

# d10e THE LEADING CONFERENCE ON DECENTRALIZATION

EXPLORING THE FUTURE OF FINTECH,  
BLOCKCHAIN, SHARING ECONOMY, FUTURE  
OF WORK & DISRUPTIVE CULTURES

7<sup>TH</sup> EDITION SINCE 2014 / 1<sup>ST</sup> EDITION IN ISRAEL  
JUNE 6-8, 2017 / TEL AVIV & JERUSALEM

BENEFITING



## EVENT PROSPECTUS

.....▶ [WWW.D10E.BIZ](http://WWW.D10E.BIZ) ◀.....

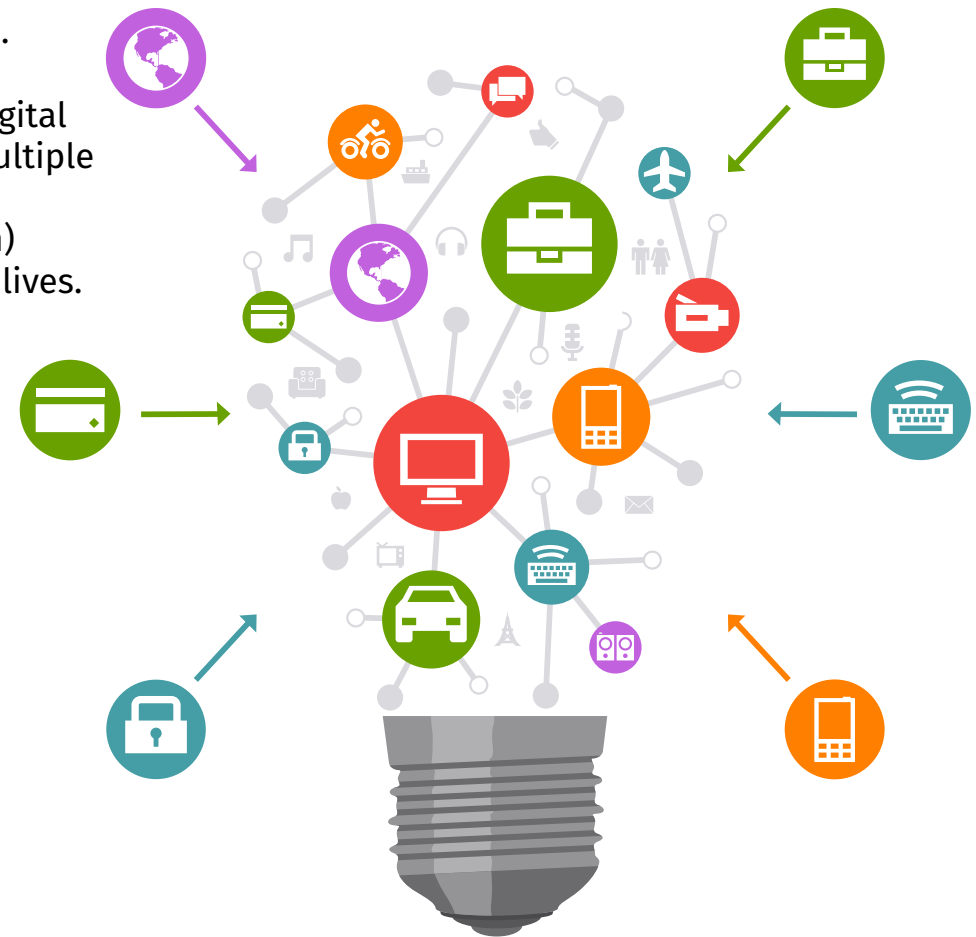
# OVERVIEW

## WHAT DOES D10E MEAN?

**d10e** is a numeronym for decentralization. In the past couple of years, the FinTech ecosystem embraced Bitcoin and other digital currencies, a movement which allowed multiple disruptive industries to explode. The race toward a unifying theme (decentralization) became evident and part of our everyday lives.

Decentralization isn't a buzzword, but an idea capable of driving the cultural shift toward the next leap in human civilization. What can be decentralized will be decentralized.

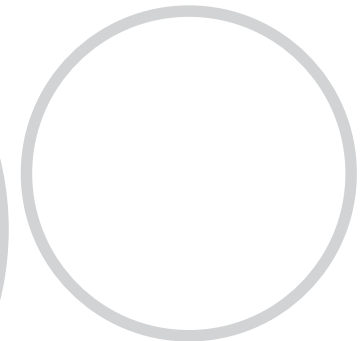
- FINTECH
- DISRUPTIVE TECHNOLOGY
- BUSINESS AND CULTURE
- THE SHARING ECONOMY
- THE FUTURE OF WORK



# WHY D10E IN ISRAEL?

**d10e** is an international event experience focused on celebrating decentralization while uniting the industry's top decentralizers in FinTech, disruptive tech and culture, the sharing economy, and the future of work.

After six successful **d10e** editions in San Francisco, Amsterdam, Singapore and Bucharest our speakers and participants asked us to have the next edition in a city they haven't visited yet so they can combine their attendance with some cultural tourism and check one more country off their bucket list.



# PAST EDITIONS



1300+ top professionals have attended our previous events.

300+ experts, executives, makers, and investors have presented at our events.

C-Level executives from bitcoin and blockchain companies, disruptive technology companies, investment firms, and startup incubators are our most loyal supporters.

100+ media outlets and journalists covered our events including Vice News, Nasdaq, Max Keiser, CoinDesk, Bitcoin Magazine, Cryptocurrency News, CoinTelegraph, RT News, and more.

## HIGHLIGHTS

# AUDIENCE



25%  
WOMEN

75%  
MEN

## GENDER

Tech savvy,  
financially astute and  
risk tolerant between  
the **AGES OF 25-50**

## INCOME



<b>38%</b>	<b>18%</b>	<b>21%</b>	<b>7%</b>	<b>16%</b>
< \$ 100,000	\$ 75,000	\$ 50,000	\$ 40,000	>\$ 30,000

## EDUCATION



<b>30%</b>	<b>39%</b>	<b>31%</b>
High School	College	Professional

## MEDIA



**100+**  
media outlets have covered our events, including **RT News, Vice News, CoinDesk, CoinTelegraph** and more.

# SPONSORSHIP OPPORTUNITIES

## ON-SITE MARKETING

Individual presentation (1 of 6)

Panel speaker

Registration Handout (2 Available)

Goodie bag insert

Ad in Conference magazine

Event App branding

Event App special offer banner

## EXPO

Premium Exhibit Area (4 Available)

Standard Exhibit Area (tabletop)

Logo Projection

Special Messaging

Video clip on plasmas at breaks

## ON-STAGE BRANDING

Prominent Stage Branding (2 Available)

Sponsor announcement

## PRE-EVENT MARKETING

Logo on-site

Logo on all key artwork (printed materials & ads, newsletters, event agenda)

Logo on all online banners (estimated 1 mln impressions)

Company Description on website

Listing on confirmation emails

Original content piece/ white paper distribution

Interview segment with Media partner

Mention in press releases

Social Media content distribution

## PASSES

All Access Passes for Staff, clients or prospects

	REVOLUTIONARY PARTNER \$15K	DISRUPTIVE PARTNER \$10K	VISIONARY PARTNER \$7K	SUPPORTIVE PARTNER \$4K
Individual presentation (1 of 6)	○	○		
Panel speaker			○	
Registration Handout (2 Available)	○			
Goodie bag insert	○	○	○	○
Ad in Conference magazine	full page spread	full page	1/2 page	
Event App branding	○			
Event App special offer banner	○	○		
Premium Exhibit Area (4 Available)	○	○		
Standard Exhibit Area (tabletop)			○	○
Logo Projection	○	○	○	○
Special Messaging	○			
Video clip on plasmas at breaks	○	○	○	
Prominent Stage Branding (2 Available)	○	○		
Sponsor announcement	○	○	○	
Logo on-site	○	○	○	○
Logo on all key artwork (printed materials & ads, newsletters, event agenda)	○	○	○	○
Logo on all online banners (estimated 1 mln impressions)	○			
Company Description on website	150 words	100 words	75 words	50 words
Listing on confirmation emails	25 words	10 words		
Original content piece/ white paper distribution	○	○	○	○
Interview segment with Media partner	○	○		
Mention in press releases	○			
Social Media content distribution	○	○	○	○
All Access Passes for Staff, clients or prospects	10	8	6	4

# SPONSORSHIP OPPORTUNITIES

## CUSTOM EVENT ACTIVATION



### **SPONSORED GAME REWARDS \$ 3K**

Create your own competition and reward the winners while collecting our attendees' contact details (can include Fussbal, Giant Jenga etc)  
We'll make sure we get people to your area

Logo on-site

Announcing the competitions throughout the day



### **EVENT BAGS SPONSOR \$ 3,5K**

Logo on all goodie bags

Logo on-site

Material distribution a the event



### **LANYARD & BADGE SPONSOR \$ 2,5K**

Logo on all Lanyards & Badges

Logo on site

Material distribution a the event



### **SOCIALISING EVENT OR AFTER PARTY SPONSOR \$ 5K**

Branding at the event

Welcome speech ( 3 min)

Logo on site

# TEAM



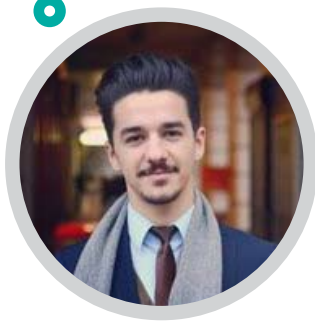
**BROCK PIERCE**

CO-OWNER / CO-CHAIR @ D10E  
Managing Partner @ Blockchain Capital  
Chairman @ Bitcoin Foundation  
[Biography](#)



**MIKE COSTACHE**

CO-OWNER / CO-CHAIR @ D10E  
Managing Partner @ KrowdMentor  
Venture Partner @ Future VC  
[Biography](#)



**ROBERT PREOTEASA**

EXECUTIVE DIRECTOR  
[Biography](#)



**MATT MCKIBBIN**

EVENT EXECUTIVE  
[Biography](#)



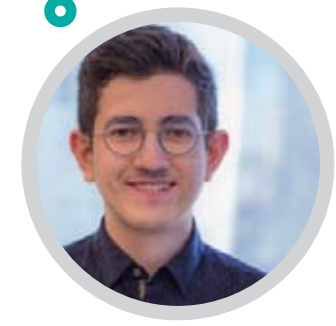
**OANA MOLODOI**

SALES DIRECTOR  
[Biography](#)



**FLORIANA BALAN**

BRANDING EXECUTIVE  
[Biography](#)



**PHILIP GLAZMAN**

SPONSORSHIP EXECUTIVE  
[Biography](#)



# CONTACT

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