



The A.I. Lead Generation online event for the Asset Management industry

***Spring edition
(March 16th-17th, 2021)***

The event

nimeetz is the FinLantern's **LEAD GENERATION** online event based on a **Match-making Artificial Intelligence** system and focused on **1:1 VIDEO MEETINGS** between **Asset Management Firms & Service Providers** with selected and qualified **Investors/Buyers**.



**Responsible of Flow
Products
Development Italy,
Vontobel**

I took part with great satisfaction in several FinLantern events: the invited investors were always well selected and qualified in all the appointments. The format of their event is really effective: I've always done lots of follow-ups.



This time is different!

| | TRADITIONAL ONLINE EVENT | NIMEETZ |
|-------------------------------|---|---|
| Main goal | Awareness | Lead Generation |
| Main tool | Webinars | 1:1 Video-Meetings |
| Business Model | Participation fee = fixed cost! | Pay-per-Lead = variable cost! |
| Investment risk | HIGH! | NIHIL! |
| Marketing strategy | General to a target group | Targeted to the needs of each Sponsor thanks to the development of an AI system |
| Deal flow | Sponsors go in search of new customers | Buyers/Investors go in search of the right provider |
| Target | Very important to know who participants are (e.g. in an event with 1000 participants, you need that several hundreds represent your target) | NOT important to know who participants are (e.g. in an event with 1000 participants, you need that only few of them represent your target ...) |
| Quality of engagements | It depends 100% by the event promoter and by ... luck! | Even if upstream there is a strong selection by the promoter of the event, quality of leads is 100% under the Sponsor's control (power to accept/reject meeting requests) |
| Time involvement | Need to be connected for all the duration of the event | Need to be connected only for the time of 1:1 video-meetings booked in your agenda |



The platform: Exhibition lounge

The screenshot displays the Nimeetz Exhibition Lounge interface. On the left, a sidebar titled 'Exhibitor Area' contains a list of categories: AI & DATA INTELLIGENCE, EXPORT, LEGAL, LOGISTIC, MARKETING & CONVERSION, PAYMENT, RETAIL & E-COMMERCE, and TECHNOLOGY. The main area is a grid of exhibitor logos, including AWS, Google, SAP, and many others. A search bar at the top allows filtering by category and text. On the right, a 'LIVE NOW' section lists ongoing events, such as 'SALA PLENARIA | 10:15 - 11:00' and various workshops. A green box highlights the search functionality, and another green box highlights the event listings. The Nimeetz logo is prominently displayed at the bottom center.

Exhibitor Area

AREE TEMATICHE

AI & DATA INTELLIGENCE

EXPORT

LEGAL

LOGISTIC

MARKETING & CONVERSION

PAYMENT

RETAIL & E-COMMERCE

TECHNOLOGY

ESPOSITORE

#TAG

Exhibitor map, divided by category: the filter by category and the text fields allow a simple and easy search

Participants can easily access workshops, roundtables and conferences

LIVE NOW

AGENDA

SALA PLENARIA | 10:15 - 11:00

Digital retail e nuovi paradigmi di sviluppo: dalla platform economy all'artificial intelligence

WORKSHOP | 10:15 - 11:00

Nexi future store, la nostra visione e i primi esempi

A CURA DI NEXI

WORKSHOP | 10:15 - 11:00

Evoluzione dei sistemi di pagamento e di delivery per migliorare la customer experience

A CURA DI POSTE ITALIANE

WORKSHOP | 10:15 - 11:00

Digital and made in Italy: a love story?

A CURA DI TRIBOO

WORKSHOP | 10:15 - 11:00

Evoluzione dei sistemi di pagamento e di delivery per migliorare la customer experience

A CURA DI POSTE ITALIANE

nimeetz

HELP

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IMPORTANT: The access to the platform (with user and password) is protected by firewall and 256-bit secure connection protocol (SSL).



The platform: Product categories

- **BLOCKCHAIN & CRYPTOCURRENCIES**
- **ESG**
- **ETFs**
- **FUNDS (BOND)**
- **FUNDS (EQUITY)**
- **FUNDS (OTHERS)**
- **GOLD & COMMODITIES**
- **PRIVATE EQUITY & DEBT**
- **REAL ESTATE**
- **SERVICE PROVIDERS (FINTECH)**
- **SERVICE PROVIDERS (OTHERS)**
- **STRUCTURED PRODUCTS - CERTIFICATES - ETPs**
- **TRADING (& FINANCIAL) PLATFORMS**
- **VENTURE CAPITAL INITIATIVES**
- **MEDIA & ASSOCIATIONS SUPPORTERS**



The platform: Virtual booth

Exhibition Booth - Vista Visitatore

MARKETING & CONVERSION

EXHIBITION

Join Meeting

Meeting Room

Interventi

Insights

HELP

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Your company reps. attending the event and available for video-meetings are highlighted to facilitate connections and match-making.

A corporate-video (or an animated presentation) will welcome Investors/Buyers at the entrance to your company's page.

(optional) Sponsor may have a dedicated room where they can organize many-to-many private meetings

Insight area: videos, podcasts, documents or images are available for download

The platform: 1:1 meeting agenda

The screenshot displays the Nimeetz platform interface. A central modal window titled "My Agenda" is open for user "SERENA VERDI, Head of Marketing Merchant Services and Solutions". The agenda shows a timeline for the 23rd, 24th, and 25th of July. A "CREA SLOT" button is visible in the top right of the modal. The agenda entries include:

- 9:00 - 9:30: LIBERO
- 9:30 - 10:00: LIBERO
- 10:00 - 10:30: CONFERMATO with ALESSANDRA ROSSI, Direttore Scientifico degli Osservatori Digital Innovation, Politecnico di Milano. Action: AVVIA MEETING.
- 10:30 - 11:00: PROVVISORIO with ALESSANDRA ROSSI, Team e-commerce di MMM Group. Action: CONFERMA.
- 11:00 - 11:30: LIBERO
- 11:30 - 12:00: LIBERO
- 12:00 - 12:30: CONFERMATO with WORKSHOP OMNICHANNEL & DIGITAL RETAIL. Action: VAI.

Two callout boxes provide additional context:

- Each user can access the "My Agenda" section where he can find all personal appointments and the workshops to which he has subscribed.
- Each sponsor has n. 10 slots of 30 minutes per day for video-meetings with Investors/Buyers.

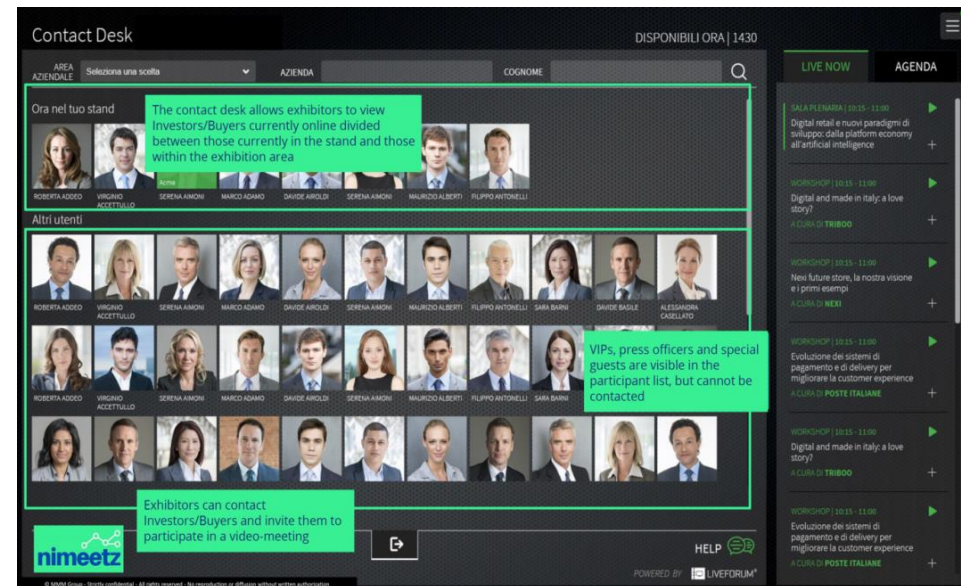
The background interface includes sections for "Stand", "Interventi" (Workshop, Webinar), and "Insights". The Nimeetz logo is in the bottom left, and "POWERED BY LIVEFORUM" is in the bottom right.

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Target: Buyers / Investors

- Fund Managers (Funds, Hedge Funds, Funds of Funds...)
- Fund Selectors
- Independent Asset Managers
- Pension Funds
- Wealth Managers (Discretionary Accounts)
- Private Bankers
- Financial Advisors
- Family Officers
- Blockchain & Cryptocurrencies Investors
- Financial Analyst
- Risk Managers
- Trustees



Advantages & Benefits (1)

1

INNOVATIVE AND EFFICIENT “PAY-PER-LEAD” FORMULA

Sponsors pay for each confirmed meeting, only!

2

NO RISKS!

In case of no meetings, your cost for this event will be ZERO!

3

NO INDIRECT COSTS

(travel, food, hotel, gadgets, booth customization, etc.)

4

HIGH QUALITY LEADS

The possibility of accepting/rejecting each meeting request guarantees the highest quality of your contacts and, consequently, of the event



Advantages & Benefits (2)

5

HIGH QUANTITY of LEADS

The connection to the FinLantern community (50,000+ professionals mainly focused on Asset Management) and the AI engine also grant a good number of potential leads

6

A 2-DAY EVENT

The organization of the event over 2 days increases the possibilities of matching the agendas between Buyers and Sellers and doubles the number of potential leads

7

NO WASTE OF TIME!

Your effective engagement is only limited to the duration of your 1:1 video-meetings ... and you will be able to do your usual job the rest of the time

8

GREAT ROI GENERATION

Thanks to the AI match-making system, you will receive several relevant leads, and you will be always able to measure and track all your meetings and activities



Subscription

➤ **SUBSCRIPTION FEE** for the **FIRST REPRESENTATIVE: CHF 900**

(including a guarantee of at least n. 3 virtual meetings*)

➤ **SUBSCRIPTION FEE** for any **ADDITIONAL REPRESENTATIVE: CHF 300**

(including a guarantee of n. 1 additional virtual meeting/each*)

- **NOTE:** the Subscription Fee does not include the cost of virtual meetings (CHF 200 each). If the number of meetings is lower than 3 (minimum guaranteed), the subscription fee will be considered totally or partially valid for the next edition.
7.7% VAT not included

FABRIZIO RIZZI (Director – Best Vision Holding) *“I highly recommend working with FinLantern. A team of professionals able to organize top-level conferences, very effective match-making and networking events that offer a great support to business development activities, both to strictly financial operators and to service providers companies.”*



MAGGIE ROKKUM-TESTI (Head of Strategic Investments, Copernicus Wealth Management) *“I have had the pleasure of working with Finlantern on many occasions. The team is professional and efficient, with years of experience in organizing conferences and events. I can highly recommend working with Finlantern.”*



Pay-per-Lead

nimeetz innovative and efficient formula is based on a **Pay-per-Lead** system, exclusively based on all ACCEPTED meeting requests by the Seller/Sponsor.

It means that **the Sponsor pays for each “confirmed” meeting, only!**

FEE PER LEAD: CHF 200 (+ 7.7% VAT)

Example (A)

n. 1 rep scheduling 10 meetings:

CHF 900 + 2,000 = CHF 2,900

TOTAL COST PER LEAD: CHF 290

Example (B)

n. 2 reps scheduling 20 meetings:

CHF 900 + 300 + 4,000 = CHF 5,200

TOTAL COST PER LEAD: CHF 260



Payment Policy

Before the event

Sponsor has to pay in advance the following items:

1. **Subscription fee for each representative** (CHF 900/300)
2. **A pre-paid package of n. 5 leads** (CHF 1,000)

TOTAL: CHF 1,900 + 7.7% VAT (with n. 1 rep)

After the event

All accepted meeting requests will be counted.

- A. If they are higher than 5, an **invoice will be issued** to the Sponsor for the difference.
- B. If they are lower than 5, an immediate **cash refund** will be made to the Sponsor.
- C. Alternatively, instead of the cash refund, the Sponsor may decide to accrue a **credit to be used during a next *nimeetz* increased by 10%**



Golden Sponsorship

- **HIGHER VISIBILITY:**

- Presence of the logo in all official communication (newsletter to 50.000+ contacts of FinLantern)
- Logo on the website & platform bigger than others
- First position in all searches
- No. 5 thematic categories included

- **ZERO COST per LEAD** (*“all-you-can-lead” formula*)

- **No. 5 REPRESENTATIVES INCLUDED:** it gives higher flexibility in the organization of meetings (even at the same time) and a potentially much higher number of video-meetings

- **No.1 VIRTUAL MEETING ROOM** for many-to-many meetings

- **No. 1 WORKSHOP:** Golden Sponsor has the opportunity to organize a webinar, video-conference or workshop (including live Q&A and Surveys).

FEE: CHF 7,500 + 7.7% VAT



OPTIONAL

- **MEETING ROOM: CHF 150/day**
 - Possibility to book it also for 1 day only.
(Free of charge: for 1 day with 3 reps, for 2 days with 5+ reps)
- **WORKSHOP: CHF 1.200**
 - 1 speaker included
 - any additional remote speaker: CHF 300
- **ADDITIONAL LOGO IN THE EXHIBITION LOUNGE: CHF 450**
 - linked to the same virtual booth
- **ADDITIONAL THEMATIC CATEGORY: CHF 100**
 - N. 2 categories already included
- **ADVERTISING BANNER: CHF 750**
 - with direct link to the sponsor virtual booth

* 7.7% VAT not included



nimeetz Winter Edition Partners

- 40 Sponsors
- 160 Buyers/Investors
- 360 meeting requests
- 165 confirmed meetings



NEXT APPOINTMENTS IN 2021

Spring edition (March 16th-17th, 2021)



Summer edition (mid-June, 2021)

Fall edition (mid-September, 2021)

Winter edition (early December, 2021)



Let's *nimeetz!*

Prof. Dominick Salvatore

Professor of Economics at Fordham University - New York



“The World Economy: Prospects for Speedy Recovery and Growth from after COVID-19”

“Principles and Policies to Overcome Firms' Deep Distress after the Massive Government Support Will Eventually Have to End and Become More Targeted”

“Policies to Accelerate Recovery and Growth in Europe and U.S. from the Deepest Recession since the Great Depression”



Main speaker (March 16th-17th, 2021)

... so, what are you waiting for? NO EXCUSES!

Come on!
You can check the
quality of
requests and pay
for each
“approved” lead,
only!

Ehi!
But you can
stay at home
or your office
doing a 1:1
video-call
only for the
planned time

I'm not sure about the quality of
participants.

My product/service is very
difficult to sell.

I'm afraid of Covid-19.

My compliance does
not allow me to travel
and/or meet people.

I have no time
to waste!

Now it is too late to
decide whether to
participate.

I will think about next
nimeetz.

I don't want to risk to
throw money away.

I have a limited budget.

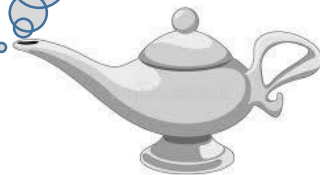
I have NO
budget!

Bye-bye.
Change job!
😊

Uff!
Are you so slow?
We need only 5
minutes to create
your Sponsor
page with all info.

These financial
conditions will be
granted only to
sponsors
attending today.

No prob!
This is a PAY-PER-LEAD
and you can always
monitor your
ROI



Frequently Asked Questions

*Any questions? **Please visit our [FAQ page](#)***



Contacts



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