

2022 MID-YEAR CON February 14-17

MID-YEAR CONFERENCE AND TECH FORUM February 14-17

CONFERENCE SPONSOR AND 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.



SPONSORSHIP OPPORTUNITIES

All conference sponsors must be a <u>current MAG Sponsor</u> in good standing.

Tech Forum sponsorship opportunities are reserved for Tech Forum Annual or Tech Forum Only sponsors. Tech Forum Annual sponsors will receive a complimentary exhibit booth at the Tech Forum. 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



Mid-Year Conference and Tech Forum Sponsorship Opportunities



2022 MID-YEAR CONFERENCE AND TECH FORUM

Hyatt Regency Atlanta Atlanta, GA

Opening Reception Monday, February 14, 2022

Program Dates February 15-17, 2022 Tuesday - Thursday





SPONSORSHIP OPPORTUNITIES

The MAG 2022 Mid-Year Conference and Tech Forum will offer both virtual and in-person components allowing for expanded branding opportunities.

SPONSORSHIP OFFERINGS

OPTION 1 - Onsite ONLY

Hyatt Regency Atlanta

OPTION 2 - BOTH FORMATS

Virtual & Onsite at Hyatt Regency Atlanta



SPONSORSHIP OPPORTUNITIES - TECH FORUM SPONSORS

OPPORTUNITY	DESCRIPTION	TECH FORUM ONLY
Foyer Branding	Brand columns leading to the Tech Forum meeting rooms for all 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 Tech Forum only. OPPORTUNITIES AVAILABLE: 2	\$10,000
Power Stations	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 room. Two additional complimentary passes to attend <u>Tech Forum</u> only. OPPORTUNITIES AVAILABLE: 1	\$7,500



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. One additional complimentary pass to attend <u>Tech Forum</u> only. OPPORTUNITIES AVAILABLE: 2 (Tuesday, Wednesday, or purchase both days for a discounted rate.)	\$6,000
To a to an 10 marks	Work with MAG Staff to customize selection of snacks for attendees during each networking break.	\$5.000
Treats and Sweets Networking Breaks	Sponsor logo will be visible on buffet stands. One additional complimentary pass to attend <u>Tech Forum only</u> .	\$5,000
	OPPORTUNITIES AVAILABLE: 2 (Two breaks Tuesday, Two breaks Wednesday, or purchase both days for a discounted rate.)	
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.	\$2,500
	OPPORTUNITIES AVAILABLE: 2	



OPPORTUNITY	DESCRIPTION	MID-YEAR CONFERENCE AND TECH FORUM	
		In-Person	Virtual
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. Three additional complimentary passes to attend Mid-Year Conference and/or Tech Forum. OPPORTUNITIES AVAILABLE: 1	\$2	25,000
MAG Connect Networking Platform	Be a part of one of the most critical aspects of the conference where attendees have the opportunity to connect and engage in group or individual meetings before and during the event. Prominently place a banner on the Welcome screen that all attendees see each time they enter the platform. One additional complimentary pass to attend Mid-Year Conference and/or Tech Forum.	\$1	6,000
	OPPORTUNITIES AVAILABLE: 1		
Commercial / Video Ad	Opportunity to present a 30-60 second video clip during one of the Mid-Year 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. OPPORTUNITIES AVAILABLE: 2 Mid-Year Conference	\$1	0,000



OPPORTUNITY	DESCRIPTION		R CONFERENCE FECH FORUM
		In-Person	Virtual
Electronic Attendee List	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. OPPORTUNITIES AVAILABLE: 1		\$9,000
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 Mid-Year 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 Tuesday, February 15	Sponsorship offers the right to brand and design the reception. Sponsor will work with hotel and other vendors directly to fully 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 Mid-Year Conference and/or Tech Forum. OPPORTUNITIES AVAILABLE: 1	\$30,000	N/A



OPPORTUNITY	DESCRIPTION	MID-YEAR CO AND TEC	
		In-Person	Virtual
Networking Evening Reception Wednesday, February 16	Sponsorship offers the right to brand and design the reception. Sponsor will work with hotel and other vendors directly to fully 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 Mid-Year Conference and/or Tech Forum. OPPORTUNITIES AVAILABLE: 1	\$30,000	N/A
Opening Night Reception Monday, February 14	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 Mid-Year Conference and/or Tech Forum . OPPORTUNITIES AVAILABLE: 1	\$25,000	N/A
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 passes to attend Mid-Year Conference and/or Tech Forum. OPPORTUNITIES AVAILABLE: 1	\$22,000	N/A



OPPORTUNITY	DESCRIPTION		NFERENCE AND FORUM
		In-Person	Virtual
Wi-Fi Provider	This sponsorship makes critical Wi-Fi service available in the meeting spaces for all conference attendees. Sponsors has the opportunity to customize the conference Wi-Fi network password and table tents with sponsor logo will be placed on tables in the General Session space. Two additional complimentary passes to attend Mid-Year Conference and/or Tech Forum. OPPORTUNITIES AVAILABLE: 1	\$20,000	N/A
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 rotating 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 passes to attend Mid-Year Conference and/or Tech Forum. OPPORTUNITIES AVAILABLE: 1	\$20,000	N/A
Networking Lounge / Charging Station	Keep conference attendees "charged up" by sponsoring the mobile charging stations and networking lounge. Sponsor to work with the hotel and other vendors directly to customize station and networking lounge area; additional production costs may apply. One additional complimentary pass to attend Mid-Year Conference and/or Tech Forum. OPPORTUNITIES AVAILABLE: 1	\$15,000	N/A



OPPORTUNITY	DESCRIPTION		NFERENCE AND FORUM
		In-Person	Virtual
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 Mid-Year Conference and/or Tech Forum. OPPORTUNITIES AVAILABLE: 1	\$15,000	N/A
Foyer Glass Clings	High visibility opportunity to showcase your company messaging & branding. Located outside of the General Session room near the escalator that conference attendees will be heavily using to move between sessions. This offering includes the right to visibly place your company branding. Sponsor will work directly with hotel production company to produce graphic; additional costs to execute will apply. One additional complimentary pass to attend Mid-Year Conference and/or Tech Forum. OPPORTUNITIES AVAILABLE: 1	N/A \$15,000	N/A
		* 10,000	



OPPORTUNITY	DESCRIPTION		ONFERENCE AND H FORUM
		In-Person	Virtual
Escalator Clings	Brand the escalators that welcome guests as they enter our conference space. This offering includes the right to visibly place your company branding. Sponsor will work directly with hotel production company to produce graphic; additional costs to execute apply. OPPORTUNITIES AVAILABLE: 1	\$15,000	N/A
Merchant-Only Day Lunch Sponsor	Opportunity to brand each box lunch distributed to merchants with a company logo sticker on Thursday's Merchant-Only Day. Stickers produced by MAG with sponsor approval. OPPORTUNITIES AVAILABLE: 1	\$12,000	N/A
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 (Tuesday, Wednesday or purchase both for a discounted rate)	\$12,000	N/A



OPPORTUNITY	DESCRIPTION		NFERENCE AND FORUM
		In-Person	Virtual
Session Door Entrance Wraps	High-visibility opportunity to showcase your company branding. Located above the entrance doors that conference attendees will be consistently using throughout the conference as they attend sessions. This offering includes the right to visibly place your company branding. Sponsor will work directly with hotel production company to produce graphic; additional costs to execute apply. OPPORTUNITIES AVAILABLE: 2	\$10,000	N/A
Centennial Foyer Column Wraps	Showcase your company branding placed on 4-sided columns located near the conference main General Session rooms for all to see. This offering includes the right to visibly place your company branding. Sponsor will work directly with hotel production company to produce graphic: additional costs to execute apply. OPPORTUNITIES AVAILABLE: 4	\$10,000	N/A



OPPORTUNITY	DESCRIPTION		NFERENCE AND FORUM
		In-Person	Virtual
	Have prominent signage placed on tables in the breakfast area. Sponsor will work with MAG to select the menu. OPPORTUNITIES AVAILABLE: 2 (Tuesday, Wednesday or purchase both for a discounted rate).	\$9,000	N/A
	Secure a private meeting space for your company to hold meetings. Rooms will be assigned on a first-come, first-serve basis. Room availability begins at 5pm Monday and extends through Tuesday and Wednesday. Prominent signage including company logo placed outside of room. Water station located inside room. OPPORTUNITIES AVAILABLE: 8	\$8,000	N/A



OPPORTUNITY	DESCRIPTION		NFERENCE AND FORUM
		In-Person	Virtual
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. (Two on Tuesday, Two on Wednesday or purchase all 4 for a discounted rate). OPPORTUNITIES AVAILABLE: 4	\$8,000	N/A
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 on candy wrapper and prominent signage by candy dish. OPPORTUNITIES AVAILABLE: 1	\$5,000	N/A



Mid-Year Conference and Tech Forum Exhibit Halls



IMPORTANT

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

ACTION REQUIRED

Though your booth is complimentary, you must visit the <u>Conference Sponsorship and Exhibitor Selection Portal</u> to make your exhibit booth selection.

You will receive an email confirming your selection. If you do not, please contact us.



EXHIBITOR OPPORTUNITIES

STANDARD BOOTH Complimentary as part of your Annual MAG Sponsorship	BOOTH UPGRADE \$8,000 First-Come, First-Serve
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	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.	\$345/Exhibitor*
	Each additional license.	\$150/License* * Each price increases \$50 after January 31, 2022
Exhibit Hall Interviews	Increase your company's visibility beyond the exhibit hall. A representative from your company may participate in a MAG interview of up to three minutes that spotlights your products, services, and brand. Videos will be played for the virtual audience as well as in-person attendees as they await the start of conference sessions and during breaks. You will receive your video post-conference to be used at your company's discretion, in accordance with MAG's social media policy. IMPORTANT NOTES : There are 8 opportunities available. All videos will be recorded onsite after exhibit hall setup on Monday, February 14; there will be <u>one</u> video per company. There will not be an opportunity to review the interview clip prior to airing during the conference.	\$6,000

If interested in these opportunities, visit the Mid-Year Conference and Tech Forum Sponsorship website to make selection when choosing your exhibit booth.



EXHIBIT HALL HOURS

	Tuesday, February 15	Wednesday, February 16	Thursday, February 17
February 15 - 16	8:00am – 5:30pm ET	8:00am – 5:30pm ET	N/A

ACTIVITY	DATE / TIME
Set-Up	Monday, February 14 12:00 – 5:00 p.m.
Tear Down	Tuesday, February 16 5:00 – 9:00 p.m.



ON-SITE EXHIBITOR: SHIPPING INFORMATION

The MAG is using GES as our official exhibit services company for the Mid-Year Conference.

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



Next Steps



NEXT STEPS

- December 10, 2021 Deadline to sign up as a Mid-Year Conference and/or Tech Forum Sponsor and/or Exhibitor
- You <u>must</u> visit the Mid-Year 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 Sponsors in good standing. If interested in becoming a MAG Annual or Tech Forum sponsor, please contact <u>Kari Hartley</u>, Director Member and Administrative Services to sign up before **November 19, 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.



Marketing and Promotion



MARKETING AND 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 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



Key Contact

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