

SMARTER PAYMENTS SUMMIT

The Smarter Payments Summit brings together qualified buyers and suppliers for one day of one-to-one meetings and networking.

24th September 2024

Radisson Blu Hotel Manchester Airport

In association with...

ECOMMERCE & PAYMENTS
BRIEFING

EVENT OVERVIEW

The Smarter Payments Summit is a highly targeted event, creating a platform for innovative suppliers to meet up to **60 senior payment transaction professionals**, with job titles including:

- Head of Payments
- Head of Fraud
- Payments Specialist
- Solutions Architect
- Head of Finance
- Enterprise Architect
- CFO

All-inclusive packages include:

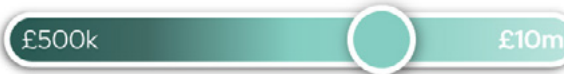
- An itinerary of pre-arranged, one-to-one meetings with pre-qualified payment buyers based on mutual interest
- A fully furnished stand, with electrics
- Delegate contact database post-event
- Extensive brand exposure
- Unlimited networking opportunities
- Full hospitality – lunch and refreshments throughout

We organise personalised appointments for you to host at your supplier stand. Each supplier will have **20-minute meetings** with key decision makers throughout the event.

The Summit has been running for **5 years**

Over **960** business meetings facilitated at each event

Average Budget



All delegates attending require new solutions

72%

of companies have secured business post-event

Here is a taste of our event experience...



We attend the summit because there is transparency and mutual interest with our key accounts in meeting and furthering engagement. With the right follow up and commitment from our marketing and sales teams, a good proportion of the meetings we have are SPS turn into deals and we see ROI

TRUELAYER

This was a really well organised event with great people, really like how the meetings are structured and run

GOCARDLESS

Thanks to you and the rest of the team for the great work with this event! I know the amount of work behind this event, and thanks for making it such a success

CHECKOUT.COM

ALL-INCLUSIVE PACKAGES

PRE-EVENT

- Detailed profile on attending delegates
- Access to online portal for meeting selections
- Draft meeting schedule to help prepare for the event (2-3 days before)
- Branding on event webpage inclusive of logo, description, and URL link to website
- Included in social media posts

DURING THE EVENT

POST-EVENT

- Contact database of all attendees
- Feedback from interested delegates

GOLD PACKAGE - £6,450 + VAT

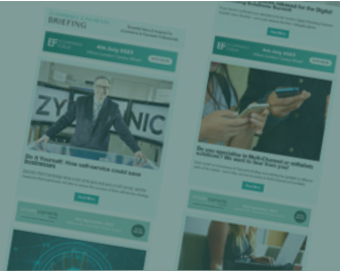
- Inclusive of two representatives
- Access to pre-qualified senior delegates
- Itinerary of pre-scheduled 1-2-1 meetings (potential of up to 15)
- 20 minute meetings
- 2m x 1m stand (including table / chairs / lighting / electrics)
- Additional separate table/chairs for 2nd representative meeting
- Wi-Fi
- Networking opportunities –
 - Group scheduled breaks
 - Lunch
- All meals and refreshments throughout
- Logo branding at live event registration stand
- Event guide
 - Directory listing
 - Full page A5 advert

SILVER PACKAGE - £5,250 + VAT

- Inclusive of one representative
- Access to pre-qualified senior delegates
- Itinerary of pre-scheduled 1-2-1 meetings (potential of up to 10)
- 20 minute meetings
- 2m x 1m stand (including table / chairs / lighting / electrics)
- Wi-Fi
- Networking opportunities –
 - Group scheduled breaks
 - Lunch
- All meals and refreshments throughout
- Logo branding at live event registration stand
- Directory listing within event guide

ECOMMERCE & PAYMENTS BRIEFING

eCommerce & Payments Briefing is an industry resource delivering news & analysis from across the Payments Industry, directly to the people who matter – through a dedicated online portal and a fortnightly email newsletter.



17,000 subscribers

FEATURES

JANUARY

Customer Experience / IT Security

MAY

Multi-Channel / mWallets

SEPTEMBER

Personalisation / Artificial Intelligence

FEBRUARY

Mobile Optimisation / Card Payment Solutions

JUNE

Affiliate Marketing / Payment Processor

OCTOBER

PPC / Account Issuing & Merchant

MARCH

Conversation Rate Optimisation / Fraud Management

JULY

Email Marketing / Payment Service Provider

NOVEMBER

SEO / Payment Solution Software

APRIL

A/B Testing Platforms / Mobile payments

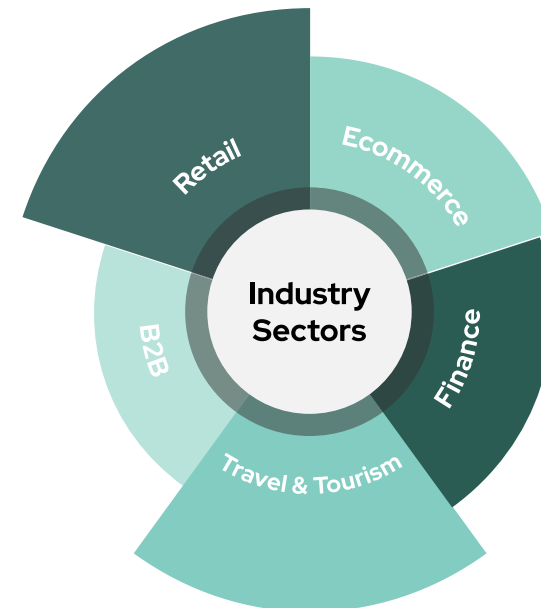
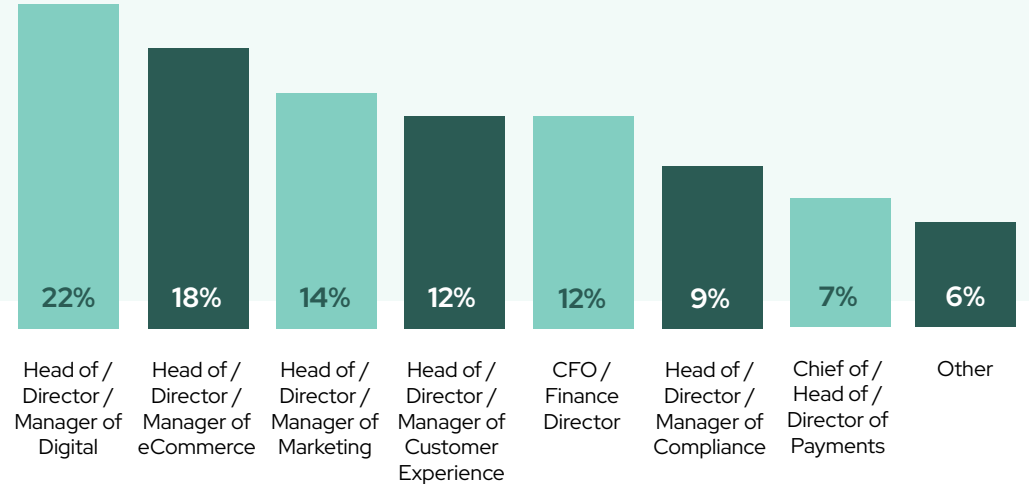
AUGUST

Google Shopping / Chargeback Systems

DECEMBER

Customer Experience / IT Security

OUR AUDIENCE IS UK AND EUROPEAN BASED



READERSHIP

3-MONTH BRAND EXPOSURE CAMPAIGN

- 3 x sponsored editorial articles, to highlight product or service
- 3 x insert banner (separate newsletters)
- 1 x Q&A interview with a member of your team
- 4 x supported social media posts

Cost - £1,000

Plus add 1 x bespoke email send for £500

WEBINAR CAMPAIGN

- 1 x dedicated news story
- 3 x social media posts pre-event
- Attendance and report write-up by Briefing Editor
- If recorded, webinar video to be promoted via social media post-event

Cost - £500

Plus add 1 x bespoke email send for £500

FEATURE BUNDLE

- Promote your products and services with a dedicated themed Briefing newsletter
- Insert banner for 1 month (2 editions)
- 1 x product article
- 1 x social media post

Cost - £500

BESPOKE EMAIL

Send a bespoke email to an audience of **9,500 decision makers**.

Cost - £1,500

NEWSLETTER TAKEOVER

Receive full coverage and brand exposure by taking over one full newsletter, promoting your services to an audience of decision makers.

- 6 articles
- 4 banner ads

Cost - £2,450

**VIEW AN
EXAMPLE
NEWSLETTER
HERE**

ADVERT & EDITORIAL POSITIONS

INSERT BANNER

1 month - **£350** / 3 months - **£825**

SPONSORED CONTENT

1 month - **£200** / 3 months - **£450**

To include **50-100 words**, image and URL

Q&A / INTERVIEW / PRODUCT COVERAGE

1 month - **£200** / 3 months - **£450**

350 words and profile image.

INDUSTRY PRODUCT SPOTLIGHT

Per insertion - **£150** / 4 insertions - **£450**

250 words, image, and URL

GUEST BLOG

Per insertion - **£150** / 4 insertions - **£450**

350+ words, plus image and URL

SPONSORED SURVEY

Survey hosted by yourself, promoted through the Briefing newsletter - **£750**

POLL

Newsletter article promoting your poll - **£295**

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LET'S CONNECT



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