



**SME FINANCE**  
FORUM

- ACCELERATING FINANCE FOR BUSINESSES -

Sponsorship  
Brochure

**Global SME Finance  
Forum 2016**

September 19-21  
Beijing, China

**LinkedIn:** SME Finance Forum / **Twitter:** @SMEFinanceForum #SMEFinance2016

# Sponsorship Opportunities

## The Global SME Finance Forum 2016

The Global SME Finance Forum is an annual gathering of senior leaders from financial institutions, development finance institutions, non-bank investors (angel investors and venture capitalists), fintech companies, policymakers and regulators that promote access to finance for small and medium enterprises. The event will take place in Beijing, China, which is a major political, economic and cultural hub.

The two-day program aims to:

- Highlight good practice examples in financing SMEs from financial institutions around the world,
- Showcase cutting edge, emerging financial technologies and innovations, and
- Address crucial policy and regulatory frameworks

This event is organized by the SME Finance Forum, which works to expand access to finance for small and medium businesses. The Forum operates a global membership network that brings together financial institutions, technology companies, and development finance institutions to share

knowledge, spur innovation, and promote the growth of SMEs. Created by the G20 in 2012, the Forum is managed by the International Finance Corporation (IFC).

SMEs account for:



9 out of 10 of  
businesses



Half of  
GDP



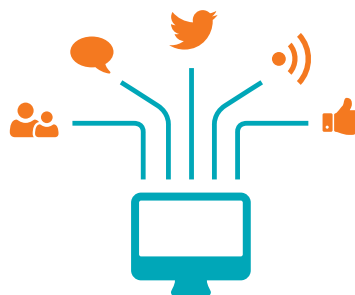
Two-thirds of  
jobs worldwide

**200 million businesses worldwide need financing to invest, grow and create new jobs.**

## Sponsorship Benefits



Make your brand synonymous with the premier gathering of global SME finance leaders



Enjoy ongoing promotion of your brand on our website and social media channels



Engage with high-level participants and make valuable business connections



## Sponsorship Tiers

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### Platinum – \$100,000

- Social media recognition (LinkedIn and Twitter)
- Acknowledgement in print / electronic communications
- Color advert in conference booklet – 1 page
- Conference passes – 10
- Expo booth – double sized
- Schedule networking meetings with up to 5 conference attendees / private meeting room
- Speaking or video advertisement slot at welcome dinner
- Assigned table for 10 at welcome dinner
- Option to distribute corporate gifts during welcome dinner

#### Opportunities for logo placement

- ✓ Conference website
- ✓ Conference booklet
- ✓ Stage background
- ✓ Video screen on stage prior to each session
- ✓ Post-conference video
- ✓ Conference app
- ✓ Participant name badges
- ✓ Tent cards during coffee breaks
- ✓ Welcome dinner menu cards

### Gold – \$50,000

- Social media recognition (LinkedIn and Twitter)
- Acknowledgement in print / electronic communications
- Color advert in conference booklet – ½ page
- Conference passes – 5
- Expo booth – standard sized
- Schedule networking meetings with up to 3 conference attendees / private meeting room

#### Opportunities for logo placement

- ✓ Conference website
- ✓ Conference booklet
- ✓ Stage background
- ✓ Video screen on stage prior to each session
- ✓ Post-conference video

### Silver – \$25,000

- Social media recognition (LinkedIn and Twitter)
- Acknowledgement in print / electronic communications
- Color advert in conference booklet – ¼ page
- Conference passes – 3
- Expo booth – standard sized
- Schedule networking meetings with up to 2 conference attendees / private meeting room

#### Opportunities for logo placement

- ✓ Conference website
- ✓ Conference booklet
- ✓ Stage background

### Bronze – \$10,000

- Social media recognition (LinkedIn and Twitter)
- Acknowledgement in print / electronic communications
- Color advert in conference booklet – ¼ page
- Conference passes – 2

#### Opportunities for logo placement

- ✓ Conference website
- ✓ Conference booklet
- ✓ Stage background

## Deadline and Contact

To make the most of the marketing opportunities available, we encourage sponsors to sign up as early as possible. The deadline for accepting sponsors is August 15, 2016. If you have questions or would like to learn more about our general sponsorship opportunities, please contact us at Global SME Finance Forum [smefinanceevent@ifc.org](mailto:smefinanceevent@ifc.org).

## What our Sponsors Say

"The conference helped promote IBK to government officials and peer financial institutions all over the world. It gave us an opportunity to interact and share knowledge with peers, whom we might not have otherwise met under the same roof." - **Industrial Bank of Korea (IBK)**

"The Global SME Finance Forum was a great opportunity for Verde International to share our message and develop critical relationships with experts on SME finance. We look forward to being a sponsor again for the 2016 Global Forum." - **Verde International**



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[www.smefinanceforum.org](http://www.smefinanceforum.org)

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