MERCHANT ADVISORY GROUP ®

Payments MAGnified 27: Conference Sponsor & Exhibitor Guide

February 22-25, 2027

MAG APPRECIATION

*The MAG's mission of driving **positive change** and **innovation** in the payments industry would not be possible without the support of our sponsors.*

We appreciate everything you contribute.

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BENEFITS OF BECOMING A CONFERENCE SPONSOR/EXHIBITOR

- **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 payments teams. Take advantage of networking and exhibit hours on each conference day to interact with these attendees.

- **Build relationships**. Strengthen existing relationships, understand merchant needs, and generate new leads.

- ***Robust Analytics**. Receive detailed data to facilitate lead follow-up.

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

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SPONSORSHIP OPPORTUNITIES

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 or have a custom sponsorship in mind? Please reach out to Jennifer Whitlock to discuss custom conference sponsorship opportunities.

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Payments MAGnified 2027

Hyatt Regency Dallas
Dallas, TX

Opening Reception
Monday, February 22, 2027

Program Dates
February 23-25
Tuesday – Thursday



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First Impressions Matter: Opportunities for Pre-Conference Exposure

OPPORTUNITY	DESCRIPTION	PRICE
Countdown Clock Branding	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. **OPPORTUNITIES AVAILABLE: 1**	**$1,000**
Electronic Attendee List	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. **OPPORTUNITIES AVAILABLE: 1**	**$2,000**
Registration Confirmation Email	Your company logo will be featured in the registration confirmation email sent to every attendee upon completing their Payments MAGnified registration, ensuring early exposure to your brand. **OPPORTUNITIES AVAILABLE: 1**	**$3,000**

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Gourmet Branding Opportunities: Food & Beverage

OPPORTUNITY	DESCRIPTION	PRICE
The Sweet Send-Off Sponsorship	Treat merchants to a special farewell experience! Your company's logo will be prominently featured on custom signage, providing a memorable brand touchpoint as attendees wrap up the conference. This highly visible opportunity allows your brand to be associated with a welcoming and appreciated end-of-conference experience. Signage will be designed and produced by MAG. Option to provide a sponsor-branded giveaway. **OPPORTUNITIES AVAILABLE: 1**	**$2,000**
Networking Breakfasts	Showcase your brand with prominent signage in the busy breakfast area. As attendees fuel up to start their day, your logo and messaging will be front and center, ensuring strong brand exposure in a casual and conversational setting. **OPPORTUNITIES AVAILABLE: 1**	**$2,500**
Networking Lunch	Your company will receive high-visibility signage placed throughout the lunch area for the duration of the conference, putting your brand front and center as attendees enjoy lunch. **OPPORTUNITIES AVAILABLE: 1**	**$3,000**
Branded Andes Mints at Registration	A hit among conference attendees! Sweeten the conference with branded Andes Mints, a great first impression that keeps attendees coming back throughout the event for more of this unique treat. Your logo will be featured on the candy wrappers. **OPPORTUNITIES AVAILABLE: 1**	**$3,000**
Welcome Registration Drink	Over 600 conference attendees will arrive on Monday, February 22; be the first to welcome them from 1:00-7:00 p.m. Sponsorship includes bar table set up near the registration desk to provide attendees picking up their badge with a welcome drink. Drink selection made by sponsor. Additional cost for beverage applies. Signage placed throughout the space and highlighted in the "Know Before You Go" email to registered attendees. **OPPORTUNITIES AVAILABLE: 1**	**$5,000**
Exhibit Area Networking Breaks	Your logo will be prominently displayed on signage throughout the networking break area February 23 and 24 in the exhibit hall, ensuring ongoing brand exposure as attendees gather, grab refreshments, and make valuable connections. This is a prime opportunity to align your brand with moments of conversation, collaboration, and energy. **OPPORTUNITIES AVAILABLE: 1**	**$14,000**

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Wellness Opportunities

OPPORTUNITY	DESCRIPTION	Cost
The Zen Den	Ensure attendees create meaningful moments in a mindful space. Sponsor a dedicated lounge designed for quiet connection and creative interaction. This relaxing area invites attendees to take a break from the hustle and bustle; build a collaborative puzzle, contribute to a community art piece, or simply connect through conversation. Your brand will be featured prominently throughout the space, offering a powerful association with wellness, creativity, and human connection. Additional charges may apply for custom furniture, design elements, or enhancements to brand the space. **OPPORTUNITIES AVAILABLE: 1**	**$2,000**
Room Drop – Branded Gifts	Surprise MAG attendees with a branded item in their hotel room! This offering includes the right to place your company branded item in each attendee room after day one of conference. Sponsor provides branded gift to hotel in advance of conference, additional costs to execute may apply. **OPPORTUNITIES AVAILABLE: 1**	**SOLD**
Reusable Water Bottles	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 will design the branded water bottles, which must be submitted for review and approval by MAG before production. **OPPORTUNITIES AVAILABLE: 1** **MAG will source the bottle, and the sponsor will supply the design. Should a premium bottle be preferred, it must be provided by the sponsor at an additional cost.*	**$10,000**

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In the Spotlight: Opportunities for Session & Stage Presence

OPPORTUNITY	DESCRIPTION	Cost
MAG Exhibitor Interview	Stand out from the crowd with this high-impact branding opportunity designed to elevate your presence at Payments MAGnified. Your selected company representative will be interviewed by MAG's professional emcee in a dynamic 3-minute segment focused on your products, services, and brand story. **Here's how you'll shine:** • Your interview will be streamed to all attendees during breaks as attendees gather before key sessions prime times when attention is at its peak. • The professionally produced video will be delivered to you post-conference for continued use in your marketing, digital, and social campaigns (in accordance with MAG's social media policy). • Our emcee will provide on-the-spot coaching to ensure your representative is confident, polished, and positioned for success. **OPPORTUNITIES AVAILABLE: 6**	**$4,000**
TECH FORUM: **Pre-Conference Promotion & Video Spotlight Package**	Achieve outstanding visibility with our **Tech Forum** Pre-Conference Promotion & Video Spotlight Package: **Electronic Attendee List:** 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. **Video Presentation Opportunity:** 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. This package provides a comprehensive platform for maximizing your brand's presence and engagement with key industry attendees. **OPPORTUNITIES AVAILABLE: 1**	**SOLD**
Commercial / Video Ad	Opportunity to showcase a 30-60 second video during one of the Payments MAGnified General Sessions, placing your brand in front of hundreds of payments professionals. The video must be created by sponsoring company and receive prior approval from MAG. **OPPORTUNITIES AVAILABLE: 1**	**SOLD**

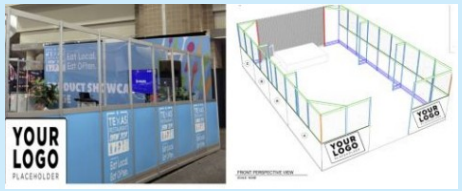
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In the Spotlight: Opportunities for Session & Stage Presence

OPPORTUNITY	DESCRIPTION	Cost
First-Time Attendee Reception Sponsorship	Help set the tone for a welcoming and engaging conference experience by sponsoring our First-Time Attendee Session and Reception. This 60-minute gathering (30 minute session + 30 minute networking reception) is designed to connect first time attendees, provide key event insights, and create meaningful first impressions. **As the exclusive sponsor, your brand will be prominently featured through:** • Verbal recognition from the session stage • Branded signage within the reception/session space • Inclusion in the official conference agenda on the website and mobile app **OPPORTUNITIES AVAILABLE: 1**	**$5,000**
TECH FORUM: Breakout Room Sponsor	Feature your brand in the high-traffic **Tech Forum** breakout room used for multiple **Tech Forum** breakout sessions and panels. This unique opportunity provides consistent and repeated exposure to attendees throughout the conference. The sponsorship includes branded signage at the room entrance, as well as interior branding within the space. Want to increase your impact? Additional entrance branding and customizations are available for an added cost. **OPPORTUNITIES AVAILABLE: 1**	**$10,000**
Breakout Room Sponsor	Feature your brand in a high-traffic room used for multiple breakout sessions and panels. This unique opportunity provides consistent and repeated exposure to attendees throughout the conference. The sponsorship includes branded signage at the room entrance, as well as interior branding within the space. Want to increase your impact? Additional entrance branding and customizations are available for an added cost. **OPPORTUNITIES AVAILABLE: 1**	**$10,000**

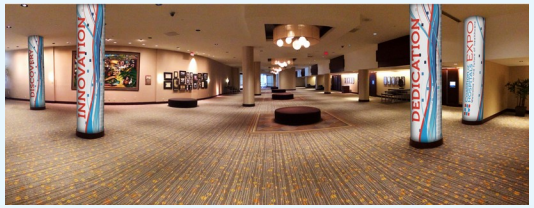
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In the Spotlight: Opportunities for Session & Stage Presence

OPPORTUNITY	DESCRIPTION	Cost
Innovation Stage 	The Innovation Stage is the heart of cutting-edge demonstrations and product showcases at our conferences. It's where partners unveil their latest innovations, engage with the audience, and create meaningful connections with potential clients. As the sponsor of this stage, your brand will be prominently featured on the Innovation Stage. The Payments MAGnified Innovation Stage will be prominently located in the exhibit hall ensuring maximum visibility and association with innovation and thought leadership. This will be the first thing attendees see upon entering the exhibit hall for networking, meals, and breaks. **Benefits of Sponsoring the Innovation Stage:** • Exclusive branding on the Innovation Stage • Prominent logo placement on the Innovation Stage rotating deck • Recognition as a Payments MAGnified sponsor, including your company logo on conference emails, website, additional on-site signage, and mentioned from the main stage • The opportunity to be associated with bringing innovation and thought leadership to the MAG's merchant members and decision-makers **OPPORTUNITIES AVAILABLE: 1**	**$11,000**
Center Stage Sponsorship Package 	Maximize your brand's impact at Payments MAGnified with our Center Stage Sponsorship package! **Conference Emcee:** 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 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! **Commercial/Video Ad:** Present a 30-60 second commercial video during one of the Payments MAGnified General Sessions, reaching nearly 1,000 payments professionals. This video, produced and approved by sponsoring team, will spotlight your brand and enhance your company presence at the event. Don't miss this premier opportunity to showcase your brand both live and on-screen. Three complimentary passes to attend the conference included. **OPPORTUNITIES AVAILABLE: 1**	**SOLD**

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Make Your Mark: Branding & Signage Opportunities

OPPORTUNITY	DESCRIPTION	PRICE
Tote Bag 	As the exclusive tote bag sponsor, your company will provide a custom-branded tote bag distributed to every conference attendee at registration. This is a high-visibility opportunity to showcase your brand throughout the event and long after, as attendees carry your bag to sessions, the exhibit hall, and home. **Sponsorship Includes:** • Exclusive distribution of your branded tote bags at registration • Opportunity to include a promotional insert or item in each bag • Sponsor recognition in the "Know Before You Go" email Your tote bags serve as a walking advertisement for your company while providing attendees the convenience of carrying all their items in one place. **OPPORTUNITIES AVAILABLE: 1** **MAG will source tote bag; sponsor will supply the design. Should a premium bag be preferred, it must be provided by the sponsor at an additional cost.*	**$5,000**
Foyer Pillar Wraps	High-visibility opportunity to showcase your company branding. Located in the foyer attendees will consistently utilize throughout the conference as they move throughout our event 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: 2**	**$6,000**
Custom Hotel Room Keycards 	Attendees will see your logo every time they unlock their door at the conference hotel. Work with MAG staff to customize with your branding. One additional complimentary pass to attend Payments MAGnified. **OPPORTUNITIES AVAILABLE: 1**	**SOLD**
Branded Name Badges	Great visibility as your logo is placed prominently on the name badges that all conference attendees wear throughout the conference. Two additional complimentary passes to attend Payments MAGnified. **OPPORTUNITIES AVAILABLE: 1**	**$27,500**

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Conversations that Count: Networking & Private Meeting Space Opportunities

OPPORTUNITY	DESCRIPTION	PRICE
Sponsor Networking Rooms	Secure a private space for your company to hold meetings. Rooms will be assigned on a first-come, first-served basis. Room availability begins at 5:00 p.m. Monday and extends through Wednesday at 5:00 p.m. Prominent signage, including company logo, placed outside the room. Water station located inside room. **LIMITED AVAILABILITY** **Sponsor Networking Rooms do not include company logo on conference marketing material.*	**$11,000**
Opening Night Reception **Monday, February 22**	**Make your brand one of the first connection attendees experience in Dallas!** This sponsorship is about more than food and beverage, it's an opportunity to put your brand at the center of one of the conference's premier networking experiences. **The reception is yours to design.** Work directly with the hotel and vendors to bring your vision to life, whether through a creative activation, entertainment, décor, or other branded experiences. Showcase your company, engage attendees, and create meaningful connections. Additional costs apply for food and beverage, décor, entertainment, activations, and other enhancements based on your preferences. MAG will provide custom napkins and signage featuring your logo. Your company will also be featured in the "Know Before You Go" email, conference agenda, and main stage announcements. This sponsorship also includes one additional complimentary pass to Payments MAGnified. **OPPORTUNITIES AVAILABLE: 1**	**$15,000**
Evening Networking Reception Finale **Wednesday, February 24**	**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. Additional costs apply for food and beverage, décor, entertainment, activations, and other enhancements based on your preferences. MAG will support your efforts by providing branded napkins and signage featuring your company logo. Your company will also be highlighted in the "Know Before You Go" email, conference agenda, and mentioned from the main stage. This sponsorship includes one additional complimentary pass to attend Payments MAGnified. **OPPORTUNITIES AVAILABLE: 1**	**$15,000**

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Power the Experience: Technology & Experience Opportunities

OPPORTUNITY	DESCRIPTION	PRICE
Polaroid Pop-Up	Bring fun and memorable moments to the conference with a branded photo booth experience in the exhibit hall. This sponsorship includes a fully customizable Polaroid-style photo frame, allowing your brand to be front and center in every snapshot. Attendees will stop by to take photos with colleagues and new connections, giving your company organic exposure both at the event and across social media as guests share their pictures. A highly visible and interactive activation that combines visibility with attendee engagement. Additional customization or décor options may be available at an added cost. **OPPORTUNITIES AVAILABLE: 1**	**$5,000**
Headshot Station	Sponsor the professional headshot station and align your brand with confidence and career growth. Your logo will be prominently displayed throughout the headshot area and included in the follow-up email sent to attendees with their final photo, giving your brand lasting visibility long after the event. Additional costs to execute apply. **OPPORTUNITIES AVAILABLE: 1**	**$10,000**
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 Payments MAGnified. **OPPORTUNITIES AVAILABLE: 1**	**SOLD**
Connected Experience Package	Become the exclusive sponsor of both the conference mobile app and Wi-Fi! Enjoy unparalleled brand visibility and engagement! **Mobile App Sponsorship:** 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. **Wi-Fi Service Sponsorship:** 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. 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. **OPPORTUNITIES AVAILABLE: 1**	**SOLD**

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Payments MAGnified 27 – Exhibit Hall Information

IMPORTANT

A benefit of MAG Annual sponsorship is a complimentary exhibit booth, with the option to upgrade.
*Exhibit booth selection for Payments MAGnified 27 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 **October.**

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

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EXHIBITOR OPPORTUNITIES

Standard Booth Complimentary as part of your Annual MAG Sponsorship *First-Come, First-Serve*	**Booth Upgrade** $11,000 *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’ draped table	Two Chairs
One 17” x 11” ID Sign	One 6’ draped table
One trash can	One 17” x 11” ID Sign
	One trash can

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OPTIONAL EXHIBITOR ADD-ON – Lead Retrieval

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. Purchase before prices increase after February 5!	**$345/Exhibitor*** **Each additional license: $150/License*** **Each price will increase by $50 after February 5, 2027*

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

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ON-SITE EXHIBITOR INFORMATION

The MAG is using GES as our official exhibit services company for Payments MAGnified.

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

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Need a Little Booth Inspiration?

We understand keeping attendees engaged in your booth can be a challenge. A great activation can turn a quick walk by into a meaningful conversation and help your brand stand out on the show floor. Think beyond the traditional booth and create an experience that attracts attention, sparks interaction, and gives attendees a reason to stop and connect.

🎯 **Games & Giveaways** – Trivia, prize wheels, contests, or challenges

📸 **Photo Opportunities** – Branded photo walls, GIF stations, or headshot experiences

☕ **Food & Beverage** – Coffee, snacks, mocktails, or other treats to attract attendees

🎮 **Interactive Experiences** – Demos, VR, touchscreens, or hands-on product experiences

🎁 **Swag with a Twist** – Personalized or exclusive giveaways attendees will actually use.

💬 **Conversation Starters** – Quick polls, surveys, raffles, or networking activities

Think beyond the traditional booth and create an experience attendees will remember!

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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 Stephanie Clark, to sign up before **Friday, December 18, 2026.**

- **December 18, 2026** - Deadline to sign up as a Payments MAGnified sponsor and/or exhibitor

- You **must** visit the Payments MAGnified Sponsorship portal to select your conference sponsorship opportunity and/or exhibitor booth.

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Marketing & Promotion

MARKETING & PROMOTION

- Post on social media using **#PaymentsMAGnified and #MAGTechForum**
- 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 the 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 Lists to Sponsors:

Beginning December 14, 2026, the MAG will post a registration roster on the conference website and update it weekly.

Additionally, a list with approved registrant details will be sent to primary and conference contacts for each current US Annual sponsor in good standing.

- Pre-conference registration list #1 February 1, 2027
- Pre-conference registration list #2 February 8, 2027
- Post-conference attendee list March 1, 2027

**Sponsor may send a maximum of two (2) pre-conference communications per conference to registrants who have opted in to share their email addresses.*
**The post-conference attendee list is provided for conference-related follow-up only and does not grant permission for ongoing email marketing or solicitation.*

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Payment Information

IMPORTANT – PAYMENT INFORMATION

- **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.

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