



# 2026 Sponsorship Prospectus



The Merchant Advisory Group (MAG) is the leading global voice for merchants in the payments industry. Founded in 2008, MAG connects 200+ U.S. merchant members and 130+ international merchants across 25+ verticals with solution providers, networks, and industry leaders to drive innovation and positive change.

Our Annual Sponsorship Program offers year-round visibility through conferences, communications, webinars, and networking connecting you directly with C-suite decision-makers shaping the future of global payments.

# Why Partner with the MAG

**200+**

U.S. MERCHANT  
MEMBERS

**25+**

MERCHANT  
VERTICALS

**130+**

INTERNATIONAL  
MERCHANTS

**3** Continents

GLOBAL  
PRESENCE

## ACCESS AND VISIBILITY

Connect directly with C-suite payments decision-makers and merchants representing \$X trillion in annual transactions. Your brand stays front and center year-round through logo placement, conference signage, exhibit hall access, and complimentary event passes.

## THOUGHT LEADERSHIP AND ENGAGEMENT

Elevate your voice through hosted webinars, speaking opportunities, and published articles, press releases, and whitepapers on the MAG's website.

## RELATIONSHIP BUILDING

On-stage recognition and exclusive networking receptions put you in the room with the merchant leaders who matter most.

## ENHANCED ENGAGEMENT

Tier 1 and Tier 2 sponsors receive exclusive access to MAG leadership and additional event benefits:

### TIER 1 EXCLUSIVE BENEFITS:

#### BOARD ACCESS

Two meetings per year with the MAG Board of Directors to share industry trends and hear merchant objectives

#### PREMIUM VISIBILITY

Expanded website presence and premium mobile app logo placement\*

#### PRIORITY SELECTION

Early access to conference sponsorships and exhibit booth selection

#### EDUCATION ACCESS

Complimentary MAG eLearning (MP101, 200 Series, microlearning)<sup>†</sup>

#### TECH FORUM

Sponsorship included<sup>†</sup>

\*Mobile app regions only | <sup>†</sup>U.S. Sponsors only

### TIER 1 AND TIER 2 BENEFITS:

#### ADVISORY COUNCIL

Appoint one representative to provide thought leadership, featured on MAG website

#### INCREASED EVENT ACCESS

Additional complimentary passes to MAG U.S. Conferences and International Summits



# Sponsorship Program

The Annual Sponsorship Program gives your company direct access to payments decision-makers from the world's largest merchants, fostering open, two-way dialog on the business side of payments.

The Tech Forum Sponsorship (U.S. only) is designed for payments IT professionals, focusing on emerging technologies that enable secure, frictionless payment experiences. All five tiers of sponsorship last for a one-year term with each providing distinct benefits tailored to your business needs and budget.

## 2026 ANNUAL SPONSOR BENEFITS

|                                                                                                                                                                          | Tier 1<br>Elite Partner | Tier 2<br>Premier Partner | Tier 3<br>Select Partner | Tier 4<br>Associate Partner | Tech Forum<br>Associate Partner |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|---------------------------|--------------------------|-----------------------------|---------------------------------|
|                                                                                                                                                                          | \$125,000               | \$65,000                  | \$35,000                 | \$20,000                    | \$30,000                        |
| NETWORKING AND EVENTS                                                                                                                                                    |                         |                           |                          |                             |                                 |
| <b>Complimentary Registrations:</b> Per conference<br>(Tech Forum access included in Tier 1 Annual; not included in Tiers 2–4 Annual)                                    | 9                       | 7                         | 5                        | 2                           | 3                               |
| <b>Speaking Opportunities:</b> Per sponsorship term (MAG Requested and Approved)                                                                                         | 2                       | 1                         | 1                        |                             | 1                               |
| <b>Exhibiting Space:</b> 10x10 Exhibit booth at both MAG Conferences<br>(One per Company; upgrades available)                                                            | ●                       | ●                         | ●                        | ●                           | ●                               |
| <b>Signage Recognition:</b> Sponsor logo displayed at both MAG Conferences                                                                                               | ●                       | ●                         | ●                        | ●                           | ●                               |
| <b>Stage Acknowledgement:</b> Recognition from the stage at both MAG Conferences                                                                                         | ●                       | ●                         | ●                        | ●                           | ●                               |
| <b>Mobile App Presence:</b> Company logo and description at both MAG Conferences                                                                                         | ●                       | ●                         | ●                        | ●                           | ●                               |
| <b>List Access:</b> Two pre-conference and one post-conference registration lists<br>(including opt-in email addresses for Annual Conference and/or Tech Forum sponsors) | ●                       | ●                         | ●                        | ●                           | ●                               |
| <b>Exhibit Hall Interview:</b> Available upon request                                                                                                                    | ●                       |                           |                          |                             |                                 |
| <b>Early Sponsorship Access:</b> Priority conference sponsorship and booth selection, one week ahead of other tiers                                                      | ●                       |                           |                          |                             |                                 |
| <b>Tech Forum Sponsorship:</b> Included (as part of annual package)                                                                                                      | ●                       |                           |                          |                             |                                 |
| EDUCATION, ADVOCACY, AND ENGAGEMENT                                                                                                                                      |                         |                           |                          |                             |                                 |
| <b>Speaking Opportunities:</b> Throughout the year at committee meetings                                                                                                 | ●                       | ●                         | ●                        |                             | ●                               |
| <b>Advisory Council:</b> Strategic role to provide thought leadership                                                                                                    | ●                       | ●                         |                          |                             |                                 |
| <b>Board Engagement:</b> Share industry trends and hear Merchants' objectives                                                                                            | ●                       |                           |                          |                             |                                 |
| <b>Educational Access:</b> eLearning programs (MP101, 200 Series and Future Releases)                                                                                    | ●                       |                           |                          |                             |                                 |
| DIGITAL AND BRAND                                                                                                                                                        |                         |                           |                          |                             |                                 |
| <b>Website Listing:</b> Hyperlinked to sponsor website                                                                                                                   | ●                       | ●                         | ●                        | ●                           | ●                               |
| <b>Thought Leadership:</b> Publish press releases, articles and whitepapers on MAG website                                                                               | ●                       | ●                         | ●                        | ●                           | ●                               |
| <b>Logo Usage:</b> MAG logo on sponsor collateral indicating sponsorship tier participation                                                                              | ●                       | ●                         | ●                        | ●                           | ●                               |
| <b>Expanded Visibility:</b> Logo placement on Education/MLC pages (Annual) or Payments Technology Page (Tech Forum and Annual)                                           | ●                       |                           |                          |                             | ●                               |
| <b>Premium Logo Placement:</b> Logo included on the Conference Mobile App                                                                                                | ●                       |                           |                          |                             |                                 |
| <b>Additional Conference Passes: \$1,795 Early Bird • \$1,895 Regular • \$1,995 Onsite (All prices subject to change)</b>                                                |                         |                           |                          |                             |                                 |

# MAG Conferences

The MAG hosts two U.S. conferences annually. Payments MAGnified (February) draws more than 1,100 attendees and features deep-dive sessions, real-world case studies, small group discussions, and our annual Women in Payments session. MAG Payments Conference (September) is our flagship event, attracting around 1,300 attendees and offering keynote speakers and forward-looking insights into the future of payments.

## Payments [MAG]nified 27

February 22-25, 2027 Hyatt Regency Dallas, TX

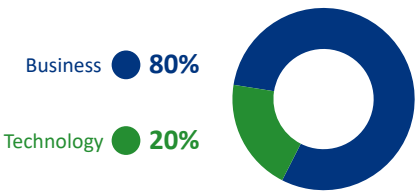


## Payments Conference 26

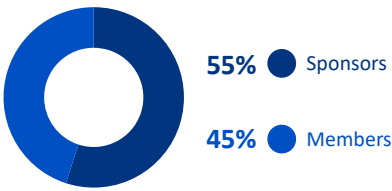
September 27-30, 2026 Gaylord Opryland Nashville, TN

### CONFERENCE AUDIENCE PROFILE

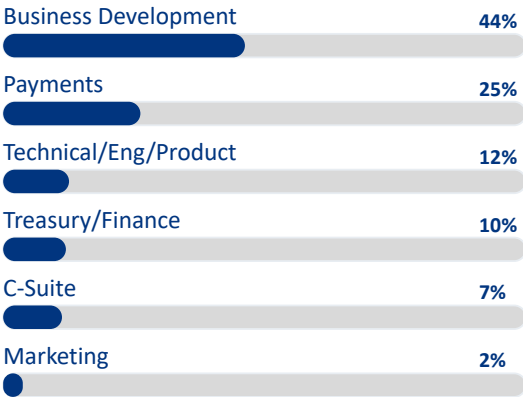
#### ATTENDEE TYPE



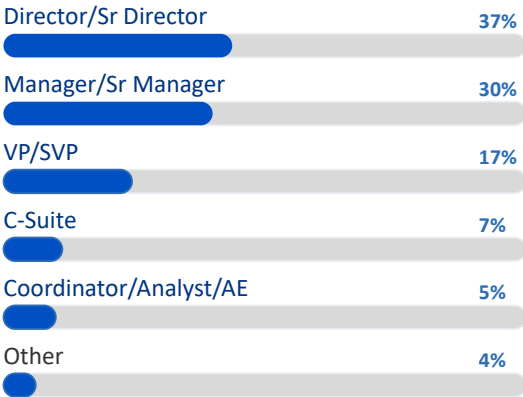
#### ROLE TYPE



#### JOB FUNCTIONS



#### JOB TITLES



# Branding Opportunities

Annual and Tech Forum Sponsors can purchase additional conference sponsorships for maximum visibility. Some examples include:



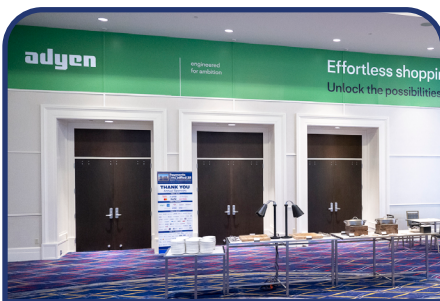
Custom Meeting Booth



Reusable Water Bottles



Conference Emcee



Doorway Wraps



Window Clings



Golf Sponsorships



Cubes



Booths



Innovation Stage Wrap

[You can find our 2026 Conference Sponsorship opportunities here.](#)

# International Sponsorship

The MAG's international presence is expanding rapidly across Europe and Asia, with two flagship summits each year. Attracting hundreds of payments professionals and a growing number of merchant brands. These events offer sponsors direct access to regional merchants, thought leadership opportunities, and high-value networking in two of the world's most dynamic payments markets. Now is the ideal time to align with the MAG's global momentum.



12-13 April, 2027 – Together 88, London, United Kingdom



20-21 October, 2026 – Suntec Singapore

## 2026 ANNUAL SPONSOR BENEFITS

|                                                                                                                       | Tier 1<br>Elite Partner | Tier 2<br>Premier Partner | Tier 3<br>Select Partner |
|-----------------------------------------------------------------------------------------------------------------------|-------------------------|---------------------------|--------------------------|
| <b>EUROPE ANNUAL SPONSOR BENEFITS - One Summit Per Annum, Per Region</b>                                              | <b>£32,000</b>          | <b>£21,500</b>            | <b>£11,000</b>           |
| <b>APAC ANNUAL SPONSOR BENEFITS - One Summit Per Annum, Per Region</b>                                                | <b>\$22,000 USD</b>     | <b>\$16,500 USD</b>       | <b>\$9,000 USD</b>       |
| Publish Press Releases and Whitepapers on MAG Website                                                                 | •                       | •                         | •                        |
| Listing by Sponsor Tier on MAG Website, Hyperlinked to Sponsor Website                                                | •                       | •                         | •                        |
| Use of MAG Logo on Sponsor Collateral Indicating Sponsorship Tier Participation                                       | •                       | •                         | •                        |
| Speaking Opportunities Throughout the Year at Committee Meetings (Future roadmap item)                                | •                       | •                         |                          |
| Advisory Engagement: Meeting with MAG Advisory Panel to Provide Shared Industry Trends and Hear Merchants' Objectives | •                       | •                         |                          |
| Advisory Council: Strategic Role to Provide Thought Leadership to MAG, Highlighted on MAG Website                     | •                       |                           |                          |
| Advisory Council Selected Participant Highlighted on MAG Website                                                      | •                       |                           |                          |
| <b>SUMMIT BENEFITS</b>                                                                                                |                         |                           |                          |
| <b>EUROPE ANNUAL SPONSOR BENEFITS - One Summit Per Annum, Per Region</b>                                              | <b>5</b>                | <b>3</b>                  | <b>2</b>                 |
| <b>APAC ANNUAL SPONSOR BENEFITS - One Summit Per Annum, Per Region</b>                                                | <b>5</b>                | <b>3</b>                  | <b>2</b>                 |
| Number of Summit Speaking Opportunities Per Sponsorship Term (MAG Requested and Approved)                             | 1                       | 1                         |                          |
| Exhibiting Space at MAG Summit While Space is Available. *One Space Per Company                                       | •                       | •                         | •                        |
| Signage Recognition at MAG Summit                                                                                     | •                       | •                         | •                        |
| Acknowledgement on Stage During MAG Summit                                                                            | •                       | •                         | •                        |
| Two pre-conference and one post-conference registration lists (including opt-in email addresses for Summit).          | •                       | •                         | •                        |
| Access to Summit Sponsorship Opportunities Prior to Other Sponsorship Tiers                                           | •                       |                           |                          |
| Premium Sponsor Logo Placement in the Conference Mobile App                                                           | •                       |                           |                          |

## GLOBAL SPONSORSHIP PACKAGE

The MAG's global sponsorship package bundles U.S., Europe, and Asia sponsorships at the same tier across all three regions, offering discounts starting with Global Tier 2 to maximize worldwide visibility and engagement.

| Sponsorship                 | Tier One         | Tier Two         | Tier Three      | Tech Forum      |
|-----------------------------|------------------|------------------|-----------------|-----------------|
| Domestic U.S. Market        | \$125,000        | \$65,000         | \$35,000        | \$30,000        |
| Europe                      | \$43,200         | \$29,025         | \$14,850        | N/A             |
| APAC                        | \$22,000         | \$16,500         | \$9,000         | N/A             |
| Total                       | \$190,200        | \$110,525        | \$58,850        | \$30,000        |
| <b>Global Program Price</b> | <b>\$164,000</b> | <b>\$100,000</b> | <b>\$55,000</b> | <b>\$30,000</b> |
| <b>Savings</b>              | <b>\$26,200</b>  | <b>\$10,525</b>  | <b>\$3,850</b>  | <b>\$0</b>      |
| %                           | 13.8%            | 9.5%             | 6.5%            |                 |

# Our Sponsors Say



**Deloitte.**

“Working together to drive innovation in the payments space happens nowhere better than at the MAG.” – Conrad Sheehan, Deloitte

**fiserv.**

“The MAG is a collection of the most important professionals in our industry; both on the merchant side and service provider side. There’s no other place that brings that mix of people together, in a manner that allows us to really talk about what’s important.”  
– Michael Edwards, Fiserv



**TRUELAYER**

“Partnering with the Merchant Advisory Group (MAG) has been invaluable for us. It brings together the biggest names in eCommerce, giving us a unique opportunity to hear firsthand the challenges merchants face and the broader sentiment across the industry. Through the MAG, we’ve been able to engage directly with key decision-makers and raise awareness of open banking and the growing adoption of Pay-by-Bank in the U.K. and Europe. It’s been a fantastic platform to build relationships, exchange insights, and help shape the future of payments.” – Will Lord, TrueLayer



“The three-day Payments Summit 2025 conducted by Merchant Advisory Group shed valuable perspectives into payments trends relating to merchants and integration of AI in eCommerce as well as engagement with notable players and merchants such as Monee, Ant International, AirAsia Move, and McDonald’s. We found the event’s contents and attendees highly relevant to our business and operations, and the support we received from Merchant Advisory Group proved valuable in meeting our objectives.” – Damien Aw, JCB



## Join Us in Shaping the Future of Payments

The payments industry is evolving globally, and the Merchant Advisory Group is leading the conversation. As a MAG Annual Sponsor, your organization will gain unparalleled access to influential decision-makers, branding opportunities, and a community dedicated to collaboration and innovation.