

# CRYPTO VALLEY CONFERENCE 2023

PRESENTED BY



**HSLU** Hochschule  
Luzern

June 1<sup>st</sup>-2<sup>nd</sup>, 2023  
Zug/Rotkreuz, Switzerland

# Crypto Valley Conference

Since its inception in 2018, the Crypto Valley Conference is one of **the leading blockchain technology conferences in Europe**.

It not only combines the **top industry players, innovators, investors and disruptive start-ups with its IEEE accreditation**, it also gathers the top researches around the globe in the area of blockchain technology.

Our vision is to build the bridge between the insights from the latest research and the needs of the industry.

By opening our doors digitally with the 5th edition and offering new exciting formats to share knowledge, discuss and connect we **make the world of blockchain technology accessible to an even larger audience**.



# Let's take a look back

2

DAYS

3

TRACKS

60<sup>+</sup>

SPEAKER

1200<sup>+</sup>

ATTENDEES

15<sup>+</sup>

EXHIBITORS

2022

Some of the companies  
speaking & sponsoring

 alephium

 Bancor

 Bitcoin  
Suisse

 BLOCKDAEMON

 Bullish

 CARDANO

coinbase

 DFINITY

 Fireblocks

 Lukka™

MME |||

 NEAR

 Partisia  
Blockchain

 SYGNUM

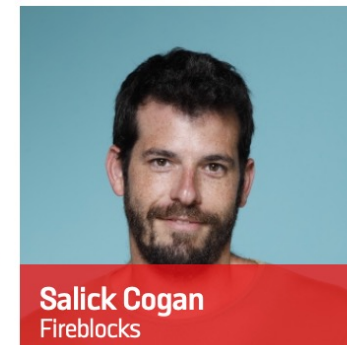
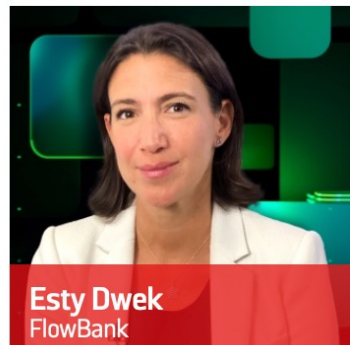
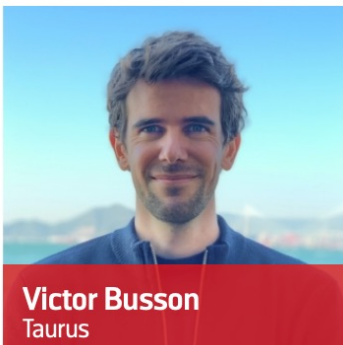
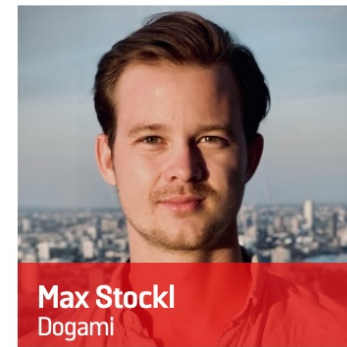
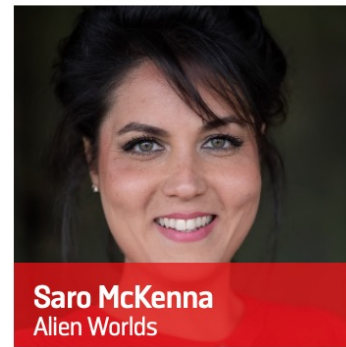
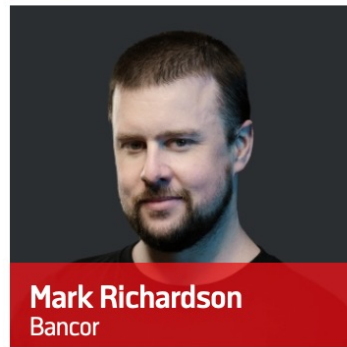
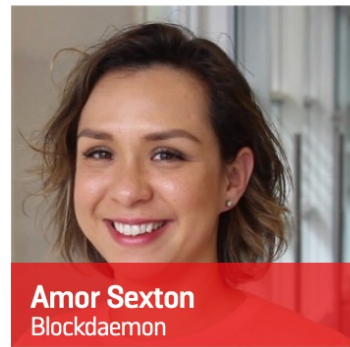
 SwissBorg

 Swissquote  
THE SWISS LEADER IN ONLINE BANKING

 YOUHODLER



# 2022 Speaker Hall of Fame



# Outlook

1500+

ATTENDEES

65+

SPEAKERS

8+

MASTER CLASSES

10

PANELS

200+

COMPANIES

3

STAGES

Edition: **5<sup>th</sup> edition** of the Crypto Valley Conference

Hybrid Event: **Zug & Worldwide Online Streaming**

Date: **June 1<sup>st</sup> – 2<sup>nd</sup> , 2023**







A panel discussion is taking place on a stage. Four individuals are seated in a row of modern, curved chairs. From left to right: a man in a dark suit and blue shirt, a woman in a black blazer and orange lanyard, a man in a black shirt and orange lanyard, and a man in a dark suit and orange lanyard. A fifth person, a woman in a black dress and orange lanyard, is seated in a grey chair to the right. The background features large, 3D red letters spelling out 'RYD'. The foreground shows the backs of several audience members' heads. A semi-transparent red banner with the text '2023 CONFERENCE' is overlaid across the middle of the image.

# 2023 CONFERENCE

# Master Class Day | June 1st

Every aspect of blockchain technology offers an incredible range of topics which do not only show exciting solutions for the far future, but **real hands-on solutions that can be implemented today**. This is why we started our Master Class Series. Each Master Class is a **45 minute workshop** held by the top industry leaders around the world offering deep insights, best practices and technical solutions.

DAY 1

## MAIN STAGE 7 MASTER CLASSES

Top-industry experts teaching 45-min hands on sessions applicable real life business solutions.

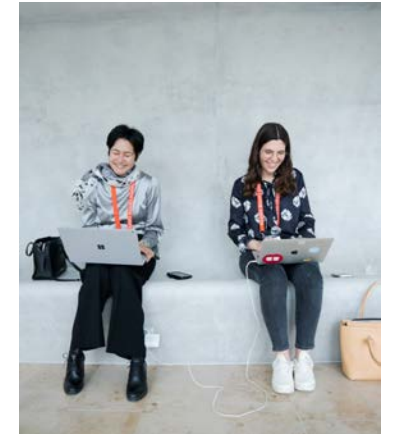
## DAY 1 CLOSING NETWORKING APERO

Cheers to the end of a great day, network and meet the fantastic ecosystem. Open to all conference attendees.



## SECONDARY STAGE START-UP PITCH COMPETITION

Giving stage to the most innovative projects from the Crypto Valley ecosystem with this 3 stage pitch competition.



## EVENING EXCLUSIVE VIP DINNER

An exclusive dinner for sponsors, speakers and select few. Invite-only, at a beautiful lakeside location.

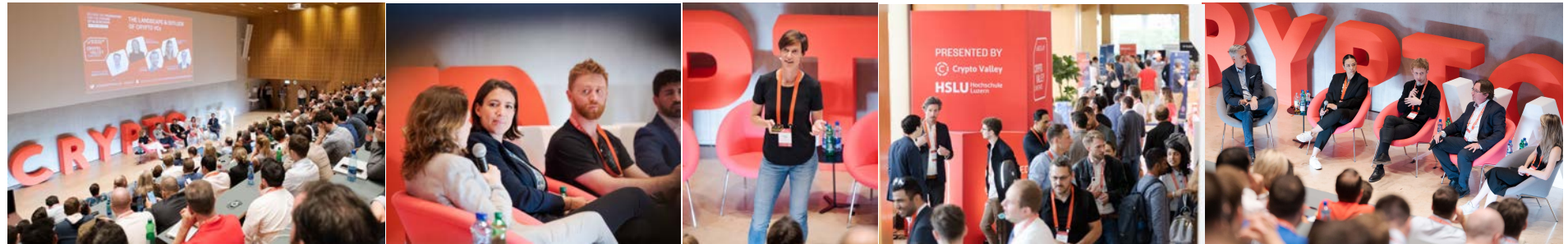




# Conference Day | June 2nd

## MAIN STAGE & SECONDARY STAGE KEYNOTES, PRESENTATIONS, PANELS

Keynotes & panel discussions challenging opinions live on stage. State-of-the-art presentations and discussions on latest advances in research & innovation.



## DAY 2 CLOSING BOAT CRUISE PARTY

A unique sunset cruise boat party on Lake Zug with drinks, food and lots of networking guarantees ending CVC 2023 on the highest note.



DAY 2



# What topics can you expect?

- DEX development
- Staking, Yield Generation
- Blockchain Venture Capital
- Compliance and On-Chain Data Analytics
- Regulation
- Cybersecurity
- Sustainability
- SSI
- GameFi, Play-to-earn, Metaverse
- Tokenization / Stablecoins / CBDC's
- Managing the Blockchain Trilemma
- Infrastructure / Interoperability / Protocols



# The attendees

The Crypto Valley Conference attracts the leaders, specialists, innovators and trailblazers of the crypto ecosystem. Our audience is experienced crypto professionals, founders, investors, researchers, regulators and the leaders of today's blockchain & crypto markets.



## Main Industries

Academic  
Finance  
Government Officials  
Investment  
Law  
NGO's & Associations  
Technology



## Main Positions

C-Level  
Investors  
Lecturing  
Researchers  
Specialists  
Technical



## Main Countries

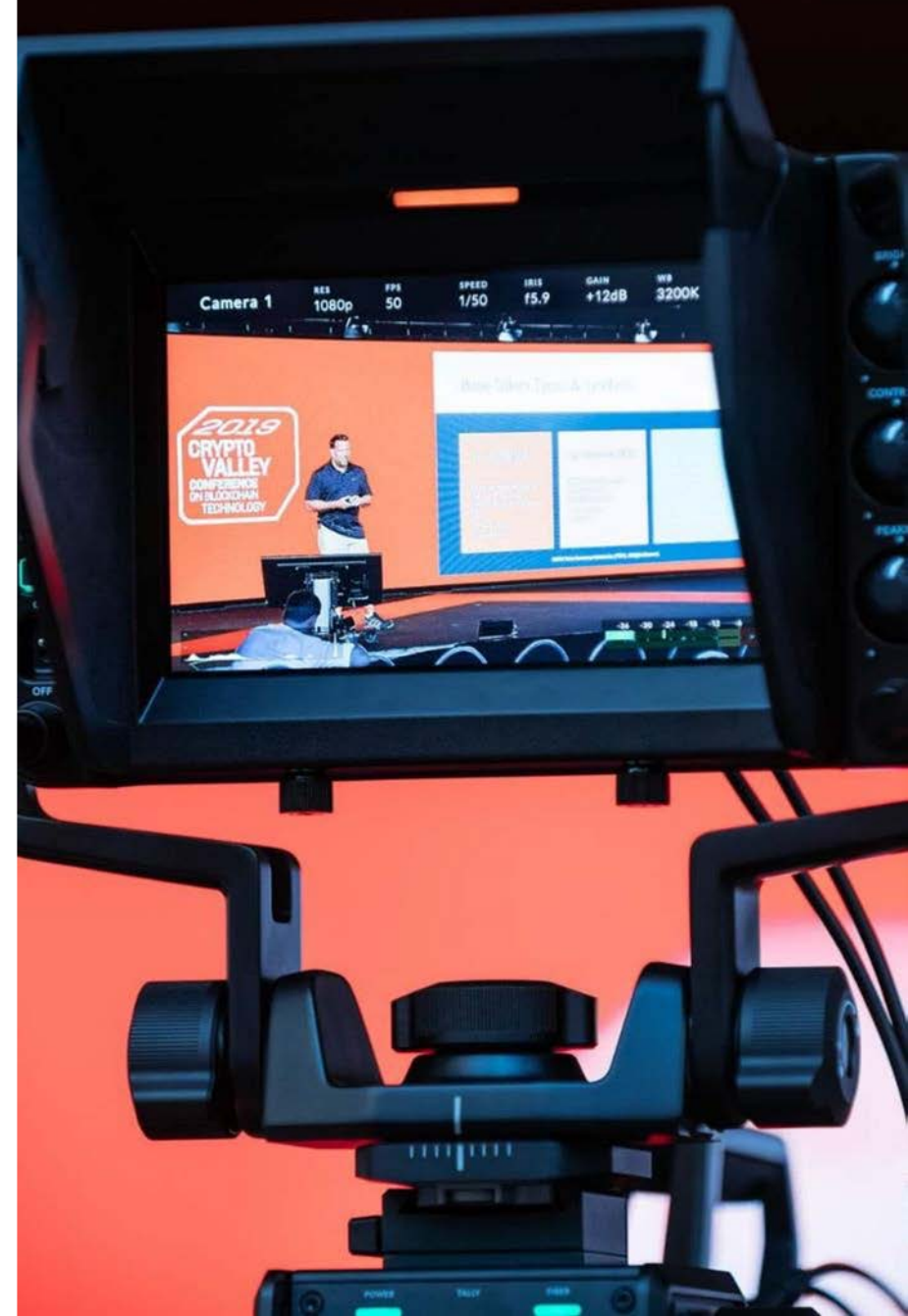
Canada  
France  
Germany  
Switzerland  
UK  
USA





# Media attending

 THE COINTELEGRAPH		THE WALL STREET JOURNAL.	SWI swissinfo.ch	Handelszeitung	NZZ	Tages-Anzeiger
'AGEFI	SRF	BÖRSEN.	BTCMANAGER.COM ALL ABOUT THE BITCOIN INDUSTRY	BUSINESS INSIDER	*Bankless Times	LE TEMPS
 coindesk	Mashable	 COINTELEGRAPH The Future of Money	Bloomberg	 CRYPTO BRIEFING	 coincodex	 CEX.io
WalletInvestor	 CryptoNewsZ	AMB CRYPTO	ICO HOLDER	 Cryptopolitan	A+OZ MARKETS	 Coindar.org
BNT Bitnews Today	 WorldCoinIndex	THE DAILY HODL News and insight for the Digital Economy	 NEWSBTC	#assodigitale.it	 CNN Money SWITZERLAND	 COINTELEGRAM



# Academic partners





# PARTNERS OF CRYPTO VALLEY CONFERENCE

Crypto Valley

ODLER

SCORECHAIN

QPPQ

atnorth

Crypto Valley

ODLER

SCORECHAIN

QPPQ

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HSLU Hochschule Luzern

Bancor

Cardano Foundation

alephium

HSLU Hochschule Luzern

Bancor

Cardano Foundation

alephium

CRYPTITIX

Crypto Valley



coinbase

ZENOTTA

Crypto Valley



coinbase

DEFINITY

ALTEN WORLDS

RADIX

HSLU Hochschule Luzern

ZENOTTA

Fireblocks

Partisia Blockchain

HSLU Hochschule Luzern

ZENOTTA

Fireblocks

Partisia Blockchain

MME

ownest

Crypto Valley

Bitcoin Suisse

Profila

Bullish

Crypto Valley

Bitcoin Suisse

Profila

Bullish

ownest

# BECOME A PARTNER

# Why Become A Partner

Be part of the **only IEEE certified conference** in the global blockchain industry.

The Crypto Valley Conference offers a **unique platform, to present yourself, and to establish contacts via various cross-media channels** in an exclusive and ground-breaking framework centred around blockchain technology on an academic level.

State-of-the-art presentations and discussions, latest advances in research and the future of blockchain technology are at the heart of this conference.

- Increase reach in the industry
- Strengthen positioning in the industry
- Generate valuable leads
- Share your know-how with the industry
- Increase market awareness
- Find new talent





# Partnership Packages

We are happy to send you an individual offer if you would like to combine different partnerships, add-ons or you have a unique idea in mind to participate at the conference.

Partnership Packages	Quantity Available	Physical Booth	VIP Dinner Seats	Conference Tickets	Price in CHF
<b>Silver Sponsor</b>	10	NO	NO	2 on-site Unlimited online	3'500
<b>Gold Booth Sponsor</b>	<b>SOLD OUT</b>	YES	1 seats	3 on-site Unlimited online	6'500
<b>Platinum Booth Sponsor</b>	13	YES	2 seats	3 on-site Unlimited online	8'000
<b>Start-Up Competition Host</b>	1	YES	2 seats	3 on-site Unlimited online	8'000 + prize contribution
<b>VIP Dinner Host</b>	<b>SOLD OUT</b>	YES	4 seats	4 on-site Unlimited online	15'000
<b>Boat Party Host</b>	2	YES	3 seats	5 on-site Unlimited online	20'000

# Silver Sponsor

**AVAILABILITY: 10**

LAST CHANCE TO BUY: 1<sup>st</sup> MAY 2023

**CHF 3'500.-**

## YOUR CONFERENCE TICKETS

2 all-access conference tickets (including Master Class Day, Conference Day & Boat Cruise)

Unlimited Online Tickets

## YOUR VIP DINNER SEATS

This package does NOT include VIP dinner seats

## YOUR COMPANY VISIBILITY ONLINE

Integrated press and media communications, logo on email campaigns

Logo displayed on the website (homepage) with a link to your company page

Exclusive Social Media Post about your company

## YOUR VISIBILITY AT THE CONFERENCE

Logo displayed on stage screen during breaks & on monitors around the venue

Logo printed on large media wall for photo





# Gold Sponsor

**AVAILABILITY: 3**

LAST CHANCE TO BUY: 1<sup>st</sup> APRIL 2023

**CHF 6'500.-**

## YOUR CONFERENCE TICKETS

**3 all-access** conference tickets (including Master Class Day, Conference Day & Boat Cruise)

Unlimited Online Tickets

## YOUR VIP DINNER SE

**1 seats** to the VIP dinner

**SOLD OUT**

## YOUR VISIBILITY ONLINE

Integrated press and media communications, logo on email campaigns

Logo displayed on the website (homepage) with a link to your company page

Exclusive Social Media Post about your company

## YOUR VISIBILITY AT THE CONFERENCE

Physical booth (with TV screen, chairs, large logo display, space for 2 rollup banners)

Large logo displayed on stage screen during breaks & on monitors around the venue

Large logo printed on large media wall for photo



# Platinum Sponsor

**AVAILABILITY: 10**

LAST CHANCE TO BUY: 1<sup>st</sup> APRIL 2023

**CHF 8'000.-**

## YOUR CONFERENCE TICKETS

**3 all-access** conference tickets (including Master Class Day, Conference Day & Boat Cruise)

Unlimited Online Tickets

## YOUR VIP DINNER SEATS

**2 seats** to the VIP dinner

## YOUR VISIBILITY ONLINE

Integrated press and media communications, logo on email campaigns

Logo displayed on the website (homepage) with a link to your company page

Exclusive Social Media Post about your company

## YOUR VISIBILITY AT THE CONFERENCE

Physical booth at premium foot-traffic location (with TV screen, chairs, large logo display, space for 2 rollup banners)

Large logo displayed on stage screen during breaks & on monitors around the venue

Large logo printed on large media wall for photo





# Start-Up Competition Host

AVAILABILITY: 1

LAST CHANCE TO BUY: 1<sup>st</sup> APRIL 2023

**CHF 8'000.-  
+ prize  
contribution**

## YOUR CONFERENCE TICKETS

3 all-access conference tickets (including Master Class Day, Conference Day & Boat Cruise)

Unlimited Online Tickets

## YOUR VIP DINNER SEATS

2 seat to the VIP dinner

## YOUR VISIBILITY ONLINE

Integrated press and media communications

Logo placement on all email marketing communications and call for pitches

Logo displayed on the website (homepage) with a link to your company page

Exclusive Social Media Post about your company

## YOUR VISIBILITY AT THE CONFERENCE

Your company branding in the FORUM stage exclusively

Large logo displayed on stage screen during breaks & on monitors around the venue

Large logo printed on large media wall for photo



# VIP Dinner Host

**AVAILABILITY: 2**

LAST CHANCE TO BUY: 1<sup>st</sup> APRIL 2023

**CHF 15'000.-**

## YOUR CONFERENCE TICKETS

4 **all-access** conference tickets (including Master Class Day, Conference Day & Boat Cruise)  
Unlimited Online Tickets

## YOUR VIP DINNER SEATS

4 **seats** to the VIP dinner

## YOUR COMPANY BRAND

Naming partner for the **SOLD OUT** branding at the dinner venue  
Opportunity to welcome guests at the VIP dinner with an opening speech

## YOUR VISIBILITY ONLINE

Integrated press and media communications, logo on email campaigns  
Logo displayed on the website (homepage) with a link to your company page  
Exclusive Social Media Post about your company

## YOUR VISIBILITY AT THE CONFERENCE

Physical booth at premium foot-traffic location (with TV screen, chairs, large logo display, space for 2 rollup banners)  
Extra-Large logo displayed on stage screen during breaks & on monitors around the venue  
Extra-Large logo printed on large media wall for photo





# Boat Cruise Host

CHF 20'000.-

**AVAILABILITY: 2**

LAST CHANCE TO BUY: 1<sup>st</sup> APRIL 2023

## YOUR TICKETS

5 **all-access** conference tickets (including Master Class Day, Conference Day & Boat Cruise)  
Unlimited Online Tickets

## YOUR VIP DINNER SEATS

3 **seats** to the VIP dinner

## YOUR COMPANY BRANDING AT THE BOAT CRUISE

Naming partner for the exclusive boat cruise with your branding on the boat  
Opportunity to welcome guests on the boat with an opening speech

## YOUR VISIBILITY ONLINE

Integrated press and media communications, logo on email campaigns  
Logo displayed on the website (homepage) with a link to your company page  
Exclusive Social Media Post about your company

## YOUR VISIBILITY AT THE CONFERENCE

Physical booth at premium foot-traffic location (with TV screen, chairs, large logo display, space for 2 rollup banners)  
Extra-Large logo displayed on stage screen during breaks & on monitors around the venue  
Extra-Large logo printed on large media wall for photo



# Package Add-Ons

These add-ons can be combined with Silver, Gold, Platinum, VIP Dinner or Boat Party sponsorship packages, however they cannot be purchased alone.

## MASTERCLASS FACILITATOR (AVAILABLE 7)

Host a 45min exclusive masterclass on a topic in the field of your expertise  
Masterclasses are streamed or **SOLD OUT**ed to CVA's Youtube channel post event  
Get: 2 all-access conference passes + 1 VIP dinner invitation with this add-on

CHF 5'000.-

## APERÓ HOST (EXCLUSIVE)

Host the networking aperó at the end of Masterclass Day 1  
Your company logo branded on drink stations & tables  
Opportunity to address conference attendees on stage before aperó begins  
Get: 1 additional all-access conference pass

CHF 6'000.-

## DIGITAL ADVERTISEMENT ON CONFERENCE STAGE

Showcase your company video or static screen between sessions on all conference stages and drive traffic to your website or promotional link  
30 second video – CHF 1,000  
1 minute video – CHF 2,000

CHF 1'000.-

CHF 2'000.-





# Package Add-Ons

## PHOTOBOOTH SPONSOR (EXCLUSIVE)

Sponsor the photobooth installed during the conference

Your company logo included on the photo booth

Your company logo will be included on the overlay added to all photos taken

## COFFEE SPONSOR (EXCLUSIVE)

Sponsor the coffee breaks during **SOLD OUT** class or Conference Day

Your company logo included at the coffee stations & napkins

## LANYARD SPONSOR (EXCLUSIVE)

Sponsor lanyards used for conference **SOLD OUT** passes

Your company logo exclusively included on all lanyards

## YOU DON'T SEE WHAT YOU HAD IN MIND?

Discuss it with our organizer team and we can make it happen....

CHF 3'000.-

CHF 5'000.-

CHF 4'000.-



# Booth information

The conference booths are standalone custom-built furniture pieces, with integrated TV stands. The booth is branded with the sponsor's company logo. The area of the booth is 2.5m x 2.5m.

## WE PROVIDE

- 1x TV Screen (42 inches)
- 1x built in high table with your company logo on it
- 1x Swiss plug board (3 available plugs)
- 3x high-chairs
- 1x red carpet square below (2.5 x 2.5 m in diameter)

## YOU NEED TO BRING

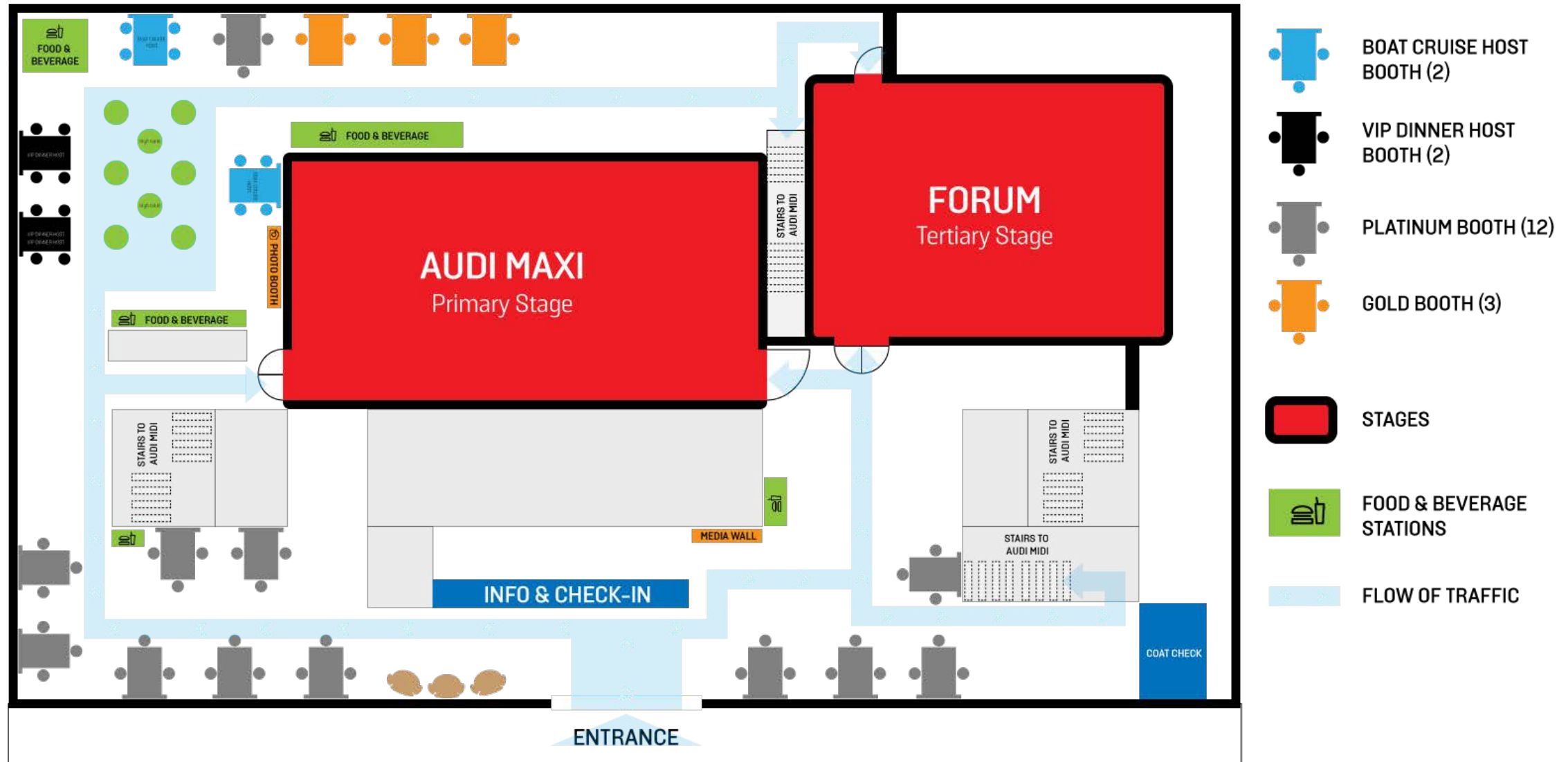
- 1x your laptop
- 1x your charging cable for the laptop
- 1x your adapter for HDMI (if your laptop has no HDMI slot)
- 1x adapter for the power plug in case you do not have a Swiss plug
- 1x your USB Stick with the slides / video you want to show on the TV screen (if you do not want to connect your laptop to the TV screen at all times)
- 1-2 x standard roll-up banner (optional)

Please note:  
The final booth will be ALL  
WHITE, not wooden colored.

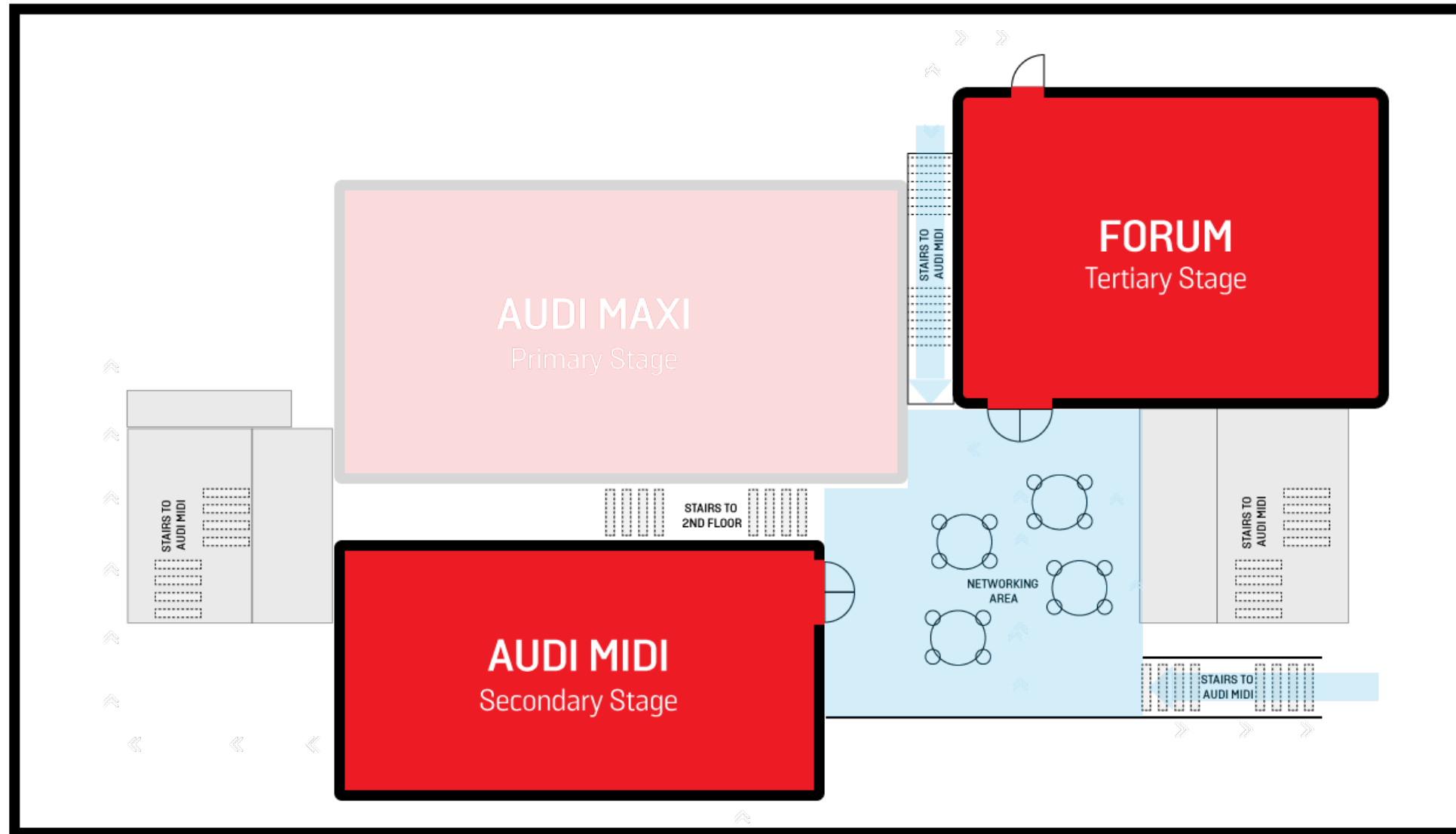




# CVC23 Floorplan – Ground Floor



# CVC23 Floorplan – First Floor







# ABOUT US

# Who We Are

The Crypto Valley Conference is organised in conjunction between the **Lucerne University and the Crypto Valley Association** - an independent, non-governmental association building the world's leading blockchain and cryptographic technology ecosystem.

The Crypto Valley Conference is a **IEEE & IEEE Computer Society Technical Committee certified conference**, uniting innovative minds, leading companies and the latest academic research.

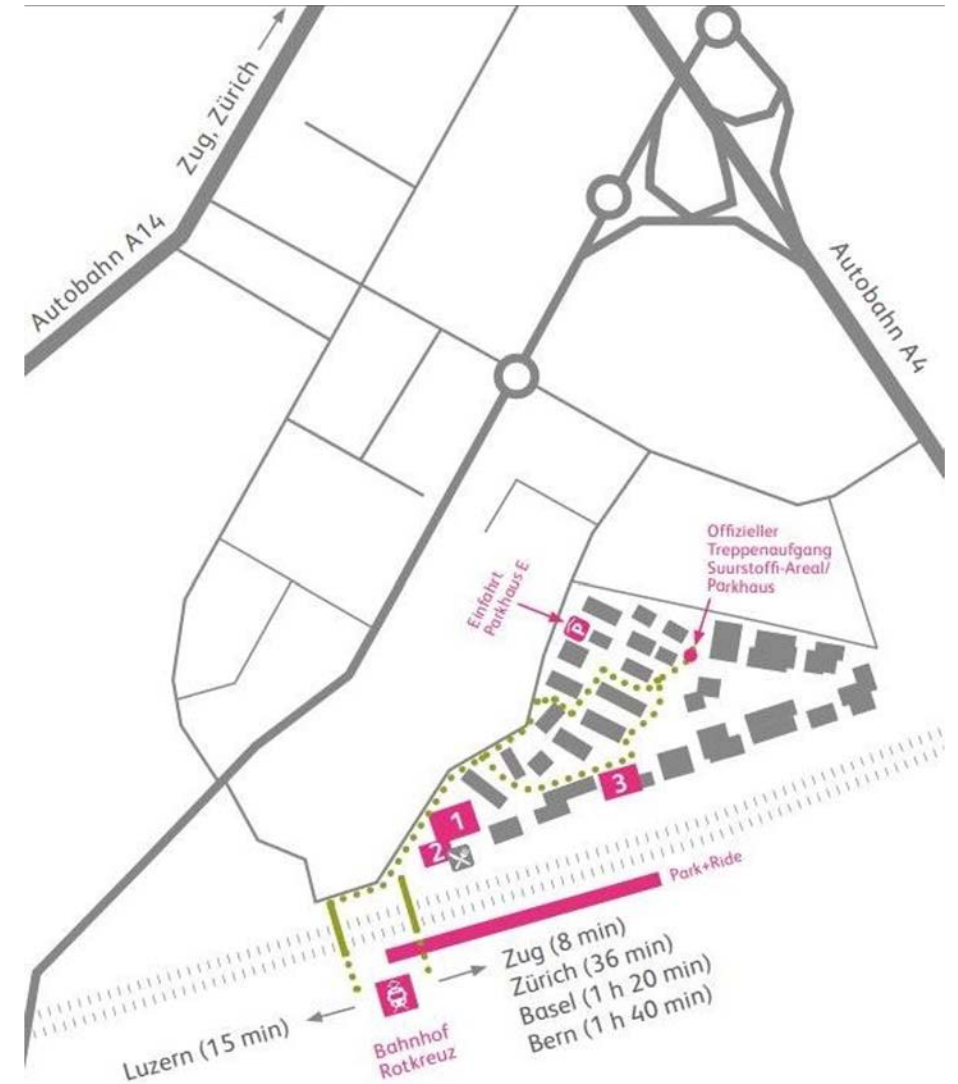
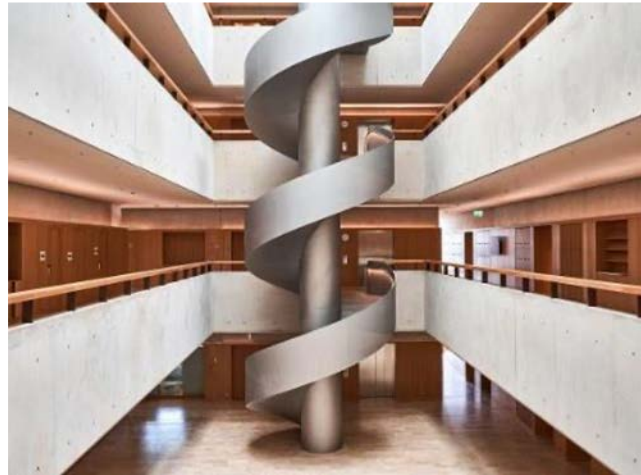
Reflecting this these pillars the conference is taking place on up to three stages in parallel.





# Location 2023

## Hochschule Luzern in Rotkreuz (Zug)



# Contact Us

General or Partnership Inquiries

[contact.general@cryptovalleyconference.com](mailto:contact.general@cryptovalleyconference.com)

[niki.csanyi@cryptovalley.swiss](mailto:niki.csanyi@cryptovalley.swiss)

## Event Address

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6343 Rotkreuz

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[www.cryptovalleyconference.com](http://www.cryptovalleyconference.com)

