

2023

ANNUAL CONFERENCE & TECH FORUM
September 10 - 13

SPONSOR & EXHIBITOR GUIDE FOR 2023 MAG CONFERENCE



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.

**Robust Analytics included in the optional purchase of lead retrieval*

SPONSORSHIP OPPORTUNITIES

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

Tech Forum Conference Sponsorship opportunities are reserved for Tech Forum 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

2023 ANNUAL CONFERENCE & TECH FORUM

Hyatt Regency Atlanta Atlanta, GA

Opening Reception
Sunday, September 10, 2023

Program Dates
September 11-13, 2023
Monday – Wednesday



SPONSORSHIP OPPORTUNITIES – TECH FORUM SPONSORS

OPPORTUNITY	DESCRIPTION	Tech Forum Only
Foyer Branding	<p>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.</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 room. Two additional complimentary passes to attend Tech Forum only.</p> <p>OPPORTUNITIES AVAILABLE: 1</p>	\$6,000


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

SPONSORSHIP OPPORTUNITIES – TECH FORUM SPONSORS

OPPORTUNITY	DESCRIPTION	Tech Forum Only
Hydration Station	<p>Keep Tech Forum attendees hydrated throughout the sessions. A variety of beverages will be available in the Tech Forum area. Sponsor logo will be visible on beverage stations. One additional complimentary pass to attend <u>Tech Forum</u> only.</p> <p>OPPORTUNITIES AVAILABLE: 2 (Monday, Tuesday, or purchase both days for a discounted rate.)</p>	\$5,000
Treats and Sweets Networking Breaks	<p>Work with MAG Staff to customize selection of snacks for attendees during each networking break. Sponsor logo will be visible on buffet stands. One additional complimentary pass to attend <u>Tech Forum</u> only.</p> <p>OPPORTUNITIES AVAILABLE: 2 (Two breaks Monday, Two breaks Tuesday, or purchase both days for a discounted rate.)</p>	\$5,500
Commercial/Video Ad	<p>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.</p> <p>OPPORTUNITIES AVAILABLE: 2</p>	\$3,000

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 <u>Annual Conference and/or Tech Forum</u>.</p> <p>OPPORTUNITIES AVAILABLE: 1</p> 	SOLD
Branded Name Badges	<p>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 <u>Annual Conference and/or Tech Forum</u>.</p> <p>OPPORTUNITIES AVAILABLE: 1</p>	SOLD
Hotel Room Keycards	<p>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>.</p> <p>OPPORTUNITIES AVAILABLE: 1</p>	SOLD

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

SPONSORSHIP OPPORTUNITIES – ANNUAL SPONSORS

OPPORTUNITY	DESCRIPTION	Annual Conference & Tech Forum
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: 2</p>	\$10,500
Room Drop	<p>Surprise all MAG attendees with a branded item placed in their hotel room after day one of conference. This offering includes the right to place your company branded item in each attendee room. Sponsor provides branded gift to hotel in advance of conference, additional costs to execute may apply.</p> <p>OPPORTUNITIES AVAILABLE: 1</p>	SOLD
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 beginning ten weeks from the conference start date. Attendee list is updated weekly!</p> <p>OPPORTUNITIES AVAILABLE: 1</p>	\$9,500
Registration Confirmation	<p>Great company exposure! Sponsor logo is added to the registration confirmation email that <u>every</u> attendee will receive upon completing their Tech Forum and/or Annual Conference Registration.</p> <p>OPPORTUNITIES AVAILABLE: 1</p>	\$9,000
Countdown Clock	<p>Get registrants familiar with your brand AND excited about the conference by branding the countdown clock on the conference website.</p> <p>OPPORTUNITIES AVAILABLE: 1</p>	\$4,000

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

SPONSORSHIP OPPORTUNITIES – ANNUAL SPONSORS

OPPORTUNITY	DESCRIPTION	Mid-Year Conference & Tech Forum
Opening Night Reception Sunday, September 10	<p>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 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>.</p> <p>OPPORTUNITIES AVAILABLE: 1</p>	SOLD
Networking Evening Reception Monday, September 11	<p>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 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>.</p> <p>OPPORTUNITIES AVAILABLE: 1</p>	SOLD
Networking Evening Reception Tuesday, September 12	<p>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 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>.</p> <p>OPPORTUNITIES AVAILABLE: 1</p>	SOLD

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

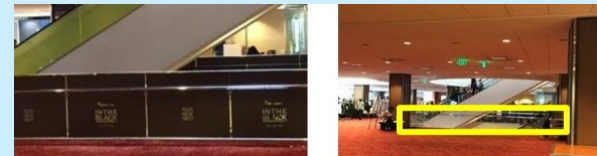
SPONSORSHIP OPPORTUNITIES – ANNUAL SPONSORS

OPPORTUNITY	DESCRIPTION	Annual Conference & Tech Forum
Wi-Fi Provider	<p>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 signage with sponsor logo will be placed throughout the conference space. Two additional complimentary passes to attend <u>Annual Conference and/or Tech Forum</u>.</p> <p>OPPORTUNITIES AVAILABLE: 1</p>	SOLD
Mobile App	<p>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 <u>Annual Conference and/or Tech Forum</u>.</p> <p>OPPORTUNITIES AVAILABLE: 1</p>	SOLD
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 Annual Conference and/or Tech Forum.</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
Sponsor Water Bottles	<p>Help the MAG conference attendees “Go Green!” Provide attendees customized re-usable water bottles to use throughout our conference and beyond. Water bottles will be distributed at registration to all attendees. Sponsor responsible for providing water bottles to MAG for distribution. Water bottle design reviewed and approved by MAG in advance of production.</p> <p>OPPORTUNITIES AVAILABLE: 1</p>	SOLD
Networking Lounge / Charging Station	<p>Keep conference attendees "charged up" by sponsoring the charging station and networking lounge. Sponsor to work with other vendors directly to customize station and networking lounge area; additional production costs may apply for furniture or other items. Additionally, work with MAG Staff to customize selection of beverages for attendees to enjoy while in the lounge! One additional complimentary pass to attend Annual Conference and/or Tech Forum.</p> <p>OPPORTUNITIES AVAILABLE: 1</p>	\$14,000
Foyer Glass Clings	<p>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 <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
Escalator Clings	<p>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.</p> <p>OPPORTUNITIES AVAILABLE: 1</p> 	\$14,000
Merchant-Only Day Lunch Sponsor	<p>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.</p> <p>OPPORTUNITIES AVAILABLE: 1</p>	\$12,500
Networking Lunches	<p>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.</p> <p>OPPORTUNITIES AVAILABLE: 2 (Monday, Tuesday or purchase both for a discounted rate)</p>	\$12,500

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

SPONSORSHIP OPPORTUNITIES – ANNUAL SPONSORS

OPPORTUNITY	DESCRIPTION	Annual Conference & Tech Forum
Session Door Entrance Wraps	<p>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.</p> <p>OPPORTUNITIES AVAILABLE: 2</p> 	SOLD
Centennial Foyer Column Wraps	<p>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.</p> <p>OPPORTUNITIES AVAILABLE: 4</p> 	\$10,000

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

SPONSORSHIP OPPORTUNITIES – ANNUAL SPONSORS

OPPORTUNITY	DESCRIPTION	Annual Conference & Tech Forum
Networking Breakfasts	Have prominent signage placed on tables in the breakfast area. Sponsor will work with MAG to select the menu. OPPORTUNITIES AVAILABLE: 2 (Monday, Tuesday or purchase both for a discounted rate).	\$9,500
Sponsor Networking Rooms	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 Sunday and extends through Monday and Tuesday. Prominent signage including company logo placed outside of room. Water station located inside room. OPPORTUNITIES AVAILABLE: 9 <i>*Sponsor Networking Rooms do not include company logo on conference marketing material.</i>	\$9,000
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. (Two on Monday, Two on Tuesday or purchase all 4 for a discounted rate). OPPORTUNITIES AVAILABLE: 4	\$7,000
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 on candy wrapper and prominent signage by candy dish. OPPORTUNITIES AVAILABLE: 1	SOLD

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

Annual Conference & Tech Forum - Exhibit Hall

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 [Conference Sponsorship and Exhibitor Portal here](#) 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 <i>First-Come, First-Serve</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 HIGHLIGHTS

- **Maximum Exhibit Time:** The exhibit hall will be open and available for engagement on Monday and Tuesday of Annual Conference and Tech Forum with dedicated **exhibit hall hours** incorporated throughout the agenda. See below.

EXPO HALL HOURS



✂ Setup: Sunday, Sep 10, 8:00 AM - 5:00 PM

📅 Exhibit Hall Open:
Monday, Sep 11, 7:30 AM - 8:30 AM

📅 Exhibit Hall Soft Close:
Monday, Sep 11, 8:30 AM - 11:00 AM

📅 Exhibit Hall Open:
Monday, Sep 11, 11:00 AM - 5:00 PM

📅 Exhibit Hall Open:
Tuesday, Sep 12, 7:30 AM - 3:30 PM

🔧 Tear Down: Tuesday, Sep 12, 5:00 PM - 9:00 PM

- Exhibit hall hours are in place to offer dedicated time for merchants to interact with conference sponsors and exhibitors. Outside of these specified hours, exhibitors are encouraged to attend general sessions, set up private meetings with attendees at your booth, or attend to other items of business.
- **Lead Retrieval:** Exhibitors may choose to add on an optional Lead Retrieval feature which will enhance engagement with conference attendees by quickly capturing leads through QR scanning and utilizing codes to qualify and categorize leads for effective follow-up. **Lead retrieval can be purchased in your company profile task list in the [MAG Exhibitor and Sponsorship Portal](#) after booth selection has been completed.*

OPTIONAL EXHIBITOR 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 31, 2023</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 with our professional emcee of up to three minutes that spotlights your products, services and brand. 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 also 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 a limited number of opportunities available. All videos will be recorded onsite after exhibit hall setup on Monday, September 11; 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 opportunities, visit the sponsorship website and make selection when choosing your exhibit booth.

EXHIBIT HALL HOURS

	Monday, September 11	Tuesday, September 12	Wednesday, September 13
September 11-12	7:30-8:30am ET 11:00am – 5:00pm ET	7:30am – 3:30pm ET	N/A

ACTIVITY	DATE / TIME
Set-Up	Sunday, September 10 8:00 a.m. – 5:00 p.m.
Tear Down	Tuesday, September 12 3:30 – 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.

Next Steps

NEXT STEPS

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 [Kristi Simonett](#), Director, Membership Engagement and Sponsorship Programs, to sign up before **July 7, 2023**.

- **July 7, 2023** - Deadline to sign up as an Annual Conference and/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.

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

ATTENDEE LIST KEY DATES

As a MAG Annual and/or Tech Forum Sponsor your benefits include pre-conference registration lists and a post conference attendee list. These lists will be sent via email to the primary and conference contacts of your company on the dates specified below.

- **July 3rd**: attendance rosters will be posted on the conference website and update it weekly.
- 2 pre-conference registration lists sent:
 - **August 21st**
 - **September 5th**
- 1 post-conference attendee list sent:
 - **September 19th**

We ask that you limit your number of electronic promotions to conference attendees to a **maximum** of two email communications. *Attendee/registration lists only included contact information of those registrants who have given their permission to share.*

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. 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

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