

# FINTECH GENERATIONS

A close-up photograph of a person's hand holding a CapitalOne Visa credit card. The card is oriented vertically, showing the 'CapitalOne' logo, 'VISA', and some card details. In front of the hand, another hand is holding a white smartphone horizontally. The screen of the phone displays a contactless payment icon (a small square with a wavy line). The background is blurred, showing what appears to be a keyboard or a circuit board.

EXPERIENCE  
THE JOURNEY

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# ABOUT FINTECH GENERATIONS

THE PREMIERE FINTECH CONFERENCE IN THE SOUTHEAST FOR SIX YEARS RUNNING. WITH HOT TOPICS, PRESENTATIONS FROM INNOVATIVE LEADERS, AND A 360-DEGREE MARKETING OPPORTUNITY, THIS IS AN EVENT YOU CAN'T AFFORD TO MISS.



Business are still operating and need to stay in front of key clients with innovative and proactive approaches in these uncertain times. Fintech Generations gives you the best platform to reach and engage with your target audience as well as potential buyers of your products or services.

## Our Vision

With this new normal, the Fintech Generations team is focused on providing the best content as well as ideas and solutions for moving forward with the current climate in mind.

## Our Mission

Fintech Generations 2020 is a virtual conference that allows sponsors to obtain three times the ROI as an in-person conference. We also offer you the chance to measure the success of your sponsorship with hard data.

## What to Expect

Each year Fintech Generations is one of the largest fintech conferences outside New York City and San Francisco. Attendees have come to expect fresh ideas and emerging innovations. With a global reach and a direct engagement with every attendee, the possibilities for success are endless.



### Global Reach

With a virtual conference, your brand will be front and center allowing you to engage directly with a global audience



### New Capabilities

With pre-registration marketing and branding opportunities, there are limitless possibilities to engage with our attendees



### Post-Event Analytics

Unlike any other conference out there, you will have access to data showing you the ROI on your sponsorship of Fintech Generations

## Statistics

ATTENDEES

2500

SPEAKERS

26

COMPANIES

254

CITIES

51

With virtual being the new normal, Fintech Generations is able to broaden its reach like never before. All of the content, including sessions, product demos, and marketing campaigns will be available during and after the conference. This gives you an ample, unheard of amount of digital touch points with our attendees to strike up and continue conversations and turn them into potential buyers.

# MEANINGFUL EXPOSURE

Going virtual doesn't mean losing exposure or visibility. Fintech Generations is designed with sponsors in mind. We offer you a platform that allows you a multitude of digital touchpoints and engagements with a global audience.



## Virtual Sponsor Booths

Attendees can easily find your team representatives at your booth and book 1:1 inbound meetings with them. You can add a product video, create a material bank, and chat with people who are excited about your solutions.



## Facetime with Warm Leads

We make life easy with virtual meetings. Your representatives want to invite a colleague to the call? No problem – screen sharing and so much more is also available!



## Live-Stream & On-Demand

Modern experience is essential for attendee satisfaction. With our platform, attendees have access to both your live and on-demand content. Additionally, attendees can enjoy your amazing content and interact with others at the same time. Start a chat and engage your entire audience all on one platform!



## Concrete Call-to-Action

With in-app ads, you can be highlighted in the top relevant matches we suggest to our attendees. When booking a meeting, it will take attendees to your sponsor profile and offer a list of suitable representatives thereby generating more inbound leads for you.



## Product Presentation

Our virtual booths allow you to create a one-of-a-kind demo for your business. Use this as a platform to showcase new products you have recently developed or recently brought to market.

# MEANINGFUL EXPOSURE

Our conferences allows you direct access and visibility for the entire audience. Engage with them throughout the process, from registration through post-event.



**Pre-Event Branding and Marketing Exposure:** Get access to attendees and leads weeks before event.



**Registration:** Logo and promotional text in registration email and trackable links for guaranteed exposure for all attendees registering to the event.



**Push Notifications:** Reach attendees via push notifications and encourage them to visit your virtual booth or sign up for a free online product demo.

[\*\*Download your ticket here\*\*](#) and use this join code to join the event: XXXXX

Special thanks to our partner Google Cloud for sponsoring our event!

Because you purchased a ticket, Google Cloud is offering you **5% off your next purchase with them.**

Google Cloud Platform Anthos lets you transform your IT and build apps for the future. Anthos lets you build and manage modern hybrid applications on existing on-premises investments or in the public cloud.

[Get 5% off Google Cloud Platform](#)

# DATA ON SPONSORSHIP ROI

In virtual events it's important to be able to prove the ROI. With our virtual conference, you'll have access to better data points for your team, which means full transparency into your success at the event.



## HOW MANY INTERACTIONS

Fintech Generations will offer a full view of how many people engaged with your brand, while keeping track of who visited your booth, who engaged with your representatives, and more.



## WHO MET WITH WHOM

You will also be able to see how many times your representatives were face-to-face with potential buyers as well as an option to set up next steps to continue the conversation.



## WHO ATTENDED YOUR SESSIONS

We offer a fully transparent view of your live sessions including audience interaction. No matter if you have live or recorded sessions, the data of all your sessions will be shared with you post-conference.



## YOUR AD SUCCESS

With our platform, you will be able to see how many times your ad was viewed as well as how many people clicked on it. This will generate an overview of the success of your ad campaign.



## MATCHMAKING CATEGORIES

We track the data of every matchmaking selection our attendees make. You will have all this data at your fingertips after the event; it's like a free market research for you.

# WHY CHOOSE US

Fintech Generations is a conference that prides itself on bringing together innovative companies, thought leaders, and industry experts to discuss what's on the rise, what's the emerging technologies, as well as the market forces that drive it all. During Fintech Generations 2020, there will be discussions regarding new market entrants and how it will shape the industry landscape in the future.



## FINTECH

All you need to know about the emerging technologies and what's next for both fintechs and banks.



## INSURTECH

Thought leaders from insurance industry outlining what's in store for insurtech in the upcoming years.



## COMMUNITY BANKS

Technologies and insight specifically targeted towards local, community, and regional banks.



## KEYNOTES

The who's who of banking and insurance front and center delivering insight & advice for their industries.



## FIRESIDE CHATS

An informal yet structured interview that will cover our guests' unique personal stories and ideas.



## PANELS

A blend of key thought leaders sharing their ideas in immersive conversations with the audience.

# SPONSORSHIP TIERS

	Silver \$5,000	Gold \$8,000	Platinum \$15,000	Title \$40,000
Tickets	10	25	50	80
Contribution to digital swag bag	✓	✓	✓	✓
Full page ad in digital conference book	✓	✓	✓	✓
Access to all conference recordings	✓	✓	✓	✓
Digital Booth	✓	✓	✓	✓
Logo present during presentations		✓	✓	✓
Digital attendee list		✓	✓	✓
Branded Push Notifications			✓	✓
Ability to Demo within booth			✓	✓
Rotating logo placement (like sporting event)			✓	✓
Branded ad in conference thread ( like IG or FB )			✓	✓
Digital Sponsorship rights to V135				✓



Don't see a package you like? Contact Quincy Kennedy and we will customize a package for you!

# OUR PANELS

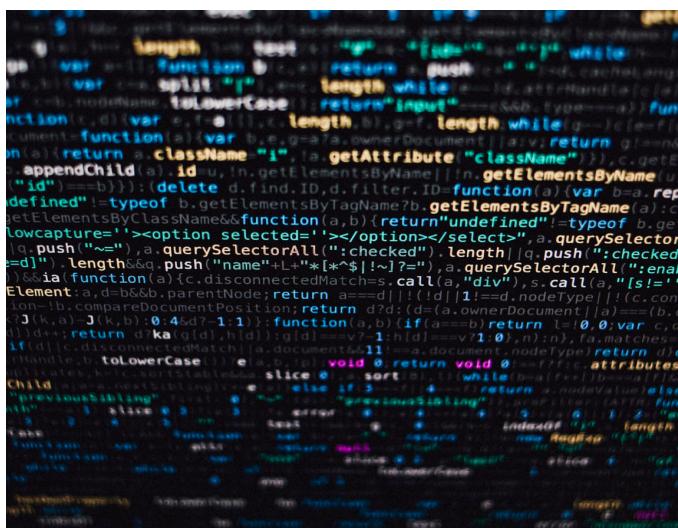
A cornerpiece of any conference is its panels, discussions, fireside chats, and keynote speakers. The panel topics consist of topics that answer questions that are top of everyone's minds in the industry. All sessions will be recorded and available for the audience to view on their time after the conference.



01

## ROI OF FINANCIAL HEALTH

Financial health is often seen as something that is done out of "the goodness of our hearts". What if improving your customers' Financial Health actually improved your bottom line?



02

## TUG-OF-WAR OVER DATA

There is a war over who owns and who can use your data between banks, fintechs, big tech, aggregators and end customers. What will the partnership vs acquisition model mean for data?



## 03

## NOT ALL BANKS ARE CREATED EQUAL

This panel will explore the different approaches between the neobanks and traditional banking as well as the advantages they each have over each other, how they co-exist, why there are differences, and how they compete.



## 04

## MERGERS &amp; CONSOLIDATIONS

Doomsday or a Brave New World? The last 18 months has seen some of the biggest fintech mergers and acquisitions in history. This session will explore the market forces changing the playing field for banks and fintechs alike.

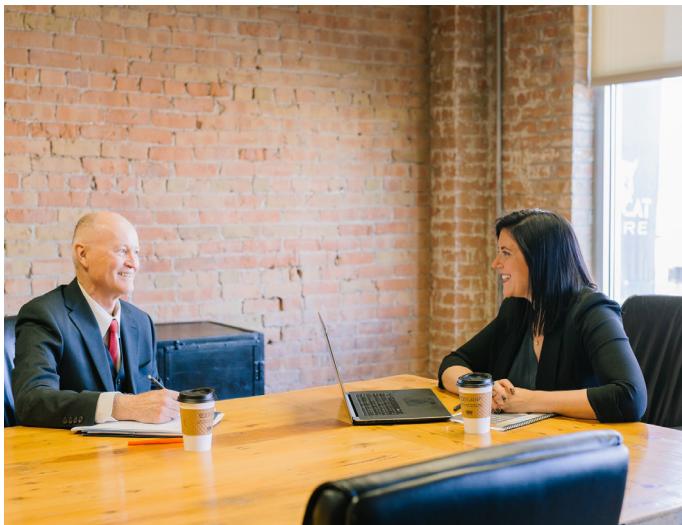


## 05

## EVOLUTION OF POS EXPERIENCE

Hear a panel of industry experts discuss how the customer journey at the POS has evolved over the years and learn how new solutions and technologies are going to change the experience going forward.

# INSURTECH PANELS



01

## CUSTOMER-FIRST JOURNEY

This panel focuses on the evolution of customers and customer interaction. What is a ‘customer-first’ approach? How do you include more digital touch points while still leveraging agents and traditional channels?



02

## DIGITAL ECOSYSTEMS INNOVATION

As digital becomes more prevalent, the question becomes how can insurance companies design a holistic digital ecosystem that covers all the touch points a customer may have with a company?



03

## GOING MAINSTREAM

This fireside chat focuses on a discussion of ‘large, traditional’ insurance companies and how they have partnered with an insurtech startup. It will also include insight from insurtech startups and insurance venture arms.

# OUR 2019 SPONSORS



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Capco



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Citizens Bank

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# MEET THE GREATEST TEAM

The advisory committee for Fintech Generations comprises top-tier professionals in a multitude of fields from marketing to finance to entrepreneurship.

Each of the committee members has a wealth of knowledge in their respective fields and have come together to create an industry-leading conference like none other.

It's this combination of expertise and creativity that has made Fintech Generations the premiere fintech conference of the southeast.



## Ashley Everett

Events & Marketing Manager

Ashley is a marketing and events guru. She is dedicated to helping build the entrepreneur and startup landscape, and has brought both her passion and skills to RevTech Labs and Queen City Fintech. Originally from Buffalo, NY, Ashley moved to Charlotte in early January. Her roles consists of designing and executing brand strategy as well as creating meaningful events that are interwoven in the Charlotte entrepreneurial ecosystem.

Unity is strength...  
when there is teamwork and collaboration,  
wonderful things can be achieved.



## Aubrey Hawes

Senior Director, Oracle

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Aubrey is an experienced Senior Director of Product Marketing with a demonstrated history of working in the information technology and services industry. Skilled in Business Process, Requirements Analysis, Banking, Oracle Database, and Enterprise Software. Strong product management professional graduated from University of Michigan - Stephen M. Ross School of Business.



## Kristin Wallace

Senior Director, ConnectYourCare

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Kristin leverages strategy, product management, and marketing experience to balance emerging technologies and disruptive business models with requirements of highly-regulated, rapidly changing industries. She speaks, presents, and manages content for innovative tech conferences, financial services professional organizations, and the occasional regulatory group.



## Ramy Serageldin

Founder & CEO, Honeyfi

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Ramy has over 15 years of experience in the financial services and technology industries with a focus on Innovation, Strategy, and Product Development. He has a passion for the ways in which technology can be used to improve people's lives. He is a proven leader with extensive experience at both large corporations and start-ups. He thrives on the challenge of creating and growing a business.

# FINTECH GENERATIONS



Keep In Touch

Quincy Kennedy

Relationship Manager

Queen City Fintech

[qkennedy@qcfintech.co](mailto:qkennedy@qcfintech.co)

989.321.1991

Aubrey Hawes

Finsiders President

Oracle

[aubrey.hawes@oracle.com](mailto:aubrey.hawes@oracle.com)

704.759.6479