

2022

ANNUAL CONFERENCE & TECH FORUM
September 18 - 21

SPONSOR & EXHIBITOR GUIDE



MAG APPRECIATION

*The MAG appreciates your sponsorship to help further our mission of driving **positive change** and **innovation** in the payments industry to serve merchants' interests through **collaboration**, **education** and **advocacy**.*

BENEFITS OF BECOMING A CONFERENCE SPONSOR/EXHIBITOR

- **Boost brand visibility.** Showcase your company, new products and services to leading 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 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 data to facilitate lead follow-up.

*Analytics included with the purchase of lead retrieval.

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. [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 conference mobile app directory
- Logo in conference email communications
- Listed as Conference and / or Tech Forum Sponsor on conference signage
- Verbal acknowledgement by MAG representative during conference

Annual Conference & Tech Forum - Sponsorship Opportunities

2022 ANNUAL CONFERENCE AND TECH FORUM


**Hilton Anatole
Dallas, TX**

**Opening Reception
Sunday, September 18, 2022**

**Program Dates
September 19-21, 2022**



SPONSORSHIP OPPORTUNITIES – TECH FORUM SPONSORS

OPPORTUNITY	DESCRIPTION	Tech Forum Only
Foyer Column Branding	<p>Brand a column leading to the Tech Forum meeting rooms for Tech Forum attendees to see as they head to sessions. This offering includes the right to visibly place your company branding. Sponsor will work directly with hotel production company to produce graphic and assume production costs. Three additional complimentary passes to attend <u>Tech Forum</u> only.</p> <p>OPPORTUNITIES AVAILABLE: 2</p> 	\$10,000
Power Stations	<p>Keep attendees plugged in and charged up as they attend Tech Forum sessions. Sponsor can brand charging stations placed throughout the Tech Forum General Session rooms. You will receive one additional complimentary pass to attend <u>Tech Forum</u> only.</p> <p>OPPORTUNITIES AVAILABLE: 1</p>	\$7,000

Discounted pricing available if selecting multiple opportunities for the same conference.

SPONSORSHIP OPPORTUNITIES – TECH FORUM SPONSORS

OPPORTUNITY	DESCRIPTION	Tech Forum Only
Hydration Station	Keep Tech Forum attendees hydrated throughout the sessions! A variety of beverages will be available in the Tech Forum area. This offering allows you to select the beverage offerings throughout each day. Sponsor logo will be visible on beverage stations. You will receive one additional complimentary pass to attend <u>Tech Forum</u> only. OPPORTUNITIES AVAILABLE: 2 (opportunity available Monday and/or Tuesday)	\$6,000
Treats and Sweets Networking Breaks	Work with MAG Staff to customize selection of snacks for attendees during a networking break. Sponsor logo will be visible on buffet stands. One additional complimentary pass to attend <u>Tech Forum</u> only. OPPORTUNITIES AVAILABLE: 2 (two breaks Monday; two breaks Tuesday)	\$5,000
Commercial/Video Ad	Opportunity to present a 30-60 second video clip during one of the Tech Forum General Sessions and market your brand in front of hundreds of payment technology professionals. Video clip must be produced by sponsor and approved in advance by the MAG. OPPORTUNITIES AVAILABLE: 2 (one per day, Monday and/or Tuesday)	\$2,500

Discounted pricing available if selecting multiple opportunities for the same conference.

SPONSORSHIP OPPORTUNITIES – ANNUAL SPONSORS

OPPORTUNITY	DESCRIPTION	Annual Conference & Tech Forum
Conference Emcee	<p>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. Three additional complimentary passes to attend to be used for <u>Annual Conference and/or Tech Forum</u>.</p> <p>OPPORTUNITIES AVAILABLE: 1</p>	\$25,000
Commercial / Video Ad	<p>Opportunity to present a 30-60 second video clip during one of the Annual Conference General Sessions and market your brand in front of 700+ payment professionals. Video clip must be produced by sponsor and approved in advance by the MAG.</p> <p>OPPORTUNITIES AVAILABLE: (one per day): 2 Annual Conference</p>	\$10,000
Electronic Attendee List	<p>Excellent company exposure before, during and after the event! Sponsor logo is placed on electronic attendee list which is posted on the MAG website, updated weekly and linked in all conference emails.</p> <p>OPPORTUNITIES AVAILABLE: 1</p>	\$9,000
Headshot Station	<p>Be the reason conference attendees update their professional headshot! Sponsor the headshot station in the exhibit hall. Prominent signage placed throughout photo station area and logo included in follow up email sent to attendees with their headshot. One additional complimentary pass to attend <u>Annual Conference and/or Tech Forum</u>.</p> <p>OPPORTUNITIES AVAILABLE: 1</p>	\$15,000

Discounted pricing available if selecting multiple opportunities for the same conference.

SPONSORSHIP OPPORTUNITIES – ANNUAL SPONSORS

OPPORTUNITY	DESCRIPTION	Annual Conference & Tech Forum
Registration Confirmation	Great company exposure! Sponsor logo is added to the registration confirmation email that every attendee will receive upon completing their Tech Forum and/or Annual Conference Registration. OPPORTUNITIES AVAILABLE: 1	\$8,000
Countdown Clock	Get registrants familiar with your brand AND excited about the conference by branding the countdown clock on the conference website. OPPORTUNITIES AVAILABLE: 1	\$5,000
Networking Evening Reception Monday, September 19	Sponsorship offers the right to brand and design the reception. Sponsor will work with hotel directly to execute the event; additional costs to execute apply. MAG will provide napkins and table signage with your company logo. You also have the option of a five-minute speaking opportunity at the reception as well as four additional complimentary passes to attend <u>Annual Conference and/or Tech Forum</u> . OPPORTUNITIES AVAILABLE: 1	\$30,000
Networking Evening Social Tuesday, September 20	Sponsorship offers the right to brand and design the reception. Sponsor will work with hotel directly to execute the event; additional costs to execute apply. MAG will provide napkins and table signage with your company logo. You also have the option of a five-minute speaking opportunity at the reception as well as four additional complimentary passes to attend <u>Annual Conference and/or Tech Forum</u> . OPPORTUNITIES AVAILABLE: 1	\$30,000

Discounted pricing available if selecting multiple opportunities for the same conference.

SPONSORSHIP OPPORTUNITIES – ANNUAL SPONSORS

OPPORTUNITY	DESCRIPTION	Annual Conference & Tech Forum
Opening Night Reception Sunday, September 18	Help welcome attendees as we kick off the conference! Sponsorship offers the right to brand and design the reception. Sponsor will work with hotel and other vendors directly to execute the event; additional costs to execute apply. MAG will provide napkins and table signage with your company logo. You also have the option of a five-minute speaking opportunity at the reception as well as three additional complimentary passes to attend <u>Annual Conference and/or Tech Forum</u> . OPPORTUNITIES AVAILABLE: 1	\$26,000
Branded Name Badges	Great visibility as your logo is placed prominently on the name badges that all conference attendees will wear throughout the conference. Two additional complimentary pass to attend <u>Annual Conference and/or Tech Forum</u> . OPPORTUNITIES AVAILABLE: 1	\$22,000
Wi-Fi Provider	This sponsorship makes critical Wi-Fi service available in the meeting spaces for all conference attendees. You will have the opportunity to customize the conference Wi-Fi network password and table tents with sponsor logo will be placed on each table in the General Session space. Two additional complimentary pass to attend <u>Annual Conference and/or Tech Forum</u> . OPPORTUNITIES AVAILABLE: 1	\$20,000
Mobile App	Be the exclusive sponsor of the conference mobile app. This is a critical aspect of the conference which will have heavy usage throughout the event. The app will be available for all attendees to download. Sponsorship includes customized banner to be placed on the homepage, ability to customize three push notifications sent to all attendees and one navigation icon linked to a designated website or video. Two additional complimentary pass to attend <u>Annual Conference and/or Tech Forum</u> . OPPORTUNITIES AVAILABLE: 1	\$20,000

Discounted pricing available if selecting multiple opportunities for the same conference.



SPONSORSHIP OPPORTUNITIES – ANNUAL SPONSORS

OPPORTUNITY	DESCRIPTION	Annual Conference & Tech Forum
Networking Lounge / Charging Station	Keep conference attendees "charged up" by sponsoring the mobile charging stations and networking lounge. Sponsor to work with the hotel directly to customize station and networking lounge area; additional production costs may apply. One additional complimentary pass to attend <u>Annual Conference and/or Tech Forum</u> . OPPORTUNITIES AVAILABLE: 1	\$15,000
Hotel Room Keycards	Attendees will see your logo every time they unlock their hotel door at the conference hotel. Work with MAG staff to customize with company branding. One additional complimentary pass to attend <u>Annual Conference and/or Tech Forum</u> . OPPORTUNITIES AVAILABLE: 1	\$15,000



Discounted pricing available if selecting multiple opportunities for the same conference.

SPONSORSHIP OPPORTUNITIES – ANNUAL SPONSORS

OPPORTUNITY	DESCRIPTION	Annual Conference & Tech Forum
Foyer Area Branding	<p>High-visibility opportunity to showcase your company branding. Located in the foyer area that conference attendees will be consistently using throughout the conference as they attend sessions. This offering includes the right to place your branding on one foyer pillar. Sponsor will work directly with hotel production company to produce graphic; additional costs to execute apply.</p> <p>OPPORTUNITIES AVAILABLE: 5</p> 	\$10,000
Foyer Glass Railing	<p>Great opportunity to showcase your company messaging & branding. Located near the General Session room, this will stay in full view for conference attendees throughout the conference. This offering includes the right to place your branding and does not include production costs; production costs extra. One additional complimentary pass to attend Annual and/or Tech Forum.</p> <p>OPPORTUNITIES AVAILABLE: 2</p> 	\$15,000

Discounted pricing available if selecting multiple opportunities for the same conference.

SPONSORSHIP OPPORTUNITIES – ANNUAL SPONSORS

OPPORTUNITY	DESCRIPTION	Annual Conference & Tech Forum
Merchant-Only Day Lunch Sponsor	Opportunity to brand each box lunch distributed to merchants with a company logo sticker on Wednesday's Merchant-Only Day. Stickers produced by MAG with sponsor approval. OPPORTUNITIES AVAILABLE: 1	\$12,000
Networking Lunches	Have prominent signage placed on tables in the lunch area. Sponsor will work with MAG to personalize the lunch and will have the option to have a company representative distribute one company giveaway during lunch. OPPORTUNITIES AVAILABLE: 2 (Monday and/or Tuesday)	\$12,000
Networking Breakfast	Have prominent signage placed throughout conference breakfast area. Sponsor will work with MAG to select the menu. OPPORTUNITIES AVAILABLE: 2 (Monday and/or Tuesday)	\$9,000

Discounted pricing available if selecting multiple opportunities for the same conference.

SPONSORSHIP OPPORTUNITIES – ANNUAL SPONSORS

OPPORTUNITY	DESCRIPTION	Annual Conference & Tech Forum
Sponsor Networking Rooms	Secure a private meeting space for your company to hold meetings. Rooms will be assigned on a first-come, first-served basis. Room availability begins at 5pm Sunday and extends through all day Monday and Tuesday. Prominent signage including company logo placed outside of room. Water station located inside room. OPPORTUNITIES AVAILABLE: 6	\$8,000
Exhibit Area Networking Breaks	Work with MAG Staff to customize selection of snacks for attendees during each networking break. Sponsor logo will be visible on buffet stands. OPPORTUNITIES AVAILABLE: 4 (two on Monday and two on Tuesday)	\$8,000
Branded Andes Mints at Registration	Popular with conference attendees! Conference participants will thank you for fresh breath and a sweet treat by providing branded Andes Mint candies available daily at the registration desk. Sponsor logo prominently placed on candy wrapper. OPPORTUNITIES AVAILABLE: 1	\$5,000

Discounted pricing available if selecting multiple opportunities for the same conference.

Annual Conference & Tech Forum Exhibit Halls

IMPORTANT

A benefit of MAG sponsorship is a complimentary exhibit booth, with the option to upgrade.

ACTION REQUIRED

Though your booth is complimentary, you must visit the [Conference Sponsorship and Exhibitor Portal](#) to make your exhibit booth selection.

Exhibit booth selection is on a first come, first serve basis.

You will receive an email confirming your selection. If you do not, please [contact us](#).

ON-SITE EXHIBITOR OPPORTUNITIES

Standard Booth Complimentary as part of your Annual MAG Sponsorship	Booth Upgrade \$8,000 <i>First Come, First Served</i>
One 10 x10 Booth	One 10 x 20 Booth
10' High Back & Side Walls	Prominent Booth Placement
Two Chairs	10' High Back & Side Walls
One 6 ft. draped table	Two Chairs
One 17" x 11" ID Sign	One 6 ft. draped table
One trash can	One 17" x 11" ID Sign
	One trash can

EXHIBITOR OPTIONAL ADD-ONS

OPTIONAL ADD ON	Description	Price
Lead Retrieval	<p>Enhance your engagement with conference attendees by purchasing Lead Retrieval. Use your smartphone, laptop or tablet to gather, organize and follow-up with all contacts in real-time. Quickly capture leads through QR Scanning. Fee includes two (2) licenses.</p> <p>Each additional license.</p>	<p>\$345/Exhibitor*</p> <p>\$150/License*</p> <p><i>* Each price increases \$50 after August 30, 2022</i></p>
Exclusive MAG Interview Video for Conference Attendees	<p>MAKE A SPLASH AT THE MAG! Increase your company's visibility way beyond the exhibit hall with an exclusive interview at your booth, streamed to MAG attendees! Have a representative of your choosing from your company participate in a MAG interview of up to three minutes that spotlights your products, services, and brand, hosted by our professional emcee. Videos will be played for the in-person attendees as they await the start of conference sessions and during breaks - their full attention will be on YOU! You will receive your video post-conference to be used at your company's discretion, in accordance with MAG's social media policy.</p> <p>IMPORTANT NOTES: There are 8 opportunities available. All videos will be recorded onsite after exhibit hall setup on Monday, September 19; there will be one video per company. There will not be an opportunity to review the interview clip prior to airing during the conference but our emcee on site will coach representatives on questions and positioning to ensure they shine on screen.</p>	<p>\$6,000</p>

If interested in these add-ons, visit the [Annual Conference and Tech Forum Sponsorship website](#) and make selection when choosing your exhibit booth.

EXHIBIT HALL HOURS

	Monday, September 19	Tuesday, September 20	Thursday, September 21
September 19 - 20	8:00am – 5:30pm CT	8:00am – 5:30pm CT	N/A

ACTIVITY	DATE / TIME
Set-Up	Sunday, September 18 12:00 – 5:00 p.m.
Tear Down	Tuesday, September 20 5:30 – 9:00 p.m.

ON-SITE EXHIBITOR: SHIPPING INFORMATION

The MAG is using GES as our official exhibit services company for the Annual Conference.

Once your booth is confirmed, an exhibitor kit including shipping and other important information will be emailed to you prior to the show.

Marketing & Promotion

MARKETING & PROMOTION

- Post on social media using **#MAGAnnual** and **#MAGTechForum**; Twitter: **@magpayments**
- Advertise your participation through an email signature graphic (MAG to provide)
- Receive **two** pre-conference registration 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 conference signage
- Verbal acknowledgement by MAG representative during conference

Next Steps

NEXT STEPS

- **Wednesday, July 13, 2022** - Deadline to sign up as an Annual Conference or Tech Forum Sponsor and/or Exhibitor
- You **must** visit the Annual Conference and Tech Forum Sponsorship website to select your conference sponsorship opportunity and/or exhibitor booth.

IMPORTANT

Conference sponsorships are available only to current MAG Annual Sponsors in good standing. If interested in becoming a MAG Annual or Tech Forum sponsor, please contact [Kari Hartley](#), Director Member and Administrative Services to sign up before **Wednesday, July 13, 2022**.

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 Contact

Jennifer Mammele

Manager, Conferences & Events

jennifer.mammele@merchantadvisorygroup.org