



SME FINANCE
FORUM

- ACCELERATING FINANCE FOR BUSINESSES -



Sponsorship
Brochure

**Global SME Finance
Forum 2017**

November 1-3, 2017
Berlin, Germany

LinkedIn: SME Finance Forum / **Twitter:** @SMEFinanceForum #SMEFinance2017

Sponsorship Opportunities

The Global SME Finance Forum 2017

The Global SME Finance Forum is an annual global meeting of leaders from banks, fintech companies and government institutions, working on accelerating access to finance for small businesses. This year's event will take place in Berlin, Germany, which also holds the G20 Presidency.

The action-packed 3-day event will include study visits to high-performing institutions, a B2B marketplace, fintech expos, panels, working groups as well as networking sessions and a gala dinner.

The event is hosted by the SME Finance Forum, which runs a global membership network bringing together 100+ banks, fintech companies and development finance institutions to share knowledge, promote collaboration and inform policy.

Who Attended the Global SME Finance Forum 2016

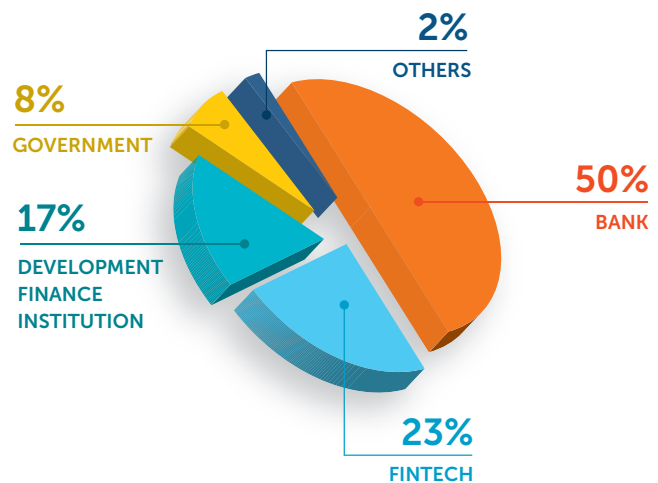
400 PARTICIPANTS
FROM 150 INSTITUTIONS
OPERATING IN 50 COUNTRIES

"The SME Finance Forum connects industry thought leaders and key decision makers to help SMEs all around the world gain access to the finance they need to grow their business."

Diane Wang, CEO, DHGate

"Banks speak to other banks. Regulators are getting much better at speaking to other regulators and tech firms talk to other tech firms. But getting them all to talk to each other is really important and rather unusual. When they come together and think about the problem together, you really see progress."

Edward Glassman, Group Executive, Global Commercial Products, Mastercard





Sponsorship Tiers

Sponsorship Benefits	Platinum	Gold	Silver
	USD 100,000	USD 50,000	USD 25,000
Social Media (LinkedIn and Twitter)	Yes	Yes	Yes
Acknowledgement (in print/electronic communications)	Yes	Yes	Yes
Color Advert (conference booklet)	1 page	½ page	¼ page
Complimentary Passes	10	5	3
Expo Booth	Double size	Standard size	Standard size
Private Meetings	With up to 5	With up to 3	
Dinner/Lunch Sponsorship	2 dinners	2 lunches	
Reserved Table at Welcome Dinner	For 10		
Speaking Slot at Welcome Dinner	Yes		
Logo Placements	Silver logo placement + - Video screen on stage prior to each session - Post-conference video - Dinner menu cards	Silver logo placement + - Video screen on stage prior to each session - Post-conference video - Tent cards during lunch	- Event website - Event booklet - Stage background

Sponsorship Benefits



Brand recognition
at premiere industry
gathering



Dialogue
with policy-makers and
industry leaders



Business opportunities
with banks
and fintechs

Contact us

Sponsorship opportunities are limited and offered on a first-come-first-serve basis. For questions, please contact Hyeji Kim at hkim11@ifc.org.

WHAT OUR PREVIOUS SPONSORS SAY

"The benefits were threefold: the dialogue with policy makers and regulators, exploring commercial opportunities with financial institutions and fin-techs; and receiving significant brand recognition in China, one of our key markets. We were able to build business relationship with at least two key fin-techs in the sector." - **MasterCard**

"The sponsorship has enabled us to promote our company to the industry experts world-wide. We like to participate as a sponsor again for the Global SME Finance Forum 2017." - **CreditEase**

"We have sponsored the Forum each year. After the sponsorship, we received over 40 invitations to discuss mutual goals, most of which turned into new business opportunities. We are very happy with the sponsorship and will continue to sponsor." - **Verde International**

"As a fintech, it was exciting to meet banks from all around the world with different needs and maturity levels. The sponsorship has opened up new business opportunities with a multinational finance corporation and a major bank in Indonesia." - **Strands**



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