

A black and white photograph of the Golden Gate Bridge at night. The bridge's towers and suspension cables are silhouetted against a dark sky. A full moon is visible in the upper right quadrant. The bridge's lights are visible along its length, receding into the distance. A red horizontal bar is overlaid at the top of the image.

Marketplace Risk.

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Marketplace Risk Media Kit 2021

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Website: www.marketplacerrisk.com

BRAND OVERVIEW

Marketplace Risk.

Marketplace Risk is the first and most comprehensive source of education, networking and information sharing for the sharing economy and marketplace startup ecosystem to learn risk management, trust & safety, compliance and legal strategy necessary to launch, grow and exit successfully.

From our blog, e-newsletter, Live Event & Webinar Series, Masters Program, Platform Podcast and Slack Forum, to the Marketplace Risk Management Conference, Nordic Gig & Sharing Innovation Summit and Sharing Economy Global Summit, Marketplace Risk is the first and only resource for startups to learn risk management, trust & safety, compliance and legal strategy to take their businesses to the next level.

Marketplace Risk began as an informal working group of founders, executives and operators from various marketplace startups who came together to explore best practices and to learn how to better identify and mitigate risks. Over time, the group grew to include a variety of verticals, as well as the service providers they rely on. In 2015, the working group launched the first, and still the only, conference focused on risk management, trust & safety, compliance and legal strategy for marketplace and sharing economy startups - the Marketplace Risk Management Conference in San Francisco, California.

The Marketplace Risk platform has evolved to become the most comprehensive source of education, networking and information sharing for platform economy startups globally, including through the blog, e-newsletter, Live Event & Webinar Series, Masters Program, Platform Podcast and Slack Forum. In 2019, Marketplace Risk launched the Sharing Economy Global Summit, hosted by Lloyd's of London, in London, UK. In 2021, Marketplace Risk introduced the Nordic Gig & Sharing Innovation Summit, hosted by Gee in partnership with Plattformföretagen, in Stockholm, Sweden.



STARTUP PARTICIPANTS

Marketplace Risk has earned a reputation among the earliest and the most recognized startups, alike, as the 'go-to' source of risk management, trust & safety, compliance and legal strategy education, networking and information sharing. Participating in Marketplace events - Marketplace Risk Management Conference, Nordic Gig & Sharing Innovation Summit and Sharing Economy Global Summit - and virtual touch points - blog, e-newsletter, Live Event & Webinar Series, Masters Program, Platform Podcast and Slack Forum - have produced immeasurable results for thousands of startups globally.

In addition to the most recognized brands, entrepreneurs and early-stage startups rely on the Marketplace Risk platform for education, networking and information sharing as they navigate the launch and growth of their platforms. As startups evolve, Marketplace Risk has resources for every stage of their journey. That's why participants regularly return to our events and engage with our multiple touch points throughout the year. If you want to get in front of entrepreneurs and startups at all stages and of all sizes, we invite you to get involved with the Marketplace Risk platform by participating, speaking, or sponsoring our various opportunities.



TESTIMONIALS

Claes Persson, CEO, Gee

Thank you Marketplace Risk for this inspiring and educating 2020 Sharing Economy Global Summit!! A true success that I want to follow closely.



Jeana Takahashi, Director of Trust & Safety Operations, DonorsChoose.org

I wanted to thank you for organizing such an informative, interesting, professional and fun conference! This was my first time attending the Marketplace Risk Conference, and I've come away with a notebook full of quotes and advice from speakers, and ideas about how to implement some of the concepts and strategies I learned from the sessions today. As a small(er) organization thinking about marketplace risk and fraud, it was tremendously valuable to hear from experts across the industry. It's clear that you and the team put an incredible amount of time and care into making this happen; thank you for all your hard work!



Marco Piovesan, CEO, InfoMart

The conference was flawless and the topics discussed were interesting and valuable.



Sjoerd Handgraaf, Sharetribe

Fantastic job at the organization, loved the location and met loads of interesting people.



Nathan Garnett, General Counsel, OfferUp

The conference gets between and better every year - the quality of the content is always great, but the opportunity to share perspectives and experience with other marketplaces is the best part of the conference and why I find it so valuable.

The only thing I might improve is the opportunity to get some written materials for the presentations (either a deck or an outline). I can't attend every session and it's not always easy to take notes.



Elizabeth Harz, CEO, Sittercity Incorporated

The Marketplace Risk Management Conference is the most comprehensive source of education and information sharing for the marketplace industry. With nearly 50 sessions and over 100 speakers, the content is relevant, useful and actionable. Speakers will cover topics like fraud, data privacy and cybersecurity, compliance, legal and insurance, trust and safety, digital identity and screening, and product and technology innovation. You'll hear real-world examples and tangible ideas to take back to the office and implement immediately.



Chuks Uwaechia, Co-Founder, KH Homes

Wow - what an awesome week at the Sharing Economy Global Summit held at the Iconic Lloyds of London Building. It gave me and others at the event an opportunity to learn, network and collaborate, with a mutual goal of growing the sharing Economy globally.



SPONSORSHIP OPPORTUNITIES

Sharing Economy

Global Summit

The Sharing Economy Global Summit welcomes nearly 400 sharing economy startup founders, operators and experts from Asia, Europe, Latin America, Middle East, North Africa, and North America at Lloyd's in London, UK, to share strategies and tactics tested and vetted through real-world applications and experiences. The Global Summit offers regional and multinational startups programming and resources from sharing economy founders, operators and experts designed to equip cross-functional teams with effective risk management, trust & safety, compliance and legal strategies to help them launch, grow and, ultimately, exit successfully. The Global Summit is organized by sharing economy industry groups from around the world, which ensures that the content is relevant, practical and useful for all stakeholder groups.

Marketplace Risk.

Webinar Series

The Marketplace Risk Live Event & Webinar Series is offered twice per year - spring and fall - and features useful, actionable and relevant content for sharing economy and marketplace startups. Each webinar is roughly one hour, including a group discussion or questions and answers at the end. Webinars take the form of master classes, interviews, workshops, case studies, fireside chats, etc. Webinar presenters are encouraged to record an episode for the Platform Podcast - a conversation that drills down into the topics covered during the webinar. Sponsors are provided the contact information for all registrants of the webinar, in addition to access to the recording, itself, which may be repurposed by the sponsor. In addition, the content is available on the website to watch on-demand. CLE may be offered for some live events & webinars.

Marketplace Risk. Nordic Gig & Sharing Innovation Summit

The Nordic Gig & Sharing Innovation Summit is hosted by Gee in partnership with Plattformföretagen, in Stockholm, Sweden, and welcomes all stakeholders from the Nordic platform economy ecosystem, including various industry groups, startups, investors and government agencies. Attendees have a unique opportunity to learn strategies and tactics tested and vetted through real-world startup applications and experiences specific to the Nordic region. Organized along three distinct tracks (property, services and transportation), the Nordic Summit features nearly 100 speakers and more than 40 sessions designed to equip platforms from throughout the Nordic region with effective strategies that will enable them to launch, grow and, ultimately, exit successfully. Programming is offered in English.

Marketplace Risk

The Conference.

The Marketplace Risk Management Conference is peer-led by startup founders, operators and experts covering a range of industries and disciplines. As a solutions-focused conference with over 100 speakers, more than 600 attendees share strategies and tactics tested and vetted through real-world applications and experiences. Nearly 50 sessions are organized among four tracks, including: trust & safety, digital identity and screening; payments, fraud prevention, data privacy and cyber security; compliance regulatory, legal and insurance; product, technology and innovation. The Conference offers useful and practical content for all stakeholders in the startup ecosystem, and some sessions offer continuing legal education credits for lawyers in CA, IL, NY and NJ (other states upon application).

ADVERTISING OPPORTUNITIES

DEDICATED EMAIL

Marketplace Risk has an extremely engaged following of investors, founders, executives, operators and experts from throughout the sharing economy and marketplace startup ecosystem. As an addition to some available sponsorship packages, we offer the opportunity to send dedicated email sends to increase your visibility, brand awareness and engagement with the Marketplace Risk community. This is also a great way to introduce a new product or initiative. If you would like more information about adding a dedicated email send to your sponsorship package, please contact us for more information. Keep in mind, in many cases, dedicated email sends are included and a part of sponsorship packages already.

E-NEWSLETTER ARTICLE

With an engaged following of investors, founders, executives, operators and experts from throughout the sharing economy and marketplace startup ecosystem, our weekly e-newsletters are quite popular. Depending on the season, we send one or two e-newsletters each week with news about Marketplace Risk events and opportunities, along with general industry data and information. Sponsored articles range from 50 words (without a graphic) and 100 words (with a graphic) and can run as a series alongside other content. Although e-newsletter articles are often included as a benefit in many sponsorship packages, we offer the ability to add additional e-newsletter articles to increase visibility, brand awareness and engagement.

DISPLAY ADVERTISEMENT

The Marketplace Risk website is the hub of all the action - from event information and registration to the delivery and access of virtual content to engagement, nearly everyone within the Marketplace Risk community visits our website. Display advertising on the Marketplace Risk website further increases brand visibility, awareness and engagement among the community. From single website pages, to multiple website pages, we offer the ability to add your company's branding to the most visited areas. We recommend adding display advertisements to your sponsorship package to ensure that you get the most brand awareness and engagement. Contact us for more information and to add this option.

SOCIAL MEDIA POST

Marketplace Risk's social media has been a vital part of getting the word out about all of our events and opportunities - in-person and virtual. We leverage social media as a way to reach investors, founders, executives, operators and experts interested in risk management, trust and safety and legal strategy for sharing economy and marketplace startups. In addition to sharing our own content, we offer sponsors the opportunity to author their own content for sharing across all of Marketplace Risk's social media channels. Social media is often included in our available sponsorship packages, and we can always increase the number and frequency of posts. Contact us for more information about leveraging the Marketplace Risk social media channels for you.

AUDIENCE REACH

EMAIL & WEB

DATABASE
9,500+

OPEN RATE
25 - 40%

ENGAGEMENT
10 - 20%

WEB
IMPRESSIONS
12,000/mo

SOCIAL MEDIA

FACEBOOK
10,000+

TWITTER*
1,265+

TWITTER*
2,300+

LINKEDIN
975+

EVENTS

VIRTUAL
EVENTS
100+

STARTUPS
REPRESENTED
500+

COUNTRIES
REPRESENTED
50+

ATTENDEES
ANNUALLY
2,500+

*Twitter handles: @MarketplaceRisk (primarily US events); @SharingandGig (primarily global events)