

# 2023

MID-YEAR CONFERENCE & TECH FORUM  
February 13 - 16

ANNUAL CONFERENCE & TECH FORUM  
September 10 - 13

## SPONSOR & EXHIBITOR GUIDE FOR 2023 MAG CONFERENCES



# MAG APPRECIATION

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*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

# Mid-Year Conference & Tech Forum - Sponsorship Opportunities

# 2023 MID-YEAR CONFERENCE & TECH FORUM


## JW Marriott Hill Country San Antonio, TX

**Opening Reception**  
**Monday, February 13, 2023**

**Program Dates**  
**February 14-16, 2023**  
**Tuesday - Thursday**



# SPONSORSHIP OPPORTUNITIES – TECH FORUM SPONSORS

OPPORTUNITY	DESCRIPTION	Tech Forum Only
<b>Session Door Entrance Wraps</b>	<p>High-visibility opportunity to showcase your company branding. Located above the Tech Forum 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 apply. Three additional complimentary passes to attend <u>Tech Forum</u> only.</p> <p><b>OPPORTUNITIES AVAILABLE: 2</b></p> 	<b>\$10,000</b>
<b>Power Stations</b>	<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 <u>Tech Forum</u> only.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<b>\$6,000</b>

*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. 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.</p> <p><b>OPPORTUNITIES AVAILABLE: 2</b> (Tuesday, Wednesday, or purchase both days for a discounted rate.)</p>	<b>\$5,000</b>
Treats and Sweets Networking Breaks	<p>Work with MAG Staff to customize selection of snacks available in the Tech Forum area for attendees to enjoy 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><b>OPPORTUNITIES AVAILABLE: 2</b> (Two breaks Tuesday, Two breaks Wednesday, or purchase both days for a discounted rate.)</p>	<b>\$5,500</b>
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><b>OPPORTUNITIES AVAILABLE: 2</b></p>	<b>\$3,000</b>

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



# SPONSORSHIP OPPORTUNITIES – ANNUAL SPONSORS

OPPORTUNITY	DESCRIPTION	Mid-Year Conference & Tech Forum
<b>Conference Emcee</b>	<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>Mid-Year Conference and/or Tech Forum</u>.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<b>\$27,500</b>
<b>Branded Name Badges</b>	<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>Mid-Year Conference and/or Tech Forum</u>.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<b>SOLD</b>
<b>Hotel Room Keycards</b>	<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>Mid-Year Conference and/or Tech Forum</u>.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<b>SOLD</b>
<b>Commercial / Video Ad</b>	<p>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.</p> <p><b>OPPORTUNITIES AVAILABLE: 2</b></p>	<b>\$10,500</b>

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

# SPONSORSHIP OPPORTUNITIES – ANNUAL SPONSORS

OPPORTUNITY	DESCRIPTION	Mid-Year Conference & Tech Forum
Room Drop	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.  <b>OPPORTUNITIES AVAILABLE: 1</b>	<b>\$10,000</b>
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 beginning ten weeks from the conference start date. Attendee list is updated weekly!  <b>OPPORTUNITIES AVAILABLE: 1</b>	<b>SOLD</b>
Registration Confirmation	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 Mid-Year Conference Registration.  <b>OPPORTUNITIES AVAILABLE: 1</b>	<b>\$9,000</b>
Countdown Clock	Get registrants familiar with your brand AND excited about the conference by branding the countdown clock on the conference website.  <b>OPPORTUNITIES AVAILABLE: 1</b>	<b>SOLD</b>

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

# SPONSORSHIP OPPORTUNITIES – ANNUAL SPONSORS

OPPORTUNITY	DESCRIPTION	Mid-Year Conference & Tech Forum
<b>Opening Night Reception</b>  Monday, February 13	<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 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>Mid-Year Conference and/or Tech Forum</u>.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<b>SOLD</b>
<b>Networking Evening Reception</b>  Tuesday, February 14	<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 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>Mid-Year Conference and/or Tech Forum</u>.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<b>\$30,000</b>
<b>Networking Evening Reception</b>  Wednesday, February 15	<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 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>Mid-Year Conference and/or Tech Forum</u>.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<b>\$30,000</b>


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

# SPONSORSHIP OPPORTUNITIES – ANNUAL SPONSORS

OPPORTUNITY	DESCRIPTION	Mid-Year Conference & Tech Forum
<b>Wi-Fi Provider</b>	<p>This sponsorship makes critical Wi-Fi service available in the meeting spaces for all conference attendees. Sponsor has the opportunity to customize the conference Wi-Fi network password. Password and sponsor logo will be visible to attendees throughout the conference space and in mobile app. Two additional complimentary passes to attend <u>Mid-Year Conference and/or Tech Forum</u>.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<b>\$19,000</b>
<b>Mobile App</b>	<p>Be the exclusive sponsor of the conference mobile app. This is a critical aspect of the conference which will have <b>heavy usage</b> throughout the event. All conference attendees must download the app to access the conference materials and receive conference name badge. 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>Mid-Year Conference and/or Tech Forum</u>.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<b>\$19,000</b>
<b>Networking Lounge / Charging Station</b>	<p>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 <u>Mid-Year Conference and/or Tech Forum</u>.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<b>\$14,000</b>



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

# SPONSORSHIP OPPORTUNITIES – ANNUAL SPONSORS

OPPORTUNITY	DESCRIPTION	Mid-Year Conference & Tech Forum
<b>Escalator Clings</b>	<p>Brand the escalators that all guests will use as they transition between sessions, meals and the exhibit hall spaces. This offering includes the right to visibly place your company branding. Sponsor will work directly with hotel production company to produce graphics; additional costs to execute apply.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p> 	<b>\$14,000</b>
<b>Merchant-Only Day Lunch Sponsor</b>	<p>Opportunity to brand each boxed lunch with a company logo sticker. Lunches will be distributed to merchants on Thursday's Merchant-Only Day. Stickers produced by MAG with sponsor approval.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<b>\$12,500</b>
<b>Networking Lunches</b>	<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><b>OPPORTUNITIES AVAILABLE: 2</b> (Tuesday, Wednesday or purchase both for a discounted rate)</p>	<b>\$12,500</b>

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

# SPONSORSHIP OPPORTUNITIES – ANNUAL SPONSORS

OPPORTUNITY	DESCRIPTION	Mid-Year Conference & Tech Forum
<b>General Session Foyer Banner</b>	<p>Place your company branding front and center in our general session foyer! This offering includes the right to visibly place your company branding between the main General Session rooms for all to see. Sponsor will work directly with hotel production company to produce graphic; additional costs to execute apply.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p> 	<b>SOLD</b>
<b>Session Door Entrance Wraps</b>	<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><b>OPPORTUNITIES AVAILABLE: 2</b></p> 	<p><b>\$10,000</b> <b>1 out of 2 SOLD</b></p>

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

# SPONSORSHIP OPPORTUNITIES – ANNUAL SPONSORS

OPPORTUNITY	DESCRIPTION	Mid-Year Conference & Tech Forum
<b>Networking Breakfasts</b>	Have prominent signage placed on tables in the breakfast area. Sponsor will work with MAG to select the menu.  <b>OPPORTUNITIES AVAILABLE: 2</b> (Tuesday, Wednesday or purchase both for a discounted rate).	<b>\$9,500</b>
<b>Sponsor Networking Rooms</b>	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 at 5pm. Prominent signage including company logo placed outside of room. Water station located inside room.  <b>OPPORTUNITIES AVAILABLE: 6</b> <i>*Sponsor Networking Rooms do not include company logo on conference marketing material.</i>	<b>SOLD</b>
<b>Exhibit Area Networking Breaks</b>	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).  <b>OPPORTUNITIES AVAILABLE: 4</b>	<b>\$7,000</b> <b>2 out of 4 SOLD</b>
<b>Branded Andes Mints at Registration</b>	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.  <b>OPPORTUNITIES AVAILABLE: 1</b>	<b>SOLD</b>

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

# Mid-Year 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 to make your exhibit booth selection. Conference Sponsorship and Exhibitor Selection Portal link will be sent to sponsor conference contacts and primary contacts in **November**.

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

# EXHIBITOR OPPORTUNITIES

<b>Standard Booth</b> Complimentary as part of your Annual MAG Sponsorship	<b>Booth Upgrade</b> \$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

## 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><b>\$345/Exhibitor*</b></p> <p><b>\$150/License*</b></p> <p><i>* Each price increases \$50 after January 31, 2023</i></p>
Exclusive MAG Interview Video for Conference Attendees	<p><b>MAKE A SPLASH AT THE MAG!</b> 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. <b>IMPORTANT NOTES:</b> There are a limited number of opportunities available. All videos will be recorded onsite after exhibit hall setup on Monday, February 13; 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>	\$6,000

**If interested in these opportunities, visit the sponsorship website and make selection when choosing your exhibit booth.**

# EXHIBIT HALL HOURS

	Tuesday, February 14	Wednesday, February 15	Thursday, February 17
February 14 - 15	7:30am – 5:00pm CT	7:30am – 5:00pm CT	N/A

ACTIVITY	DATE / TIME
Set-Up	Monday, February 13 8:00am – 5:00pm CT
Tear Down	Wednesday, February 15 5:00 – 9:00pm CT

# ON-SITE EXHIBITOR: SHIPPING INFORMATION

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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

## 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 **December 9, 2022**.

- **December 9, 2022** - Deadline to sign up as a Mid-Year Conference and/or Tech Forum Sponsor and/or Exhibitor
- You **must** visit the Mid-Year Conference and Tech Forum Sponsorship website to select your conference sponsorship opportunity and/or exhibitor booth.

# Marketing & Promotion



# MARKETING & PROMOTION

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- 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

# 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.

# **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
<b>Foyer Branding</b>	<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 <a href="#">Tech Forum</a> only.</p> <p><b>OPPORTUNITIES AVAILABLE: 2</b></p> 	<b>\$10,000</b>
<b>Power Stations</b>	<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 <a href="#">Tech Forum</a> only.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<b>\$6,000</b>

*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. 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.</p> <p><b>OPPORTUNITIES AVAILABLE: 2</b> (Monday, Tuesday, or purchase both days for a discounted rate.)</p>	<b>\$5,000</b>
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><b>OPPORTUNITIES AVAILABLE: 2</b> (Two breaks Monday, Two breaks Tuesday, or purchase both days for a discounted rate.)</p>	<b>\$5,500</b>
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><b>OPPORTUNITIES AVAILABLE: 2</b></p>	<b>\$3,000</b>

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

# SPONSORSHIP OPPORTUNITIES – ANNUAL SPONSORS

OPPORTUNITY	DESCRIPTION	Annual Conference & Tech Forum
<b>Conference Emcee</b>	<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><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<b>\$27,500</b>
<b>Branded Name Badges</b>	<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><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<b>\$25,000</b>
<b>Hotel Room Keycards</b>	<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><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<b>\$16,500</b>
<b>Commercial / Video Ad</b>	<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><b>OPPORTUNITIES AVAILABLE: 2</b></p>	<b>\$10,500</b>

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

# SPONSORSHIP OPPORTUNITIES – ANNUAL SPONSORS

OPPORTUNITY	DESCRIPTION	Annual Conference & Tech Forum
Room Drop	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.  <b>OPPORTUNITIES AVAILABLE: 1</b>	<b>\$10,000</b>
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 beginning ten weeks from the conference start date. Attendee list is updated weekly!  <b>OPPORTUNITIES AVAILABLE: 1</b>	<b>\$9,500</b>
Registration Confirmation	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.  <b>OPPORTUNITIES AVAILABLE: 1</b>	<b>\$9,000</b>
Countdown Clock	Get registrants familiar with your brand AND excited about the conference by branding the countdown clock on the conference website.  <b>OPPORTUNITIES AVAILABLE: 1</b>	<b>\$4,000</b>

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



# SPONSORSHIP OPPORTUNITIES – ANNUAL SPONSORS

OPPORTUNITY	DESCRIPTION	Mid-Year Conference & Tech Forum
<b>Opening Night Reception</b> 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 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>.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<b>\$25,000</b>
<b>Networking Evening Reception</b> 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 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>.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<b>\$30,000</b>
<b>Networking Evening Reception</b> 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 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>.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<b>\$30,000</b>

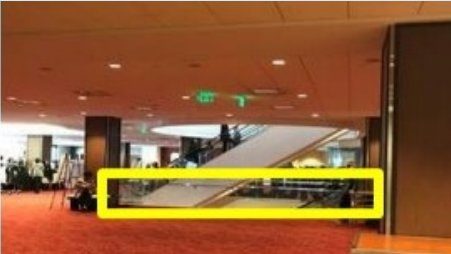

*Discounted pricing available if selecting multiple opportunities for the same conference.*

# SPONSORSHIP OPPORTUNITIES – ANNUAL SPONSORS

OPPORTUNITY	DESCRIPTION	Annual Conference & Tech Forum
<b>Wi-Fi Provider</b>	<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 table tents with sponsor logo will be placed on tables in the General Session space. Two additional complimentary passes to attend <u>Annual Conference and/or Tech Forum</u>.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<b>\$19,000</b>
<b>Mobile App</b>	<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><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<b>\$19,000</b>
<b>Networking Lounge / Charging Station</b>	<p>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 <u>Annual Conference and/or Tech Forum</u>.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<b>\$14,000</b>


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

# SPONSORSHIP OPPORTUNITIES – ANNUAL SPONSORS

OPPORTUNITY	DESCRIPTION	Annual Conference & Tech Forum
Foyer Glass Clings	<p>High visibility opportunity to showcase your company messaging &amp; 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><b>OPPORTUNITIES AVAILABLE: 1</b></p> <div></div>	<p><b>\$15,000</b></p>

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

# SPONSORSHIP OPPORTUNITIES – ANNUAL SPONSORS

OPPORTUNITY	DESCRIPTION	Annual Conference & Tech Forum
<b>Escalator Clings</b>	<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><b>OPPORTUNITIES AVAILABLE: 1</b></p> 	<b>\$14,000</b>
<b>Merchant-Only Day Lunch Sponsor</b>	<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><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<b>\$12,500</b>
<b>Networking Lunches</b>	<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><b>OPPORTUNITIES AVAILABLE: 2</b> (Monday, Tuesday or purchase both for a discounted rate)</p>	<b>\$12,500</b>

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

# SPONSORSHIP OPPORTUNITIES – ANNUAL SPONSORS

OPPORTUNITY	DESCRIPTION	Annual Conference & Tech Forum
<b>Session Door Entrance Wraps</b>	<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><b>OPPORTUNITIES AVAILABLE: 2</b></p> 	<b>\$15,000</b>
<b>Centennial Foyer Column Wraps</b>	<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><b>OPPORTUNITIES AVAILABLE: 4</b></p> 	<b>\$10,000</b>

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

# SPONSORSHIP OPPORTUNITIES – ANNUAL SPONSORS

OPPORTUNITY	DESCRIPTION	Annual Conference & Tech Forum
<b>Networking Breakfasts</b>	Have prominent signage placed on tables in the breakfast area. Sponsor will work with MAG to select the menu.  <b>OPPORTUNITIES AVAILABLE: 2</b> (Monday, Tuesday or purchase both for a discounted rate).	<b>\$9,500</b>
<b>Sponsor Networking Rooms</b>	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.  <b>OPPORTUNITIES AVAILABLE: 8</b> <i>*Sponsor Networking Rooms do not include company logo on conference marketing material.</i>	<b>\$9,000</b>
<b>Exhibit Area Networking Breaks</b>	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).  <b>OPPORTUNITIES AVAILABLE: 4</b>	<b>\$7,000</b>
<b>Branded Andes Mints at Registration</b>	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.  <b>OPPORTUNITIES AVAILABLE: 1</b>	<b>\$5,500</b>

*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 to make your exhibit booth selection. Conference Sponsorship and Exhibitor Selection Portal link will be sent to sponsor conference contacts and primary contacts in **April**.

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



# EXHIBITOR OPPORTUNITIES

<b>Standard Booth</b> Complimentary as part of your Annual MAG Sponsorship	<b>Booth Upgrade</b> \$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

## 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><b>\$345/Exhibitor*</b></p> <p><b>\$150/License*</b></p> <p><i>* Each price increases \$50 after August 31, 2023</i></p>
Exclusive MAG Interview Video for Conference Attendees	<p><b>MAKE A SPLASH AT THE MAG!</b> 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. <b>IMPORTANT NOTES:</b> 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>	\$6,000

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	Thursday, February 17
September 11-12	8:00am – 5:30pm ET	8:00am – 5:30pm ET	N/A

ACTIVITY	DATE / TIME
Set-Up	Sunday, September 10 12:00 – 5:00 p.m.
Tear Down	Tuesday, September 12 5:30 – 9:00 p.m.

# ON-SITE EXHIBITOR: SHIPPING INFORMATION

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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

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## 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

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- 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



# 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

[jennifer.mammele@merchantadvisorygroup.org](mailto:jennifer.mammele@merchantadvisorygroup.org)