



Innovations Abound: Exploring the new frontier of payments technologies

2023 Sponsorship and Exhibitor Packages

Payments Summit Overview

The Payments Summit is the premier industry event covering all things payments, including FinTech, mobile wallets, NFC, contactless, EMV, chip technology, open transit systems, mobile identification, authentication, and more. Attend the 15th annual Payments Summit and get the latest on all of these exciting technologies and the many business opportunities they can unlock.

2023 will mark the fifth year combining the Secure Technology Alliance Payments Summit with the U.S. Payments Forum All-Member Meeting, resulting in the most comprehensive gathering of card and payments professionals ever!

Attend the 15th annual Payments Summit and get the insights you need to lead your organization's payment initiatives and unlock new business opportunities. One event registration will give you access to all of the 2023 Payments Summit conference sessions, networking receptions, and combined exhibition hall. Secure Technology Alliance members will have additional access to member only sessions and working committee breakout meetings that are regularly held at each All-Members Meeting.

Attendees Overview

The Payments Summit attendees represent every section of the payments industry. Our membership and non-member attendees come from global payments networks, processors, issuing banks, merchant banks, suppliers, merchants, etc. In each of these categories, we have organizations of all sizes - such as very large merchants to small, single location stores. The same is true for financial institutions - some are global banks and others are regional, or credit unions focused on a vertical market. Attendees also represent companies that are technology or solutions providers that work with companies in the broad payments ecosystem. Titles range from C-suite executives, to operations management, to marketing, to product management and engineering. Alliance working committees have a cross-section of subject matter experts representing every aspect of payments challenges and best-practices.

The most recent Payments Summit (after Covid restrictions eased) was in 2022 with attendance over 400 individuals. Pre-Covid in-person Payments Summits had over 500 attendees. Our goal for 2023 is to once again host over 500 attendees through a hybrid meeting with both in-person and virtual sessions.

For more information about the 2023 Payments Summit, or to reserve sponsorship or exhibit space, contact:

Deb Ferril, 612-867-6815, dferril@securetechalliance.org

or

Jaci Sauve, 860-488-1090, jsauve@securetechalliance.org

Payments Summit 2023 - Sponsorship and Exhibits

TITLE SPONSORSHIPS

Title sponsorship puts your branding message front and center, next to the title of the conference. Title sponsors receive exclusive branding opportunities prior to, and during the event. Title sponsors may choose from Premium Sponsor exhibit spaces, which are double-sized spaces with premium placement in the Exhibit Area

	Platinum (limit 1) \$20,000	Gold Sponsor (limit 2) LIMIT 1 \$17,500	Silver Sponsor (limit 4) Limit 3 \$14,000
Premium Sponsor exhibit space (double-sized, premium placement)	✓	✓	✓
Company information published in show guide	✓	✓	✓
Company logo on web site	✓	✓	✓
Color ad in conference show guide (first selection of position)	Full Page	Full page	1/2 Page
Complimentary full conference passes	6	3	2
Inserts in conference handouts	3	2	1
Opportunity to hang banners (up to 8'x8') in choice of conference room, exhibits area, registration area	3	2	1
Signage in registration area	✓	✓	✓
Premium billing on all marketing materials, website, and at conference	"Over Conference Title"	✓	
1 Page welcome letter in show guide	✓	✓	
Opportunity to make Welcoming Address	✓		
Private meeting room during exhibition	✓		

Payments Summit 2023 - Sponsorship and Exhibits

LEADING SPONSORSHIPS

Leading sponsorship opportunities are a great way to make a targeted, unique, or personal marketing impression on conference participants.

		Signage in registration area	Company information published in show guide	Company logo on web site	Color ad in the show guide	Additional full conference show passes	Inserts in handout materials
Registration Badge Sponsor	\$9,000						
Logo on conference badges. Sponsor may supply company logo lanyards		✓	✓	✓	1/2 page	3	1
Live Illustrations Sponsor	\$8,500						
Logo on all illustration boards capturing concepts from 2 days of presentations, slide decks, expo floor and attendee engagement. Images of all boards available to all attendees post-event		✓	✓	✓	1/2 page	3	1
Payments Summit Bag Sponsor	\$6,000						
Conference bags with sponsor logo. Sponsor may upgrade bag at cost difference		✓	✓	✓	1/2 page	3	1
Payments Summit Logo Bottled Water	\$7,000						
Company logo printed on bottled water distributed throughout conference. Includes all ordering, graphics, shipping, and hotel handling charges		✓	✓	✓	1/2 page	3	1
Mobile App Sponsor	\$5,000						
Exclusive branding on mobile app that every attendee will have access to before, during and after the show.		✓	✓	✓	1/2 page	3	1
Wi-Fi Service Provider	\$5,800						
Wi-Fi signage in registration area. Wi-Fi promotion on session slides during breaks.		✓	✓	✓	1/4 page	3	1
Conference Track Sponsor	\$3,500						
The track sponsor will have the opportunity to introduce or moderate a session during a conference track for 1 day. Track sponsorship highlighted in show guide. Signage at entrance to conference room.		✓	✓	✓	1/4 page	2	1

Payments Summit 2023 - Sponsorship and Exhibits

LEADING SPONSORSHIPS

		Signage in registration area	Company information published in show guide	Company logo on web site	Color ad in the show guide	Additional full conference show passes	Table signs	Sponsor may provide hard goods (cups, napkins, etc.) to increase brand exposure	Sponsor signage
Day 1 Welcome Reception	\$7,900								
Join us as we continue the tradition of networking receptions on the exhibit floor. If the sponsor has an exhibit space, the space will be set with a small bar with a selection of wine and beer. Serving bars will reflect sponsor signage.		✓	✓	✓	Full Page	4	✓	✓	✓
Day 2 Reception	\$8,500								
Featured as host of the event		✓	✓	✓	Full Page	3	✓	✓	✓
Day 1 Lunch	\$5,300								
Host for the lunch		✓	✓	✓	1/2 page	3	✓	✓	✓
Day 1 Breakfast	\$4,900								
Featured as host for the event		✓	✓	✓	1/2 page	3	✓	✓	✓
Soda Bar Sponsor	\$5,500								
Host for specialty bar featuring sodas, a variety of warm pretzels with dips, and popcorn		✓	✓	✓	1/2 page	3	✓	✓	✓
Days 2 & 3 Lunch Sponsor	\$4,900								
Lunch buffet. Sponsor featured as host. Two days, Wednesday and Thursday		✓	✓	✓	1/4 page	3	✓	✓	✓
Days 2 & 3 Breakfast Sponsor	\$4,900								
Featured as host. Two days, Wednesday and Thursday		✓	✓	✓	1/4 page	3	✓	✓	✓
Sunday Ski Event									
Fun, pre-conference networking on Sunday, February 26th. Several sponsorship opportunities, or combine all events at a discounted rate.									
Transportation to/from Ski Resort	\$1,500								
Logo signage at departure and on buses to resort		✓	✓	✓	1/4 page	1			✓
Lunch during Ski Event	\$1,500								
Logo signage as host for lunch vouchers		✓	✓	✓	1/4 page	1			✓
Recreation (Gift Cards & Lift Tickets)	\$2,500								
Branded gift cards and signage at event		✓	✓	✓	1/2 page	2			✓
Reception following Ski Event	\$3,500								
Logo signage as host of event		✓	✓	✓	1/2 page	2	✓	✓	✓
Sponsor Complete Ski Event	\$7,000								
Exclusive sponsor of ski event including transportation, recreation gift cards/lift tickets, lunch, and reception. Includes 2 ski passes and 2 additional ski passes for sponsored guests!		✓	✓	✓	Full Page	4	✓	✓	✓

Payments Summit 2023 - Sponsorship and Exhibits

SUPPORTING SPONSORSHIPS

Supporting sponsorships help to reinforce your branding and presence at the event.

		Signage in registration area	Company information in show guide	Company logo on website	Table signs	Sponsor may provide hard goods (cups, napkins, etc.) to increase brand exposure
Charging Station Sponsor	\$4,500					
Charging Station Sponsor will make a recharging kiosk available to attendees in the conference foyer. Sponsor logo on recharging kiosk.		✓	✓	✓		
Digital Signage Sponsor	\$4,500					
Sponsor the digital signage on site, featuring conference information and directions. Sponsor logo in digital signage header. Exclusive 15-second digital presentation, rotating regularly on digital signs. If a digital presentation is not available, sponsor can provide static slides that will be interspersed throughout the presentation rotation.		✓	✓	✓		
Tuesday Break Host	\$3,400	✓	✓	✓	✓	✓
Wednesday and Thursday Break Host	\$3,400	✓	✓	✓	✓	✓
Meeting Rooms	\$2,800			✓		
Conference Banner or Sign	\$1,500					
Sponsor may provide banner, 8'x8' or sign up to 28"x36" to be displayed in registration area				✓		
Conference Pen with Company Logo	\$3,000					
Your logo on Payments Summit pen included in conference bag and available throughout sessions		✓	✓	✓		
Hand Sanitizer with Company Logo	\$3,500					
Your logo on hand sanitizer included in conference bag and available throughout meeting venue		✓	✓	✓		
Conference Bag Insert	\$1,000					
One (1) marketing insert piece (provided by sponsor) included in each registration bag. Sponsor to provide 500 pieces to be delivered onsite 2 days prior to event.				✓		
Email Blast	\$990					
Send an email to all registered conference attendees. Sponsor to provide email copy in HTML format for Secure Technology Alliance transmission. Available to conference sponsors, exhibitors, and Secure Technology Alliance members only.						
Color advertisement in the conference show guide						
	Full Page	\$1,500				
	1/2 Page	\$1,000				
	1/4 Page	\$750				

Payments Summit 2023 - Sponsorship and Exhibits

EXHIBITS

All single space exhibits include:

- ◆ 8' wide exhibit space with table, 2 chairs, wastebasket, and Company ID sign
- ◆ 2 Complimentary Full-Conference Registration Passes
- ◆ Additional booth staff @ \$485/ea. for exhibits only. Full conference access must be purchased at applicable registration rates. Company information published in show guide
- ◆ Company logo on web site
- ◆ STA/USPF Discount on exhibit space
- ◆ Cvent lead retrieval system

Double space exhibits:

- ◆ Same as single space except includes 4 Complimentary Full-Conference Registration Passes
- ◆ Provide your top three space selections. Spaces are assigned on a first-come, first-served basis with the exception of Title Sponsors who get premier placement and ensuring competitor separation.

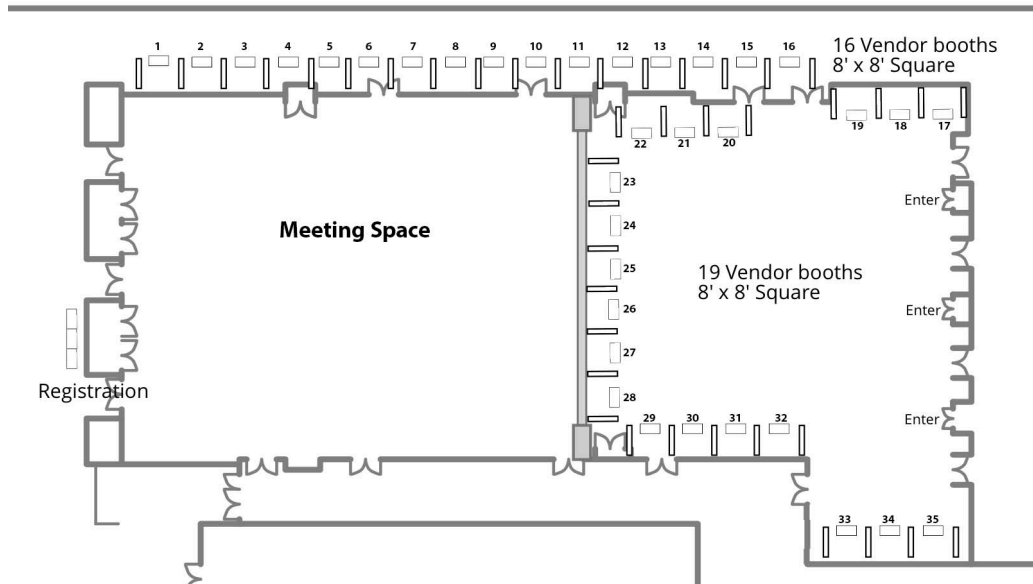
2023 Booth Rates:

	Advanced (through 12/11/2022)	Earlybird (12/12/2022 - 1/15/2023)	Regular 1/16/2023 - 2/17/2023)
Single			
STA/USPF Member	\$3,600	\$3,750	\$3,950
Non-member	\$4,300	\$4,500	\$4,750

Double

STA/USPF Member	\$6,700	\$7,000	\$7,400
Non-member	\$8,100	\$8,500	\$9,000

2023 Exhibit Hall Layout



To reserve sponsorship or exhibit space, or more information, contact:

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Rules and Policies for Sponsorship and Exhibits

- ◆ Sponsorship and exhibit selection will be offered to the following categories of Secure Technology Alliance members ten (10) days prior to being available to other members or non-member organizations: Leadership, Principal, USPF Steering Committee, and STA Board.
- ◆ Sponsorship and exhibit space is available on a first come, first served basis upon the completion of the sponsor agreement.
- ◆ Sponsorship and exhibit space payments are due within thirty (30) days of the signed sponsor agreement, and not later than ten (10) days before the sponsored meeting date.
- ◆ Sponsorships including sponsor-supplied materials (printed items, giveaways, lanyards, etc.) are required to ship 500 pieces of each item to arrive at the meeting location no later than 48 hours in advance of the start of the meeting. All shipments must be shipped according to the event staff instructions.
- ◆ Sponsor supplied hanging banners (Title Sponsors only) will be displayed in accordance with hotel restrictions and event staff recommendations. Banners will not be returned after the meeting unless the sponsor arranges for prepaid shipping and handling in advance.
- ◆ Sponsor signage in the registration area includes a 24" x 36" color foamboard sign on an easel with the sponsored item and company logo listed.
- ◆ All exhibits shipments must be shipped according to the event staff instructions
- ◆ Exhibitors are responsible for arranging return shipping of exhibit items, including prepaid shipping and handling, in advance.
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NOTE: Sponsorship requests will be reserved for 72 hours after Sponsorship Agreement is sent. Sponsorship is not confirmed until receipt of signed Sponsorship Agreement!