



# smartbanking

May 22-23, 2024, Radisson Blu, Nairobi





As the banking sector stands on the cusp of a digital revolution, the Smart Banking Summit 2024 presents an unprecedented opportunity for your brand to shine in front of the industry's most influential leaders. This summit is not just an event; it's a powerhouse of innovation, ideas, and future trends that are reshaping the world of finance. By aligning your brand with this prestigious event, you position yourself at the forefront of the industry, demonstrating your commitment to advancing the future of smart banking.

## Why Sponsor

- **Unmatched Brand Visibility:** The Smart Banking Summit offers an unparalleled platform to showcase your brand to a concentrated audience of banking and fintech professionals. Sponsoring the event elevates your brand's visibility, associating it with innovation and leadership in the banking sector.
- **Direct Access to Industry Leaders:** The summit attracts key decision-makers from the banking and financial services industry. As a sponsor, you have the unique opportunity to engage with these influential professionals, opening doors to potential collaborations and partnerships.
- **Showcase Innovations and Expertise:** The event is the perfect stage to demonstrate your latest products, services, or technological innovations. It's an opportunity to position your company as a forward-thinking leader in the rapidly evolving banking sector.
- **Networking Opportunities:** Sponsorship provides exclusive networking opportunities not available to regular attendees. This includes access to VIP events, private meetings, and special sessions where you can connect with industry experts, potential clients, and business partners.
- **Thought Leadership:** By participating in panel discussions, keynote sessions, or roundtable talks, you can establish your company as a thought leader, sharing insights and knowledge that shape the industry's future.
- **Targeted Marketing:** The Smart Banking Summit allows for targeted marketing efforts directly to your desired audience. Your brand will be prominently featured in summit materials, advertising, and digital platforms, ensuring high visibility among a relevant audience.

## Topics & Themes

### Technology and Innovation in Banking

- The Evolution of Digital Banking
- Artificial Intelligence in Banking
- Blockchain Technology in Financial Transactions
- The Impact of 5G on Mobile Banking
- Innovations in Payment Systems

### Security, Compliance, and Data Management

- Cybersecurity and Data Protection
- Regulatory Technology (RegTech) and Compliance
- Advanced Analytics and Big Data in Banking
- Trends in Bank Capital and Risk Management

### Emerging Banking Models and Customer Engagement

- The Rise of Neobanks and Challenger Banks
- Customer Experience and Engagement in the Digital Age
- Open Banking and API-driven Financial Services
- Social Media and Banking

### Digital Currency, Payments, and Financial Inclusion

- Cryptocurrencies and Central Bank Digital Currencies (CBDCs)
- Cross-border Payments and Remittances
- Financial Inclusion and Digital Empowerment
- Sustainable and Ethical Banking Practices
- Future Workforce and Skill Requirements in Banking

The Mobile Banking market is projected to grow from USD 772.96 Million in 2022 to

USD 1873.23m  
by 2030



Connect • Engage • Transform

dx<sup>5</sup> is a trusted and dependable voice, that creates quality content to generate knowledge, trust and deep relationships with our community.

We know that the way buyers evaluate technology purchases has changed dramatically and this is why our content is so valuable for those looking to make a purchase. We use our assets to bring your brand, products, and services closer to your potential buyers. We understand the environment and context, and this, matters.

# Target Audience

- **CEOs of Banking and Financial Institutions:** Highly influential. CEOs are pivotal in setting the overall strategic direction, including major technology investments. Their vision and understanding of market trends often drive key technology decisions, especially those aligning with the organization's long-term goals.
- **Chief Information Officers (CIOs) in Banking:** Extremely influential. CIOs are central to technology-related decision-making. They evaluate, recommend, and oversee the implementation of new technologies. Their role is crucial in aligning IT strategies with business objectives and ensuring that technological investments deliver value.
- **Banking Executives and Senior Managers:** Moderately to highly influential. These professionals influence decisions within their specific domains. While they might not have the final say in technology purchases, their input is valuable in evaluating how technology impacts various business units and operations.



- **Chief Financial Officers (CFOs) and Finance Directors:** Highly influential. CFOs play a critical role in the financial aspect of technology investments. They assess the financial viability and ROI of technology purchases and are key in budget allocation and approval.
- **Chief Security Officers (CSOs)**



- and **Cybersecurity Experts:** Highly influential in their domain. Their expertise is crucial in decisions regarding cybersecurity technologies. They assess risks and recommend solutions to protect the organization's digital assets, a priority for most banking institutions.
- **Innovation Managers and Digital Transformation Leaders:** Moderately influential. These roles are key in driving innovation and digital transformation initiatives. They often identify and advocate for new technologies that can enhance efficiency, customer experience, or competitive advantage, influencing the decision-making process.

# Sponsorship Opportunities

- **Keynote Session Sponsorship:** Elevate your brand's visibility by sponsoring a keynote session. This premium sponsorship tier offers the opportunity to introduce a keynote speaker, showcasing your brand to the entire summit audience.
- **Panel Discussion Sponsorship:** Engage directly with attendees by sponsoring a panel discussion. This is an excellent opportunity for thought leadership, allowing you to position your brand alongside industry experts discussing critical banking topics.
- **Special Interest Groups (SIGs) Sponsorship:** Align your brand with specific areas of interest within the banking sector by sponsoring SIGs. These focused sessions are perfect for in-depth engagement with professionals interested in niche topics in smart banking.
- **Round Table Discussions Sponsorship:** Lead intimate and interactive round table discussions on pressing issues in the banking industry. This sponsorship is ideal for those looking to facilitate deeper conversations and build relationships with key decision-makers.
- **Exhibition Space Sponsorship:** Showcase your products and services directly to summit attendees with a dedicated exhibition space. This is a great way to interact with potential clients and demonstrate your solutions in a hands-on environment.
- **Customized Sponsorship Packages:** We recognize that each sponsor has unique goals. Let us tailor a sponsorship package that aligns with your specific marketing and business objectives.

blockchain, Internet of Things (IoT), 5G, Cloud and other emerging technologies that hold immense potential for government operations and service delivery.



*"Adventure is the life of commerce, but caution is the life of banking."*

**Walter Bagehot,**  
author of *Lombard Street: A Description of the Money Market*



## PARTNERSHIP DEGREE

360°  
\$20,000

180°  
\$15,000

90°  
\$10,000

45°  
\$6,500

PARTNERSHIP OVERVIEW	5 available	6 available	10 available	15 available
	360°	180°	90°	45°
<b>PRE-EVENT</b>	\$20,000.00	\$15,000.00	\$10,000.00	\$6,500.00
Invitation Email Branding	√	√	x	x
Confirmation Email Branding	√	√	x	x
Reminder Email Branding	√	x	x	x
Social media mentions	3	2	1	1
Press release on cioafrica.co	√	√	Available at added cost	Available at added cost
Logo on Marketing Collateral	√	√	√	√
Logo on Event Website	√	√	√	√
Profile on Event Website	200 words	150 words	100 words	100 words
<b>DURING EVENT</b>				
<b>In-Person Experience</b>				
<b>Delegate Attendance</b>				
Sponsor delegate tickets	5	4	3	2
Sponsor Customer Passes (invites to be pre-approved by dx <sup>5</sup> )	6	4	3	2
<b>Brand Engagement</b>				
Forum opening recognition	√	x	x	x
Video Advert	60 Sec	40 Sec	30Sec	15 Sec
Logo on sponsor board	√	√	√	√
Social Media Mentions	6	4	2	2
Registration gift bag goodies (items provided by sponsor and to be pre-approved by dx <sup>5</sup> )	√	√	√	x
Pre-built & Branded Expo Booth	√	√	Available at added cost	Available at added cost
Venue branding rollup banners (to be provided directly by the sponsor)	4	2	1	1
<b>Educational Engagement</b>				
Speaking Slot (not keynote)	1	Available at added cost	Available at added cost	Available at added cost
Panellist or Moderator Slot	1	1	Available at added cost	Available at added cost
<b>Virtual Experience</b>				
Chat engagement on virtual platform, with speakers and attendees	√	√	√	√
Product videos and brochures	6	4	2	2
Waiting Room Branding	√	√	√	√



## PARTNERSHIP DEGREE

360°  
\$20,000

180°  
\$15,000

90°  
\$10,000

45°  
\$6,500

Squeeze backs	4x	2x	1x	Group
Logo on sponsor board	√	√	√	√
Virtual Networking Lounge	√	√	x	x
ROI				
Attendee List	Registered	Attended	Attended	Attended
POST EVENT				
Editorial in CIO Africa Magazine - print	√	x	x	x
Editorial on dx <sup>5</sup> digital	√	√	x	x
Social Media Mentions	1	1	1	1
Print Advert	Double Spread	1 Page	½ Page	¼ Page
Online banner advert	Half-Page	Leader board	Medium Rectangle	None
Main Plenary Session-on-Demand	√	x	x	x
Proof of Execution Report	√	√	√	√

The usage of digital banking services varies significantly amongst different age groups, with millennials having a higher usage rate

80%

than baby boomers

48.5%





Connect • Engage • Transform

# Crafting Digital Excellence, one service at a time

Elevate your business with dx<sup>5</sup>, where we bring the tools, knowledge, and creativity to help you thrive in the ever-evolving digital landscape



Content Creation



Consultations



Studio Production



Creative & Design



Digital Marketing



Events & Guest Engagement



Software Development



Expert Training & Certification

**Please contact:**

[customersuccess@dx5ve.com](mailto:customersuccess@dx5ve.com)

[events@dx5ve.com](mailto:events@dx5ve.com)

**FOLLOW US**



dx5 | Kenya: Chief Information Officer Africa Ltd trading as dx<sup>5</sup> | 604 Limuru Road, eDevelopment House | P.O. Box 49475 00100, Nairobi, Kenya  
dx5 | South Africa: dx5ve (Pty) Ltd. | 377 Rivonia Boulevard, Rivonia, Johannesburg, 2128, South Africa

