

## Sponsorship and Exhibits Feb. 28 - Mar. 3, 2022 | Salt Lake City



### 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 14th annual Payments Summit and get the latest on all of these exciting technologies and the many business opportunities they can unlock.

2022 will mark the fourth year that the Secure Technology Alliance and the U.S. Payments Forum are combining the Payments Summit with the U.S. Payments Forum All-Member Meeting, resulting in the most comprehensive gathering of card and payments professionals than ever before!

Attend the 14th 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 2022 Payments Summit conference sessions, networking receptions, and combined exhibition hall. U.S. Payments Forum members will have additional access to USPF-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 and Forum working committees have a cross-section of subject matter experts representing every aspect of payments challenges and best-practices.

The most recent Payments Summit (before Covid began impacting travel) was in 2019. Prior in-person Payments Summits had over 500 attendees. Our goal for 2022 is to once again host over 500 attendees through a hybrid meeting with both in-person and virtual sessions.

For more information about the 2022 Payments Summit, or to reserve sponsorship or exhibit space, contact:

Deb Ferril, 612-867-6815, [dferril@securetechalliance.org](mailto:dferril@securetechalliance.org)

or

Jaci Sauve, 203-512-0531, [jsauve@securetechalliance.org](mailto:jsauve@securetechalliance.org)

# Payments Summit 2022 - 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) \$25,000	Gold Sponsor (limit 2 - 1 available) \$19,000	Silver Sponsor (limit 3 - 2 available) \$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 2022 - Sponsorship and Exhibits

### LEADING SPONSORSHIPS

		Signage in registration area	One(l) conference Pass	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
<b>Monday Night Welcome Reception</b>	\$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	3	✓	✓	✓
<b>Tuesday Night Reception</b>	\$8,500									
Featured as host of the event		✓	✓	✓	✓	Full Page	2	✓	✓	✓
<b>Opening day lunch</b>	\$5,300									
Host for the lunch		✓	✓	✓	✓	1/2 page	2	✓	✓	✓
<b>Opening day Breakfast</b>	\$4,900									
Featured as host for the event		✓	✓	✓	✓	1/2 page	2	✓	✓	✓
<b>Second and Third Day Lunch Sponsor</b>	\$4,900									
Lunch buffet. Sponsor featured as host. Two days, Wednesday and Thursday		✓	✓	✓	✓	1/4 page	2	✓	✓	✓
<b>Second and Third Day Breakfast Sponsor</b>	\$4,900									
Featured as host. Two days, Wednesday and Thursday		✓	✓	✓	✓	1/4 page	2	✓	✓	✓
<b>Ski Event and Reception Sponsor</b>	\$7,500									
Exclusive sponsor of fun, pre-conference networking on Sunday, February 27th. Join us on the slopes and warm up afterwards at a reception with light appetizers and drinks. Sponsor will be featured as the host of the event. Includes 2 ski passes and 2 additional ski passes for sponsored guests.		✓	✓	✓	✓	Full Page	3	✓	✓	✓

# Payments Summit 2022 - 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
<b>Charging Station Sponsor</b>	\$4,500					
Charging Station Sponsor will make a recharging kiosk available to attendees in the conference foyer. Sponsor logo on recharging kiosk.		✓	✓	✓		
<b>Digital Signage Sponsor</b>	\$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.		✓	✓	✓		
<b>Tuesday Break Host</b>	\$3,400	✓	✓	✓	✓	✓
<b>Wednesday and Thursday Break Host</b>	\$3,400	✓	✓	✓	✓	✓
<b>Meeting Rooms</b>	\$2,800			✓		
<b>Conference Banner or Sign</b>	\$1,900					
Sponsor may provide banner, 8'x8' or sign up to 28"x36" to be displayed in registration area				✓		
<b>Conference Bag Insert</b>	\$1,200					
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.				✓		
<b>Email Blast</b>	\$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.						
<b>Color advertisement in the conference show guide</b>						
	Full Page					\$1,980
	1/2 Page					\$1,200
	1/4 Page					\$700

# Payments Summit 2022 - Sponsorship and Exhibits

## EXHIBITS

### All single space exhibits include:

- ◆ 8' wide exhibit space with 6'x30" table, 2 chairs, wastebasket, and Company ID sign
- ◆ 2 Complimentary Full-Conference Registration Passes
- ◆ Additional booth staff @ \$435/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
- ◆ ExpoPass lead retrieval system

### Double space exhibits:

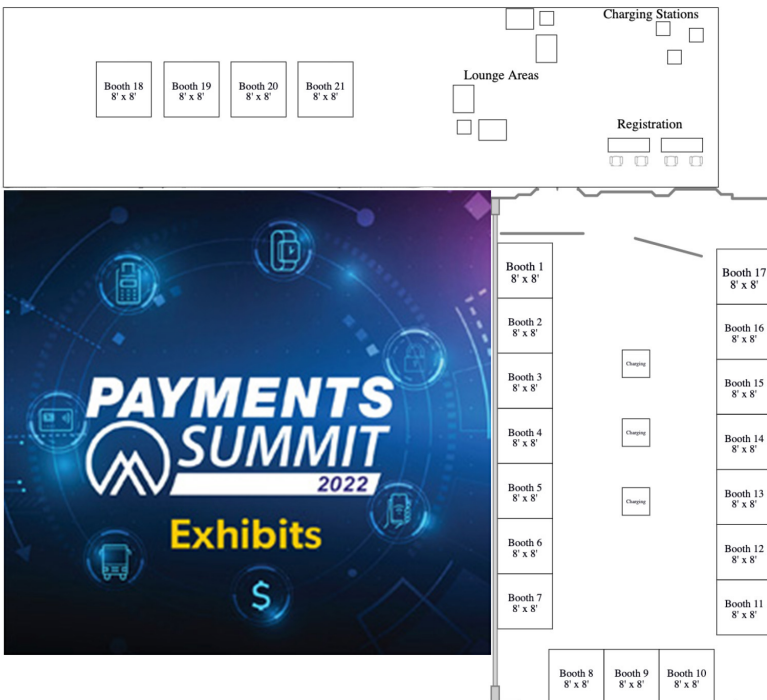
- ◆ Reserve early to ensure availability. Space is limited.
- ◆ Provide your top three space selections. Spaces are assigned on a first-come, first-served basis with the exception of Title Sponsors who get premier placement and ensuring competitor separation.

### 2022 Booth Rates:

	Advanced (through 12/10/2021)	Earlybird (12/11/2021 - 1/14/2022)	Regular 1/15/2022 - 2/18/2022)
Single			
STA/USPF Member	\$3,600	\$3,750	\$3,950
Non-member	\$4,300	\$4,500	\$4,750

### Double

STA/USPF Member	\$7,200	\$7,500	\$7,900
Non-member	\$8,600	\$9,000	\$9,500



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

Deb Ferril  
612-867-6815

OR

Jaci Sauve  
203-512-0531

[dferril@securetechalliance.org](mailto:dferril@securetechalliance.org)

[jsauve@securetechalliance.org](mailto:jsauve@securetechalliance.org)

# Payments Summit 2022 - Sponsorship and Exhibits

## Rules and Policies for Sponsorship and Exhibits

- ◆ Sponsorship and exhibit selection will be offered to the following categories of Secure Technology Alliance and U.S. Payments Forum members ten (10) days prior to being available to other members or non-member organizations: Leadership Council Plus, Leadership Council, Global Payments Network, Principal Plus, and Principal.
- ◆ 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.
- ◆ For more information about the 2022 Payments Summit, or to reserve sponsorship or exhibit space, contact:

Deb Ferril  
612-867-6815  
[dferril@securetechalliance.org](mailto:dferril@securetechalliance.org)

OR

Jaci Sauve  
203-512-0531  
[jsauve@securetechalliance.org](mailto:jsauve@securetechalliance.org)