In partnership with
apidays

openFinity days

TIME TO GET BULLISH!

"WHERE OPEN FINANCE MEETS APIs & AI"

NEW YORK
MAY 14-15, 2025

SPONSORSHIP
PROSPECTUS

WHO IS apidays

THE WORLD'S LEADING SERIES OF API CONFERENCES

Since 2012, apidays has become the leading tech and business conference in APIs and the programmable economy.

- **70+ Events**
- **100+ Sponsors**
- **100,000 Past attendees**
- **15 Countries**

- **40,000+ Companies**
- **5,000+ Speakers**
- **300,000+ Community Members**

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PAST EVENTS ATTENDEES PROFILE

INDUSTRIES

- **Banking & Financial Services** – ≈50% of attendees (≈65% with vendors/fintech)
  Insurance | Energy | Healthcare & Life Science
- Retail & CPG | Transport & Hospitality IT & Technology | Manufacturing & Automotive
- Public Sector |Non-profit & Education | Consulting | Media

ROLES

- **API Architect** - Enterprise Architect, Head of API, IT, Digital
- **Developers** - Dev Front, Back, DevOps, Java, etc.
- **Business** - IT Manager, PM, Consultant, Analyst
- **C-Level** - CEO, CTO, CIO, CDO, Head of Innovation, SVP, VP

COMPANY SIZE (number of employees)

<100	100 - 1,000	1,000 - 5,000	5,001+
4%	6%	58%	32%

AUDIENCE ANALYTICS (Technical vs Business)

63%

37%

71% senior (10+ years of experience)

29% junior (<10 years of experience)

32% C-level

43% VP & above

75% Director & above

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OPEN FINANCE MEETS AI

Now that the CFPB 1033 rule has been published, the financial industry is progressing steadily toward its adoption.
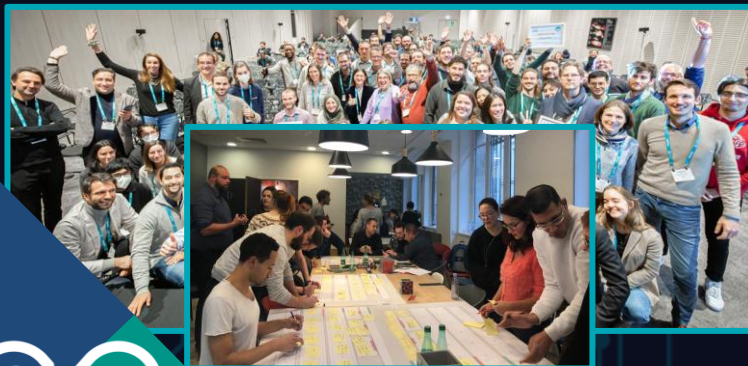
However, the path forward is fraught with legal, technical, and training challenges.

At the same time, AI is moving beyond high-level experimentation into hands-on roles within organizations, with AI Agent being expected to become a necessity for financial institutions in 2025.

We believe that the combination of **AI** and **open finance** unleashes significant business opportunities, relying heavily on deep **API** integration.

This 2025 OpenFinity **days** edition, in partnership with **apidays**, will feature:

- A Convergence of minds and Ideas on the future of **Open Finance**.

- In-depth exploration of **AI** and **Open Finance** Integration.

- Understanding the CFPB 1033 **compliance** challenge.

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CURRENT SPEAKER LINEUP

Speaker Highlights

JPMorganChase · FINANCIAL DATA EXCHANGE · TD

citi · Citizens · US bank · PLAID

MX · CoVantage CREDIT UNION · celtic bank · FINAVATOR Accelerate & Innovate · APIsec

LAUNCH ANY© · atomic · WSO2 · jh Jack Henry · IBM

aws · narmi · k Knot · AMERICAN EXPRESS · NINTH WAVE

Biz2Credit · K Konsentus

> "I attended one of the most comprehensive and precise-on-point conferences in Paytech, Fintech by OpenFinity on Open Banking CFPB1033."
>
> — VP of Product Innovation, Digital Transformation

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Current apidays & OpenFinity days Sponsors

PLATINUM SPONSORS

boomi

GOLD SPONSORS

IBM

MuleSoft
from Salesforce

treblle

FusionAuth

API7.ai

Google Cloud

workato

POSTMAN

Tyk

SILVER SPONSORS

Ambassador

DeepL

WSO2

DISCOVER

new relic.

BROADCOM

HAPROXY

SPEAKEASY

intel

BRONZE & COMMUNITY

SMARTBEAR

PARASOFT

graylog

DAC
DIGITAL APICRAFT

Loadmill

Kong

APISEC
UNIVERSITY

resilio

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6 CONFERENCE TRACKS

1. The Future of Open Finance
- How industries like automotive, utilities, and retail are redefining their value propositions with financial APIs.
- Banks and FinTechs collaborating to innovate embedded financial services.
- Financial blockchains and digital tokenized securities

2. AI & Open Finance
- Using AI to harness consumer-permissioned data for predictive analytics, personalization and automation
- Ensuring AI compliance with the new consumer financial data rights

3. Premium APIs & Monetization
- Strategies for API-first financial institutions to drive revenue.
- Building profitable partnerships with API ecosystems

4. FDX API
- Deep dives into Financial Data Exchange (FDX) standards and implementations.
- Real-world use cases of FDX APIs in driving Open Finance adoption.
- Learn and explore Digital Wallet APIs

5. Security & Consent Management
- Best practices for securing financial APIs in a regulatory landscape.
- Lessons learned from implementing consent management frameworks globally.

6. Data Governance
- Ensuring Data Accuracy, Security, and Privacy
- Facilitating Compliance and Interoperability

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WHO IS THE TARGET AUDIENCE?

This event is designed for Financial Services professionals across various roles who are engaged in API development, management, and strategy .

Attendees will have the opportunity to explore how APIs and AI are transforming business interactions and driving innovation in open finance as well as how to stay compliant with the new CFPB 1033 rule.

- CIOs, CTOs, and Chief Data Officers
- Senior Vice Presidents and Vice Presidents: Leaders in charge of innovation, technology, and product development
- Heads of Innovation, Heads of AI and Heads of API
- Open Banking and Open Finance Leaders
- API Architects and Developers
- AI and Machine learning Specialists
- Data Scientists/Analysts
- Software Engineers and Infrastructure & Cloud Managers
- IT Managers and Product Managers: Professionals overseeing IT operations and product development
- Consultants and Analysts

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WHY SPONSORING OPENFINITY days?

Financial institutions, big and small, are looking for technology partners to help them fulfill the open finance and AI promises while complying with CFPB 1033.

In a post CFPB 1033, FIs must now comply with the new rule.

The U.S. market is poised to attract substantial investments in the coming years.:

- The US open finance market is expected to grow from **$7.3B** in 2023 at a **22% CAGR** until 2032 (source GMI-Global market Insights).

- **44%** of financial leaders say they have lost consumers due to poor data utilization (source MX).

Open finance facilitates the secure sharing of financial data through **APIs**, while **AI** leverages this data to deliver personalized services, enhance operational efficiency, and drive innovation.

- AI agents market is projected to grow from **$5.1 billion** in 2024 to $47.1 billion in 2030, with a **44.8% CAGR** during 2024-2030 (ResearchAndMarkets)

- **25%** of enterprises using GenAI are forecast to deploy AI agents in 2025, growing **to 50%** by 2027 (Deloitte)

1 **Affirm Your Leadership**

2 **Drive Growth**

3 **Connect Stakeholders**

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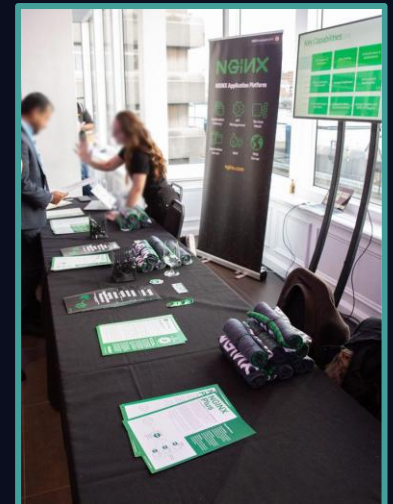# OpenFinity days

	BENEFITS	GOLD	SILVER	BRONZE
PRE-CONFERENCE	Prominent logo placement on the event home page and company description on Sponsor page	Company Description of ≈75 words	Company Description of ≈40 words	Company Description of ≈25 words
	Social Media acknowledgments via X, FB & LI	2 Thank You Tweets + 1 Retweet	1 Thank You Tweets + 1 Retweet	-
	1:1 Meeting requests option in ticket registration	☑	-	-
	One blogpost shared with the apidays and OpenFinity community	☑	-	-
DURING THE CONFERENCE	Speaking engagement (25 min)	1	1	-
	Access to VIP Lounge for 1:1 private meeting (when available)	☑		
	Access to the coffee break, lunch	☑	☑	☑
	Lead Badge Scanner	8	5	3
	Your logo on all marketing collaterals	☑	☑	☑
	Acknowledgement on stage	☑	-	-
	Logo displayed on all stages	☑	☑	☑
	Full event passes for staff	8	5	3
	30% discount on Additional Staff Passes	☑	☑	☑
	Full-event client invitation (free coupon code provided)	10	7	5
	1 Seat to our Executive Lunch (first 5 confirmed sponsors)	☑	-	-
	Booth	Large Space in Premium Location	Regular Size Space	Regular Size Space
POST CONFERENCE	Attendee List	Full Details OpenFinity & apidays	Full Details OpenFinity & apidays	Roles & Companies for OpenFinity & apidays
	List of people who registered using your Client invitation with free coupon code	☑		
	Mention in the Thank you Email	☑	☑	☑
	Logo & Company Description will remain on event home page	☑	☑	☑
	Free OpenFinity Platinum Membership for employees for one year.	10	5	3

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SPONSORSHIP PACKAGES

GOLD	SILVER	BRONZE
$50,000	$35,000	$17,500

OpenFinity 2024 sponsors are entitled to a 10% discount.

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SPONSORSHIP BENEFITS (A LA CARTE)

LANYARD SPONSOR (only 1): $7,500 per event

Close to their heads, right against their hearts! Your logo will be worn by all OpenFinity attendees for an event on the official co-branded lanyard.

BREAKFAST SPONSOR: $7,500 per event

Get the day started for the attendees! You will be given designated space with 2 or 3 6.5x2.5ft signage in the breakfast area. This includes 1 full conference pass and a cocktail table in the breakfast area. Meal sponsors can distribute marketing materials from a provided table during breakfast hour.

LUNCH SPONSOR: $7,500 per event

Feed your leads! You will be given designated space with 2 or 3 6.5x2.5ft signage in the lunch area. This includes 2 full conference pass and a reserved table in the lunch area. Meal sponsors can distribute marketing materials from a provided table during lunch hour.

VIP COCKTAIL SPONSOR: $15,000 per event

Make a lasting impression! The cocktail hour is the closing ceremony of the first day of the conference. Interact with key attendees in a more casual one on one manner. Includes 20 clients invitations to the Cocktail hour, branding visibility and a few minutes to address the crowd.

INFLUENCERS' SOIREE SPONSOR: $7,500 per event

Feed the thought leaders! Your company will be recognized as the influencer's soirée sponsor. This includes sharing a 2-hour reception (6-8PM) with the most advanced and influential speakers at the event. You will be allotted a 5-minute presentation to all our speakers and the list of participants.

WOMEN in APIs (apidays) and WOMEN in OPEN FINANCE (OpenFinity) SPONSOR: $10,000 Exclusive sponsor - $5,000 Non-Exclusive sponsor per event

Join our Women in APIs and Women in Open Finance community and contribute to build a space where everyone can be heard and seen at our events! Your company will be recognized as the Women in APIs event and Women in Open Finance sponsor. This includes sharing a 1-hour lunch session with the community members.

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For More Information

Contact: info@openfinity.org

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