



METAVVERSE
MONDAY

The Metaverse Mixer

Where the Movers and Shakers of AI | Immersive Experiences | Web3 meet and mingle.

All rights reserved © Metaverse Monday® Association.
Metaverse Monday is a registered Trade Mark.

The Metaverse **will Disrupt the Smartphone**



- In the next years and decades, in some form the smartphone screen will lose its importance accessing the digital space.
- Instead, this digital space will be around us.
- The on- and off-switch will disappear.
- The upcoming status will be more immersive — an embodied internet where you're in the experience, not just looking at it.
- The metaverse will be a digital universe that moves beyond the internet we know today – powered by AI and Web3 based identities.
- This vision for the future state of the web has the potential to transform our social interactions, business dealings, and the internet economy at large.

Be part of this journey now and partner with Metaverse Monday.

Background & Team



During the first 15 years of this millennium, when mobile took over the planet, an inaugural MobileMonday evening event in Helsinki to share knowledge on mobile trends, markets, technologies, and innovative services developed into the most influential meet-up platform for mobile movers & shakers in more than 150 chapters on all continents.

Mobile today is the default and has changed everything from the society to the way we are making business. With the rise of the blockchain technology, a new internet paradigm assumed a shape – coined the metaverse.

It's said, that the metaverse will be the successor of the mobile internet. More and more incumbent platforms claiming their stake in this new version of the internet. If the metaverse has the potential to disrupt the smartphone, we thought we better accompany this journey. Having being part of the MobileMonday family and spirit, we gave this new movement the name Metaverse Monday, or just MeMo.

The idea is the same: Run events on Monday evenings, where AI, Metaverse and Web3 bitheads, creators and maniacs meet and mingle with various industry stakeholders to share knowledge on immersive tech trends, markets, technologies, and innovative services.



Chris Goertz

Chief Metaverse Mixer



Mark Wächter

Chief Metaverse Mover



Sven Spöde

Chief Metaverse Shaker



Daniel Deason

Chief Metaverse Mixologist



Thomas Vits

Chief Metaverse Navigator



Metaverse Monday is Official German Chapter of OffChain, a global networking community for blockchain enthusiasts that started in 2017.



Typical set-up of a **Metaverse Monday**



Target Audience

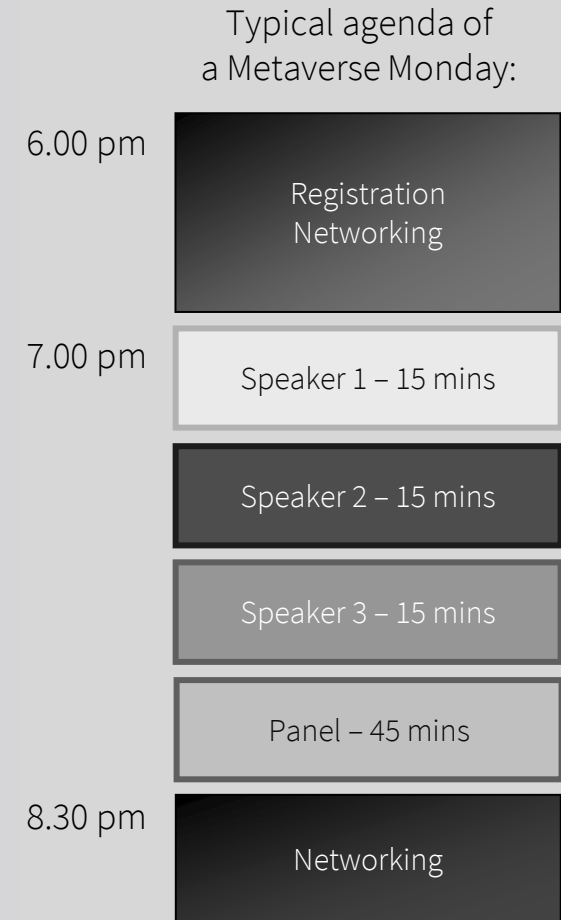
- Managers and decision makers
- Metaverse Professionals / Marketing Executives
- Industry influencers & Press

Typical Event Format

- 50 – 75 attendees
- Master of Ceremony
- 3-4 presentations or panels
- Discussion, Networking & Finger Food

Language

- English, if appropriate
- Material in English requested





Moods of a Metaverse Monday @ our DNA destination Ruby Leni



2024 Sponsoring Opportunities

Our 3 formats



– **Metaverse Monday Mixer**

- a mixer at our DNA location, Ruby Leni, Düsseldorf
- available sponsoring packages
 - Event Sponsor
 - Drink Sponsor

– **Metaverse Monday Mover**

- we bring Metaverse Monday to your location
- we take care of the audience
- you carry all costs associated with the event, excluding travel costs

– **Metaverse Monday Munch**

- exclusive, invite-only Metaverse Monday dinner
- available sponsoring package
 - Dinner Talk Sponsor

Event Sponsor Package: 1,750 € / Monday



- Brand exposure & visibility
 - logo display during opening speech
 - at the event (roll-ups, ambient media) to be provided by sponsor
 - in pre-event communication (Eventbrite, website)
 - dedicated social media post on LinkedIn
- Product demonstration on dedicated area at every event
 - collateral distribution & lead generation platform
 - ‘meet an expert’ opportunity

Drink Sponsor Package: 1,000 € / Monday



- Brand exposure & visibility
 - logo display during opening speech
- Product/Service demonstration
 - on dedicated area at the event
 - collateral distribution & lead generation platform
 - ‘meet an expert’ opportunity
- Non-exclusive

Metaverse Monday Mover **Host**



- on a Monday, 6:00 – 10:00 p.m.
- in a tier 1 city in Germany (> 500k residents)
- no sponsoring investment, instead:
 - room set-up for approx. 75 (max. 100) pax incl. A/V equipment, HDMI projector, screen, sound station, catering (soft drinks, alcoholic drinks, snacks, pizza)
 - location should have charm (mixture of Apple Store, WeWork and Starbucks shabby chic); no classroom atmosphere
 - promote the event via your own channels

Metaverse Monday Munch 750 € / Talk



- on a weekday, 6:00 – 10:00 p.m.
- in a tier 1 city in Germany (> 500k residents)
- casual dinner location booked by us
- give a thought leader dinner talk of 10 minutes
 - stand-up speech with no mic, no charts
 - inspirational topic in the context of AI, Metaverse and Web3
- in front of 10 – 20 invited industry stakeholders

Get involved!

Please contact Mark

mark@metaversemonday.com

+49 2324 9022468

Join our community:

www.metaversemonday.com



#metaversemonday





METaverse MONDAY

The metaverse is fascinating. It is like an alien planet that we can now build together as the first settlers, develop and fill with good ideas.