



FOOTLIGHT INTERNATIONAL

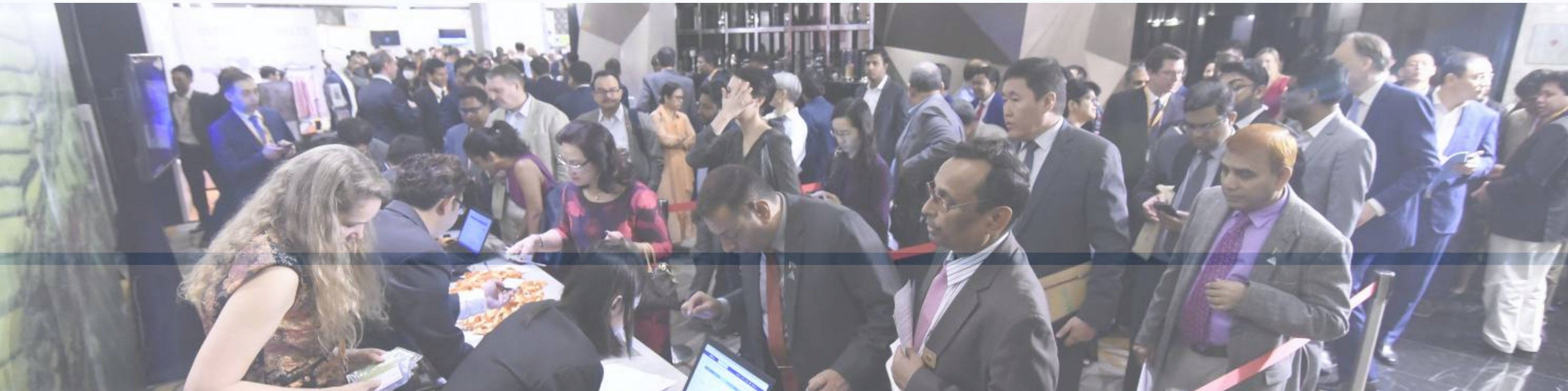
Asia Financial Institutions Forum

www.afiforum.com

Footlight Intl.

GOAL AFIFORUM

Advancing the financial industry and deepening business relations in the sector, through an annual forum with the region's actors, from MFI to DFI, from MIV to commercial bank, to discuss business, challenges and opportunities.



Calendar

MENAFIF

AFIFORUM



"Congratulations with the perfect way you organised the AFIF!"

Cordaid - Senior Investment Manager

2020 edition

22-23 January



ATTENDEE TARGET

Growing AFIFORUM to 650 attendees:
Bigger attendance from commercial FIs and
more MFIs, NBFIs and FSPs from under-
represented countries

SCHEDULE

2019: 2 full days of content

2020: 1.5 day content + 0.5 day matchmaking

NETWORKING

Allow for more networking and private
meetings over the 2 days of AFIFORUM

WHAT WE'LL FOCUS ON

BROADENING SCOPE

We'll actively reach out to a broader finance audience, targeting commercial banks as well as regulators

EVENT SPONSORSHIP

Further streamline sponsors' exposure and value for money, by offering a total package, with full-on booth and more online branding.

ATTENDEE'S EXPERIENCE

We continue to invest in the hugely appreciated event app, more networking seats, keynotes and entertainment.

SOCIAL MEDIA

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

Partnership Flavors AFIFORUM 2020



CO-ORGANIZING PARTNER

Highest level and greatest visibility, co-shape the forum and its agenda (max 2)

SPONSOR

Different levels of sponsorship are available, with a range of benefits

MARKETING PARTNER

A close cooperation with AFIFORUM to establish the conference as a go-to event and draw in your network

Co- Organizing Partner

US\$ 20,000

GOAL

To convene Asia's financial community, and set agenda for the industry

2019 EDITION

USAID and Cardano Development

- a) commercial banking session and outreach to FIs
- b) innovation challenge
- c) active network engagement and agenda steering

2020 EDITION

Cardano Development has confirmed - innovation challenge

SPONSOR ELEMENTS

BRANDING

Invest in brand recognition and reach Asia's financial industry. Align your name with market leaders.

NETWORKING

Facilitate a networking moment like an exclusive cocktail reception or a break.

BOOTH/ EXHIBITION

Complete exhibition booth with logo, LED screen and own meeting spot. A digital lead generation tool is included.

SPEAKING

Shine your light in a knowledge sharing sessions or panel discussion.

HOST A SESSION

Shape a session during the conference.

EXECUTIVE ROOM

Exclusive add-on for sponsors: an executive suite to host private meetings.

SPONSORING BENEFITS



CLIENTS

- Connect with new clients
- Invite existing clients
- Brand recognition among industry leaders
- Launch new products or services



DEDICATED MEETING SPACE

Host meetings at your own meeting spot, optionally upgrade to an exclusive board room



THOUGHTLEADERSHIP

Join a session or facilitate a topical discussion to guide the financial market

SPONSOR OPTIONS

BRANDING US\$ 1,800

- Logo on website, on-site banners and event app
- Social media campaign
- Promotion code for relations

EXHIBITION US\$ 4,000

- Full-on booth with meeting set-up 3*2m
- Lead generation tool in exhibition
- All deliverables from Branding Package

SILVER US\$ 7,000

- Panel position or session facilitation (topic to be agreed upon)
- All deliverables from Exhibition Package

GOLD US\$ 11,000

- C-level involvement in plenary session or a presentation
- Full-on booth with 2 meeting set-ups 5*2m

EXECUTIVE ROOM AVAILABLE

@ COST PRICE

ADDITIONALLY INCLUDED

BRANDING

- 2 conference passes for staff
- 2 spots at exclusive pre-conference networking

EXHIBITION

- 3 conference passes for staff
- 3 spots at exclusive pre-conference networking

SILVER

- 4 conference passes for staff
- 4 spots at exclusive pre-conference networking

GOLD

- 7 conference passes for staff
- 7 spots at exclusive pre-conference networking
- Video interview for post event marketing



1st Edition AFIFORUM 22-23 Januari 2019

KEY TAKE AWAYS

Fulfilling a need to convene | 576 registrants

Geographical Scope | 46 countries represented

Knowledge sharing | 118 speakers

Network and branding | 34 sponsors & partners

Supporting financial inclusion | innovation challenge prize

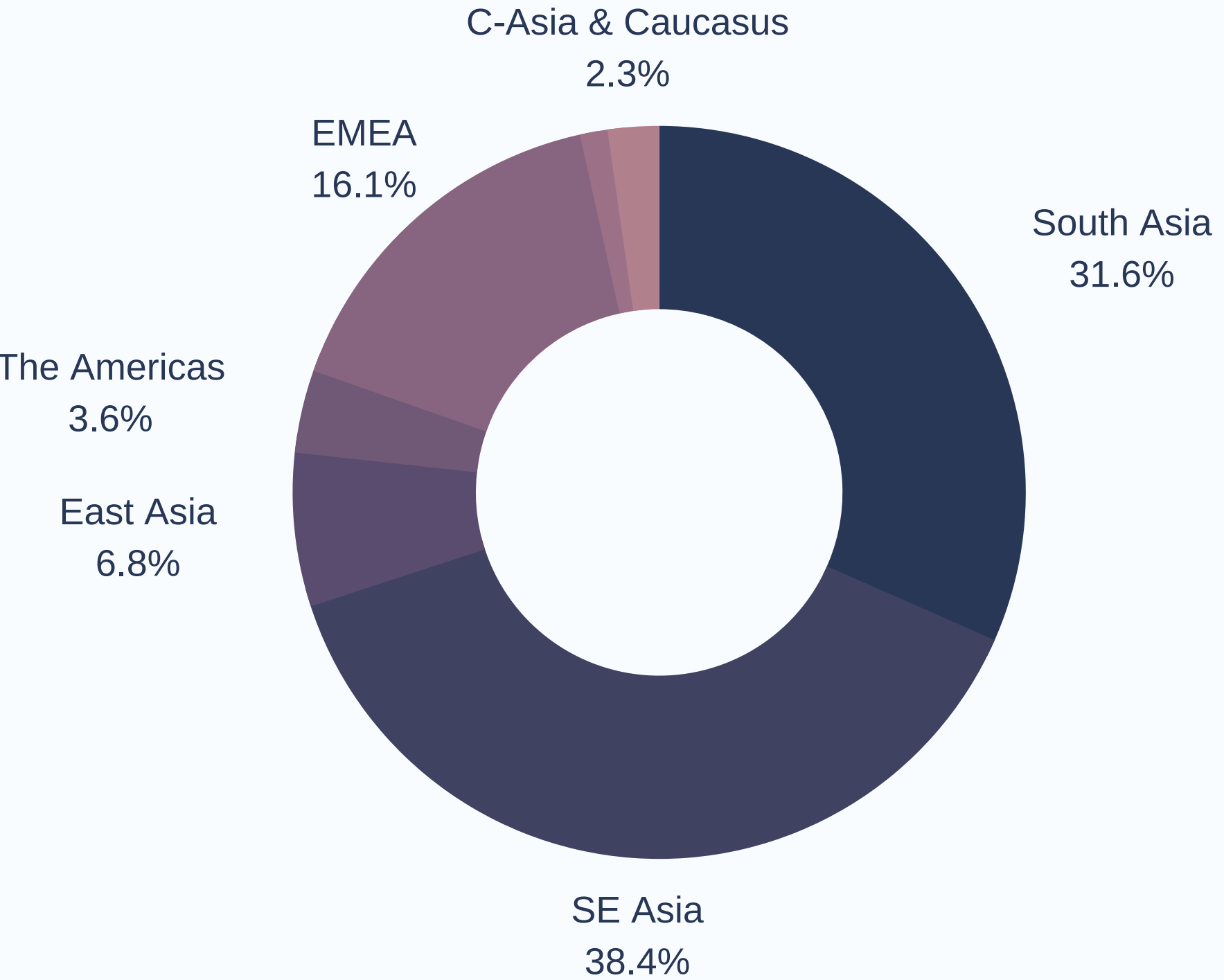
"Haven't seen such an attendee friendly conference."

**Capitron Bank -
Head of International Banking Unit**

AFIFORUM | Footlight International

Audience Breakdown

BY ORIGIN



South Asia (182): Afghanistan, Pakistan, India, Nepal, Sri Lanka and Bangladesh
SE Asia (221): Myanmar, Thailand, Laos, Cambodia, Vietnam, Singapore, Indonesia and Philippines
East Asia (39): Mongolia, China, South Korea, Hong Kong, and Japan
The Americas (21): Canada, Colombia and USA
EMEA (93): Austria, Belgium, Czech Rep, Finland, France, Germany, Ireland, Italy, Latvia, Luxembourg, Morocco, Norway, Switzerland, The Netherlands, UAE and UK
Oceania (7): Australia, Fiji and Papua New Guinea
C-Asia and Caucasus (13): Armenia, Georgia, Kyrgyz Republic and Uzbekistan

"In any conference, networking is presumably even more important than the sessions – and on that count – AFIF was 10/10."

Leapfrog Investments – Associate Director

MARKETING IN A NUTSHELL



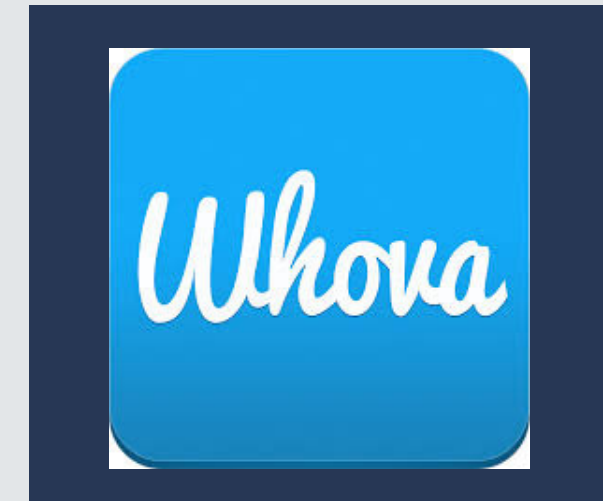
LINKEDIN

2600+ impressions per month
on average



WEBSITE

Above 6,700 unique visitors
Over 14k sessions



EVENT APP

3,402 messages sent/received
96 leads generated
13,638 profile views
100% of users found app useful

"There is a shortage of well managed events that effectively bring Asian FIs together and I believe that the AFI Forum has great potential to fill this gap."

INTL FCStone - Senior Vice President

Contact Info

ADDRESS

Eendrachtsweg 25d, 3012LB, Rotterdam
The Netherlands

PHONE & WHATSAPP

+31 6 41122377 (Rik)

+31 6 51486505 (Borja)

EMAIL

rik@afiforum.com

borja@afiforum.com