

# Unveiling the First Unified Global Events Marketing Strategy for Cardano

A Collaborative Initiative by EMURGO, the Cardano Foundation,  
Intersect and Rare Network



# Challenges

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The Cardano ecosystem currently faces challenges in establishing a *consistent* and *impactful* presence at global blockchain events. Catalyst-funded initiatives often operate under independent branding which rarely mentions ‘Cardano’ which dilutes the visibility of Cardano within the broader blockchain community. This fragmented approach makes it harder for Cardano to stand out amidst the competition.

Competitors like Solana, Aptos, and Sui have established significant brand recognition by strategically aligning global events with developer-focused initiatives. Their series of hacker houses and hubs—typically held 3–4 times per year—have successfully fostered active developer communities and increased Total Value Locked (TVL) on their platforms. These events seamlessly blend ecosystems, attracting talent and partnerships across multiple chains while solidifying their reputation as innovative blockchain leaders.

Without a similarly coordinated and impactful event strategy, Cardano risks being *overshadowed* in a competitive landscape. A fresh approach to event planning is essential to position Cardano alongside top players and attract developers, partners, and enthusiasts from across the blockchain ecosystem.

# Objective

We will deliver ‘*Cardano*’ branded sponsorships at global conferences in 2025 and 2026, managed and planned by the events management experts.

*Cardano* as an L1 needs to be promoted as the brand at these events with no biased 3rd party business objectives hovering around it. We will run a 100% Cardano-focused events and marketing campaign globally at the most cost-efficient manner leveraging our wealth of event experience.

## How do we measure success?

### ◆ Connect, Grow, Discuss, and Promote Cardano

Facilitate discussions around its innovations and progress, ensuring its position as a key player in the blockchain space.

### ◆ Drive Blockchain Adoption and Ecosystem Growth

Support ecosystem projects and encourage collaborations to spur growth within the Cardano community and beyond.

### ◆ Strengthen Community Engagement

Unite the global Cardano community through interactive sessions, workshops, and networking opportunities to foster a sense of shared purpose, collaboration, and mutual support.

### ◆ Engage Enterprises, Builders, and Regulators

Provide insights into blockchain’s practical applications for businesses, highlight its potential for builders, and address regulatory perspectives to drive adoption and innovation responsibly.

### ◆ Advance Infrastructure Development

Empower developers and technologists to contribute to Cardano's technical evolution and build solutions that integrate seamlessly with other networks.

### ◆ Foster Governance Discussions

Create an open forum for discussing decentralized governance, empowering community members to actively participate in shaping Cardano’s future.

# Event Details

To revitalize Cardano's global presence and foster ecosystem growth, we aim to host and participate in a *dynamic series of events* in 2025 and 2026.

These events will target diverse audiences, including developers, enterprises, blockchain enthusiasts, and policymakers, to drive engagement, innovation, and adoption.

## The planned event types include

### Cardano Branded Booths at Leading Blockchain Conferences

We will showcase Cardano's innovations, ecosystem projects, and future roadmap through dedicated booth participation at prominent blockchain conferences worldwide. These booths will serve as hubs for networking, educating attendees about Cardano, and forming strategic partnerships.

### Hackathons

To drive innovation and attract top talent, we will host hackathons in key regions throughout the year: USA, India and Germany. These events will challenge developers to build groundbreaking solutions using Cardano's technology stack while addressing real-world problems leveraging on the success of the past hackathons which involved Midnight and other categories.

### Community and Side Events

To be led and managed by Rare Network.

Through this diverse event strategy, we aim to *amplify* Cardano's presence on the global stage, foster meaningful connections, and demonstrate its commitment to driving blockchain innovation and adoption.

# 2025 & 2026 Conferences

## Booth Sponsor

2025

Q3

**Blockchain.RIO**

5–9 August  
Rio, Brazil

**Conf3rence**

2–4 September  
Dortmund, Germany

**Coinfest Asia**

August  
Bali, Indonesia

**TOKEN2049  
Singapore**

September  
Singapore

**Korea Blockchain  
Week**

September  
Seoul, South Korea

**European Blockchain  
Convention**

25 – 26 September  
Barcelona, Spain

2025

Q4

**India Blockchain  
Week**

December  
Bangalore, India

2026

Q1

**Digital Assets  
Forum**

February  
London, UK

**AFRICA Tech  
Summit**

February  
Nairobi, Kenya

**Consensus HK  
2026**

February  
Hong Kong

2026

Q2

**SEA Blockchain  
Week**

30 March–5 April  
Bangkok, Thailand

**Money 20/20**

22–24 April  
Bangkok, Thailand

**Paris Blockchain  
Week**

8–10 April  
Paris, France

**TOKEN2049  
Dubai**

30 April–1 May  
Dubai, UAE

**TEAMZ Web3/  
AI Summit**

16–17 April  
Tokyo, Japan

**GITEX**

21–23 May  
Berlin, Germany

# Booth Sponsor & Conferences

## Participation Plan

### Conferences Participation

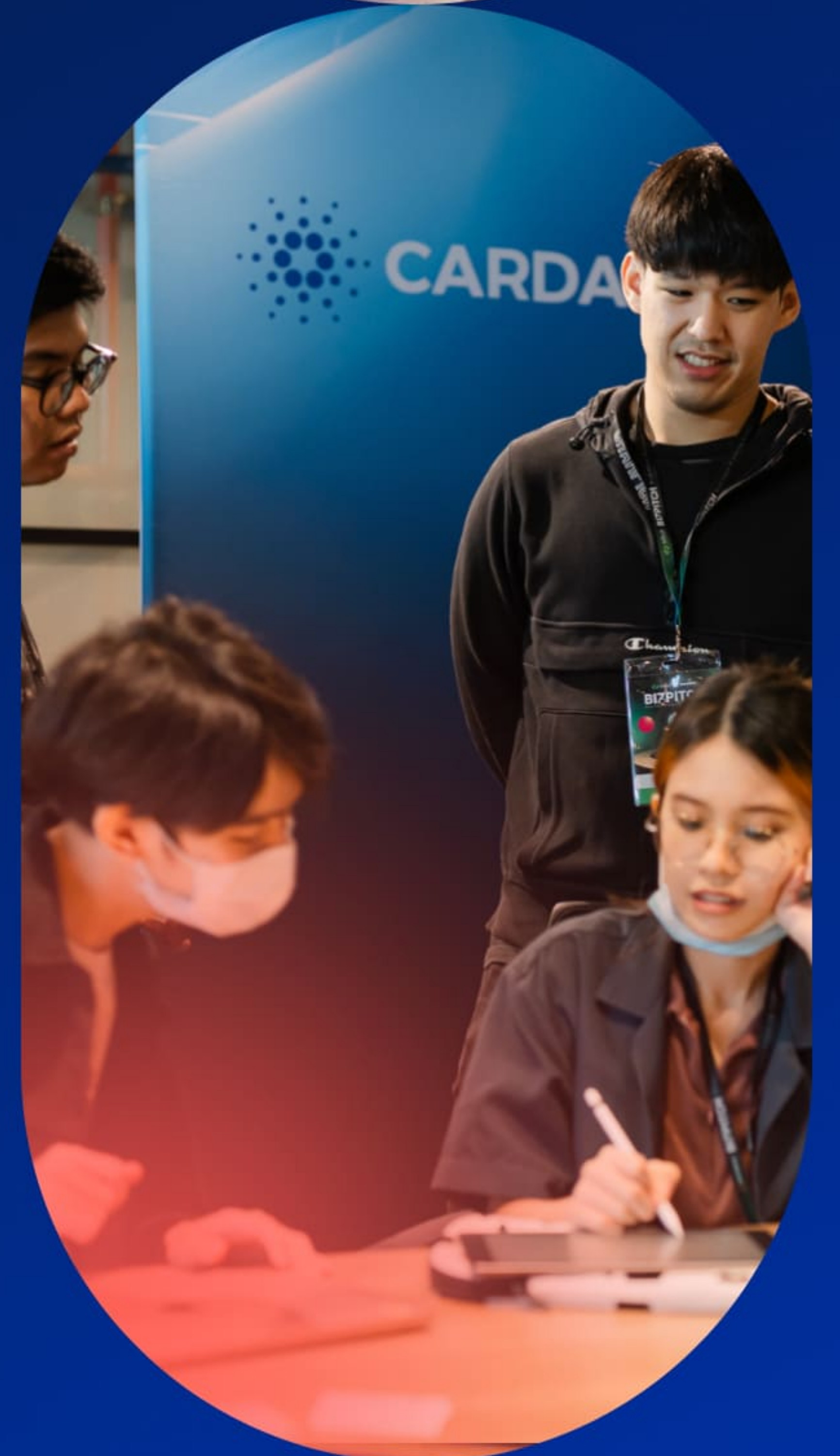
#### Strategic Speaking Engagements

All speaking slots secured through sponsorships at global blockchain events will feature Cardano-focused keynotes delivered by C-level executives from Cardano Foundation, EMURGO, Intersect or Input Output Global. These high-profile presentations will highlight Cardano's vision, technological advancements, and contributions to the blockchain industry, ensuring a powerful and authoritative representation of the ecosystem.

### Booth Management

#### Cardano-Branded Booth Strategy

To ensure a cohesive and recognizable presence at global blockchain conferences in 2025 and 2026,, we will implement a ***Cardano-branded booth strategy*** that will serve as a centerpiece for all our conference participation throughout the year.



# Cardano-Branded Booth Strategy



## ◆ Consistent Booth Design

A modern, visually striking booth will be designed once and used across all conferences, reflecting Cardano's identity and innovation.

## ◆ Efficient Merchandise Planning

Custom Cardano-branded merchandise will be designed and produced upfront for the entire year, ensuring availability at every event while optimizing cost and logistics.

## ◆ Dedicated Booth Management

Each booth will be staffed by a minimum of two trained representatives to engage with attendees, answer questions, and promote the ecosystem.

## ◆ Engaging Visitor Experience

The booth will serve as a hub for networking, showcasing ecosystem projects, and educating attendees about Cardano's technology and community initiatives.



# Event Management Cost

## Budget Details

|                              |           |                   |                                       |          |                   |
|------------------------------|-----------|-------------------|---------------------------------------|----------|-------------------|
| <b>Blockchain.RIO</b>        |           | Managed by CF     | <b>Coinfest Asia</b>                  |          | Managed by EMURGO |
|                              |           | Medium            |                                       |          | Medium            |
| Sponsorship Package          | \$50,000  |                   | Sponsorship Package                   | \$40,500 |                   |
| Booth Build                  | \$50,000  |                   | Booth Build                           | \$30,000 |                   |
| Tickets (6 Units)            | \$3,000   |                   | Tickets (6 Units)                     | \$500    |                   |
| Travel Admin                 |           |                   | Travel Admin                          |          |                   |
| Flight / Staff               | \$1,750   |                   | Flight / Staff                        | \$320    |                   |
| Hotel / Staff                | \$800     |                   | Hotel / Staff                         | \$800    |                   |
| Number of Staff              | 3         |                   | Number of Staff                       | 3        |                   |
| Total                        | \$110,650 |                   | Total                                 | \$74,360 |                   |
| <b>Korea Blockchain Week</b> |           | Managed by EMURGO | <b>European Blockchain Convention</b> |          | Managed by CF     |
|                              |           | Medium            |                                       |          | Large             |
| Sponsorship Package          | \$75,000  |                   | Sponsorship Package                   | \$35,000 |                   |
| Booth Build                  | \$50,000  |                   | Booth Build                           | \$50,000 |                   |
| Tickets (6 Units)            | \$6,000   |                   | Tickets (6 Units)                     | \$3,000  |                   |
| Travel Admin                 |           |                   | Travel Admin                          |          |                   |
| Flight / Staff               | \$520     |                   | Flight / Staff                        | \$960    |                   |
| Hotel / Staff                | \$800     |                   | Hotel / Staff                         | \$800    |                   |
| Number of Staff              | 3         |                   | Number of Staff                       | 6        |                   |
| Total                        | \$134,960 |                   | Total                                 | \$98,560 |                   |

# Event Management Cost

## Budget Details

### TOKEN2049 Singapore

Managed by EMURGO

Large

|                     |           |
|---------------------|-----------|
| Sponsorship Package | \$119,900 |
| Booth Build         | \$120,000 |
| Tickets (6 Units)   | \$6,000   |
| Travel Admin        |           |
| Flight / Staff      | \$300     |
| Hotel / Staff       | \$1,200   |
| Number of Staff     | 6         |
| Total               | \$254,900 |

### Conf3rence

Managed by CF

Medium

|                     |           |
|---------------------|-----------|
| Sponsorship Package | \$50,000  |
| Booth Build         | \$60,000  |
| Tickets (6 Units)   | \$12,000  |
| Travel Admin        |           |
| Flight / Staff      | \$850     |
| Hotel / Staff       | \$800     |
| Number of Staff     | 3         |
| Total               | \$126,950 |

### India Blockchain Week

Managed by EMURGO

Large

|                     |           |
|---------------------|-----------|
| Sponsorship Package | \$100,000 |
| Booth Build         | \$60,000  |
| Tickets (6 Units)   | \$350     |
| Travel Admin        |           |
| Flight / Staff      | \$290     |
| Hotel / Staff       | \$800     |
| Number of Staff     | 6         |
| Total               | \$166,890 |

### Digital Assets Forum

Managed by CF

Medium

|                     |           |
|---------------------|-----------|
| Sponsorship Package | \$90,000  |
| Booth Build         | \$10,000  |
| Tickets (6 Units)   | \$8,000   |
| Travel Admin        |           |
| Flight / Staff      | \$880     |
| Hotel / Staff       | \$1,200   |
| Number of Staff     | 3         |
| Total               | \$114,240 |

# Event Management Cost

## Budget Details

| AFRICA<br>Tech Summit |          | Managed by TBC | Consensus<br>HK 2026 |           | Managed by EMURGO |
|-----------------------|----------|----------------|----------------------|-----------|-------------------|
|                       |          | Medium         |                      |           | Medium            |
| Sponsorship Package   | \$35,000 |                | Sponsorship Package  | \$55,000  |                   |
| Booth Build           | \$30,000 |                | Booth Build          | \$60,000  |                   |
| Tickets (6 Units)     | \$3,000  |                | Tickets (6 Units)    | \$7,794   |                   |
| Travel Admin          |          |                | Travel Admin         |           |                   |
| Flight / Staff        | \$930    |                | Flight / Staff       | \$330     |                   |
| Hotel / Staff         | \$800    |                | Hotel / Staff        | \$1,200   |                   |
| Number of Staff       | 3        |                | Number of Staff      | 4         |                   |
| Total                 | \$73,190 |                | Total                | \$128,914 |                   |

# About Us



An independent, Swiss-based non-profit organization tasked with advancing the public digital infrastructure of Cardano and working to anchor it as a utility for financial and social systems.



EMURGO is a blockchain technology company and a founding entity of the Cardano blockchain that provides products and services to drive the adoption of Cardano's Web3 ecosystem.

Established in Japan, EMURGO exists to facilitate commercial growth of the Cardano ecosystem and unlock the full potential of the ecosystem through partnerships, investments, education, and infrastructure development.



Intersect is a member-based organization for the Cardano ecosystem tasked with ensuring its continuity and future development. Bringing members together behind a shared vision, Intersect enables a more resilient, secure, transparent, and innovative Cardano ecosystem that puts members in the driving seat of Cardano's future.



Rare Network is a premier event services, KOL (Key Opinion Leader), and marketing company dedicated to promoting businesses within the blockchain technology and Web3 space.

As the parent group of RareEvo.io, Rare Network specializes in creating impactful events and innovative marketing strategies that drive visibility and growth for pioneering companies in the decentralized technology ecosystem.



## Contact

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*This proposal only covers booths and hackathons and it will not be covering any side events*

