



# MAG Payments Conference 25

## Conference Sponsorship Opportunities

September 8-11, 2025  
J.W. Marriott San Antonio Hill Country, TX

# 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

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- **Boost brand visibility and gain exposure.** 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 key 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, understand merchant needs, objectives 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

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

**Tech Forum Conference Sponsorship opportunities will be shared with the Tech Forum audience only.**

**All conference sponsorship selections include:**

- Logo on MAG conference website
- Logo in conference email communications
- Listed as Conference and / or Tech Forum sponsor on conference signage
- Verbal acknowledgement by MAG representative on main stage during conference

*Not seeing a conference sponsorship opportunity that aligns with your company goals? Have a custom sponsorship in mind? Please reach out to [Jennifer Whitlock](#) to discuss custom conference sponsorship opportunities.*

# SPONSORSHIP OPPORTUNITIES –TECH FORUM AUDIENCE ONLY

OPPORTUNITY	DESCRIPTION	Tech Forum Only
Tech Forum Pre-Conference Promotion & Video Spotlight Package	<p>Achieve outstanding visibility with our Tech Forum Pre-Conference Promotion &amp; Video Spotlight Package:</p> <p><b>Electronic Attendee List:</b> Gain excellent company exposure before, during, and after the event with your logo prominently displayed on the Tech Forum electronic attendee list. This list will be posted on the MAG website starting ten weeks before the conference and updated weekly.</p> <p><b>Video Presentation Opportunity:</b> Enhance your brand’s impact by presenting a 30-60 second video clip during the Tech Forum General Session. This allows you to market your brand directly to hundreds of payment technology professionals. The video must be produced by you and approved in advance by MAG.</p> <p>This package provides a comprehensive platform for maximizing your brand’s presence and engagement with key industry attendees.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	\$5,000
Tech Forum Session Entrance Wrap	<p>Make a bold impression with a high-visibility branding opportunity right above the entrance doors that attendees will use throughout the conference. Your company’s branding will capture attention as guests pass by on their way to sessions. You’ll collaborate directly with the hotel’s production team for execution, additional costs for production and execution will apply.</p>  <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	\$5,000

# **NEW! MAG Payments Conference 25 - Conference Sponsorship Opportunity Packages**

## CONFERENCE SPONSORSHIP PACKAGES – FULL CONFERENCE AUDIENCE


OPPORTUNITY	DESCRIPTION	MAG Payments Conference
<b>Center Stage Sponsorship Package</b>  <b>*Attendee Favorite*</b>	<p>Maximize your brand’s impact at MAG Payments Conference with our Center Stage Sponsorship package!</p> <p><b>Conference Emcee:</b> As the Conference Emcee sponsor, your brand will take center stage, helping to create an engaging atmosphere for attendees from the get-go! Your company will be showcased in pre-conference videos shared with MAG merchant members, setting the tone for an exciting event. You’ll also receive recognition in our emcee email blast to attendees, ensuring your brand resonates as they prepare to join us on-site. With a consistent 5-star rating from our conference participants, the MAG Conference Emcee is a beloved highlight, adding energy and excitement that keeps attendees coming back for more!</p> <p><b>Commercial/Video Ad:</b> Present a 30-60 second commercial video clip during one of the General Sessions, reaching nearly 1000 payment professionals. This video, produced and approved by sponsoring team, will spotlight your brand and enhance your company presence at the event.</p> <p>Don’t miss this premier opportunity to showcase your brand both live and on-screen. Three complimentary passes to attend the conference included.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<b>\$27,000</b>
<b>The Connected Experience Package</b>	<p>Become the exclusive sponsor of both the conference mobile app and Wi-Fi! Enjoy unparalleled brand visibility and engagement!</p> <p><b>Mobile App Sponsorship:</b> As the exclusive sponsor, your brand will be prominently featured with a customized rotating banner on the app’s homepage. Enjoy the added benefit of sending three personalized push notifications to all attendees and include a navigation icon linked to your company website or video.</p> <p><b>Wi-Fi Service Sponsorship:</b> Ensure seamless connectivity for all attendees by sponsoring the critical Wi-Fi service in the conference meeting spaces. Customize the network name and password, with your brand’s logo displayed on conference signage and Wi-Fi information included within the mobile app.</p> <p>Secure this comprehensive package to maximize your brand’s exposure and impact throughout the event! This sponsorship package also includes two additional complimentary passes to the conference.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<b>SOLD</b>

# CONFERENCE SPONSORSHIP PACKAGES – FULL CONFERENCE AUDIENCE

OPPORTUNITY	DESCRIPTION	MAG Payments Conference
A Gourmet Branding Opportunity	<p>Enhance your brand’s presence at MAG Payments Conference with our exclusive lunch sponsorship package!</p> <p><b>Branded Box Lunches:</b> Your company’s logo will be featured on stickers placed on each box lunch distributed to merchants on Thursday’s Merchant-Only Day. Stickers will be produced by MAG with sponsor’s approval.</p> <p><b>Prominent Signage:</b> Enjoy prominent signage placed in the lunch area throughout the conference, ensuring your brand is front and center during the meal.</p> <p>Make a memorable impact with this comprehensive sponsorship opportunity!</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	\$12,500
The Pre-Conference Branding Package	<p>Maximize your brand’s visibility with our all-inclusive pre-conference sponsorship package:</p> <p><b>Registration Confirmation Email:</b> Your company logo will be featured in the registration confirmation email sent to every attendee upon completing their MAG Payments Conference registration, ensuring early exposure.</p> <p><b>Electronic Attendee List:</b> Gain excellent exposure before, during, and after the event with your logo prominently displayed on the electronic attendee list posted on the MAG website. This list is updated weekly, starting ten weeks before the conference.</p> <p><b>Countdown Clock Branding:</b> Capture attendees’ attention and build excitement by branding the countdown clock on the conference website, keeping your company front-of-mind as the event approaches.</p> <p>This package offers a strategic way to get registrants familiar with your brand and excited for the conference!</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	\$9,500

# **MAG Payments Conference 25 - Individual Conference Sponsorship Opportunities**

# SPONSORSHIP OPPORTUNITIES – FULL CONFERENCE AUDIENCE

OPPORTUNITY	DESCRIPTION	MAG Payments Conference
<b>Branded Andes Mints at Registration</b>  <b>*Attendee Favorite*</b>	A hit among conference attendees! Sweeten the attendees conference with branded Andes Mints, a great first impression that keeps attendees coming back throughout the event for more of this unique treat. The sponsor's logo will be featured on the candy wrappers.  <b>OPPORTUNITIES AVAILABLE: 1</b>	<b>\$6,000</b>
<b>NOOK Event Pods</b>	Conference attendees are always seeking out space to hold meetings, check emails, make phone calls, or just relax in between sessions. Provide attendees the opportunity to connect on-site with your company brand top of mind. Secure a NOOK Event Pod for MAG Payments Conference! NOOK Pods will be place in conference foyer area. Sponsor will work directly with NOOK company to brand, additional branding costs will apply.    <b>OPPORTUNITIES AVAILABLE: 6</b>	<b>\$6,000</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 included on prominent signage throughout the networking break space. (Two on Tuesday, Two on Wednesday or purchase all 4 for a discounted rate).  <b>OPPORTUNITIES AVAILABLE: 4</b>	<b>SOLD</b>

# SPONSORSHIP OPPORTUNITIES – FULL CONFERENCE AUDIENCE

OPPORTUNITY	DESCRIPTION	MAG Payments Conference
Foyer Banner	<p>Showcase your company’s messaging and branding in the high-traffic foyer outside the conference session room. This premium placement allows you to prominently display your branding and make a lasting impression. You’ll collaborate directly with the hotel’s production team for execution, additional costs for production and execution will apply.</p> 	\$9,000
Session Entrance Wraps	<p>Make a bold impression with a high-visibility branding opportunity right above the entrance doors that attendees will use throughout the conference. Your company’s branding will capture attention as guests pass by on their way to sessions. You’ll collaborate directly with the hotel’s production team for execution, additional costs for production and execution will apply.</p> 	\$9,000
Commercial / Video Ad	<p>Opportunity to showcase a 30-60 second video during one of the MAG Payments Conference General Sessions, placing your brand in front of hundreds of payment professionals. The video must be created by sponsoring company and receive prior approval from MAG.</p>	SOLD

## SPONSORSHIP OPPORTUNITIES – FULL CONFERENCE AUDIENCE

OPPORTUNITY	DESCRIPTION	MAG Payments Conference
Room Drop - Branded Gifts	Surprise 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.  OPPORTUNITIES AVAILABLE: 1	\$10,000
NEW! Welcome Registration Drink/Snack	Be the first to welcome attendees to the conference on Monday, September 8 from 1-7pm as <b>2/3 of registrants check in on opening day!</b> Sponsorship includes bar and/or snack table set up near the registration desk to provide attendees picking up their badge with a welcome drink and/or snack. Drink and/or snack selection made by sponsor. Additional cost for food and beverage applies. Signage placed throughout the space and highlighted in the “Know Before You Go” email to registered attendees.  OPPORTUNITIES AVAILABLE: 1	\$10,000
Reusable Water Bottles  *Attendee Favorite*	Support the MAG's "Go Green!" initiative by providing attendees with custom reusable water bottles for use throughout the event and beyond. Water bottles will be distributed at registration to all participants. As the sponsor, you'll be responsible for designing the branded water bottles, which must be submitted for review and approval by MAG before production.  OPPORTUNITIES AVAILABLE: 1 <i>*Water bottle selected and purchased by MAG, Logo/design provided by sponsor.*</i>	\$10,000
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 Monday and extends through Wednesday at 5pm. Prominent signage including company logo placed outside of room. Water station located inside room.  OPPORTUNITIES AVAILABLE: 3 <i>*Sponsor Networking Rooms do not include company logo on conference marketing material.</i>	\$10,000

# SPONSORSHIP OPPORTUNITIES – FULL CONFERENCE AUDIENCE

OPPORTUNITY	DESCRIPTION	MAG Payments Conference
<b>Opening Night Reception</b>  Monday, September 8	<p>Welcome attendees to San Antonio by becoming the sponsor of our opening night reception! Enjoy the exclusive opportunity to brand and design the event, working directly with the hotel and other vendors to bring your vision to life. Please note that additional costs will apply for food &amp; beverage, décor, and entertainment based on your preferences. MAG will support your branding efforts with custom napkins and table signage featuring your company logo. Your company will also be highlighted in the "Know Before You Go" e-blast, the conference agenda, and announced from the main stage. This sponsorship also includes one additional complimentary pass to MAG Payments Conference.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<b>SOLD</b>
<b>Evening Networking Reception</b>  Tuesday, September 9	<p>As the networking reception sponsor, you will have the exclusive opportunity to brand and design the reception, working directly with the hotel and other vendors to bring your vision to life. Please note that additional costs will be incurred for food &amp; beverage, décor, and entertainment based on your requirements. MAG will support your efforts by providing branded napkins and table signage featuring your company logo. Your company will also be highlighted in the "Know Before You Go" e-blast, conference agenda, and mentioned from the main stage. This sponsorship includes one additional complimentary pass to attend MAG Payments Conference.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<b>SOLD</b>
<b>Evening Networking Reception Finale</b>  Wednesday, September 10	<p>Celebrate with attendees as the sponsor of our final networking reception of the conference! Sponsor will have the exclusive opportunity to brand and design the reception, working directly with the hotel and other vendors to bring your vision to life. Please note that additional costs will be incurred for food &amp; beverage, décor, and entertainment based on your requirements. MAG will support your efforts by providing branded napkins and table signage featuring your company logo. Your company will also be highlighted in the "Know Before You Go" e-blast, conference agenda, and mentioned from the main stage. This sponsorship includes one additional complimentary pass to attend MAG Payments Conference.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<b>\$15,000</b>

# SPONSORSHIP OPPORTUNITIES – FULL CONFERENCE AUDIENCE

OPPORTUNITY	DESCRIPTION	MAG Payments Conference
Headshot Station	Help attendees stay professional! Sponsor the headshot station near the exhibit hall. Prominent signage placed throughout photo station area and logo included in follow up email sent to attendees with their headshot.	\$13,500
<b>*Attendee Favorite*</b>	<b>OPPORTUNITIES AVAILABLE: 1</b>	
Charging Lounge	Keep conference attendees "charged up" by sponsoring the charging lounge where attendees can recharge and network throughout the conference. Sponsor to work with other external vendors directly to customize station and networking lounge area; additional production costs may apply for furniture or other items. MAG will provide water stations throughout the space. One additional complimentary pass to attend MAG Payments Conference.	<b>SOLD</b>
	<b>OPPORTUNITIES AVAILABLE: 1</b>	
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 MAG Payments Conference.	\$18,000
	<b>OPPORTUNITIES AVAILABLE: 1</b>	
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 MAG Payments Conference.	<b>SOLD</b>
	<b>OPPORTUNITIES AVAILABLE: 1</b>	

# MAG Payments Conference 25 - Exhibit Hall Information

# IMPORTANT

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A benefit of MAG Annual sponsorship is a complimentary exhibit booth, with the option to upgrade. *Exhibit booth selection for MAG Payments Conference 25 is first come, first serve while supplies last.*

## 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 **May**.

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

# EXHIBITOR OPPORTUNITIES

<div>Standard Booth</div> <div>Complimentary as part of your Annual MAG Sponsorship</div> <div>First-Come, First-Serve</div>	<div>Booth Upgrade</div> <div>\$11,000</div> <div>First-Come, First-Serve</div>
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. Purchase before prices increase after August 18!</p> <p>Each additional license</p>	<p><b>\$345/Exhibitor*</b></p> <p><b>\$150/License*</b></p> <p><i>*Each price will increase by \$50 after August 18, 2025</i></p>
Exclusive MAG Interview Video for Conference Attendees	<p><b>Showcase your exhibit booth 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 one 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 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 on Tuesday, September 9; 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 portal and make selection when choosing your exhibit booth.

# EXHIBIT HALL HOURS

	Tuesday, September 9	Wednesday, September 10
September 9-10	8:30am – 4:30pm ET	8:30am – 3:30pm ET

ACTIVITY	DATE / TIME
Set-Up	Monday, September 8 8:00am – 5:00pm
Tear Down	Wednesday, September 10 3:30 – 7:00pm

# ON-SITE EXHIBITOR: SHIPPING INFORMATION

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The MAG is using GES as our official exhibit services company for MAG Payments 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 [Meg Thaxton](#), Manager, Sponsorship Programs, to sign up before **Thursday, July 31, 2025**.

- **Thursday, July 31, 2025** - Deadline to sign up as an MAG Payments Conference sponsor and/or exhibitor
- You **must** visit the MAG Payments Conference Sponsorship portal to select your conference sponsorship opportunity and/or exhibitor booth.

# Marketing & Promotion

# MARKETING & PROMOTION

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- Post on social media using **#MAGPaymentsConference** 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

# Payment Information

# IMPORTANT – PAYMENT INFORMATION

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- **Sponsorships will not be guaranteed nor 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.

## Key Contact:

Jennifer Whitlock

Manager, Conference & Events

[Jennifer.whitlock@merchantadvisorygroup.org](mailto:Jennifer.whitlock@merchantadvisorygroup.org)