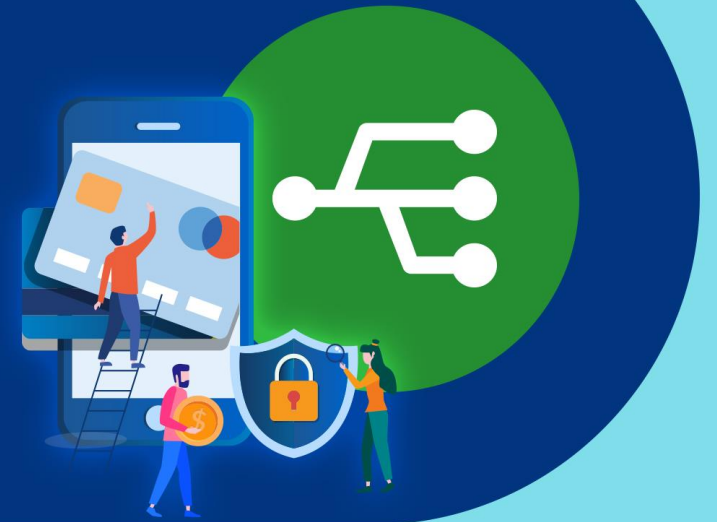


2021

February 10-11 TECH FORUM
February 23-25 MID-YEAR
Virtual

**MID-YEAR CONFERENCE & TECH FORUM
SPONSOR & EXHIBITOR GUIDE**



ABOUT MAG

- The MAG represents over 165 of the largest U.S. merchants which account for over \$4.8 trillion in annual sales at over 580,000 locations across the U.S. and online.
- MAG membership includes many of the top merchant companies today. [View the MAG member list](#) representing all key merchant verticals including big box retail, warehouse retail, petroleum, grocery, small ticket / kiosk, airlines, hotels and ecommerce.

Top Merchant Companies
20 of the Top 20
60 of the Top 100

BENEFITS

- **Boost brand visibility.** Showcase your company, new products and services to more than 700 payments industry attendees representing cross-industry merchant verticals.
- **Connect with merchants.** Attendees at MAG conferences are the decision makers for their payment teams. Take advantage of dedicated networking and exhibit hours on each conference day to interact with these key attendees.
- **Build relationships.** Strengthen existing relationships and generate new leads.
- **Robust Analytics.** Receive detailed, real-time data on all touchpoints to facilitate lead follow-up. Data includes full list of participants that interacted with booth staff and content.

Mid-Year Conference & Tech Forum Sponsorship Opportunities

MID-YEAR CONFERENCE AND TECH FORUM



SPONSORSHIP OPPORTUNITIES

All conference sponsors must be a [current MAG Annual Sponsor](#) in good standing.

Tech Forum sponsorship opportunities are reserved for Tech Forum Annual sponsors. Tech Forum Annual sponsors will receive a complimentary exhibit booth at both the Tech Forum and the Mid-Year Conference. [Visit the MAG website](#) to learn more about Tech Forum Annual Sponsorship.

All conference sponsorship selections include:

- Logo on MAG conference website
- Logo and company description included in virtual conference sponsor directory
- Logo in conference email communications
- Listed as Mid-Year and / or Tech Forum sponsor on virtual conference signage
- Verbal acknowledgement by MAG representative during virtual conference

SPONSORSHIP OPPORTUNITIES

Discounted pricing available if selecting opportunities for both Mid-Year Conference & Tech Forum

OPPORTUNITY	DESCRIPTION	Mid-Year Conference Only	Tech Form Only
Conference Emcee	The conference emcee is key to ensuring a smooth and engaging attendee experience. Gain exposure before and throughout the conference when you associate your brand with this critical element of the conference.	SOLD OUT	SOLD OUT
Networking Platform	Be a part of one of the most critical aspects of the conference! There will be heavy traffic in our interactive networking platform, before and during the event, as attendees engage in group or individual video meetings. Prominently place your logo on the Welcome screen that all attendees see each time they enter the networking room.	\$20,000	\$5,000
Commercial / Video Ad	Opportunity to present a one-minute video clip prior to the start of sessions on one of the conference days and market your brand in front of more than 700 payment professionals. Video clip must be produced by sponsor and approved in advance by the MAG. Mid-Year Conference: 2 Opportunities Available / Tech Forum: 2 Opportunities Available	\$15,000	\$3,750
Engage & Play	Be the key to engagement throughout the event! Brand this engagement opportunity for attendees to have fun throughout the event. Option to award prizes to winners.	SOLD OUT	SOLD OUT
Registration Confirmation & Electronic Attendee List	Great company exposure before, during and after the event! Sponsor logo is added to the registration confirmation email that all attendees receive. Sponsor logo placed on electronic attendee list which is posted on the MAG conference website and conference promotional emails.	SOLD OUT	SOLD OUT

SPONSORSHIP OPPORTUNITIES, Continued

Discounted pricing available if selecting opportunities for both Mid-Year Conference & Tech Forum

OPPORTUNITY	DESCRIPTION	Mid-Year Conference Only	Tech Form Only
Virtual Photobooth	Attendees will have great fun and create conference memories while taking pictures in your branded virtual photobooth! Company logo can be added to all images attendees take. A keepsake that will remain front-and-center even after the conference. You will also receive lead retrieval information from those who participate to facilitate follow-up.	SOLD OUT	\$1,500
Virtual Swagbag	Create a branded virtual bag of goodies for all conference attendees to take away from the event. Include such things as small-dollar gift cards or product & service discounts. Receive lead and engagement analytics as well!	SOLD OUT	\$1,250
Countdown Clock	Branded countdown clock on conference website. Get every registrant familiar with your brand and excited for the event by sponsoring the conference countdown clock.	SOLD OUT	N/A
LinkedIn Networking Event	Brand this highly-rated networking event. Join attendees post-conference on <u>Tuesday, February 10th</u> as they learn how to build a high-quality network, design a visually engaging profile and craft a compelling brand story that reflects strengths and highlights winning moments of their professional journeys.	N/A	SOLD OUT
Avatar Apparel	Have fun dressing the conference avatars by placing your company logo on selected avatars prominently placed throughout the event space. Take advantage of this creative virtual sponsorship opportunity!	\$3,000	SOLD OUT
Create Your Own	Have a sponsorship idea in mind that isn't listed here? Give us a call and we can discuss customizing an opportunity.	Contact the MAG	

Mid-Year Conference & Tech Forum Exhibit Halls

MID-YEAR CONFERENCE AND TECH FORUM



EXHIBIT BOOTH FEATURES

- Selection of booth sizes and styles
- Full branding capabilities including company colors, logo and company description
- Interactive video chatting capabilities (up to 4 attendees)
- Ability to schedule meetings with registrants before and/or during the conference
- In-booth welcome image or video
- Share content and resources for members to download

Exhibit Booth Feature	Level 1	Level 2	Level 3
	Complimentary for both Mid-Year and Tech Forum 2021 Conferences with MAG Annual Sponsorships of Each Respectively	\$4,000	\$8,000
Exhibit Booth – Standard	●		
Exhibit Booth – Medium		●	
Exhibit Booth – Large			●
In-Booth Video Capability Welcome video to greet those entering your booth	●	●	●
Interactive Meetings Option to schedule meetings with attendees in advance or while onsite. Interact via text chat or video meetings (up to 4 people).	●	●	●
Product & Sales Materials in Booth	●	●	●
Exhibit Booth Analytics Real-time data on booth traffic, content views, downloads and a record of all booth chats.	●	●	●
Number of Resource Tabs Number of tabs available to organize and categorize materials to be shared with visitors to your booth. Materials can include documents, links and/or videos.	5	10	15
Pop-Up Message 1 message per day directing attendees to your booth. The message will appear on every screen of the conference.		●	●
Rotating Ad in Exhibit Hall		●	
Rotating Ad in Lobby			●
Marquee Message 8 sec scrolling message with Call to Action directing attendees to your exhibit booth.			●

Marketing & Promotion

PROMOTION

- Post on social media using **#MAGMidYear** and **#MAGTechForum**; Twitter: **@magpayments**
- Advertise your participation through an email signature graphic (MAG to provide)
- Receive **two** pre-conference attendee lists for the ability to send up to 2 emails to attendees prior to event to showcase your brand and participation
- Receive **one** post-event attendee report to facilitate follow-up
- Listed as conference sponsor on virtual conference signage
- Verbal acknowledgement by MAG representative during virtual conference
- Option to have a rotating ad during the conference directing attendees to your exhibit booth*

* Varies by exhibitor package selected

Next Steps

IMPORTANT - DEADLINES

- You **must** visit the [Mid-Year Conference and Tech Forum Sponsorship](#) website to select your conference sponsorship opportunity and/or exhibitor booth.

- Key Deadlines**

Sponsorship Commitment	
Deadline to sign up as a MAG Annual and/or Tech Forum Sponsor	December 31, 2020
Deadline to sign up as a Mid-Year Conference or Tech Forum Sponsor and/or Exhibitor	January 8, 2021

IMPORTANT – PAYMENT INFORMATION

- **Sponsorships will not be guaranteed or promoted until payment has been received.** We encourage you to submit your payment as soon as possible to secure your conference sponsorship and/or paid exhibit booth.
- Once your conference sponsorship and/or exhibit selection is made and approved, a MAG Staff member will reach out for payment. Due to proximity to the conference, preferred payment is via ACH/WIRE. Payment can also be made by check. Please make your check payable to "**Merchant Advisory Group**".
- Mail checks to the address below:
Merchant Advisory Group
4248 Park Glen Road
Minneapolis, MN 55416

If you'd like to pay with ACH/WIRE, contact [Amy Sellheim](#), Executive Director.

Key Contacts

General Conference Sponsorship Questions

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Exhibitor Questions

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