

February 29, 2024 - Frankfurt

Digital Euro Conference

Central bank digital currencies, stablecoins, and the future of money

Event Overview #DEC24



Date: February 29, 2024

Venue: Frankfurt School of Finance and Management

Topics: Central bank digital currencies (CBDCs), stablecoins, and commercial bank money tokens

Expected audience: 300 on-site attendees + 1,500 online attendees

Target Attendees

Central bankers
and policy-makers

Financial sector
experts

Consultancy
firms

Technology
providers

Industrial
companies

Which topics will be covered?

Stablecoins and commercial bank money tokens

- Business models and use cases
- Technological aspects
- MiCAR, DLT Pilot Regime
- Stablecoins vs. CBDCs vs. CBMTs
- Regulated liability network
- Bank industry implications

CBDCs

- Design and tech aspects
- Legal considerations
- Implications for the industry
- Wholesale vs. retail CBDCs
- CBDC lessons learned and adoption strategies

5 key reasons to join #DEC24



Network.

Build a network on common meeting ground with experts and entrepreneurs worldwide.

Expertise.

Attend discussion at eye-level and gain exciting insights into various topics.

Reach.

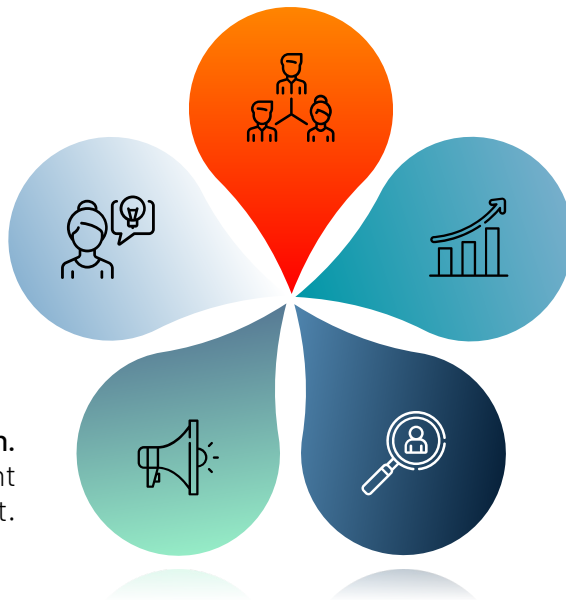
Achieve a high visibility among different agents in the market.

Trends.

Listen to and elaborate on the most recent developments covering the whole industry.

Career.

Get to know the newest positions, research areas and opportunities and boost your career.



Sponsor Exposure



Pre, during and post event exposure through DEA social media channels (LinkedIn, Twitter, YouTube).



Your logo will be visible during the whole event.



Depending on your sponsorship package, your logo will be placed more prominently.



Your logo will be visible for the online attendees during every panel, presentation, and the breaks.

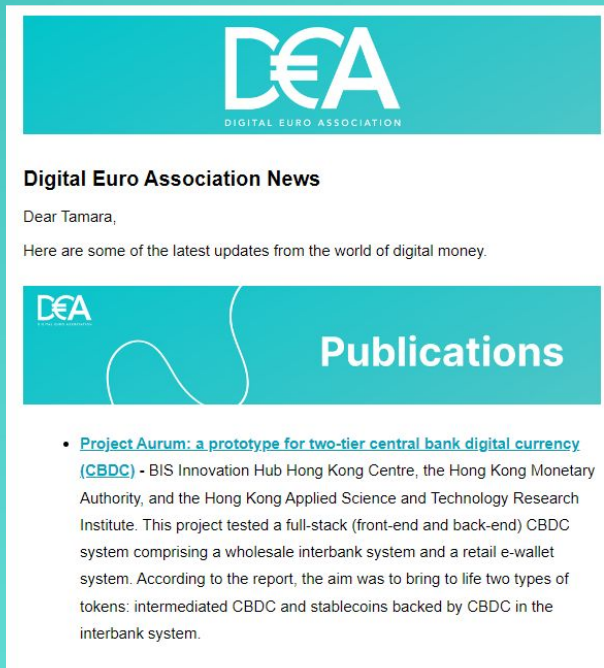
Email marketing of sponsors

A weekly newsletter is distributed to a diverse group of bankers, decision-makers and corporate contacts, creating a broad exposure for our sponsors and contributors.



2,500+
Contacts approached

100.000+
Emails sent



Sponsorship packages #DEC24



For DEA members: 20% discount*

For non-DEA members: opt for a sponsorship package and have a half free [DEA Bronze Membership](#) until the end of the 2023

	Platinum Package 15,000€ *	Gold Package 12,000€ *	Silver Package 10,000€ *	Exhibition Package 6,000€ *
Exclusive “powered by” branding	✓			
Event presentation	Opening keynote and “thank you” note	Keynote		
Opportunity to speak during a panel discussion (live streamed and recorded, including post-event dissemination)	✓	✓	✓	
Invitation for an exclusive pre-conference Speaker’s Night (incl. catering)	✓	✓	✓	
Exhibitor booth	Prominently Placed + Banner	Prominently Placed	✓	✓
Full access on-site conference passes	5x	3x	2x	2x
Full access DEA Digital Euro Academy passes	3x	2x	1x	1x
Logo placement on the mainstage	Prominently placed	✓	✓	
Logo placement on the #DEC24 website	Prominently placed	Prominently placed	✓	✓
Logo placement on marketing articles e.g., flyer and newsletter	Prominently placed	Prominently placed	✓	✓

Take a look at #DEC23

The Digital Euro Conference 2023: A Recap

by [Digital Euro Association](#) on Apr 6, 2023 2:01:16 PM

The Digital Euro Conference (DEC23) held on the 31st of March, 2023, brought together experts, policymakers, and industry leaders in a hybrid format. Both on-site and remote participants engaged in insightful discussions, presentations, and panel sessions centered around Central Bank ...

[Read Story](#)

DEC23 Recap

DEC23 Website

Thank you for joining
us at the Digital Euro
Conference 2023!

[Read the Event Recap](#)

Take a look at #DEC23



Dr. Jonas Gross kicking off the conference

Attendees enjoying network



Dirk Schrader



Antony Welfare



Dr. Jan Rosam



Take a look at #DEC23

From left to right: Manuel Klein, Jan Rosam, Simon Zieglergruber, Basak Toprak and Claus George



From left to right: Nick Wittek, Ernesto Troiano, Philipp Hartmannsgruber, John Kiff and Kateryna Zhabska (on screen)



#DEC23 YouTube Playlist

7 presentations and 6 panel discussions



Watch here!



#DEC23 Sponsors and Speakers Affiliation



#DEC23 Numbers

+1000

online registrations

+200

physical registrations

40

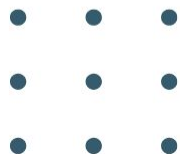
speakers

4.29

overall event rating
(1 to 5)

4.56

will attend future events rating
(1 to 5)



Attendees Feedback on #DEC23



"Very good and condensed look at the current state of the digital Euro with a broad set of expert speakers."

Thomas Hartmann

"The DEC23 was an innovative conference to the Blockchain industry with relevant insights and great networking opportunities."

Maria Rebelo



"The most well thought through, practical and thought provoking conference. DEA DEC24 is a must to attend."

Quentin Horsfall

"There is too much ambiguity regarding CBDCs and DEC23 provided right platform to gain clarity on it."

Khusboo Gupta



"DEC23 was an analytical yet fully comprehensible conference about the future of Europe. A must watch for everyone who wants to be ahead."

Pavlos Georgios Skamagkis

"Very dense and informative conference (and this is rare!)"

Christian Pfister



Contact us



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Terms and conditions for #DEC24

Terms and conditions as of April 17th, 2023

1. The booking of a sponsor package is legally binding for the involved parties. Payment for the selected sponsoring package must be paid in full prior to the event. A reimbursement of the purchasing price is excluded in case of non-appearance of the sponsor.
2. For non-DEA members: opt for a sponsorship package and have a half free [DEA Bronze Membership](#) until the end of the 2023.

Joining DEA as a Bronze Member	DEA Bronze Membership (10,000€ per year)	DEA Bronze Membership when opt for any DEC24 sponsorship package (5,000€ per year, valid only for 2023)
Q2 2023	7,500€	3,750€
Q3 2023	5,000€	2,500€
Q4 2023	2,500€	1,250€