



Marketplace
Risk.

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BRAND OVERVIEW

Marketplace Risk.

Marketplace Risk is the 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 Series, Masters Program, Platform Podcast and Slack Forum, to the Marketplace Risk Management Conference and Sharing Economy Global Summit, Marketplace Risk is the first and only resource for startups to learn practical, useful information that enables them to avoid distractions so they can focus on growth and success.

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 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. We invite you to join us at our various events and to reach startup stakeholders and decision makers through our channels to increase brand awareness and elevate your thought leadership.



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 and Sharing Economy Global Summit - and virtual touch points - blog, e-newsletter, Live Event Series, Masters Program, Platform Podcast and Slack Forum - have produced immeasurable results for thousands of startups globally, as well as the vendors they rely on.

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!



DonorsChoose.org

Sjoerd Handgraaf, Sharetribe

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



Rebecca Heaps, Founder, Tentshare

It was such an informative summit and lots of great connections to be made. Incredibly well run and slick. Thank you



Zufi Deo, Co-Founder, BizGees

I found the Sharing Economy Global Summit helpful and engaging. It was great meeting other players in the sharing economy and can't wait to work with them going forwards. Really useful event for anyone working in the sharing economy or interested in learning more about this emergent sector



Tom West, Founder & CEO, RentMy

What an amazing few days at the Sharing Economy Global Summit. Lots of great talks and advice being shared from a really business community focusing on change. Marketplace Risk and Aon, thank you for letting me speak on insurance for startups and the struggles we face



Jade McSorley, Co-Founder, LOANHOOD

Fab event! So much useful information and discussion! Thank you so much."

LOANHOOD

Kelly Barton, Senior Director, Trust and Safety, Expedia Group

Thank you, Marketplace Risk for hosting the Sharing Economy Global Summit and giving me the opportunity to speak to a great group of people. Thanks also to Aon and Lloyds



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.



Gabriel Isserlis, Founder, Tutti

I was fortunate enough to meet amazing people at Marketplace Risk's Sharing Economy Global Summit. Live events are back in force and I'm loving them!



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.



SPONSORSHIP OPPORTUNITIES



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 various states throughout the country, including CA, IL, NJ and NY (and other states upon application).



The Sharing Economy Global Summit welcomes over 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.



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.

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 (with a graphic) and 100 words (without 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 and 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.

MARKETPLACE RISK IN 2021

EVENTS

2,110
Attendees

200
Speakers

120
Sessions

75 hrs.
Content

PODCAST

4,190
Listeners

23
Guests

BLOG

1,352
Views

EMAIL

22,000+
Database

25 - 40%
Open Rate

5 - 10%
Engagement

12,000/mo
Web Views

SOCIAL MEDIA

FOLLOWERS/ MEMBERS

@marketplacerrisk



9,485
Facebook



*3,663
Twitter



1,897
LinkedIn



318
Instagram



745
Slack

2022 EXPECTED AUDIENCE REACH FOR EVENTS



**600 - 750
Attendees**

**100+
Speakers**

**50+
Sessions**



**400+
Attendees**

**100+
Speakers**

**60+
Sessions**



**3000+
Attendees**

**50+
Speakers**

**30+
Events**

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