportunities: 1 (exclusive)

*For illustration only & subject to change*

*Final design is subject to clearance from SFF organisers*

*15-min session is subject to clearance from SFF content team*

*Contract needs to be signed before 11 September 2024 for fulfilment*





# FRIENDS OF TECHNOLOGY ZONE

## \*ZONE SPONSORSHIP

06  
08  
NOV  
2024 SINGAPORE  
FINTECH  
FESTIVAL™

The Technology Zone offers a glimpse into current & future technologies shaping financial services including digital assets & the applications of AI.

- ✓ Recognition as **Friends of Fintech (FoF) Sponsor** for SFF
- ✓ Dedicated page on SFF Website – Technology Zone “supported by”
- ✓ Logo/Brand placement at onsite Technology Zone branding points - Technology Zone “supported by”:
  - Hanging banner
  - Directional floor stickers
- ✓ 3x Delegate Passes with **SFF MeetUp** Access

**Investment: SGD 30,000**

# of Opportunities: Up to 3 (co-branded)

*For illustration only & subject to change*

*Final design is subject to clearance from SFF organisers*

*Contract needs to be signed before 11 September 2024 for fulfilment*



**GRAND – Option B**

**PLATINUM**



# ESG ZONE SPONSOR

## \*ZONE SPONSORSHIP

06  
08  
NOV  
2024

SINGAPORE  
FINTECH  
FESTIVAL™

The ESG Zone spotlights the ESG financial services ecosystem, including financial institutions, real economy solutions, Internet of Things manufacturers & sustainable start-ups.

- ✓ Recognition as **Silver Sponsor** for SFF
- ✓ 18sqm Premium Shell Scheme
  - 4 Exhibit Staff Passes, of which 2 will have **SFF MeetUp** access
- ✓ Dedicated page on SFF Website – ESG Zone "powered by"
- ✓ Logo/Brand placement at onsite ESG Zone branding points – ESG Zone "powered by":
  - Hanging banner
  - Directional floor stickers
- ✓ Logo/Brand placement on the Digital & Onsite floorplan - ESG Zone "powered by"
- ✓ 1x 15-min priority session on ESG Stage (Day 2 or 3)

**Investment: SGD 75,000**

# of Opportunities: 2 (exclusive)

*For illustration only & subject to change*

*Final design is subject to clearance from SFF organisers*

*15-min session is subject to clearance from SFF content team*

*Contract needs to be signed before 11 September 2024 for fulfilment*



# FRIENDS OF ESG ZONE

## \*ZONE SPONSORSHIP

The ESG Zone spotlights the ESG financial services ecosystem, including financial institutions, real economy solutions, Internet of Things manufacturers & sustainable start-ups.

- ✓ Recognition as **Friends of Fintech (FoF) Sponsor** for SFF
- ✓ Dedicated page on SFF Website – ESG Zone “supported by”
- ✓ Logo/Brand placement at onsite ESG Zone branding points – ESG Zone “supported by”:
  - Hanging banner
  - Directional floor stickers
- ✓ 3x Delegate Passes with **SFF MeetUp** Access

**Investment: SGD 30,000 per sponsor**

# of Opportunities: Up to 3 (co-branded)

*For illustration only & subject to change*

*Final design is subject to clearance from SFF organisers*

*Contract needs to be signed before 11 September 2024 for fulfilment*





# ESG LOUNGE SPONSOR

## \*ZONE SPONSORSHIP

The ESG Zone spotlights the ESG financial services ecosystem, including financial institutions, real economy solutions, Internet of Things manufacturers & sustainable start-ups.

- ✓ Logo/Brand placement across the ESG Lounge – ESG Lounge “powered by”:
  - Lounge Entrance & Perimeter
  - Hanging banner
  - Lounge tables
- ✓ 2x dedicated tables within the ESG Lounge to host business meetings across all 3 days
- ✓ 1x 15-min session on ESG Stage (Day 2 or 3)

**Investment: SGD 50,000 per sponsor**

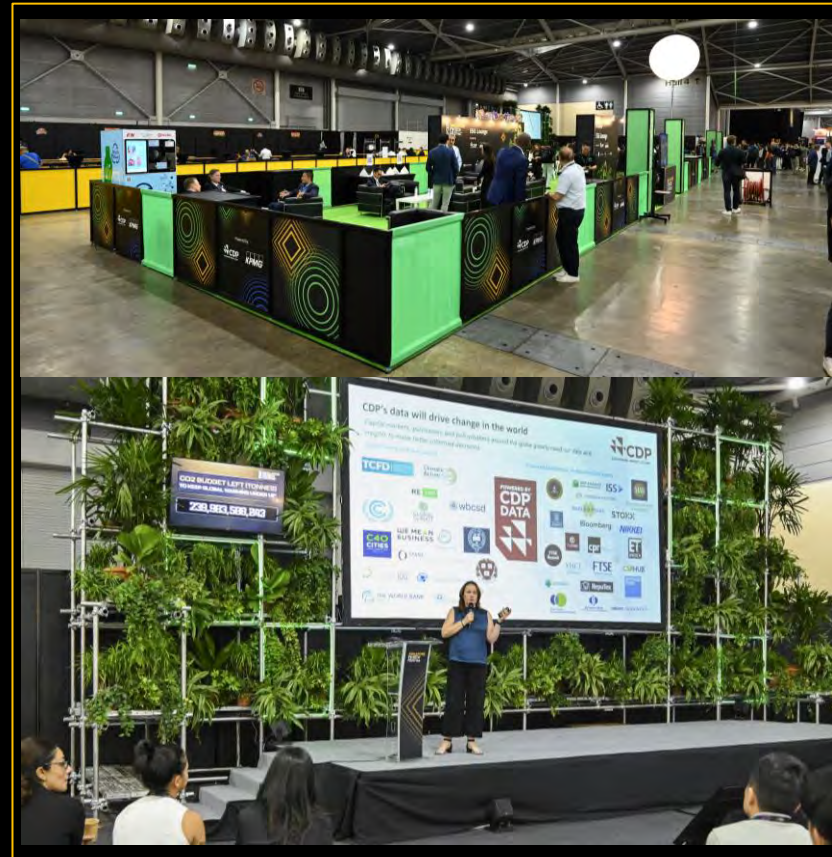
# of Opportunities: Up to 3 (co-branded)

*For illustration only & subject to change*

*Final design is subject to clearance from SFF organisers*

*15-min session is subject to clearance from SFF content team*

*Contract needs to be signed before 11 September 2024 for fulfilment*



**GRAND – Option B**

**PLATINUM**

# REGULATION ZONE SPONSOR

## \*ZONE SPONSORSHIP

06  
08  
NOV  
2024

SINGAPORE  
FINTECH  
FESTIVAL™

A space for policymakers and regulators to exchange knowledge and insights on their regulatory & development strategies. The Regulation Zone also features RegTech and SupTech solutions.

- ✓ Recognition as **Silver Sponsor** for SFF
- ✓ 18sqm Premium Shell Scheme
  - 4 Exhibit Staff Passes of which 2 will have **SFF MeetUp** access
- ✓ Dedicated page on SFF Website – Regulation Zone "powered by"
- ✓ Logo/Brand placement at onsite Regulation Zone branding points – Regulation Zone "powered by":
  - Hanging banner
  - Directional floor stickers
- ✓ Logo/Brand placement on the Digital & Onsite floorplan – Regulation Zone "powered by"
- ✓ 1x 15-min priority session on Regulation Stage (Day 2 or 3)

**Investment: SGD 75,000**

# of Opportunities: 2 (exclusive)

*For illustration only & subject to change*

*Final design is subject to clearance from SFF organisers*

*15-min session is subject to clearance from SFF content team*

*Contract needs to be signed before 11 September 2024 for fulfilment*

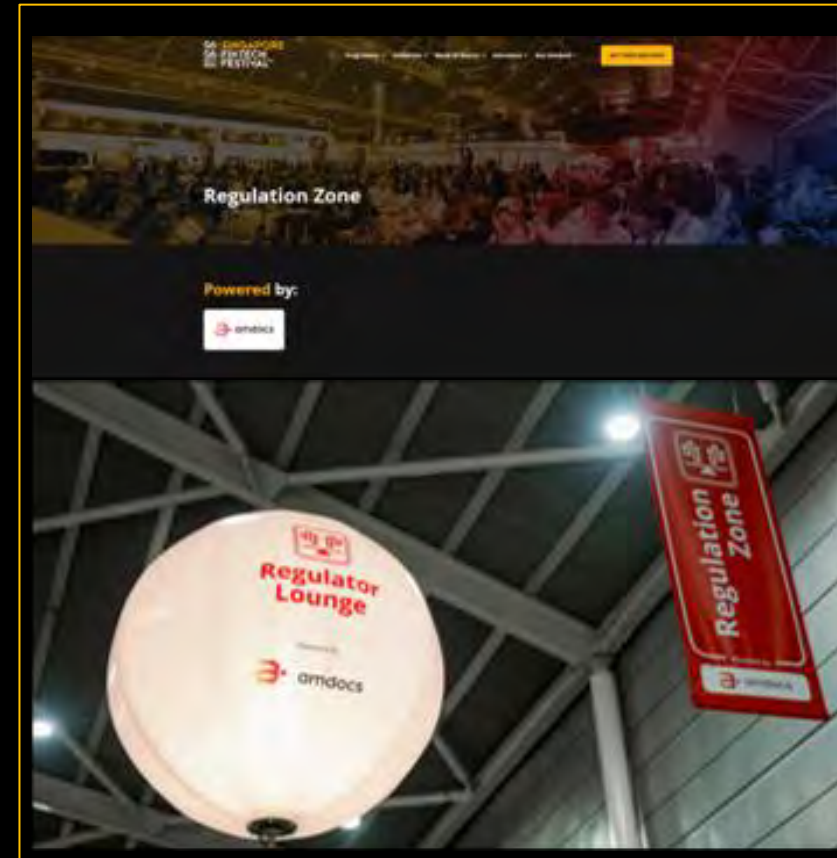


# FRIENDS OF REGULATION ZONE

## \*ZONE SPONSORSHIP

A space for policymakers and regulators to exchange knowledge and insights on their regulatory & development strategies. The Regulation Zone also features RegTech and SupTech solutions.

- ✓ Recognition as **Friends of Fintech (FoF) Sponsor** for SFF
- ✓ Dedicated page on SFF Website – Regulation Zone “supported by”
- ✓ Logo/Brand placement at onsite Regulation Zone branding points – Regulation Zone “supported by”:
  - Hanging banner
  - Directional floor stickers
- ✓ 3x Delegate Passes with **SFF MeetUp** Access



**Investment: SGD 30,000 per sponsor**

# of Opportunities: Up to 3 (co-branded)

For illustration only & subject to change  
Final design is subject to clearance from SFF organisers  
Contract needs to be signed before 11 September 2024 for fulfilment

GRAND – Option B

PLATINUM



# REGULATOR LOUNGE SPONSOR

## \*ZONE SPONSORSHIP

06  
08  
NOV  
2024

SINGAPORE  
FINTECH  
FESTIVAL™

A space for policymakers and regulators to exchange knowledge and insights on their regulatory & development strategies. The Regulation Zone also features RegTech and SupTech solutions.

- ✓ Logo/Brand placement across the Regulator Lounge – Regulator Lounge “powered by”:
  - Lounge Entrance & Perimeter
  - Hanging banner
  - Lounge tables
- ✓ 2x dedicated tables within the Regulator Lounge to host business meetings across all 3 days
- ✓ 1x 15-min session on Regulation Stage (Day 2 or 3)

**Investment: SGD 50,000 per sponsor**

# of Opportunities: Up to 3 (co-branded)

*For illustration only & subject to change*

*Final design is subject to clearance from SFF organisers*

*15-min session is subject to clearance from SFF content team*

*Contract needs to be signed before 11 September 2024 for fulfilment*



**GRAND – Option B**

**PLATINUM**



# TALENT ZONE SPONSOR

## \*ZONE SPONSORSHIP

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2024 | SINGAPORE  
FINTECH  
FESTIVAL™

The Talent Zone expands on the signature Talent Pavilion to advance learning, upskilling and the future of work by highlighting the talent development initiatives of the public and private sectors.

- ✓ Recognition as **Friends of Fintech (FoF) Sponsor** for SFF
- ✓ 9sqm Premium Shell Scheme
  - 2 Exhibit Staff Passes, of which 1 will have **SFF MeetUp** access
- ✓ Dedicated page on SFF Website – Talent Zone "powered by"
- ✓ Logo/Brand placement at onsite Talent Zone branding points – Talent Zone "powered by":
  - Hanging banner
  - Directional floor stickers
- ✓ Choice of either:
  - 1x 15-min session on Talent Stage (Day 2 or 3), **OR**
  - 3x Start-up Kiosks – each kiosk inclusive of 1 Exhibit Staff Pass with SFF MeetUp access

**Investment: SGD 25,000 per sponsor**

# of Opportunities: Up to 4 (co-branded)

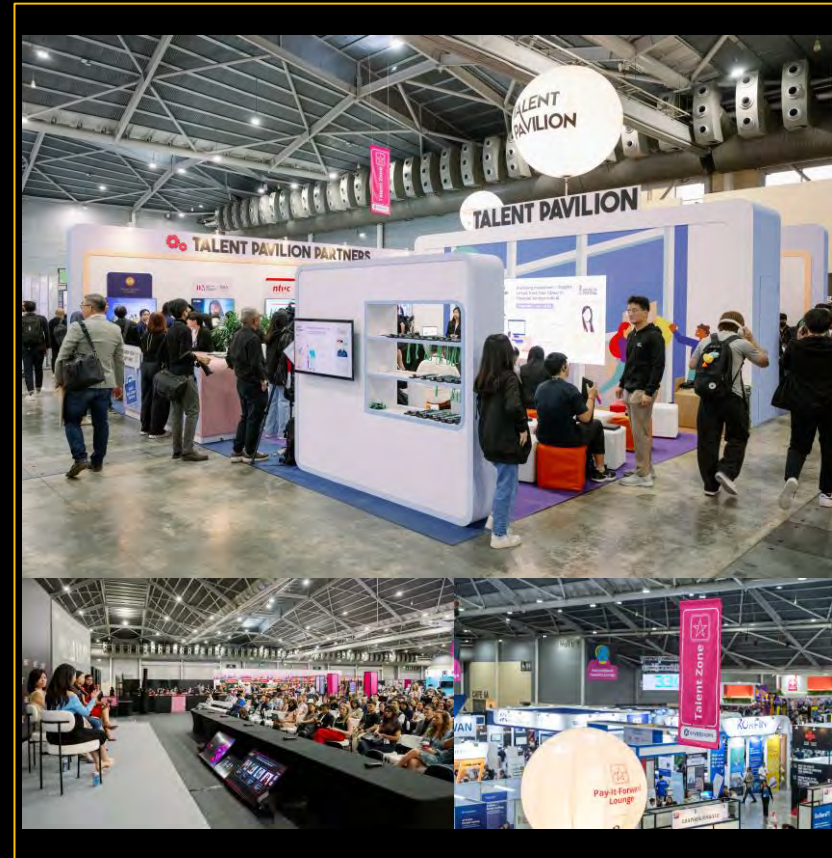
*For illustration only & subject to change*

*Final design is subject to clearance from SFF organisers*

*15-min session is subject to clearance from SFF content team*

*Start-up Kiosk: exclusive for start-ups that are between 1-5 years since incorporation*

*Contract needs to be signed before 11 September 2024 for fulfilment*



# SFF DINNER SPONSOR

\*NETWORKING

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FINTECH  
FESTIVAL™

The SFF Dinner brings together the Festival's speakers and VIPs for an evening of networking and collaboration at one of Singapore's iconic locations

The SFF Dinner is by-invitation-only

- ✓ Location: TBC
- ✓ Date: 5 November 2024
- ✓ Brand Exposure: 300 SFF Speakers and VIPs

## PREMIER

**INVESTMENT: SGD 150,000 per sponsor**

# of Opportunities: Up to 2 (co-branded)

- ✓ Official SFF Dinner Sponsor listing on side events page of SFF Website - SFF Dinner "powered by" (priority tier)
- ✓ Logo/Brand placement at onsite branding points - SFF Dinner "powered by" (priority tier)
- ✓ Logo/Brand placement in SFF Dinner invitation letters - SFF Dinner "powered by"
- ✓ Deliver the opening remarks for the SFF Dinner
- ✓ 3 invites to SFF Dinner

## ASSOCIATE

**INVESTMENT: SGD 75,000 per sponsor**

# of Opportunities: Up to 3 (co-branded)

- ✓ Logo/Brand placement at onsite branding points - SFF Dinner "powered by"
- ✓ 1 invite to SFF Dinner

*For illustration only & subject to change*

*Final design is subject to clearance from SFF organisers*

*Contract needs to be signed before 11 September 2024 for fulfilment*



# HOSTED MEALS

\*NETWORKING

**Curate a private breakfast or lunch experience & forge meaningful connections in an intimate setting.**

- ✓ Location: Garnet Room at **Level 2**
- ✓ Format: Invite-only or open-to-all, listed on the official SFF Agenda under “*Side Events*”
- ✓ F&B package
- ✓ Existing in-room AV
- ✓ Duration: 90-mins
- ✓ Capacity: Max. 50 pax
- ✓ Content: Curated by you
- ✓ Audience lead retrieval

## Investment

**Breakfast: SGD 50,000 per opportunity**

# of Opportunities: Up to 2 hosted breakfast sessions per day (8:00 AM – 9:30 AM)

**Lunch: SGD 75,000 per opportunity**

# of Opportunities: Up to 2 hosted lunch sessions per day (12:30 PM – 2:00 PM)

*For illustration only & subject to change*

*Sponsor is required to manage its RSVP platform*

*F&B menu available upon request*

*Existing in-room AV: 1x portable projector + screen & 2x handheld mics only*

*Room layout comes standard with round tables & chairs for up to 50 pax*

*Contract needs to be signed before 11 September 2024 for fulfilment*





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- ✓ 15-min presentation with high visibility to audiences
- ✓ Scheduled speaking session listed on SFF agenda – session title *"powered by"*
- ✓ Available time slots: 10:30 AM – 2:00 PM daily

**Investment: SGD 18,000 per opportunity (Top-up)**

# of Opportunities: 19

- ✓ Audience lead retrieval
- ✓ Session recording

*For illustration only & subject to change*

*Product showcase content subject to clearance from SFF content team*

*Contract needs to be signed before 11 September 2024 for fulfilment*



# PRODUCT SHOWCASE

\*THOUGHT LEADERSHIP

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Drive awareness and reach customers by delivering a presentation on our ESG, Regulation or Talent stage.

- ✓ 15-min presentation with high visibility to audiences
- ✓ Scheduled speaking session listed on SFF agenda – session title "powered by"
- ✓ Available time slots: 11:00 AM – 12:30 PM daily

## PREMIUM: DAY 1

**Investment: SGD 18,000 per opportunity (Top-up)**

# of Opportunities: 8

- ✓ Audience lead retrieval
- ✓ Session recording

## STANDARD: DAY 2 or 3

**Investment: SGD 10,000 per opportunity (Top-up)**

# of Opportunities: 2

- [TOP-UP] Audience lead retrieval @ SGD 2,500
- [TOP-UP] Session recording @ SGD 2,500

*For illustration only & subject to change*

*Product showcase content subject to clearance from SFF content team*

*Contract needs to be signed before 11 September 2024 for fulfilment*



# OFFICIAL PROGRAMME WORKSHOP

\*THOUGHT LEADERSHIP

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**Position your brand as a thought leader and industry expert by hosting a workshop at SFF!**

- ✓ Format: Open to all, listed on the official SFF Agenda under "Official Programme Workshop – powered by"
- ✓ Location: Garnet Room at Level 2
- ✓ Duration: 1-hour
- ✓ Capacity: Max. 50 pax
- ✓ Content: Curated by you
- ✓ Audience lead retrieval

**Investment: SGD 35,000 per opportunity**

# of Opportunities: Up to 3 sponsored workshops daily

*For illustration only & subject to change*

*Workshop content subject to clearance from SFF organisers*

*Contract needs to be signed before 11 September 2024 for fulfilment*



GRAND – Option B

PLATINUM



# INVITE-ONLY WORKSHOP

\*THOUGHT LEADERSHIP

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Showcase your solutions at a dedicated workshop to a curated audience! The SFF team will help identify the right audience profile for this workshop and assist with sending invites.

- ✓ Format: Invite-only, listed on the official SFF Agenda under "Side Events"
- ✓ Location: Garnet Room at Level 2
- ✓ Duration: 1-hour
- ✓ Capacity: Max. 30 pax
- ✓ Content: Curated by you
- ✓ Audience lead retrieval

**Investment: SGD 50,000 per opportunity**

# of Opportunities: Up to 3 sponsored workshops daily

*For illustration only & subject to change*

*Sponsor is required to manage its RSVP platform*

*Workshop Content subject to clearance from SFF organisers*

*Contract needs to be signed before 11 September 2024 for fulfilment*



# INDUSTRY EVENTS

## \*THOUGHT LEADERSHIP

Host your event at SFF and position your brand as an industry thought leader to a wide group of targeted audience.

- ✓ Format: Either open to all or invite-only - listed on the SFF Agenda under "Side Events"
- ✓ Location: Garnet Room at Level 2
- ✓ Duration: Option of either half-day or full-day

**Half-Day Slots:** 8:00 AM - 12:00 PM or 2:00 PM - 6:00 PM

**Full-Day Slots:** 8:00 AM - 6:00 PM

- ✓ Capacity: Max. 100 pax
- ✓ Existing In-Room AV
- ✓ Content: Curated by you (*subject to approval from SFF Content Team*)
- ✓ Audience lead retrieval

### Investment:

**Half Day: SGD 50,000 per opportunity**

# of Opportunities: 6

**Full Day: SGD 80,000 per opportunity**

# of Opportunities: 3

*For illustration only & subject to change*

*Existing in-room AV: 1x projector screen & 2x handheld mics only*

*Sponsor is required to manage its RSVP platform*

*Event content subject to clearance from SFF organisers*

*Contract needs to be signed before 11 September 2024 for fulfilment*



# 4-PAX MEETING POD

**\*LEAD GENERATION**

**Maximise your time onsite by hosting clients and partners at a dedicated meeting space on the showfloor.**

- ✓ An enclosed area to host pre-arranged and drop-in meetings during the event (*first to-contract basis*)
- ✓ A Meeting Pod includes:
  - ▶ 3-day usage of 1x enclosed meeting pod (1.85m x 1.75m)
  - ▶ 1x table and 4x chairs
  - ▶ Carpeted floor
  - ▶ 1x LED ceiling lamp
  - ▶ 2x power sockets
  - ▶ Built-in exhaust fan ventilation.
  - ▶ Fully brandable Meeting pod side panels
  - ▶ Fully brandable sticker strips on Meeting pod front glass panels

## **Investment:**

**1x Meeting Pod only: SGD 7,500 (Top-up)**

**1x Meeting Pod + 2x Delegate Passes + 20x Hosted Meetings: SGD 28,000 (A-la-carte)**

# of Opportunities: 10

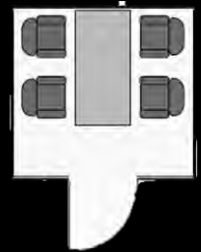
*For illustration only & subject to change*

*Design is subject to clearance from SFF organisers*

*Contract needs to be signed before 11 September 2024 for fulfilment*



Meeting Pod Layout



# 8-PAX MEETING ROOM

\*LEAD GENERATION

Maximise your time onsite by hosting clients and partners at a dedicated meeting space on the showfloor.

- ✓ An enclosed area to host pre-arranged and drop-in meetings during the event (*first to-contract basis*)
- ✓ A Meeting Room includes:
  - ▶ 3-day usage of 1x enclosed meeting space in **Hall 5 & 6** (6.0m x 4.0m).
  - ▶ 1x table and 8x chairs.
  - ▶ Carpeted floor.
  - ▶ 1x 42" TV with HDMI cable.



## Investment:

**1x Meeting Room only: SGD 25,000 (Top-up)**

**1x Meeting Room + 2x Delegate Passes + 20x Hosted Meetings: SGD 48,000 (A-la-carte)**

# of Opportunities: 4

- ▶ [TOP-UP] 5x Fully Brandable Meeting Room Front Panels @ SGD 2,000

*For illustration only & subject to change*

*Design is subject to clearance from SFF organisers*

*Contract needs to be signed before 11 September 2024 for fulfilment*



# SMALL PRIVATE MEETING ROOM (CITRINE)

## \*LEAD GENERATION

**Maximize your time onsite by hosting clients, partners and colleagues at a dedicated private meeting space.**

✓ A **Citrine** Private Meeting Room includes:

- ▶ 1x approx. 24sqm enclosed meeting room at **Level 2**
- ▶ Existing in-room AV
- ▶ Furniture: Pre-configured roundtable layout for approx. 12 pax.

✓ **For 3-Day Usage only:**

- ▶ 1-time room configuration in one of the following formats:
  - Roundtable, Theatre or Boardroom
  - Alternatively, engage your own technical vendors to customize your meeting room layout
- ▶ Opportunity to place branding materials within the meeting room

### Investment:

**Half-Day Usage of 1x Citrine Private Meeting Room: SGD 6,000 (Top-up)**

Selectable timeslots (daily): 8:00 AM - 12:00 PM or 2:00 PM - 6:00 PM

**3-Day Usage of 1x Citrine Private Meeting Room: SGD 25,000 (Top-up)**

**3-Day Usage of 1x Citrine Private Meeting Room: SGD 35,000 (A-la-carte)**

# of Opportunities: 2

*For illustration only & subject to change*

*Existing in-room AV: 1x projector screen & 2x handheld mics only*

*Meeting room furniture comes standard with tables and chairs only. Additional furniture rental rates apply*

*Customized branding materials such as backdrops and banners are not included within the meeting room package*

*Design is subject to clearance from SFF organisers*

*Contract needs to be signed before 11 September 2024 for fulfilment*





# LARGE PRIVATE MEETING ROOM (TOURMALINE)

## \*LEAD GENERATION

Maximize your time onsite by hosting clients, partners and colleagues at a dedicated private meeting space.

✓ A **Tourmaline** Private Meeting Room includes:

- ▶ 1x approx. 50sqm enclosed meeting room at **Level 2**
- ▶ Existing in-room AV
- ▶ Furniture: Pre-configured roundtable layout for approx. 20 pax

✓ **For 3-Day Usage only:**

- ▶ 1-time room configuration in one of the following formats:
  - Roundtable, Theatre or Boardroom
  - Alternatively, engage your own technical vendors to customize your meeting room layout
- ▶ Opportunity to place branding materials within the meeting room

### Investment:

**Half-Day Usage of 1x Tourmaline Private Meeting Room: SGD 10,000 (Top-up)**

Selectable timeslots (daily): 8:00 AM - 12:00 PM or 2:00 PM - 6:00 PM

**3-Day Usage of 1x Tourmaline Private Meeting Room: SGD 40,000 (Top-up)**

**3-Day Usage of 1x Tourmaline Private Meeting Room: SGD 50,000 (A-la-carte)**

# of Opportunities: 2

*For illustration only & subject to change*

*Existing in-room AV: 1x projector screen & 2x handheld mics only*

*Meeting room furniture comes standard with tables and chairs only. Additional furniture rental rates apply*

*Customized branding materials such as backdrops and banners are not included within the meeting room package*

*Design is subject to clearance from SFF organisers*

*Contract needs to be signed before 11 September 2024 for fulfilment*



Customized Tourmaline Private Meeting Room Layout

# LARGE PRIVATE MEETING ROOM (OPAL)

\*LEAD GENERATION

Maximize your time onsite by hosting clients, partners and colleagues at a dedicated private meeting space.

✓ An **Opal** Private Meeting Room includes:

- 1x approx. 50sqm enclosed meeting room at **Level 1**
- Existing in-room AV
- 1-time room configuration in one of the following formats:
  - Roundtable, Theatre or Boardroom
  - Alternatively, engage your own technical vendors to customize your meeting room layout
- Opportunity to place branding materials within the meeting room

## Investment:

**3-Day Usage of 1x Opal Private Meeting Room: SGD 40,000 (Top-up)**

**3-Day Usage of 1x Opal Private Meeting Room: SGD 50,000 (A-la-carte)**

# of Opportunities: 7

**Option and rates to combine 2x Opal Private Meeting Rooms are available upon request**

*For illustration only & subject to change*

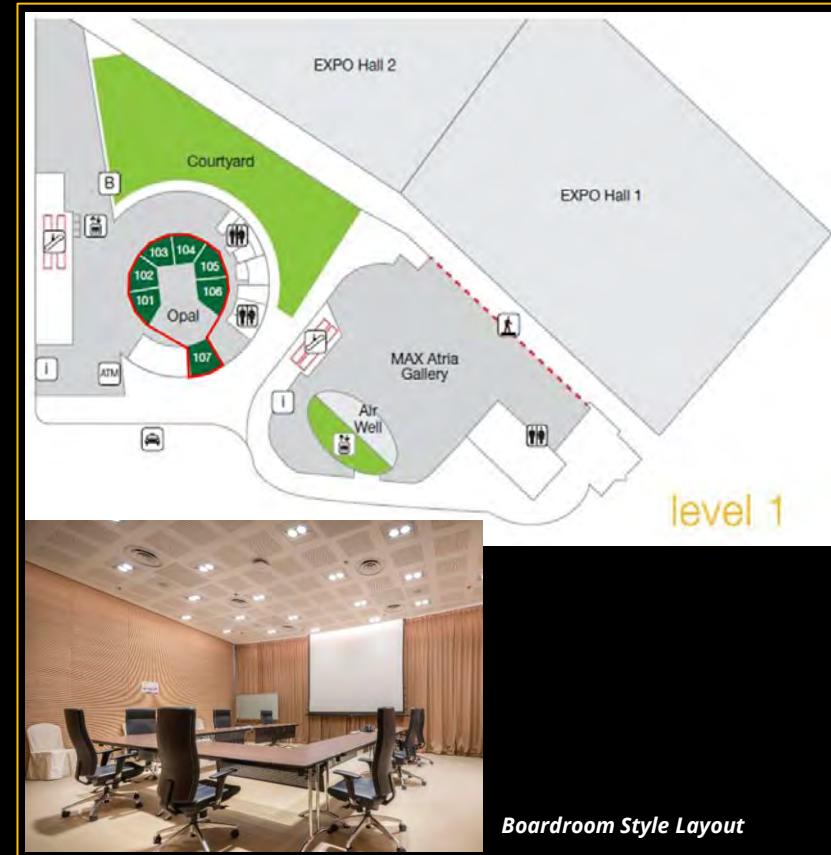
*Existing in-room AV: 1x projector screen & 2x handheld mics only*

*Meeting room furniture comes standard with tables and chairs only. Additional furniture rental rates apply*

*Customized branding materials such as backdrops and banners are not included within the meeting room package*

*Design is subject to clearance from SFF organisers*

*Contract needs to be signed before 11 September 2024 for fulfilment*



**GRAND – Option B**

**PLATINUM**

# HOSPITALITY SUITE

\*LEAD GENERATION

Optimize & enhance your experience by hosting VIP clients & partners at a private hospitality suite

✓ A **Hospitality Suite** includes:

- 1x approx. 134sqm enclosed meeting room at **Level 2**
- Existing in-room AV
- Complimentary coffee and tea
- 4-pax sofa seating to host your VIP guests
- 1-time room configuration in one of the following formats:
  - Roundtable, Theatre or Boardroom
  - Alternatively, engage your own technical vendors to customize your meeting room layout
- Opportunity to place branding materials within the meeting room

## Investment:

**3-Day Usage of 1x Hospitality Suite: SGD 75,000 (Top-up)**

**3-Day Usage of 1x Hospitality Suite: SGD 85,000 (A-la-carte)**

# of Opportunities: 2

*For illustration only & subject to change*  
*Existing in-room AV: 1x projector screen & 2x handheld mics only*  
*Hospitality suite furniture comes standard with tables, chairs & 4-pax sofa seats only. Additional furniture rental rates apply*  
*Complimentary coffee capsules capped at 100 servings per day*  
*Customized branding materials such as backdrops and banners are not included within the hospitality suite package*  
*Design is subject to clearance from SFF organisers*  
*Contract needs to be signed before 11 September 2024 for fulfilment*



# LEAD RETRIEVAL

\*LEAD GENERATION

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Receive listings of scanned leads when you export them to your inbox.

The following information will be provided:

- ✓ Name
- ✓ Job title
- ✓ Company
- ✓ Phone
- ✓ Email
- ✓ Country
- ✓ Product/ Services interested in:

*Exported leads will be in MS Excel format.*

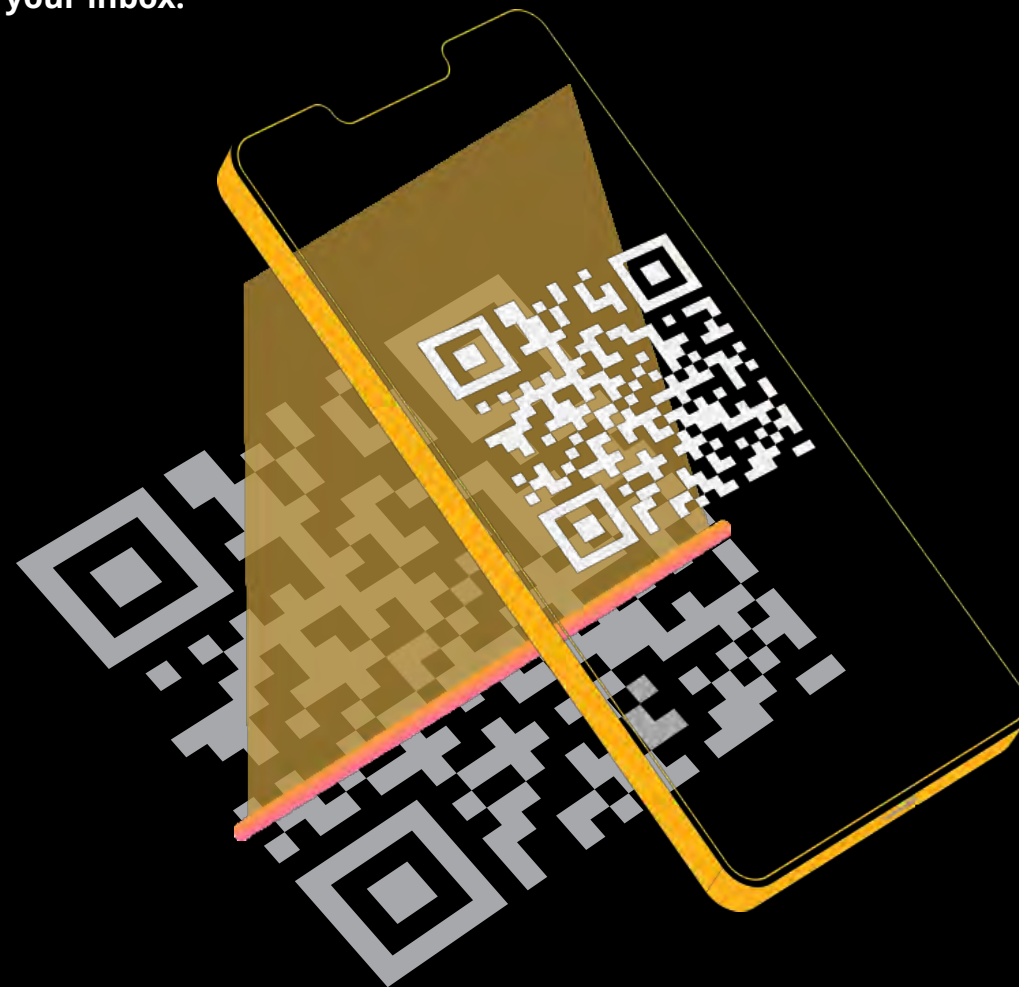
*Each lead retrieval allows 1 user log-in only.*

*Disclaimer: Accessing your account in multiple devices at the same time will result in leads data loss - to prevent this please login once.*

**Investment: SGD 500 per account (Top-up)**

*# of Opportunities: Unlimited*

*Contract needs to be signed before 28 October 2024 for fulfilment*





# PASS TYPES

	Delegate Pass SGD 650	Exhibitor Staff Pass Complimentary	Government Pass Complimentary	Academic Pass Complimentary	Executive Pass SGD 5,000	Startup Pass SGD 525	Trade Visitor Pass Complimentary	Student Pass Complimentary	Media Pass Complimentary
Festival Stage	✓	✗	✓	✓	✓	✓	✗	✓	✓
FutureMatters Stage	✓	✗	✓	✓	✓	✓	✗	✓	✓
Technology Stage	✓	✗	✓	✓	✓	✓	✗	✗	✓
Industry Networking Party	✓	✗	✓	✓	✓	✓	✗	✗	✓
Access to F&B	✓	✗	✓	✓	✓	✓	✗	✗	✓
Networking Happy Hour	✓	✗	✓	✓	✓	✓	✗	✗	✓
Exhibition & Zones	✓	✓	✓	✓	✓	✓	✓	✓	✓
SFF MeetUp: Up to 25 1-1, Double Opt-In Meetings	✓	✗	↑	↑	✓	✓	✗	✗	↑
The Founders Peak	✓	✗	✓	✓	✓	✓	✗	✓	✓
Zone Stages & Workshops	✓	✓	✓	✓	✓	✓	✗	✓	✓
Elevandi Insights	✗	✗	✗	✗	✓	✗	✗	✗	✗
Executive Lounge	✗	✗	✗	✗	✓	✗	✗	✗	✗
SFF Dinner	✗	✗	✗	✗	✓	✗	✗	✗	✗

# Thank You

Let's chat:

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SFF 2023 Attendee List



SFF 2023 Post Show Report

Organised by



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