



**SUMMER 2021**

8th Edition

MindSpace  
Ahad Ha'am 54, Tel Aviv

29 July 2021



## FINTECH ON THE RISE: GROWTH OPPORTUNITIES IN A POST-COVID WORLD

**FinTech Junction • Where Banks, Financial Institutions, Fintechs & Startups Meet**



## WE NEED FINTECH NOW, MORE THAN EVER

COVID has changed everything, from the way we live and work, to the way we shop, bank and use financial services.

In this new reality, banks and financial institutions will have to accelerate the development of their digital services while continuing to protect their valuable customer data, improve their ease-of-use, transparency and seamless service. Competition from neobanks and alternative solutions in the new reality of "remote everything" will add to the existing challenges.

Fintechs are needed now more than ever - and indeed some have seen tremendous growth during 2020. This year will be the turning point for financial services, a year full of growth opportunities!

Through our events we will continue to offer the most relevant content and best networking opportunities. I invite you to join our next event so that you too can enjoy these opportunities!

**BEN PELLED**

Founder & CEO

FinTech Junction

by People & Computers







## IN 2017-2019 WE HELD OUR FIRST THREE ANNUAL EDITIONS IN TEL AVIV

We were sold out each time and hosted a total of 3,250 attendees from Israel and around the world



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2017-2019 Tel Aviv Annual Highlights

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## IN 2019 WE HELD OUR FIRST ANNUAL EDITIONS IN BERLIN

We brought together 1,100 attendees from Berlin, Israel and the rest of Europe!



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# IN 2020 WE HELD OUR FIRST TWO VIRTUAL EVENTS ON HOPIN

We brought together 950 attendees from Israel and Europe, for a highly engaging virtual event

Fall 2020  
Event  
Highlights



## ATTENDEES

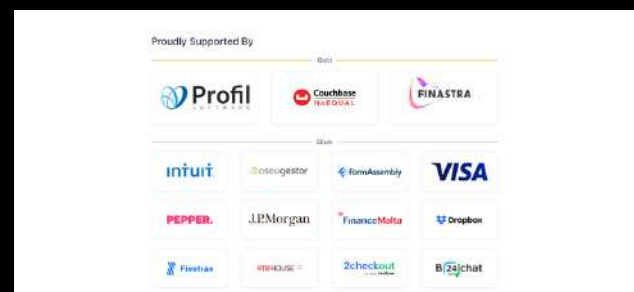
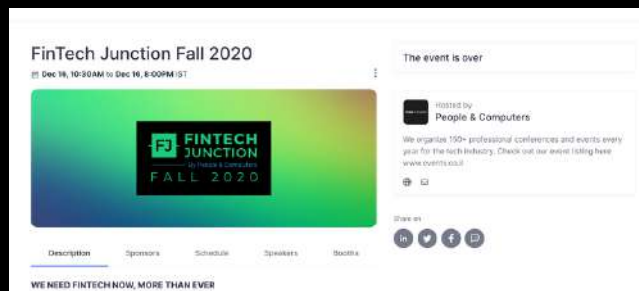
859 Registrants  
522 Attendees  
67% from Israel  
17% from Europe

## CONTENT

36 Speakers  
10 Sessions  
5 Hours of Content

## NETWORKING

102 Chat Messages  
53 1 on 1 Meetings



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## H2 2021 EVENT PLAN

Starting in summer 2021, we will hold our events as hybrid events: virtual + in-person events. This will allow attendees from all over the world to participate in our events, virtually or in-person.

### SUMMER 2021



29 July 2021

10:00 - 17:00

Mindspace Tel Aviv

- Hybrid event
- 500 attendees (estimate)

### FALL 2021



October 2021

Date TBA

Location in Tel Aviv TBA

- Hybrid event
- 1,000 attendees (estimate)

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## 2021 EVENT THEMES

### FINTECH ON THE RISE: GROWTH OPPORTUNITIES IN A POST- COVID WORLD

FinTech Junction 2021 events will focus on the turning point in financial services: the new opportunities that arise due to the global COVID crisis and changing consumer behavior.

#### Personal Banking

#### Payment Solutions

#### Risk & Fraud



#### Digital Transformation

#### Trading & Investing

#### Lending Marketplaces

#### Resurgence of Cryptocurrencies

#### Scaling Fintechs

#### Startup Fundraising



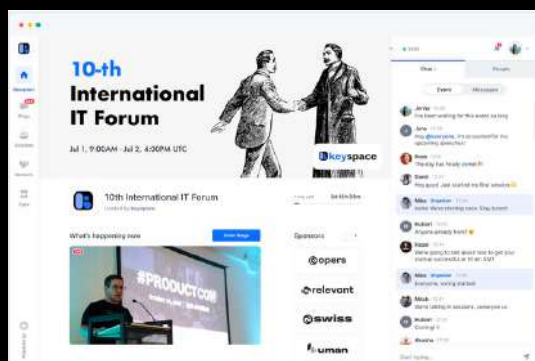
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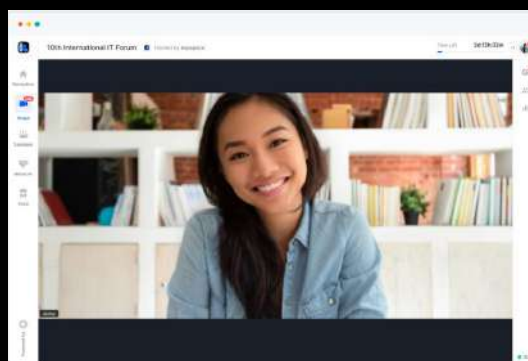
# HIGHLY ENGAGING VIRTUAL EVENTS

Our virtual events run on Hopin, one the world's leading virtual event platforms. The platform offers multiple interactive areas, optimized for connecting and engaging. This helps us maintain our standards of high show-up rates, low drop-off rates, and happy attendees.

## RECEPTION



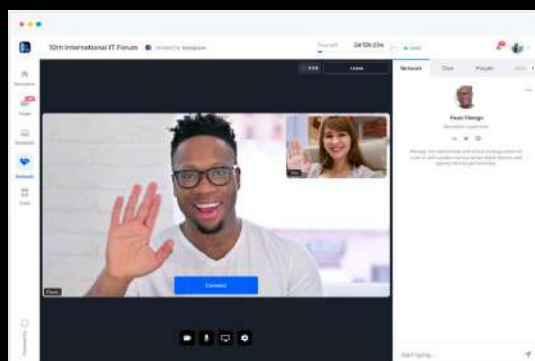
## MAIN STAGE



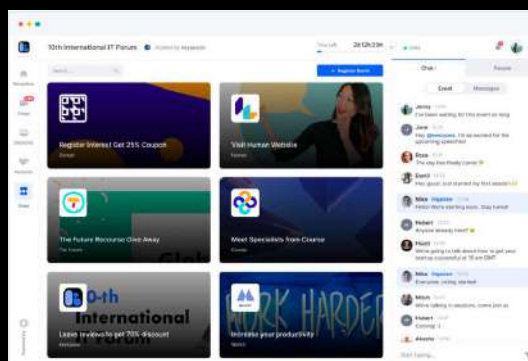
## BREAKOUT SESSIONS



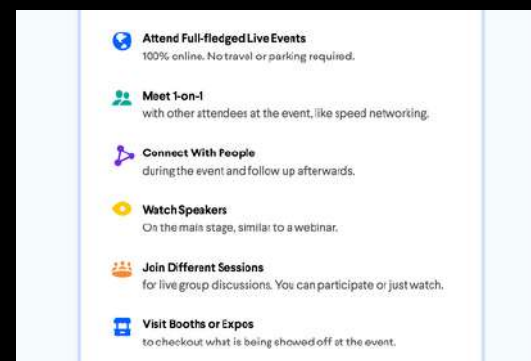
## 1:1 SPEED NETWORKING



## EXPO WITH BOOTHS



## BENEFITS FOR ATTENDEES



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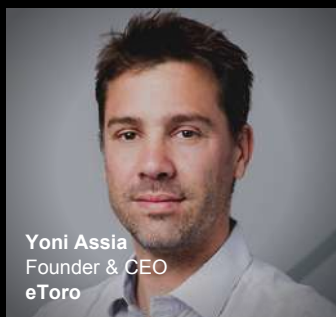
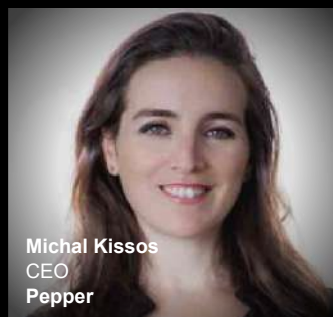
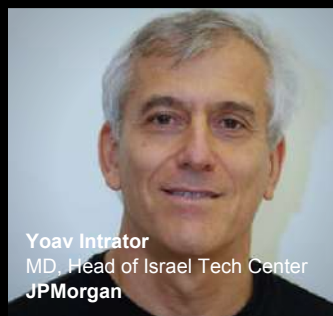
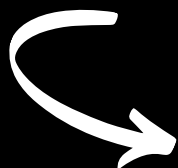




## PAST SPEAKERS (YOU'RE IN GOOD COMPANY)

Industry leaders, movers & shakers speak at our events. Here are some of our past speakers.

WE LOVE  
OUR  
SPEAKERS



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## PAST SPONSORS (YOU'RE IN GOOD COMPANY)

Leading banks, financial institutions and fintechs choose to sponsor our conferences.  
Here are some of our past sponsors.

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citi

FINASTRA

cross river

TD

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Finacle

MAX  
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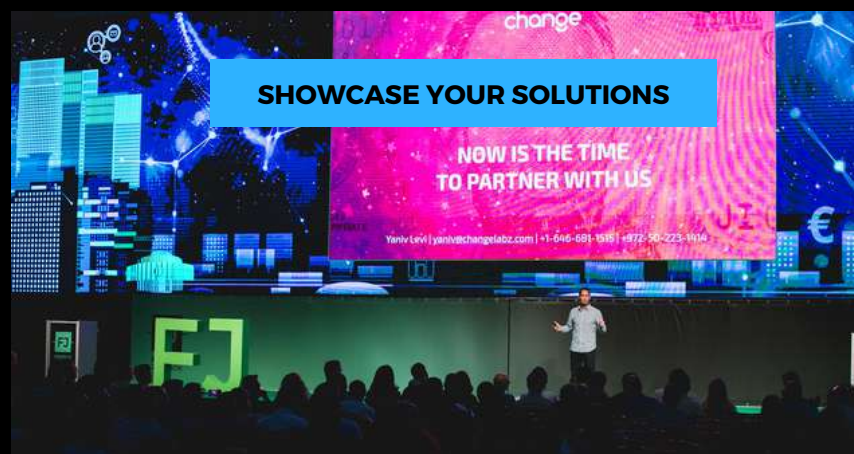
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## WHY SPONSOR?

A sponsorship provides you with a unique position in our events: you stand out from your competition as a domain expert; you boost your brand recognition and interest from your target market; last but not least, you will be actively generating new qualified leads.



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## SPONSORSHIP PACKAGES FOR SUMMER 2021 HYBRID EVENT

Here are our sponsorship packages. We can also custom make a package tailored to your needs.

|                    |   | DIAMOND        | PLATINUM       | GOLD           | SILVER         | BRONZE         |
|--------------------|---|----------------|----------------|----------------|----------------|----------------|
|                    | <b>Price USD</b>                                | <b>\$8,000</b> | <b>\$6,000</b> | <b>\$4,000</b> | <b>\$3,000</b> | <b>\$2,000</b> |
|                    | Available Slots                                 | 2              | 4              | 8              | unlimited      | unlimited      |
| BRAND VISIBILITY   | Logo on website & promo materials               | ✓              | ✓              | ✓              | ✓              | ✓              |
|                    | Logo / advertisement in program guide           | Full page      | Half page      | Quarter page   | Logo only      | Logo only      |
|                    | Logo on event main banner, everywhere           | ✓              | ✓              |                |                |                |
| VIRTUAL EXPO       | Virtual Booth (w/ your video + link to website) | Large          | Medium         | Medium         | Small          | Small          |
| CONTENT & SPEAKING | Standalone presentation (7-30 min)              | 30 min         | 20 min         | 10 min         | 7 min          |                |
|                    | Panel seat (30-45 min)                          | 2              | 1              | 1              | 1              |                |
|                    | Your questions in event live poll               | 4              | 2              | 1              |                |                |
|                    | Sponsor of startup competition / judge seat     | 1              | 1              |                |                |                |
| MARKETING          | Attendees contact info (those who opted-in)     | All            | 400            | 200            |                |                |
|                    | Your post in organizer's newsletter             | 2              | 1              | 1              |                |                |
|                    | Dedicated email to attendees with your offer    | 2              | 1              | 1              |                |                |
|                    | Article in Israel's leading tech news website   | 2              | 1              | 1              |                |                |
|                    | Dedicated post in organizer's social media      | 2              | 1              | 1              |                |                |
| TICKETS            | Delegate passes, in-person event (\$120 worth)  | 8              | 6              | 4              | 3              | 2              |

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Contact us today to join FinTech Junction

[Partner@FinTechJunction.com](mailto:Partner@FinTechJunction.com)

*FinTech Junction is organized by People & Computers, organizer-producer of 150 annual events, including: Google Cloud Summit, AWS Summit, the annual events of Dell, Red Hat, our own FinTech Junction, Future of AI, New Retail Fest, Innov8 Work, Digital Health Show and many more. Join us to meet 150,000+ tech professionals in 2021.*



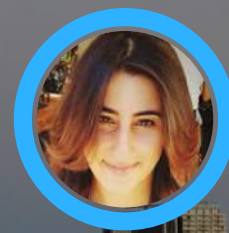
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PELLED**  
Conference  
Organizer



**DANIT  
MIRON**  
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Manager



**IDO  
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OR-NER**  
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Producer

