The MAG Technology Forum is a one-day event hosted by MAG and aligned with the MAG bi-annual conference designed specifically for payment IT professionals. Technologies in payments continues to evolve at a rapid pace and the Tech Forum provides education and networking opportunities among merchant technology professionals and leading technology providers focused on innovative uses of these new relevant payment technologies.

TECH FORUM OBJECTIVES:
- Foster collaboration
- Provide tech-focused knowledge
- Build relationships across merchants, their payments IT and business teams, and technology focused sponsors

SPONSORSHIP:
Tech Forum Sponsorship offers the opportunity to network and engage with the top retailers in the country. Conferences and webinar sessions are designed for IT professionals to provide attendees with the latest insights needed to understand and use new and emerging technologies in payments. The Tech Forum Executive Advisory Council along with the support of Tech Forum sponsors will influence the payment technology topics relevant to the membership and included in these Tech Forum sessions. The sessions will discuss how these payment technologies can play a role in creating a more frictionless payments experience for consumers as well as supporting merchants delivering value added services as part of overall commerce. Sample topics previously included:

- Fintech
- IOT Payments
- Architecture
- Blockchain
- Analytics
- Agile
- Artificial Intelligence
- Machine Learning
- Gateways
- Data Science
- Fraud Mitigation Technologies
- Authentication
- Biometrics
- Orchestration Layers
- POS Hardware Evolution

TOP FIVE REASONS TO BECOME A TECH FORUM SPONSOR
1. NETWORK with IT professionals from the largest U.S. merchants at the Tech Forum and payments professionals at the MAG conference events.
2. DEVELOP new business connections with Tech Forum attendees from every vertical (eCommerce, Mass Merchant, Petroleum/Convenience Stores and Small Ticket/Restaurant).
3. DELIVER content as a Tech Forum speaker. Presenters will be selected among Tech Forum sponsors with preference granted to Contributing Sponsors.
4. INCREASE brand awareness and visibility with key decision makers through speaking opportunities, conference signage and recognition prior and during event.
5. EXTEND your visibility with a complimentary exhibit booth.

MAG MEMBERSHIP
The MAG represents over 150 of the largest U.S. merchants which account for over $3.4 Trillion in annual sales at over 950,000 locations across the U.S. and online.
- 10 out of the top 10 merchants
- 19 out of the top 20 merchants

DEADLINES:
October 31, 2019
Sign up as a Tech Forum Sponsor to be considered for speaking opportunities. Speaking slots will go quickly, so that the sooner you sign up, the better chance you will have to be a Tech Forum speaker.

December 2, 2019
Sign up as a MAG Tech Forum Sponsor to be included in the conference mobile app and promotional materials.

HOW TO BECOME A TECH FORUM SPONSOR
View Tech Forum sponsor opportunities on page 2.

QUESTIONS? Contact: Frank Liberio, frank.liberio@strategy2executionllc.com and/or Kari Hartley, kari.hartley@merchantadvisorygroup.org

As a confirmed sponsor you will be able to finalize your sponsorship details, select your exhibit booth and register your attendees.

PLAN AHEAD!
Plan now for your future MAG and Tech Forum Sponsorships.
## MAG Annual Sponsorship Levels

**MAG Elite Acquirer, Premier Acquirer or Elite Brand Annual Sponsorship is required in order to be a Tech Forum Sponsor**

<table>
<thead>
<tr>
<th>MAG ANNUAL SPONSOR LEVEL</th>
<th>ELITE ACQUIRER</th>
<th>PREMIER ACQUIRER</th>
<th>ELITE BRANDS</th>
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<tr>
<td>Annual Sponsorship Dues</td>
<td>$60,000</td>
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### ANNUAL AND TECH FORUM SPONSOR BENEFITS

#### Advisory Council
- Advisor to MAG Board

#### Opportunities to publish articles, press releases and whitepapers in MAG newsletter and on MAG website
- Elite Acquirer
- Premier
- Elite Brand

#### Opportunity to present one webinar during calendar year (MAG requested and approved)
- Elite Acquirer
- Premier
- Elite Brand

#### Access to MAG Quarterly newsletter
- Elite Acquirer
- Premier
- Elite Brand

#### Access to MAG membership list
- Elite Acquirer
- Premier
- Elite Brand

#### Listing type on MAG website
- Elite Acquirer
- Premier
- Elite Brand

#### Logo and link on MAG website to Sponsor’s website
- Elite Acquirer
- Premier
- Elite Brand

#### Use of MAG logo on Sponsor’s collateral indicating MAG sponsorship
- Elite Acquirer
- Premier
- Elite Brand

### CONFERENCE SPONSOR BENEFITS – ANNUAL, MID-YEAR AND TECH FORUM

#### # of complimentary registrations
- 7 (MAG ONLY)
- 4 (MAG ONLY)
- 5 (MAG ONLY)

#### Fee for each additional attendee
- $1,495

#### Break-Out Session During Mid-Year Conference (MAG approval required)
- Elite Acquirer
- Premier
- Elite Brand

#### Opportunity to be a speaker (either Mid-Year OR Annual, Tech Forum) (MAG requested and approved)
- Elite Acquirer
- Premier
- Elite Brand

#### Complimentary 8x10 Exhibit Space in Exhibit Area at Mid-Year and Annual Conferences
- Elite Acquirer
- Premier
- Elite Brand

#### Ability to take advantage of Conference Sponsorship Opportunities
- Elite Acquirer
- Premier
- Elite Brand

#### Company Logo and hyperlink on MAG Conference website and sponsorship website page (listed as Conference/Tech Forum Sponsor)
- Elite Acquirer
- Premier
- Elite Brand

#### Company Logo and description listed within the Mid-Year and Annual Conferences mobile apps
- Elite Acquirer
- Premier
- Elite Brand

#### Company Logo in Conference and Tech Forum email communications
- Elite Acquirer
- Premier
- Elite Brand

#### Prominent signage recognition company at Mid-Year and Annual Conferences
- Elite Acquirer
- Premier
- Elite Brand

#### Company displayed on sponsor screen during Mid-Year and Annual Conferences and Tech Forum Session
- Elite Acquirer
- Premier
- Elite Brand

#### Acknowledgement by MAG representative on stage during Mid-Year, Annual & Tech Forum Conferences
- Elite Acquirer
- Premier
- Elite Brand

#### Ability to send pre-conference communications to registrants that have agreed to share email address (2 maximum) (list provided by MAG Staff Member)
- Elite Acquirer
- Premier
- Elite Brand

#### Pre/Post Registrant list of registrants
- Elite Acquirer
- Premier
- Elite Brand

### MAG TECH FORUM SPONSOR LEVEL* (Elite Acquirer, Premier Acquirer or Elite Brand Sponsorship is required)

<table>
<thead>
<tr>
<th>MAG TECH FORUM SPONSOR LEVEL</th>
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*Elite Acquirer, Premier Acquirer or Elite Brand Sponsorship is required*