Crypto Valley Conference

Since its inception in 2018, the Crypto Valley Conference is one of **the leading blockchain technology conferences in Europe**.

It not only combines the **top industry players, innovators, investors and disruptive start-ups with its IEEE accreditation**, it also gathers the top researches around the globe in the area of blockchain technology.

Our vision is to build the bridge between the insights from the latest research and the needs of the industry.

By opening our doors digitally with the 7th edition and offering new exciting formats to share knowledge, discuss and connect we **make the world of blockchain technology accessible to an even larger audience**.

Let's Take a Look Back

2024

2
DAYS

3
TRACKS

80+
SPEAKER

1500+
ATTENDEES

15+
EXHIBITORS

7
NETWORKING EVENTS

OUR 2024 PARTNERS

BOAT CRUISE HOSTS

imc
LEADING MARKET MAKER AND LIQUIDITY PROVIDER

YOUHODLER

VIP DINNER HOSTS

Bitcoin Suisse

G-2

PLATINUM & GOLD SPONSORS

AMINA

Bison Digital

BitGo

Cardano Foundation

CME Group

FALCONX

HUAWEI

HUAWEI CLOUD

InvestHK
The Government of the Hong Kong Special Administrative Region of the People's Republic of China

INTERNET COMPUTER

kraken

LCX

LUNA
PUBLIC RELATIONS

SCORECHAIN

sumsub

TALOS

Zeltner&Co
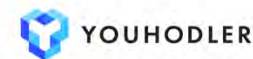
LEGAL & REGULATORY ROUNDTABLE HOST

MME
Legal | Tax | Compliance

OPENING PARTY HOST

Allnodes

INACTA. VENTURES

NETWORKING APERO HOST

kraken INSTITUTIONAL

EXCLUSIVE NETWORKING LUNCH HOST

BYBIT

STARTUP & VC MATCHMAKING LUNCH HOST

Mina Foundation

SILVER SPONSORS

21 ANALYTICS

6 Monks (6M)

AON

Bullish

CRYPTO FINANCE

DACOCO.IO

Deribit

Figment

KEYROCK

MarketVector Indexes

MESSARI

ripple

metaco

SOLANA FOUNDATION

STORM

SYGNUM

VENUS

YAPEAL

zodia CUSTODY

ZOTH

2025 CONFERENCE

Outlook

2025

1600+
ATTENDEES

65+
SPEAKERS

8+
MASTER CLASSES

10
PANELS

200+
COMPANIES

3
STAGES
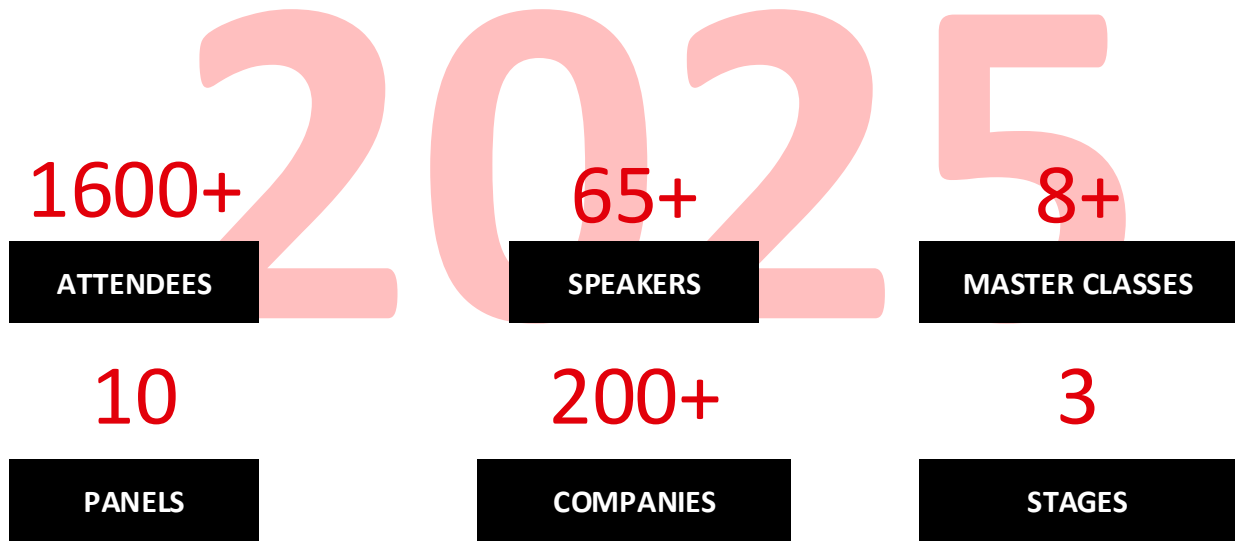
Edition: **7th edition** of the Crypto Valley Conference

Hybrid Event: **Zug & Worldwide Online Streaming**

Date: **June 5-6th , 2025**

Conference Day 1 | June 5th

DAY 1

MAIN STAGE
**LEGAL & TAX,
AML & COMPLIANCE,
TOKENIZATION...**

Fist hand knowledge, master classes, panels and workshops from leading legal, compliance, tax and tokenization experts.

SECONDARY STAGE
**TECHNOLOGY,
PROTOCOLS,
ECOSYSTEM...**

What are the innovators and trailblazers of blockchain technology building in 2025? Let's find out what are the next revolutionary technology solutions!

TERTIARY STAGE
**START-UP PITCH
COMPETITION**

Giving stage to the most innovative projects from the Crypto Valley ecosystem with this 3-stage pitch competition.

DAY 1 CLOSING
NETWORKING APERO

Cheers to the end of a great day, network and meet the fantastic ecosystem. Open to all conference attendees.

EVENING
EXCLUSIVE VIP DINNER

An exclusive dinner for sponsors, speakers and select few. Invite-only, at a beautiful lakeside location.

Conference Day 2 | June 6th

DAY 2

MAIN STAGE
**BANKING & FINANCE
STABLECOINS,
DEFI, LIQUIDITY, STAKING...**

The cryptocurrency market cap is $3.57 Trillion as of January 1st, 2025. We'll dive into all the exciting ways digital assets revolutionize the financial industry and major trends for 2025.

SECONDARY STAGE
**PRIVACY, DAOS,
SECURITY,
INFRASTRUCTURE...**

Cutting edge, institutional grade digital asset service providers have emerged but what are the challenges and opportunities in trading, custody, staking, security, privacy and more?

TERTIARY STAGE
**ACADEMIC RESEARCH
PAPER REVEAL**

HSLU is one of the global hubs for blockchain education and research. CVC25 will host and present the leading research papers of 2025 in the field of blockchain technology.

CONFERENCE CLOSING
LEGENDARY BOAT CRUISE

A unique sunset cruise boat party on Lake Zug with drinks, food and lots of networking guarantees ending CVC 2025 on the highest note.

What topics can you expect in 2025?

- Stablecoins

- RWA

- Payments, Fiat on and off rails

- Staking, Yield Generation

- Blockchain Venture Capital

- Compliance & Data Analytics

- Regulatory Workshops

- Cybersecurity

- Sustainability

- Crypto Derivatives

- Institutional Infrastructure

- Privacy & ZK

The attendees

The Crypto Valley Conference attracts the leaders, specialists, innovators and trailblazers of the crypto ecosystem. Our audience is experienced crypto professionals, founders, investors, researchers, regulators and the leaders of today's blockchain & crypto markets.

Main Industries	Main Positions	Main Countries
Banking	C-Level	Switzerland
Finance	Investors	UK
Digital Asset Infrastructure	Lecturing	France
Government Officials	Researchers	Germany
Regulation & Law	Specialists	USA
Technology	Technical	

PRESENTED BY

Crypto Valley

HSLU Hochschule Luzern

HELLO
CRYPTO VALLEY CONFERENCE

Media attending

Academic partners

BECOME A PARTNER

Why Become A Partner

Be part of the **only IEEE certified conference** in the global blockchain industry.

The Crypto Valley Conference offers a **unique platform, to present yourself, and to establish contacts via various cross-media channels** in an exclusive and ground-breaking framework centred around blockchain technology on an academic level.

State-of-the-art presentations and discussions, latest advances in research and the future of blockchain technology are at the heart of this conference.

- Increase reach in the industry
- Strengthen positioning in the industry
- Generate valuable leads

- Share your know-how with the industry
- Increase market awareness
- Find new talent

Partnership Packages

Partnership Packages	Quantity Available	Physical Booth	VIP Dinner Seats	Conference Tickets	Price in CHF
Silver Sponsor	10	NO	NO	2 on-site Unlimited online	4,000
Gold Booth Sponsor	3	YES	1 seats	3 on-site Unlimited online	7'000
Platinum Booth Sponsor	10	YES	2 seats	3 on-site Unlimited online	9'000
Start-Up Competition Host	1	YES	2 seats	3 on-site Unlimited online	7'000 + prize contribution
VIP Dinner Host	2	YES	4 seats	4 on-site Unlimited online	18'000
Boat Party Host	2	YES	3 seats	5 on-site Unlimited online	25'000
Networking Lounge Host	1	YES	4 seats	7 on-site Unlimited online	30'000

Silver Sponsor

AVAILABILITY: 10

YOUR CONFERENCE TICKETS

2 all-access conference tickets (including Master Class Day, Conference Day & Boat Cruise)
Unlimited Online Tickets

YOUR VIP DINNER SEATS

This package does NOT include VIP dinner seats

YOUR COMPANY VISIBILITY ONLINE

Integrated press and media communications, logo on email campaigns
Logo displayed on the website (homepage) with a link to your company page
Exclusive Social Media Post about your company

YOUR VISIBILITY AT THE CONFERENCE

Logo displayed on stage screen during breaks & on monitors around the venue
Logo printed on large media wall for photo

Gold Sponsor

CHF 7'000.-

AVAILABILITY: 3

YOUR CONFERENCE TICKETS

3 all-access conference tickets (including Master Class Day, Conference Day & Boat Cruise)
Unlimited Online Tickets

YOUR VIP DINNER SEATS

1 seats to the VIP dinner

YOUR VISIBILITY ONLINE

Integrated press and media communications, logo on email campaigns
Logo displayed on the website (homepage) with a link to your company page
Exclusive Social Media Post about your company

YOUR VISIBILITY AT THE CONFERENCE

Physical booth (with TV screen, chairs, large logo display, space for 2 rollup banners)
Large logo displayed on stage screen during breaks & on monitors around the venue
Large logo printed on large media wall for photo

Platinum Sponsor

AVAILABILITY: 10

YOUR CONFERENCE TICKETS
3 all-access conference tickets (including Master Class Day, Conference Day & Boat Cruise)
Unlimited Online Tickets

YOUR VIP DINNER SEATS
2 seats to the VIP dinner

YOUR VISIBILITY ONLINE
Integrated press and media communications, logo on email campaigns
Logo displayed on the website (homepage) with a link to your company page
Exclusive Social Media Post about your company

YOUR VISIBILITY AT THE CONFERENCE
Physical booth at premium foot-traffic location (with TV screen, chairs, large logo display, space for 2 rollup banners)
Large logo displayed on stage screen during breaks & on monitors around the venue
Large logo printed on large media wall for photo

Start-Up Competition Host

AVAILABILITY: 1

CHF 7'000.- + prize contribution

YOUR CONFERENCE TICKETS

3 all-access conference tickets (including Master Class Day, Conference Day & Boat Cruise)
Unlimited Online Tickets

YOUR VIP DINNER SEATS

2 seat to the VIP dinner

YOUR VISIBILITY ONLINE

Integrated press and media communications
Logo placement on all email marketing communications and call for pitches
Logo displayed on the website (homepage) with a link to your company page
Exclusive Social Media Post about your company

YOUR VISIBILITY AT THE CONFERENCE

Your company branding in the FORUM stage exclusively
Large logo displayed on stage screen during breaks & on monitors around the venue
Large logo printed on large media wall for photo

VIP Dinner Host

CHF 18'000.-

AVAILABILITY: 2

YOUR CONFERENCE TICKETS
4 all-access conference tickets (including Master Class Day, Conference Day & Boat Cruise)
Unlimited Online Tickets

YOUR VIP DINNER SEATS
4 seats to the VIP dinner

YOUR COMPANY BRANDING AT THE VIP DINNER
Naming partner for the exclusive VIP dinner, with your branding at the dinner venue
Opportunity to welcome guests at the VIP dinner with an opening speech

YOUR VISIBILITY ONLINE
Integrated press and media communications, logo on email campaigns
Logo displayed on the website (homepage) with a link to your company page
Exclusive Social Media Post about your company

YOUR VISIBILITY AT THE CONFERENCE
Physical booth at premium foot-traffic location (with TV screen, chairs, large logo display, space for 2 rollup banners)
Extra-Large logo displayed on stage screen during breaks & on monitors around the venue
Extra-Large logo printed on large media wall for photo

Boat Cruise Host

AVAILABILITY: 2

YOUR TICKETS
5 all-access conference tickets (including Master Class Day, Conference Day & Boat Cruise)
Unlimited Online Tickets

YOUR VIP DINNER SEATS
3 seats to the VIP dinner

YOUR COMPANY BRANDING AT THE BOAT CRUISE
Naming partner for the exclusive boat cruise with your branding on the boat
Opportunity to welcome guests on the boat with an opening speech

YOUR VISIBILITY ONLINE
Integrated press and media communications, logo on email campaigns
Logo displayed on the website (homepage) with a link to your company page
Exclusive Social Media Post about your company

YOUR VISIBILITY AT THE CONFERENCE
Physical booth at premium foot-traffic location (with TV screen, chairs, large logo display, space for 2 rollup banners)
Extra-Large logo displayed on stage screen during breaks & on monitors around the venue
Extra-Large logo printed on large media wall for photo

Networking Lounge Host

CHF 30'000.-

AVAILABILITY: 1

YOUR TICKETS
7 all-access conference tickets (including Master Class Day, Conference Day & Boat Cruise)
Unlimited Online Tickets

YOUR VIP DINNER SEATS
4 seats to the VIP dinner

YOUR COMPANY BRANDING AT THE NETWORKING LOUNGE
Naming partner for the exclusive networking lounge with your branding throughout
Opportunity to host private sessions at the networking lounge

YOUR VISIBILITY ONLINE
Integrated press and media communications, logo on email campaigns
Logo displayed on the website (homepage) with a link to your company page
Exclusive Social Media Post about your company

YOUR VISIBILITY AT THE CONFERENCE
Physical booth at premium foot-traffic location (with TV screen, chairs, large logo display, space for 2 rollup banners)
Extra-Large logo displayed on stage screen during breaks & on monitors around the venue
Extra-Large logo printed on large media wall for photo

Package Add-Ons

These add-ons can be combined with any main sponsorship package, however they cannot be purchased alone.

MASTERCLASS FACILITATOR (AVAILABLE 7)

CHF 5'000.-

Host a 30min exclusive masterclass on a topic in the field of your expertise
Masterclasses are uploaded to CVA's Youtube channel & promoted post event
Includes: **2 additional all-access conference passes + 1 VIP dinner invitation with this add-on**

APERÓ HOST (EXCLUSIVE)

CHF 6'000.-

Host the networking aperó at the end of Day 1
Your company logo branded on drink stations & tables
Opportunity to address conference attendees on stage before aperó begins
Includes: **1 additional all-access conference pass**

LANYARD SPONSOR (EXCLUSIVE)

CHF 7'000.-

Sponsor lanyards used for conference passes
Your company logo exclusively included on all lanyards

Package Add-Ons

PRIVATE BREAKFAST HOST (EXCLUSIVE)

Host a private, invite-only lunch on Thursday or Friday morning in our Networking Lounge. Max capacity 40 pax. Event is listed as official networking event on conference agenda.
Your company branding will be included during lunch on tables

CHF 4'000.-

PRIVATE LUNCH HOST (EXCLUSIVE)

Host a private, invite-only lunch on Thursday or Friday morning in our Networking Lounge. Max capacity 40 pax. Event is listed as official networking event on conference agenda.
Your company branding will be included during lunch on tables

CHF 5'000.-

COFFEE SPONSOR (EXCLUSIVE)

Sponsor the coffee stations during the conference
Your company logo included at the coffee & napkins

CHF 5'000.-

Booth information

The conference booths are standalone custom-built furniture pieces, with integrated TV stands. The booth is branded with the sponsor's company logo. The area of the booth is 2.5m x 2.5m.

WE PROVIDE
- 1x TV Screen (42 inches)
- 1x built in high table with your company logo on it
- 1x Swiss plug board (3 available plugs)
- 3x high-chairs
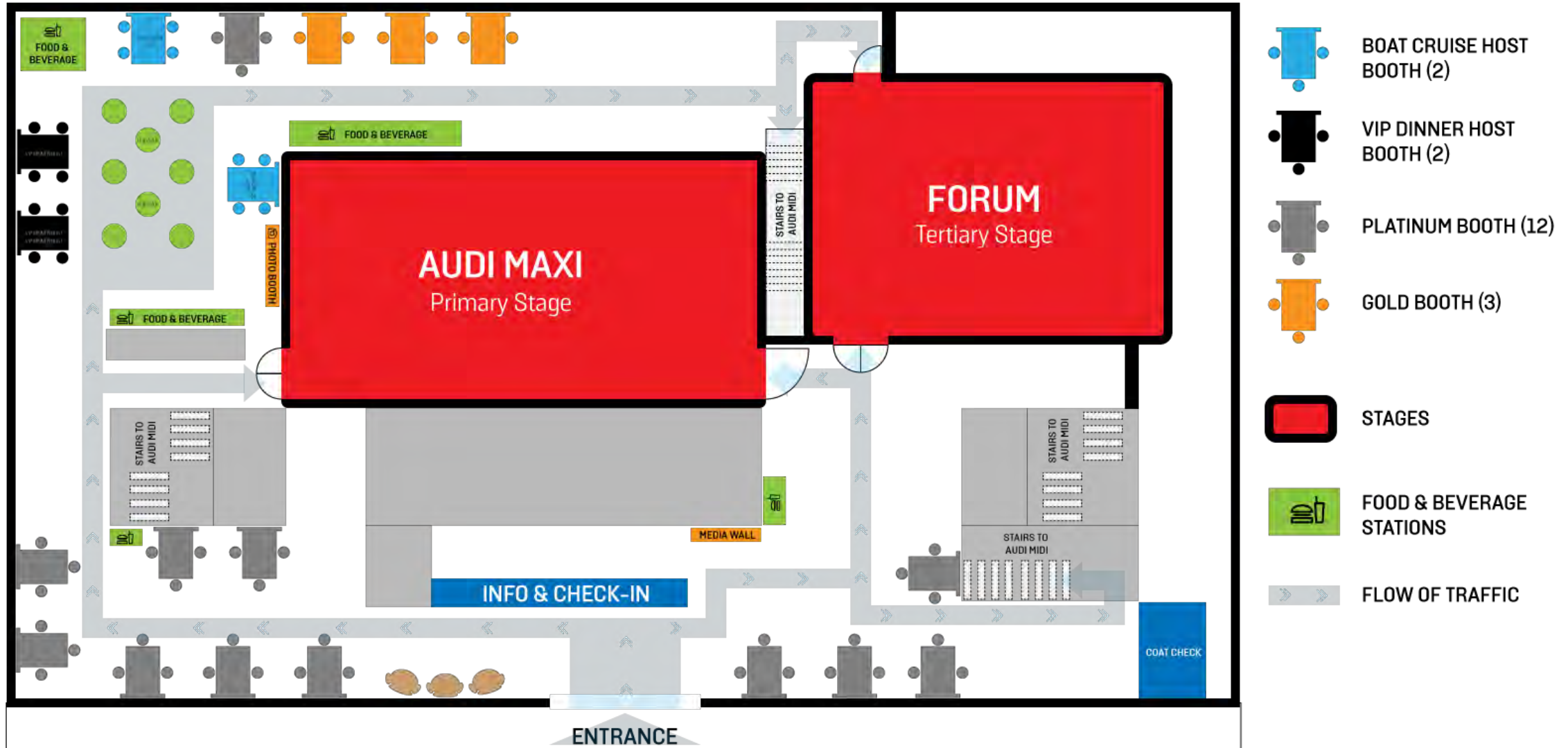- 1x red carpet square below (2.5 x 2.5 m in diameter)

YOU NEED TO BRING
- 1x your laptop
- 1x your charging cable for the laptop
- 1x your adapter for HDMI (of your laptop has no HDMI slot)
- 1x adapter for the power plug in case you do not have a Swiss plug
- 1x your USB Stick with the slides / video you want to show on the TV screen
(if you do not want to connect your laptop to the TV screen at all times)
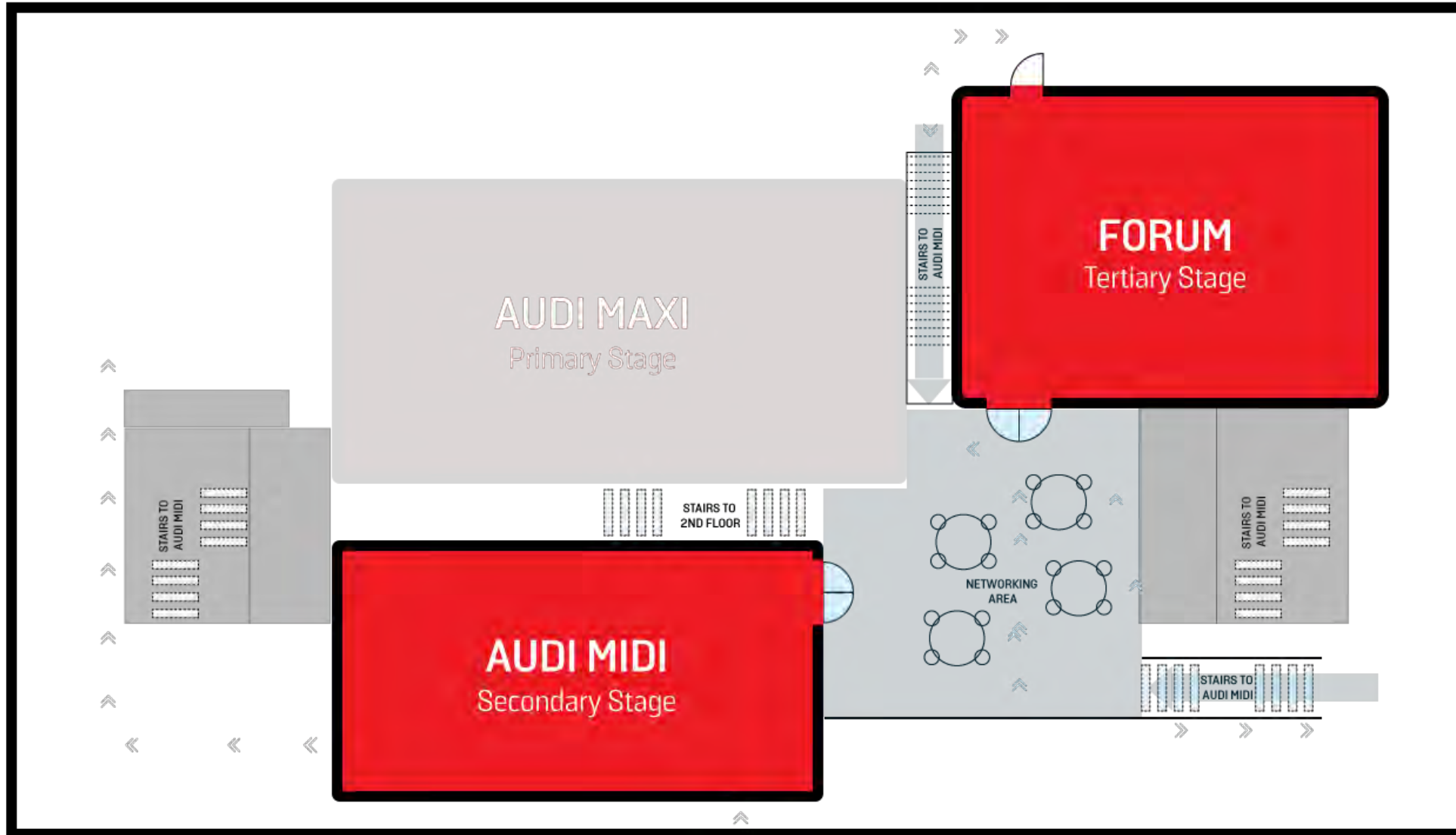- 1-2 x standard roll-up banner (optional)
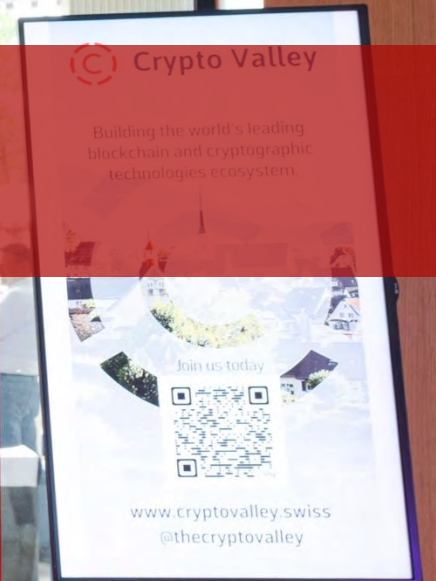
CVC25 Floorplan – Ground Floor

Legend:
- BOAT CRUISE HOST BOOTH (2)
- VIP DINNER HOST BOOTH (2)
- PLATINUM BOOTH (12)
- GOLD BOOTH (3)
- STAGES
- FOOD & BEVERAGE STATIONS
- FLOW OF TRAFFIC

FOOD & BEVERAGE

FOOD & BEVERAGE

FOOD & BEVERAGE

PHOTO BOOTH

AUDI MAXI
Primary Stage

STAIRS TO AUDI MIDI

FORUM
Tertiary Stage

STAIRS TO AUDI MIDI

STAIRS TO AUDI MIDI

STAIRS TO AUDI MIDI

MEDIA WALL

INFO & CHECK-IN

COAT CHECK

ENTRANCE

CVC25 Floorplan – First Floor

ABOUT US

Who We Are

The Crypto Valley Conference is organised in conjunction between the **Lucerne University and the Crypto Valley Association** - an independent, non-governmental association building the world's leading blockchain and cryptographic technology ecosystem.

The Crypto Valley Conference is a **IEEE & IEEE Computer Society Technical Committee certified conference**, uniting innovative minds, leading companies and the latest academic research.

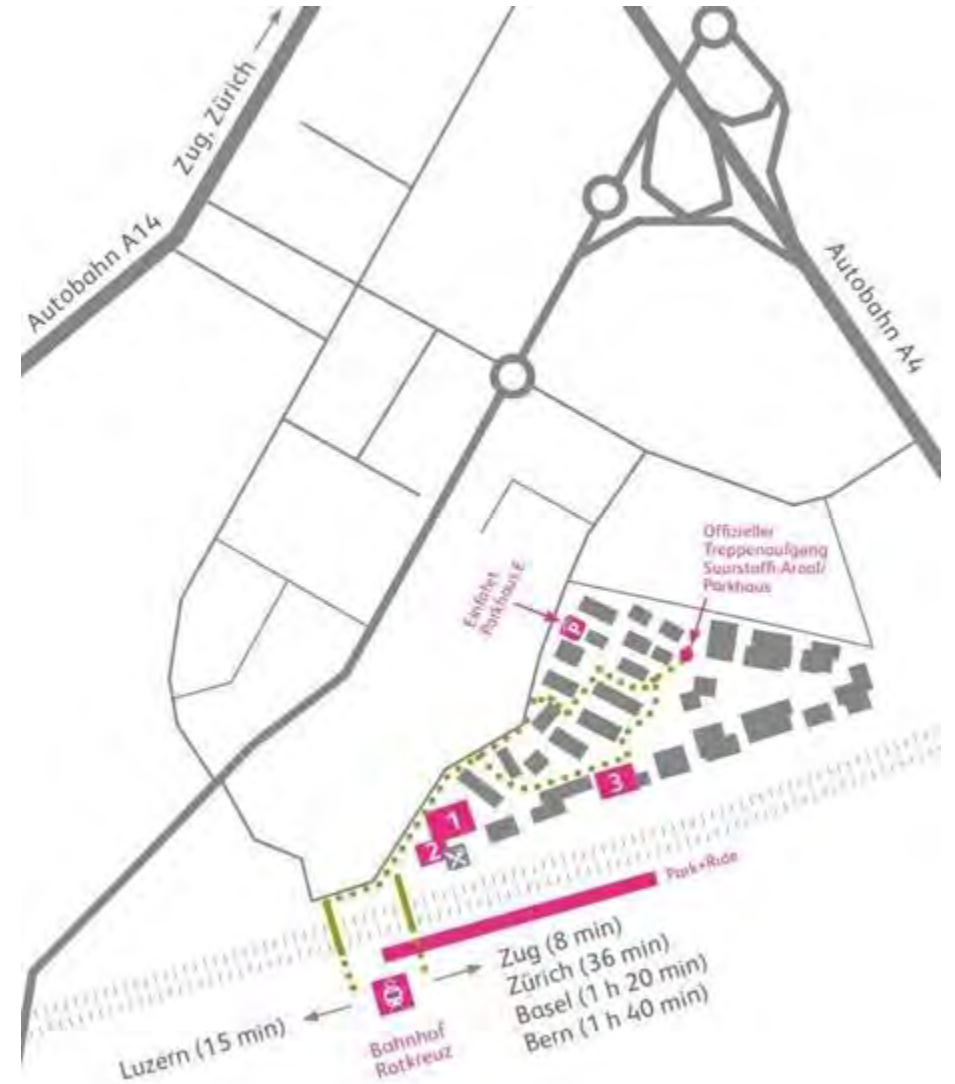Reflecting this these pillars the conference is taking place on up to three stages in parallel.

Location 2025
Hochschule Luzern in Rotkreuz (Zug)

Contact Us

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Event Address
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Switzerland

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