

In partnership with
apidays

OpenFinity days

TIME TO GET BULLISH!

WHERE
OPEN FINANCE
MEETS
AI & API

NEW YORK
MAY 14-15, 2024

SPONSORSHIP
PROSPECTUS



WHO IS apidays

THE WORLD'S LEADING SERIES OF API CONFERENCES



Since 2012, apidays has become the leading tech and business conference in APIs and the programmable economy.

- 70+ Events
- 100+ Sponsors
- 100,000 Past attendees
- 15 Countries
- 40,000+ Companies
- 5,000+ Speakers
- 300,000+ Community Members



apidays

NEW YORK

2024

1,500+
attendees

1,000+
companies

50+
speakers

50+
sessions



PAST EVENTS ATTENDEES PROFILE

INDUSTRIES

- Banking & Financial Services – ~50% of attendees (~65% with vendors/fintech)
Insurance | Energy | Healthcare & Life Science
- Retail & CPG | Transport & Hospitality | IT & Technology | Manufacturing & Automotive
- Public Sector | Non-profit & Education | Consulting | Media

ROLES

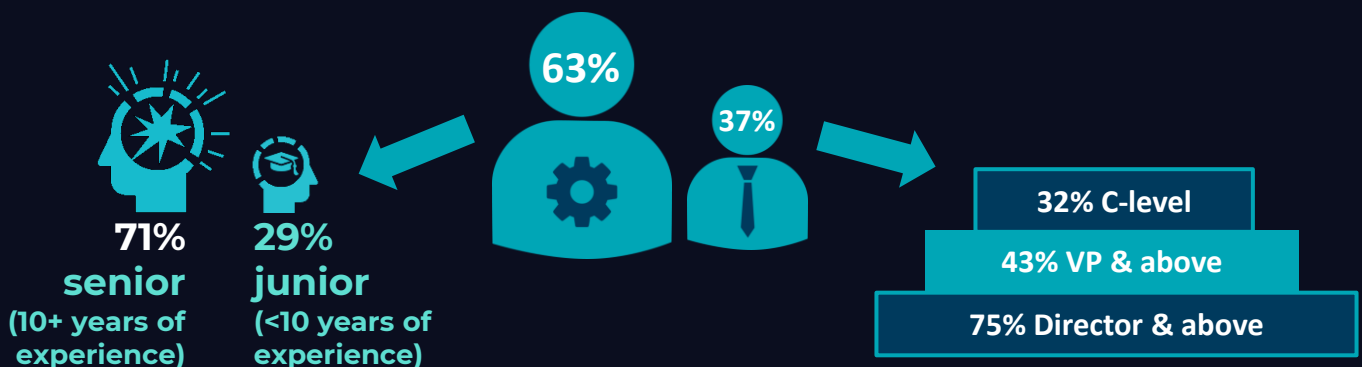
- API Architect - Enterprise Architect, Head of API, IT, Digital
- Developers - Dev Front, Back, DevOps, Java, etc.
- Business - IT Manager, PM, Consultant, Analyst
- C-Level - CEO, CTO, CIO, CDO, Head of Innovation, SVP, VP

COMPANY SIZE (number of employees)

<100	100 - 1,000	1,000 - 5,000	5,001+
4%	6%	58%	32%



AUDIENCE ANALYTICS (Technical vs Business)



TIME TO GET BULLISH!

OPEN FINANCE MEETS AI

Now that the CFPB 1033 rule has been published, the financial industry is progressing steadily toward its adoption.

However, the path forward is fraught with legal, technical, and training challenges.

At the same time, AI is moving beyond high-level experimentation into hands-on roles within organizations, with AI Agent being expected to become a necessity for financial institutions in 2025.

We believe that the combination of **AI** and **open finance** unleashes significant business opportunities, relying heavily on deep **API** integration.

This 2025 OpenFinity **days** edition, in partnership with **apidays**, will feature:

- A Convergence of minds and Ideas on the future of **Open Finance**.
- In-depth exploration of **AI** and **Open Finance** Integration.
- Understanding the CFPB 1033 **compliance** challenge.

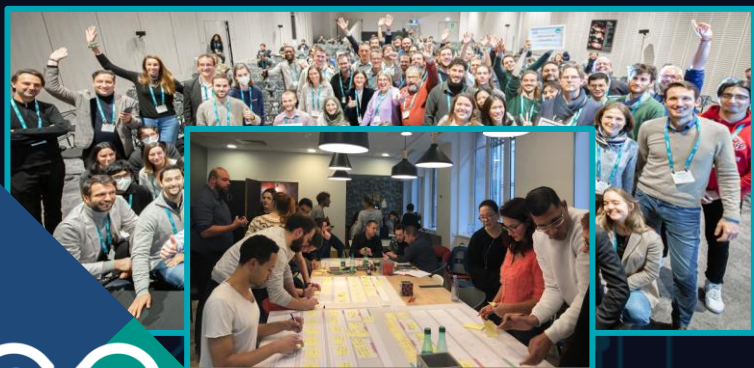


FDX APIs HACKATHON

OpenFinity is organizing a 2-day hackathon in NY on May 12-13 right before the event. The focus is on **FDX APIs** and **AI** for Open Finance.

With 50-100 developers expected, the event aims to foster innovation around 3-5 predefined themes.

A jury will select one winner per theme based on set evaluation criteria. Winners will be announced at the event on May 15.



THEY SPOKE AT THE 2024 OPENFINITY EXPO

The Largest Gathering of Open Banking Experts

50 Speakers – 36 Sessions – 2 days
530 registered Attendees



Kevin Feltes
CEO
Financial Data Exchange



Jane Barratt
Chief Advocacy Officer
MX



Benjamin Glock
Product Strategy Leader
VISA



Reuben Piryatinsky
CEO
Altitude Consulting



Jordie Cohen
Product Team Leader
Plaid



Eyal Sivan
General Manager
Ozone API



Adam Rust
Director of Financial Services
Consumer Federation of America



Natalia Cruz
Head of Open Finance
Sensedia



Mehdi Medjaoui
Founder & Chairman
apidays



Oscar Gonzalez
Head of Embedded Banking
Citizens Bank



Bryan Hahn
Chief Revenue Officer
@ Intellitrade



Shirli Shoham-Klein
Head of Advanced Banking
Systems @ FIBI Bank



Jeffrey Staw
Financial Services Consultant
@ IngiteFI



Sean VanHandel
CIO
CoVantage Credit Union



Andrew Morris
Director, Innovation
America's Credit Unions



Anneke Covell
Global Chief Privacy Officer
American Express



Michelle McCoy
Executive Director, Payments
Wells Fargo



Nicole Klein
VP, Open Finance
MX



Tara M Edmonds
SVP, Enterprise Payments
SouthState Bank, N.A.



Filipe Torqueto
Head of Solutions
Sensedia



Brook Lovatt
Chief Product Officer
SecureAuth



Laura Heritage
Co-Founder & President
OpenFinity



Zoe Strickland
Senior Fellow
Future of Privacy Forum



Wesley Duunnington
VP Architecture
Ping Identity



Jaime Lopez
Developer Advocate/P & Senior Counsel
Jack Henry



Ryan Miller
Developer Advocate/P & Senior Counsel
ABA



Don Cardinal
MD
Financial Data
Exchange



Andrew Grant
Co-Founder & Partner
Runway LLP



Frederic Wilson
Attorney & National Co-
Leader of B.I.G.'s Privacy
B.I.G.I.P.



Philippe Boudreau
Chief Legal Advisor
National Bank of Canada



Matthew Connors
Counsel
BLG LLP



Heather Xiao
CEO
Horizon-Zero



Jason Cain
CIO
Kellogg Community CU



Florian Wahl
Product Strategy
Akoya



Ellie Duncan
Head of Content
Open Banking Expo



Dr Anna Litvak-Hinenzon
Chief AI Product Strategist
ALH.ai



Jacob Parker
CEO
Fiskil



Gosia Furmanik
CEO
fena



James Higginbotham
Executive API Consultant
LaunchAny



Kieran Hines
Principal Analyst
Celent



Barry O'Donohoe
Co-founder & CEO
Raidiam



Roy Kao
Board Member
Open Finance Network Canada



Linda House
Head of Customer Experience
League Data Canada



Ray Voss
Principle Architect
JPMorgan Chase



Nicolas Zeman
Senior Solution Architect
Zions Bancorporation



David Roldán Martínez
Head of Business Solutions,
apinity



Jose Luis Navarro Llorens
Open Finance Strategist
BBVA

"I attended one of the most comprehensive and precise-on-point conferences in Paytech, Fintech by OpenFinity on Open Banking CFPB1033." – VP of Product Innovation, Digital Transformation

CONFERENCE TRACKS

6 TOPICS

1. Security & Consent Management

- Best practices for securing financial APIs in a regulatory landscape.
- Lessons learned from implementing consent management frameworks globally.

2. FDX API

- Deep dives into Financial Data Exchange (FDX) standards and implementations.
- Real-world use cases of FDX APIs in driving Open Finance adoption.

3. Future of Open Finance

- How industries like automotive, utilities, and retail are redefining their value propositions with financial APIs.
- Banks and FinTechs collaborating to innovate embedded financial services.

4. Premium APIs & Monetization

- Strategies for API-first financial institutions to drive revenue.
- Building profitable partnerships with API ecosystems

5. AI & Open Finance

- Using AI to harness consumer-permissioned data for predictive analytics and personalization.
- Ensuring AI compliance with the new consumer financial data rights

6. Data Governance

- Ensuring Data Accuracy, Security, and Privacy
- Facilitating Compliance and Interoperability

WHO IS THE TARGET AUDIENCE?

This event is designed for Financial Services professionals across various roles who are engaged in API development, management, and strategy .

Attendees will have the opportunity to explore how APIs and AI are transforming business interactions and driving innovation in open finance as well as how to stay compliant with the new CFPB 1033 rule.

- CIOs, CTOs, and Chief Data Officers
- Senior Vice Presidents and Vice Presidents: Leaders in charge of innovation, technology, and product development
- Heads of Innovation, Heads of AI and Heads of API
- Open Banking and Open Finance Leaders
- API Architects and Developers
- AI and Machine learning Specialists
- Data Scientists/Analysts
- Software Engineers and Infrastructure & Cloud Managers
- IT Managers and Product Managers: Professionals overseeing IT operations and product development
- Consultants and Analysts

WHY SPONSORING OPENFINITY

In a post CFPB 1033, FIs must now comply with the new rule.

The U.S. market is poised to attract substantial investments in the coming years.:

- The US open finance market is expected to grow from **\$7.3B** in 2023 at a **22% CAGR** until 2032 (source GMI-Global market Insights).
- **2 billion** of open banking payments attempts were made in 2022 (source VISA).
- **44%** of financial leaders say they have lost consumers due to poor data utilization (source MX).
- **94 million** consumer accounts using FDX APIs in North America.

Open finance facilitates the secure sharing of financial data through **APIs**, while **AI** leverages this data to deliver personalized services, enhance operational efficiency, and drive innovation.

Open finance provides **AI systems** with access to comprehensive financial data, enabling:

- Personalized Financial Products
- Enhanced Risk Assessment to improve credit scoring and fraud detection.
- Operational Efficiency through automation.

Organizations that effectively harness Open Finance, APIs and AI **synergy** are positioned to lead in innovation and customer satisfaction.

Financial institutions, big and small, are looking for technology partners to help them fulfill the open finance and AI promises while complying with CFPB 1033.

Make your brand visible to a captive audience.

Meet you next customers at OpenFinity days!

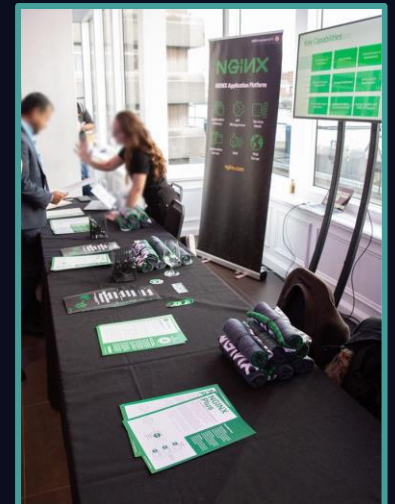
	BENEFITS	GOLD	SILVER	BRONZE
PRE-CONFERENCE	Prominent logo placement on the event home page and company description on Sponsor page	Company Description of ≈75 words	Company Description of ≈40 words	Company Description of ≈25 words
	Social Media acknowledgments via X, FB & LI	2 Thank You Tweets + 1 Retweet	1 Thank You Tweets + 1 Retweet	-
	1:1 Meeting requests option in ticket registration	☑	-	-
	One blogpost shared with the apidays and OpenFinity community	☑	-	-
DURING THE CONFERENCE	Speaking engagement (25 min)	1	1	-
	Access to VIP Lounge for 1:1 private meeting (when available)	☑		
	Access to the coffee break, lunch	☑	☑	☑
	Lead Badge Scanner	8	5	3
	Your logo on all marketing collaterals	☑	☑	☑
	Acknowledgement on stage	☑	-	-
	Logo displayed on all stages	☑	☑	☑
	Full event passes for staff	8	5	3
	30% discount on Additional Staff Passes	☑	☑	☑
	Full-event client invitation (free coupon code provided)	10	7	5
	1 Seat to our Executive Lunch (first 5 confirmed sponsors)	☑	-	-
	Booth	Large Space in Premium Location	Regular Size Space	Regular Size Space
POST CONFERENCE	Attendee List	Full Details OpenFinity & apidays	Full Details OpenFinity & apidays	Full Details OpenFinity & Roles & Companies for apidays
	List of people who registered using your Client invitation with free coupon code	☑		
	Mention in the Thank you Email	☑	☑	☑
	Logo & Company Description will remain on event home page	☑	☑	☑
	Free OpenFinity Platinum Membership for employees	10	5	3

SPONSORSHIP PACKAGES



GOLD	SILVER	BRONZE
\$50,000	\$35,000	\$17,500

OpenFinity 2024 sponsors are entitled to a 10% discount.





SPONSORSHIP BENEFITS (A LA CARTE)

LANYARD SPONSOR (only 1): \$7,500 per event

Close to their heads, right against their hearts! Your logo will be worn by all OpenFinity attendees for an event on the official co-branded lanyard.

BREAKFAST SPONSOR: \$7,500 per event

Get the day started for the attendees! You will be given designated space with 2 or 3 6.5x2.5ft signage in the breakfast area. This includes 1 full conference pass and a cocktail table in the breakfast area. Meal sponsors can distribute marketing materials from a provided table during breakfast hour.

LUNCH SPONSOR: \$7,500 per event

Feed your leads! You will be given designated space with 2 or 3 6.5x2.5ft signage in the lunch area. This includes 2 full conference pass and a reserved table in the lunch area. Meal sponsors can distribute marketing materials from a provided table during lunch hour.

VIP COCKTAIL SPONSOR: \$15,000 per event

Make a lasting impression! The cocktail hour is the closing ceremony of the first day of the conference. Interact with key attendees in a more casual one on one manner. Includes 20 clients invitations to the Cocktail hour, branding visibility and a few minutes to address the crowd.

INFLUENCERS' SOIREE SPONSOR: \$7,500 per event

Feed the thought leaders! Your company will be recognized as the influencer's soiree sponsor. This includes sharing a 2-hour reception (6-8PM) with the most advanced and influential speakers at the event. You will be allotted a 5-minute presentation to all our speakers and the list of participants.

WOMEN in APIs (apidays) and WOMEN in OPEN FINANCE (OpenFinity)

SPONSOR: \$10,000 Exclusive sponsor - \$5,000 Non-Exclusive sponsor per event

Join our Women in APIs and Women in Open Finance community and contribute to build a space where everyone can be heard and seen at our events! Your company will be recognized as the Women in APIs event and Women in Open Finance sponsor. This includes sharing a 1-hour lunch session with the community members.

OPENFINITY HACKATHON (May 12-14): \$10,000

Be part of the first ever FDX API Hackathon! FDX APIs is the de facto open banking standard with 94 millions consumer accounts in North America. Waiting to be elected as the official one by the CFPB.



New York - May 14-15, 2024