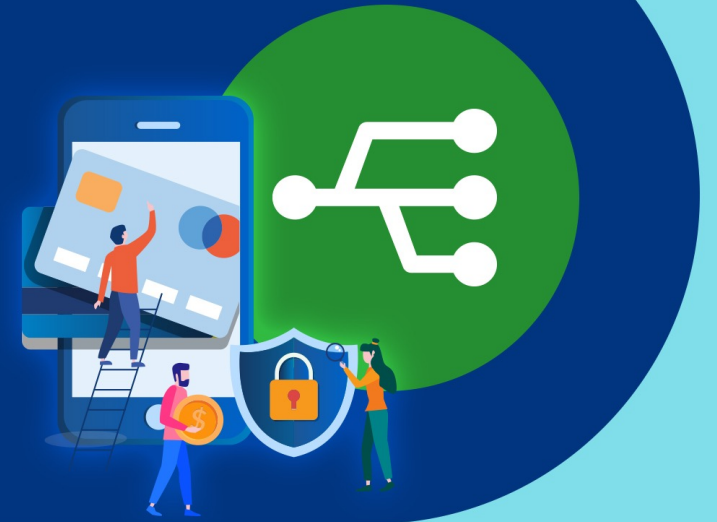


2024

MAG Payments Conference  
September 16 - 19

**SPONSOR & EXHIBITOR GUIDE FOR  
2024 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 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 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

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

# MAG Payments Conference - Sponsorship Opportunities

# MAG Payments Conference 2024


## Signa by Hilton Orlando Bonnet Creek

Opening Reception  
Monday, September 16, 2024

Program Dates  
September 17-19, 2023  
Tuesday – Thursday



# SPONSORSHIP OPPORTUNITIES – TECH FORUM AUDIENCE ONLY

OPPORTUNITY	DESCRIPTION	Tech Forum Only
<p><b>Foyer Branding</b></p>	<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 <b>Tech Forum</b> 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></p>
<p><b>Electronic Attendee List</b></p>	<p>Excellent company exposure before, during and after the event! Sponsor logo is placed on the <b>Tech Forum</b> electronic attendee list which is posted on the MAG *website beginning ten weeks from the conference start date. Attendee list is updated weekly!</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p> <p><i>*MAG Account and login required to access electronic attendee list.</i></p>	<p><b>\$4,000</b></p>

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

# SPONSORSHIP OPPORTUNITIES –TECH FORUM AUDIENCE ONLY

OPPORTUNITY	DESCRIPTION	Tech Forum Only
<b>Hydration Station</b>	<p>Keep <b>Tech Forum</b> 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 complimentary pass to attend MAG Payments Conference with access to Tech Forum.</p> <p><b>OPPORTUNITIES AVAILABLE: 2</b> (Tuesday, Wednesday or purchase both days for a discounted rate.)</p>	<b>\$5,000</b>
<b>Treats and Sweets Networking Breaks</b>	<p>Work with MAG Staff to customize selection of snacks for <b>Tech Forum</b> attendees during each networking break. Sponsor logo will be visible on buffet stands. One complimentary pass to attend MAG Payments Conference with access to Tech Forum.</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>
<b>Commercial/Video Ad</b>	<p>Opportunity to present a 30-60 second video clip during the <b>Tech Forum General Session</b> 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: 1</b></p>	<b>\$3,000</b>

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





# SPONSORSHIP OPPORTUNITIES – FULL CONFERENCE AUDIENCE

OPPORTUNITY	DESCRIPTION	MAG Payments Conference
<p><b>Opening Night Reception</b></p> <p>Monday, September 16</p>	<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 fully execute the event. Additional costs to execute apply, including Food &amp; Beverage, décor, and entertainment depending on sponsor vision. MAG will provide branded napkins and table signage with your company logo. Your company logo will also be included in the "Know Before You Go" eblast to attendees, conference agenda, and mentioned from main stage. Sponsorship includes three additional complimentary passes to attend <a href="#">MAG Payments Conference</a>.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<p><b>\$25,000</b></p>
<p><b>Networking Evening Reception</b></p> <p>Tuesday, September 17</p>	<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, including Food &amp; Beverage, décor, and entertainment depending on sponsor vision. MAG will provide branded napkins and table signage with your company logo. Your company logo will also be included in the "Know Before You Go" eblast to attendees, conference agenda, and mentioned from main stage. Sponsorship includes four additional complimentary passes to attend <a href="#">MAG Payments Conference</a>.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<p><b>\$30,000</b></p>
<p><b>Networking Evening Reception</b></p> <p>Wednesday, September 18</p>	<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, including Food &amp; Beverage, décor, and entertainment depending on sponsor vision. MAG will provide branded napkins and table signage with your company logo. Your company logo will also be included in the "Know Before You Go" eblast to attendees, conference agenda, and mentioned from main stage. Sponsorship includes four additional complimentary passes to attend <a href="#">MAG Payments Conference</a>.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<p><b>\$30,000</b></p>

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

# SPONSORSHIP OPPORTUNITIES – FULL CONFERENCE AUDIENCE

OPPORTUNITY	DESCRIPTION	MAG Payments Conference
<p><b>Conference Emcee</b></p> <p><i>*Attendee Favorite*</i></p>	<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 <a href="#">MAG Payments Conference</a>.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p> 	<p><b>\$27,500</b></p>
<p><b>Branded Name Badges</b></p>	<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 <a href="#">MAG Payments Conference</a>.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<p><b>\$25,000</b></p>
<p><b>Hotel Room Keycards</b></p>	<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 <a href="#">MAG Payments Conference</a>.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p> 	<p><b>\$16,500</b></p>
<p><b>Commercial / Video Ad</b></p>	<p>Opportunity to present a 30-60 second video clip during one of the MAG Payments Conference General Sessions to market your brand in front of 800+ payment professionals. Video clip must be produced by sponsor and approved in advance by the MAG.</p> <p><b>OPPORTUNITIES AVAILABLE: 2</b></p>	<p><b>\$10,500</b></p>


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

# SPONSORSHIP OPPORTUNITIES – FULL CONFERENCE AUDIENCE

OPPORTUNITY	DESCRIPTION	MAG Payments Conference
<p><b>Wi-Fi Provider</b></p> <p><i>*Attendee Favorite*</i></p>	<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 and password. Network name, password and sponsor logo will be visible to attendees on conference signage. Wi-Fi network information will also be listed in the mobile app. Two additional complimentary passes to attend <u>MAG Payments Conference</u>.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<p><b>\$19,000</b></p>
<p><b>Mobile App</b></p> <p><i>*Attendee Favorite*</i></p>	<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. 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>MAG Payments Conference</u>.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<p><b>\$19,000</b></p>
<p><b>Networking Lounge / Charging Station</b></p>	<p>Keep conference attendees "charged up" by sponsoring the charging station and networking lounge. 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. Additionally, work with MAG Staff to customize selection of beverages for attendees to enjoy while in the lounge! One additional complimentary pass to attend <u>MAG Payments Conference</u>.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<p><b>\$14,000</b></p>

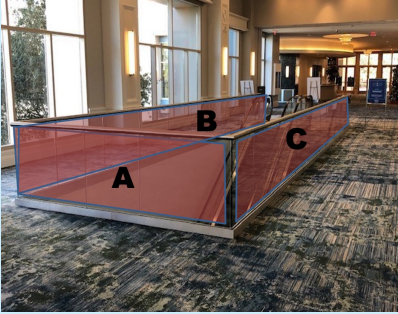

*Discounted pricing available if selecting multiple opportunities for the same conference.*

# SPONSORSHIP OPPORTUNITIES – FULL CONFERENCE AUDIENCE

OPPORTUNITY	DESCRIPTION	MAG Payments Conference
<p><b>Foyer Glass Window Clings</b></p>	<p>High visibility opportunity to showcase your company messaging &amp; branding. Located in the foyer outside of the General Session room. 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 <a href="#">MAG Payments Conference</a>.</p> <p><b>OPPORTUNITIES AVAILABLE: 2</b></p> 	<p><b>\$10,000</b></p>
<p><b>Headshot Station</b></p> <p><i>*Attendee Favorite*</i></p>	<p>Be the reason conference attendees update their professional headshot! 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. Additional photographer costs will apply. One additional complimentary pass to attend <a href="#">MAG Payments Conference</a>.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<p><b>\$15,000</b></p>

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

# SPONSORSHIP OPPORTUNITIES – FULL CONFERENCE AUDIENCE

OPPORTUNITY	DESCRIPTION	MAG Payments Conference
<p><b>Escalator Clings</b></p>	<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> 	<p><b>\$14,000</b></p>
<p><b>Merchant-Only Day Lunch Sponsor</b></p>	<p>Opportunity to brand each box lunch distributed to merchants with a company logo sticker on Thursday's Merchant-Only Day. Stickers produced by MAG with sponsor approval.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p> 	<p><b>\$12,500</b></p>
<p><b>Networking Lunches</b></p>	<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>	<p><b>\$12,500</b></p>

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

# SPONSORSHIP OPPORTUNITIES – FULL CONFERENCE AUDIENCE

OPPORTUNITY	DESCRIPTION	MAG Payments Conference
<p><b>Session Door Entrance Wraps</b></p>	<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. One additional complimentary pass to attend <a href="#">MAG Payments Conference</a>.</p> <p><b>OPPORTUNITIES AVAILABLE: 2</b></p> 	<p><b>\$10,000</b></p>
<p><b>Sponsor Water Bottles</b></p> <p><i>*Attendee Favorite*</i></p>	<p>Help the MAG conference attendees “Go Green!” Provide attendees customized re-usable water bottles to use throughout our conference and beyond. Water bottles will be distributed at registration to all attendees. Sponsor responsible for providing water bottles to MAG for distribution. Water bottle design reviewed and approved by MAG in advance of production.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<p><b>\$10,000</b></p>
<p><b>NEW! Welcome Registration Drink/Snack</b></p>	<p>Be the first to welcome attendees to the conference on Monday, September 16 from 1-7pm. 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.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<p><b>\$10,000</b></p>

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

# SPONSORSHIP OPPORTUNITIES – FULL CONFERENCE AUDIENCE

OPPORTUNITY	DESCRIPTION	MAG Payments Conference
<b>Room Drop - Branded Gifts</b>	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>
<b>Electronic Attendee List</b>	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> <i>*MAG Account and login required to access electronic attendee list.</i>	<b>\$9,500</b>
<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>Registration Confirmation</b>	Great company exposure! Sponsor logo is added to the registration confirmation email that <u>every</u> attendee will receive upon completing their MAG Payments Conference registration.  <b>OPPORTUNITIES AVAILABLE: 1</b>	<b>\$9,000</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 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>\$9,000</b>

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



# SPONSORSHIP OPPORTUNITIES - FULL CONFERENCE AUDIENCE

OPPORTUNITY	DESCRIPTION	MAG Payments Conference
<b>Exhibit Area Networking Breaks</b>	<p>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).</p> <p><b>OPPORTUNITIES AVAILABLE: 4</b></p>	<p><b>\$7,000</b></p>
<p><b>Branded Andes Mints at Registration</b></p> <p><i>*Attendee Favorite*</i></p>	<p>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.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<p><b>\$5,500</b></p>
<p><b>NEW! NOOK Event Pods</b></p>	<p>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 Pod will be place in conference foyer area. Sponsor will work directly with NOOK company to brand, additional branding costs will apply.</p> <div data-bbox="1549 811 2109 1039"> </div> <p><b>OPPORTUNITIES AVAILABLE: 6</b></p>	<p><b>\$5,000</b></p>
<p><b>Countdown Clock</b></p>	<p>Get registrants familiar with your brand AND excited about the conference by branding the countdown clock on the conference website.</p> <p><b>OPPORTUNITIES AVAILABLE: 1</b></p>	<p><b>\$4,000</b></p>

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



# MAG Payments Conference - Exhibit Hall

# IMPORTANT

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A benefit of MAG Annual sponsorship is a complimentary exhibit booth, with the option to upgrade.

## **ACTION REQUIRED**

Though your booth is complimentary, you **must** visit the Conference Sponsorship and Exhibitor Portal [HERE](#) to make your exhibit booth selection by **July 31, 2024**.

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 <i>First-Come, First-Serve</i>	<b>Booth Upgrade</b> \$10,000 <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. Purchase before prices increase on August 30!</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 30, 2024.</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 17; there will be one video per company. There will not be an opportunity to review the interview clip prior to airing during the conference but our emcee on site will coach representatives on questions and positioning to ensure they shine on screen.</p>	<p>\$6,000</p>

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

# EXHIBIT HALL HOURS

	Tuesday, September 17	Wednesday, September 18
September 17-18	8:30am – 5:00pm ET	8:30am – 4:00pm ET

ACTIVITY	DATE / TIME
Set-Up	Monday, September 16 8:00 – 5:00 p.m.
Tear Down	Wednesday, September 18 4:00 – 7:00 p.m.

# ON-SITE EXHIBITOR: SHIPPING INFORMATION

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The MAG is using GES as our official exhibit services company for the 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 **July 31, 2024**.

- **July 31, 2024** - 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

# 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. 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 [Emilie Pelton](#), Senior Account Executive.

# Key Contact

[Jennifer Whitlock](#)

Manager, Conferences & Events

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