

CRYPTO VALLEY CONFERENCE

2024

PRESENTED BY

 Crypto Valley

HSLU Hochschule
Luzern



June 6-7th, 2024
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

2023

2

DAYS

3

TRACKS

60+

SPEAKER

1500+

ATTENDEES

15+

EXHIBITORS

Some of the companies
speaking & sponsoring

AON



Bancor



BitGo



Bitcoin
Suisse



CARDANO

chiliz



CME Group

coinbase



DEFINITY



Fireblocks



imc

LEADING MARKET MAKER
AND LIQUIDITY PROVIDER



MESSARI

MME



Nasdaq



NEAR



SYGNUM



Swissquote Bank

TAURUS



uphold



YOUHODLER

2023 Speaker Hall of Fame



Pascal Gauthier
Ledger



Teana Baker-Taylor
Circle



Frederik Gregaard
Cardano Foundation



Dominic Williams
Dfinity



Ambre Soubiran
Kaiko



Franz Bergmueller
SEBA Bank



Samia Bayou
Kraken



Dirk Klee
Bitcoin Suisse



Dan Held
Bitcoin Educator



Payal Shah
CME Group



Bill Laboon
Web3 Foundation



Zarah J. Estermann
Metaco



Guillaume Chatain
Coinbase



Ilya Volkov
YouHodler



Demelza Hays
CoinTelegraph



Alfonso Gomez
BBVA Switzerland



Marieke Flament
Near Foundation



Lily Liu
Solana Foundation

Outlook

1600+

ATTENDEES

10

PANELS

65+

SPEAKERS

200+

COMPANIES

8+

MASTER CLASSES

3

STAGES

Edition: **6th edition** of the Crypto Valley Conference

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

Date: **June 6-7th , 2024**



A panel discussion is taking place on a stage. Five individuals are seated in a semi-circle of modern, colorful chairs (pink, grey, and blue). From left to right: a man in a dark suit and blue shirt, a woman in a black blazer and dark pants, a man in a black sweater and dark pants, a man in a dark suit and white shirt, and a woman in a black sleeveless top and dark pants. They are all looking towards the center. The background features large, 3D, red letters spelling 'BYOD'. A red banner with the text '2024 CONFERENCE' is overlaid across the middle of the image. In the foreground, the backs of several audience members' heads are visible, indicating they are seated and watching the panel. There are water bottles on a small table in front of the panelists.

2024 CONFERENCE

Conference Day 1 | June 6th

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 **30 minute workshop** held by the top industry leaders around the world offering deep insights, best practices and technical solutions.

DAY 1

MAIN STAGE LEGAL, AML, TECHNOLOGY, ECOSYSTEM & MORE....

Amazing master classes, panels, presentations and keynotes...

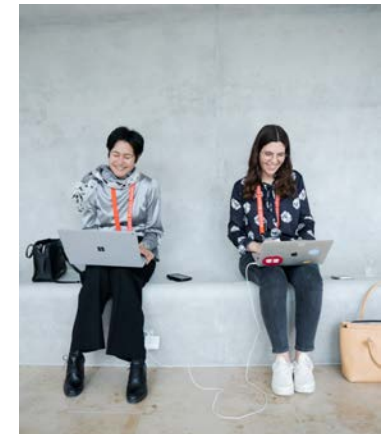
DAY 1 CLOSING NETWORKING APERU

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

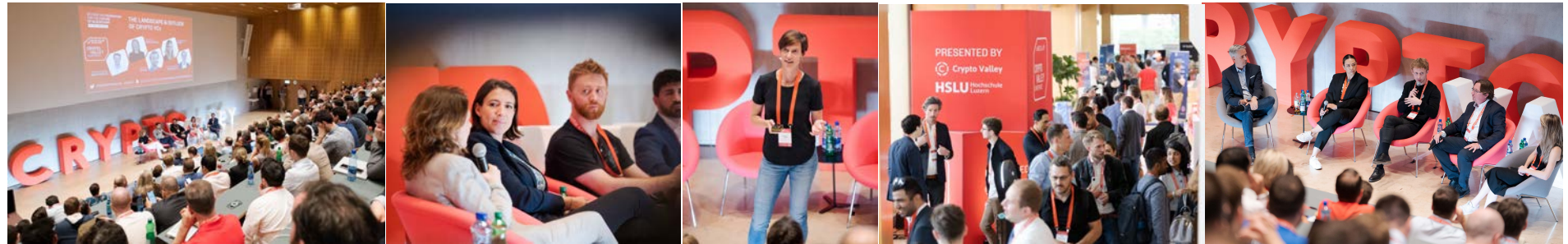
An exclusive dinner for sponsors, speakers and select few. Invite-only, at a beautiful lakeside location.



Conference Day 2 | June 7th

MAIN STAGE & SECONDARY STAGE
BANKING, DEFI, FINANCE, PRIVACY, SECURITY & MORE

Amazing master classes, panels, presentations and keynotes...



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 2024 on the highest note.



DAY 2

What topics can you expect?

- CBDCs
- Staking, Yield Generation
- Blockchain Venture Capital
- Compliance and On-Chain Data
- Analytics
- Regulation
- Cybersecurity
- Sustainability
- Crypto Derivatives
- GameFi & Metaverse
- Tokenization
- Institutional Infrastructure
- Interoperability
- Privacy



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





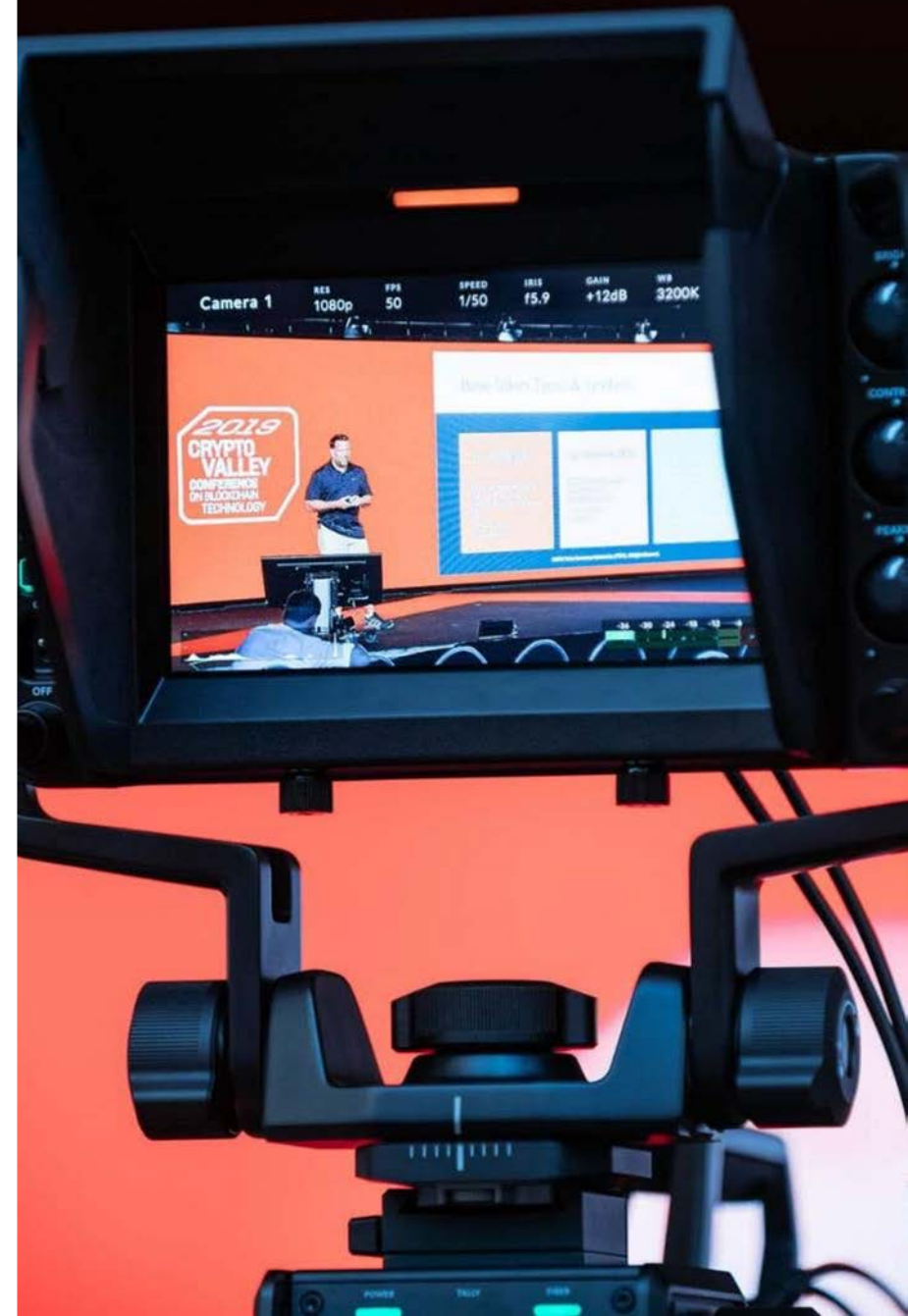
Main Countries

Canada
France
Germany
Switzerland
UK
USA



Media attending

| | | | | | | |
|--|---|--|--|------------------|--------------------------|---------------|
|  THE COINTELEGRAPH |  | THE WALL STREET JOURNAL. | SWI swissinfo.ch | Handelszeitung | NZZ | TagesAnzeiger |
| '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 | ICOHOLDER | 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

 HSLU Hochschule Luzern

 Bancor

 ZENOTTA

 Bitcoin Suisse

 SCORECHAIN

 Cardano Foundation

 coinbase

 Fireblocks

 Profila

BECOME A PARTNER

 Crypto Valley

 HSLU Hochschule Luzern

 Bancor

 ZENOTTA

 Bitcoin Suisse

 SCORECHAIN

 Cardano Foundation

 coinbase

 Fireblocks

 Profila

 alephium

 DEFINITY

 Partisia Blockchain

 Bullish

 QPQ

 MME

 POAP

 ownest

 CRYPTITIX

 unpaired

 ALLEN WORLDS

 RADIX

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

| Partnership Packages | Quantity Available | Physical Booth | VIP Dinner Seats | Conference Tickets | Price in CHF |
|----------------------------------|--------------------|----------------|------------------|-------------------------------|----------------------------|
| Silver Sponsor | 10 | NO | NO | 2 on-site Unlimited online | 4,000 |
| Gold Booth Sponsor | SOLD OUT | YES | 1 seats | 3 on-site Unlimited online | 7'000 |
| Platinum Booth Sponsor | 10 | YES | 2 seats | 3 on-site Unlimited online | 9'000 |
| Start-Up Competition Host | 1 | YES | 2 seats | 3 on-site Unlimited online | 8'000 + prize contribution |
| VIP Dinner Host | 2 | YES | 4 seats | 4 on-site Unlimited online | 18'000 |
| Boat Party Host | SOLD OUT | YES | 3 seats | 5 on-site Unlimited online | 25'000 |
| Networking Lounge Host | 1 | YES | 3 seats | 7 on-site Unlimited online | 30'000 |

Silver Sponsor

AVAILABILITY: 10

LAST CHANCE TO BUY: 1st MAY 2024

CHF 4'000.-

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: **SOLD OUT**

LAST CHANCE TO BUY: 1st APRIL 2024

CHF 7'000.-

YOUR CONFERENCE TICKETS

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

Unlimited Online Tickets

YOUR VIP DINNER SEATS

1 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 (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: 1st MAY 2024

CHF 9'000.-

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: 1st MAY 2024

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

CHF 18'000.-

AVAILABILITY: 2

LAST CHANCE TO BUY: 1st MAY 2024

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 BRANDING AT THE VIP DINNER

Naming partner for the exclusive VIP dinner, with your 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

AVAILABILITY: **SOLD OUT**

LAST CHANCE TO BUY: 1st APRIL 2024

CHF 25'000.-

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



Networking Lounge Host

CHF 30'000.-

AVAILABILITY: 1

LAST CHANCE TO BUY: 1st MAY 2024

YOUR TICKETS

7 **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 NETWORKING LOUNGE

Naming partner for the exclusive networking lounge with your branding throughout
Opportunity to host private sessions at the networking lounge

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 30min exclusive masterclass on a topic in the field of your expertise

Masterclasses are streamed online & uploaded to CVA's Youtube channel post event

Includes: **2 additional all-access conference passes + 1 VIP dinner invitation with this add-on**

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

Includes: **1 additional all-access conference pass**

CHF 5'000.-

CHF 6'000.-



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 Masterclass or Conference Day

Your company logo included at the coffee stations & napkins

LANYARD SPONSOR (EXCLUSIVE)

Sponsor lanyards used for conference 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 5'000.-



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

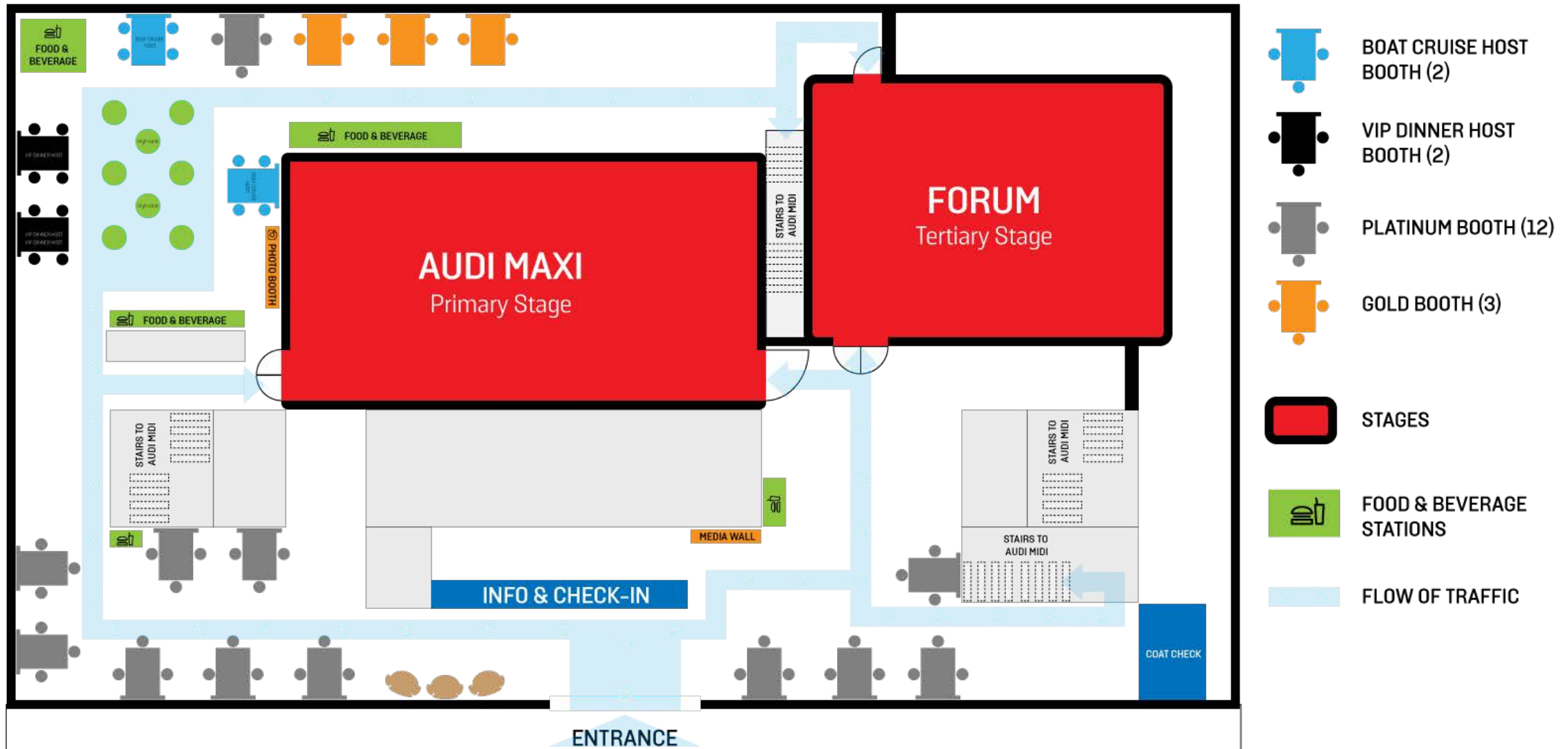
- 1x TV Screen (42 inches)
- 1x built in high table with your company logo on it
- 1x Swiss plug board (3 available plugs)
- 3x high-chairs
- 1x red carpet square below (2.5 x 2.5 m in diameter)

YOU NEED TO BRING

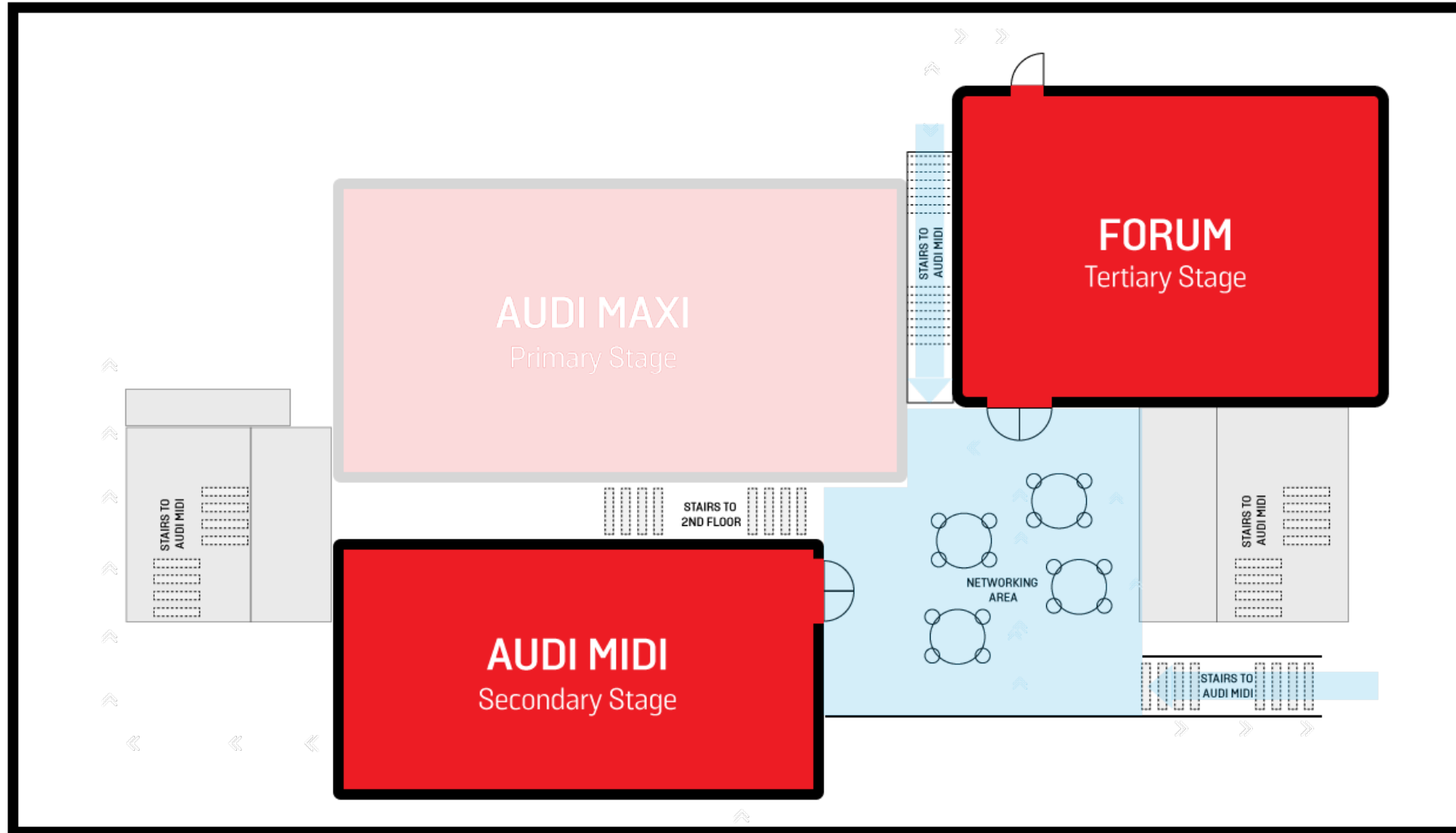
- 1x your laptop
- 1x your charging cable for the laptop
- 1x your adapter for HDMI (if your laptop has no HDMI slot)
- 1x adapter for the power plug in case you do not have a Swiss plug
- 1x your USB Stick with the slides / video you want to show on the TV screen (if you do not want to connect your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



CVC24 Floorplan – Ground Floor



CVC24 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.



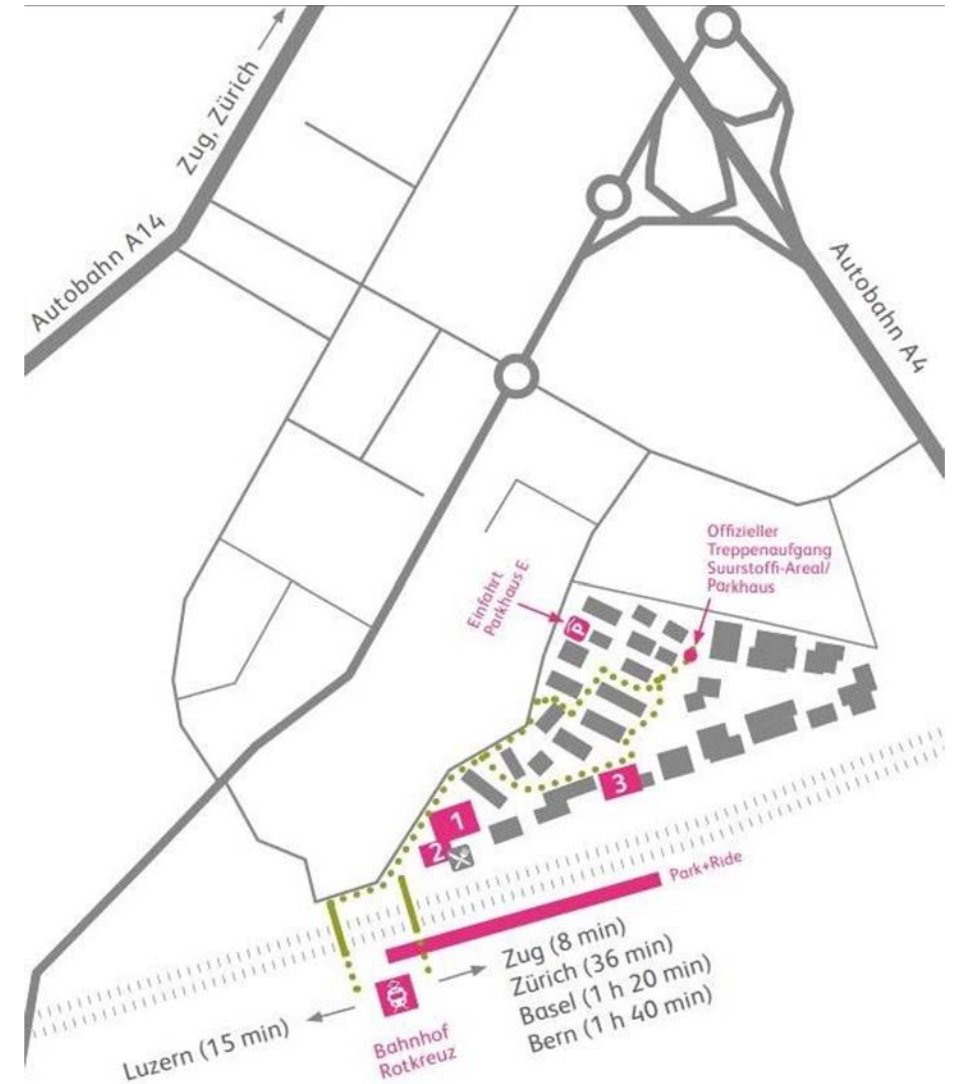
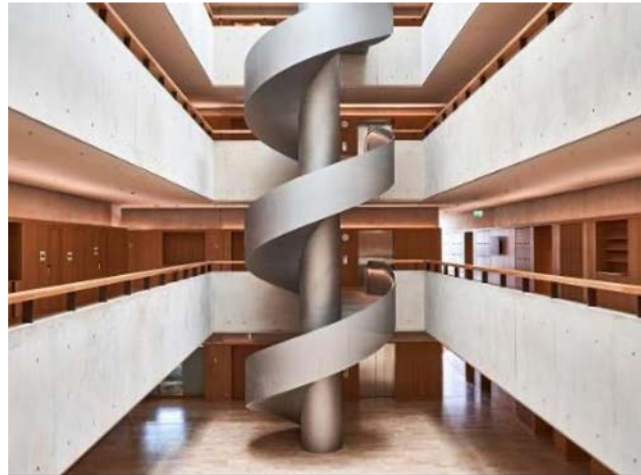
Crypto Valley

HSLU Hochschule
Luzern



Location 2024

Hochschule Luzern in Rotkreuz (Zug)



Contact Us

General

cvc@cryptovalley.swiss

Partnership inquiries

niki.csanyi@cryptovalley.swiss

Event Address

Hochschule Luzern

Suurstoffi 1

6343 Rotkreuz

Switzerland

www.cryptovalleyconference.com

