



## Exhibiting/Marketing & Sponsorship Opportunities

The annual **EBT: The Next Generation Conference** is the premier EBT Conference & Tradeshow, bringing together all aspects of the EBT providers at one event.

**Buyers come to the EBT Conference and Tradeshow to find ideas that help them retain their top spot in the industry.** The EBT Conference offers you the chance to meet industry experts, discuss hot new topics and exchange information and views, in a friendly and professional environment. **It is the also the place where business relationships are initiated, developed and maintained. There is simply no more relevant EBT focused event.**

Sponsoring and exhibiting at this event has proved successful in bringing together senior decision makers and key industry players from across the US – in a truly exceptional event. This ensures that sponsors and exhibitors have the ideal forum to gain competitive advantage and business opportunities.

**Learn More/More Info:** A portfolio of the marketing opportunities follows, but this is by no means exhaustive. A tailor-made package can be created to suit your individual needs. For any questions, please contact Dana Benson, Director of Conferences & Sponsorships at 605-582-7058 or [dana.benson@atmia.com](mailto:dana.benson@atmia.com).

TOP SPONSORSHIPS	EFTA Member	Non Member
<b>Charter Sponsor</b> <ul style="list-style-type: none"> <li>• 10x10 booth space</li> <li>• 4 full conference staff passes</li> <li>• Full page color ad in Program of Events</li> <li>• Partial Sponsorship of Monday Evening Event</li> <li>• Rotating Banner ad on event app</li> <li>• Marketing Distribution in attendee bag (supplied by sponsor)</li> <li>• Logo and company description on event app</li> <li>• Logo/Link on event web site and marketing materials, including emails</li> <li>• Additional conference passes at reduced rates</li> <li>• Attendee list containing full contact details</li> <li>• Event promotional emails to send to clients/contacts/customers</li> </ul>	\$7500	\$8500
<b>General Sponsor</b> <ul style="list-style-type: none"> <li>• 10x10 booth space</li> <li>• 2 full conference staff passes</li> <li>• 1/4 page color ad in Program of Events</li> <li>• Rotating Banner ad on event app</li> <li>• Marketing Distribution in attendee bag (supplied by sponsor)</li> <li>• Logo/Link on event web site and marketing materials, including emails</li> <li>• Logo and company description on event app</li> <li>• Additional staff passes at reduced rates</li> <li>• Attendee list containing full contact details</li> <li>• Event promotional emails to send to clients/contacts/customers</li> </ul>	\$5500	\$6500

## Sponsorship Packages

The event offers several sponsorship opportunities to stretch your marketing exposure during the conference. The packages do not include a booth which is great for small companies with limited staff to work a booth or could be added on to an existing sponsorship or booth for additional exposure. Your marketing message reaches the delegates with big impact!

We hope one will appeal to you.

EVENT SPONSORSHIPS	EFTA Member	Non Member
<p><b>App Sponsor – (SOLD)</b></p> <ul style="list-style-type: none"> <li>• A custom designed splash page highlighting the sponsor company</li> <li>• Rotating Banner ad on event app</li> <li>• 1 10x10 booth</li> <li>• 4 conference staff passes</li> <li>• Marketing Distribution in attendee bag (supplied by sponsor)</li> <li>• Logo/Link on event web site and marketing materials, including emails</li> <li>• Logo and company description on event app</li> <li>• Additional conference passes at reduced rates</li> <li>• Attendee list containing full contact details</li> <li>• Event promotional emails to send to clients/contacts/customers</li> </ul>	\$7,500	\$8,500
<p><b>Lunch Sponsor (4 available)</b></p> <ul style="list-style-type: none"> <li>• Sponsor of the one lunch (Nov 4 or 5)</li> <li>• 3 full conference staff passes</li> <li>• Signage during lunch</li> <li>• 1 push notification on event app</li> <li>• Full page color ad in Program of Events</li> <li>• Marketing Distribution in attendee bag (supplied by sponsor)</li> <li>• Logo/Link on event web site and marketing materials, including emails</li> <li>• Logo and company description on event app</li> <li>• Additional staff passes at reduced rates</li> <li>• Attendee list containing full contact details</li> <li>• Event promotional emails to send to clients/contacts/customers</li> </ul>	\$5,500	\$6,500
<p><b>Beverage Station Sponsor (2 available)</b></p> <ul style="list-style-type: none"> <li>• Sponsor of the beverage station</li> <li>• 2 full conference staff passes</li> <li>• Signage during at beverage station</li> <li>• 1/2 page color ad in Program of Events</li> <li>• 1 push notification on event app</li> <li>• Marketing Distribution in attendee bag (supplied by sponsor)</li> <li>• Logo and company description on event app</li> <li>• Logo/Link on event web site and marketing materials, including emails</li> <li>• Additional conference passes at reduced rates</li> <li>• Attendee list containing full contact details</li> <li>• Event promotional emails to send to clients/contacts/customers</li> </ul>	\$4,000	\$5,000
<p><b>Opening Reception Sponsor (4 available)</b></p> <ul style="list-style-type: none"> <li>• Partial Sponsor of the opening Reception on Nov 3</li> <li>• 2 full conference staff passes</li> <li>• Recognition by Chairman in opening remarks</li> <li>• 1/2 page color ad in Program of Events</li> <li>• 1 push notification on event app</li> <li>• Logo and company description on event app</li> <li>• 50-word company description on secure attendee web page</li> <li>• Logo/Link on event web site and marketing materials, including emails</li> <li>• Additional conference passes at reduced rates</li> <li>• Attendee list containing full contact details</li> <li>• Event promotional emails to send to clients/contacts/customers</li> </ul>	\$3,500	\$4,500

<b>Coffee Break Sponsor (5 available)</b> <ul style="list-style-type: none"> <li>• Exclusive Sponsor of one morning or afternoon Coffee Break</li> <li>• 2 full conference staff passes</li> <li>• Signage during coffee break</li> <li>• Logo and company description on event app</li> <li>• 1/2 page color ad in Program of Events</li> <li>• Marketing Distribution in attendee bag (supplied by sponsor)</li> <li>• Logo/Link on event web site and marketing materials, including emails</li> <li>• Additional conference passes at reduced rates</li> <li>• Attendee list containing full contact details</li> <li>• Event promotional emails to send to clients/contacts/customers</li> </ul>	\$3,200	\$4,200
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## Who Attends?

**The EBT: The Next Generation Conference & Tradeshow** allows you to showcase your products and services to the most comprehensive audience. **The delegates want to discover new products and develop profitable business connections.** Let them know you can provide exactly what they are looking for by exhibiting or sponsoring at the EBT Conference.

In 2018 the event in Florida attracted over 395 professionals from all over the US. The attendees are high level executives & decision makers within their organization and the industry.

<b>PRODUCT BRANDING and other MAREKTING OPTIONS</b>	<b>EFTA Member</b>	<b>Non Member</b>
<b>Marketing Disbursement</b> Put your company material in the conference bag/packet to be given to all attendees (item to be supplied by company). Materials due to the hotel by October 30 <sup>th</sup> to guarantee they will get into the packets	\$500	\$600
<b>Key Card</b>	\$1,500	\$2,500
<b>Conference Bag</b>	\$2,500	\$3,500
<b>Conference Pen</b>	\$1,250	\$1,250
<b>Conference Notepad</b>	\$1,500	\$2,500
<b>Lanyard</b>	\$1,500	\$2,500
<b>Program of Events Printed Ad</b> <ul style="list-style-type: none"> <li>• ½ page</li> <li>• Full page</li> </ul> <hr/> <b>PRINT AD specifications Images</b> Please provide print ready high resolution single page PDF/X-1a—PDF version 1.3 (Acrobat 4); output resolution of 2400 dpi; composite CMYK; resolution for color and grayscale images is 300 dpi; resolution for monochrome images is 1200 dpi; and fonts are embedded and subsetted 100% as well as other characteristics. This format is acceptable for full or partial pages.  Trim size: 7" x 10" ~ Bleed Size: .125" ~ Live Area: 0.500" from Trim all around  Full Page – non-bleed; 6.5" wide x 9.5" high // Full Page – bleed; 7.25" wide x 10.25" high 1/2 Page Horizontal – non-bleed; 6.5" wide x 4.75" high // 1/2 Page Horizontal – bleed; 7.25" wide x 5.625" high  <b>BANNER AD</b> 640x100 / JPG, PNG, GIF / 150 KB or smaller / no animation	\$500 \$650	\$600 \$750

## Exhibitor Booths

There is no better way of promoting your organization and demonstrating your company's products and services to over 395 attendees, than an exhibition booth. **EFTA members are entitled to a discount on exhibition booths as indicated.**

**Please note that the number of exhibition booths is limited. Booths are allocated on a first-come first-serve basis, so book early to select your preferred location.**

EXHIBIT OPPORTUNITIES	EFTA Member	Non Member
<b>Single Booth</b> <ul style="list-style-type: none"> <li>• 10'x10'</li> <li>• 1 full conference pass</li> <li>• 6 foot table/2chairs/waste basket/ID sign with company name</li> <li>• Logo and company description on event app</li> <li>• Additional passes at reduced rate</li> <li>• Attendee list with complete details</li> <li>• Company name and link on conference web site</li> </ul>	\$2000	\$3500
<b>Double Booth</b> <ul style="list-style-type: none"> <li>• 20'x10'</li> <li>• 2 full conference passes</li> <li>• Table/2chairs/waste basket/ID sign with company name</li> <li>• Logo and company description on event app</li> <li>• Additional passes at reduced rate</li> <li>• Attendee list with complete details</li> <li>• Company name and link on conference web site</li> </ul>	\$3800	\$6500

## Past Exhibitors

Agility BPS  
 Allpoint Network  
 ATMIA  
 Bank of America  
 Burger, Carroll & Associates  
 CDE Services  
 CDP, Inc.  
 Chaddsford Planning & Assoc.  
 CGI  
 Contact Solutions  
 Controltec  
 CQuest  
 CSC  
 Deloitte Consulting LLP  
 Direct Express Card  
 DynaTouch  
 eFunds Corp  
 Entrusted DataCard  
 Epic Technology Solutions  
 EyeLock Corporation  
 FIS

Fiserv  
 Focused Mission  
 Genesys Labs  
 Global Processing Systems  
 Hitachi America, Ltd  
 Imadgen  
 Inmar  
 J.P.Morgan  
 JPMA/WIC Shopper  
 Jan Walter's Consulting Services  
 JRW Service Corp  
 Innovative Management  
 KeyBank  
 Lexcel Solutions  
 LexisNexis Risk Solutions  
 Mastercard International  
 MAXIMUS  
 Media Riders  
 MerchantSource®  
 MTG Management  
 Consultant

Novo Dia Group  
 Oberthur Technologies  
 PayPerks  
 Personix  
 PCG Technology Consulting  
 Propel  
 SoliSYSTEMS  
 Solutran  
 Suntiva  
 Systems & Methods  
 The Results Company  
 VeriFone  
 Verint  
 Visa  
 William Exline  
 Xerox State & Local Solutions



<b>REGISTRATION FORM</b> <i>Choose your Option</i>	EFTA Member	Non Member
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**TOP SPONSORSHIPS**

Charter Sponsorship	\$7500	\$8500
General Sponsorship	\$5500	\$6500

**EVENT SPONSORSHIPS**

App Sponsor <b>SOLD</b>	\$7500	\$8500
Lunch Sponsor	\$5500	\$6500
Beverage Station Sponsor	\$4000	\$5000
Open Reception Sponsor	\$3500	\$4500
Coffee Break Sponsor	\$3500	\$4500

**PRODUCT BRANDING and other MARKETING OPTIONS**

Marketing Disbursement	\$500	\$600
Key Card	\$1500	\$2500
Conference Bag	\$2500	\$3500
Conference Pen	\$1250	\$2250
Conference Notepad	\$1500	\$2500
Lanyard	\$1500	\$2500
Program Print Ads and App Banner Ads		
½ page ad – and Rotating Banner ad	\$500	\$600
Full page ad – and Rotating banner ad	\$650	\$750

**EXHIBITOR BOOTHS**

Single Booth	\$2000	\$3500
Double Booth	\$3800	\$6500

**Payment Information**

*Payment MUST be received to secure booth, sponsorship or advertising space.*

Total Amount Due

**Payment Options:** (Payable to ATMIA) *If paying by check and registering before Sept 1st, a deposit of \$1,000 is required to secure all sponsorships or booth locations. Please supply the credit card details below for deposit payment and an invoice will be issued for the balance. Final payment is due 30 days within issuance of invoice. If registering after Sept 1st, the full payment is due upon registration.*

Credit Card:	<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Diners Club <input type="checkbox"/> Discover Card <input type="checkbox"/> JCB
Amount to Charge:	Expiration Date
Card Number	
Name (as it appears on card)	
Signature	
Card ID Number	Date:

Return form and payment to:  
 EBT: The Next Generation Conference, Attn: Dana Benson, 2260 E. Byrum Circle, Brandon, SD 57005  
 Phone: 605-582-7058 Fax: 605-582-7071 [dana.benson@atmia.com](mailto:dana.benson@atmia.com) [www.atmiaconferences.com](http://www.atmiaconferences.com)

**Company Information**

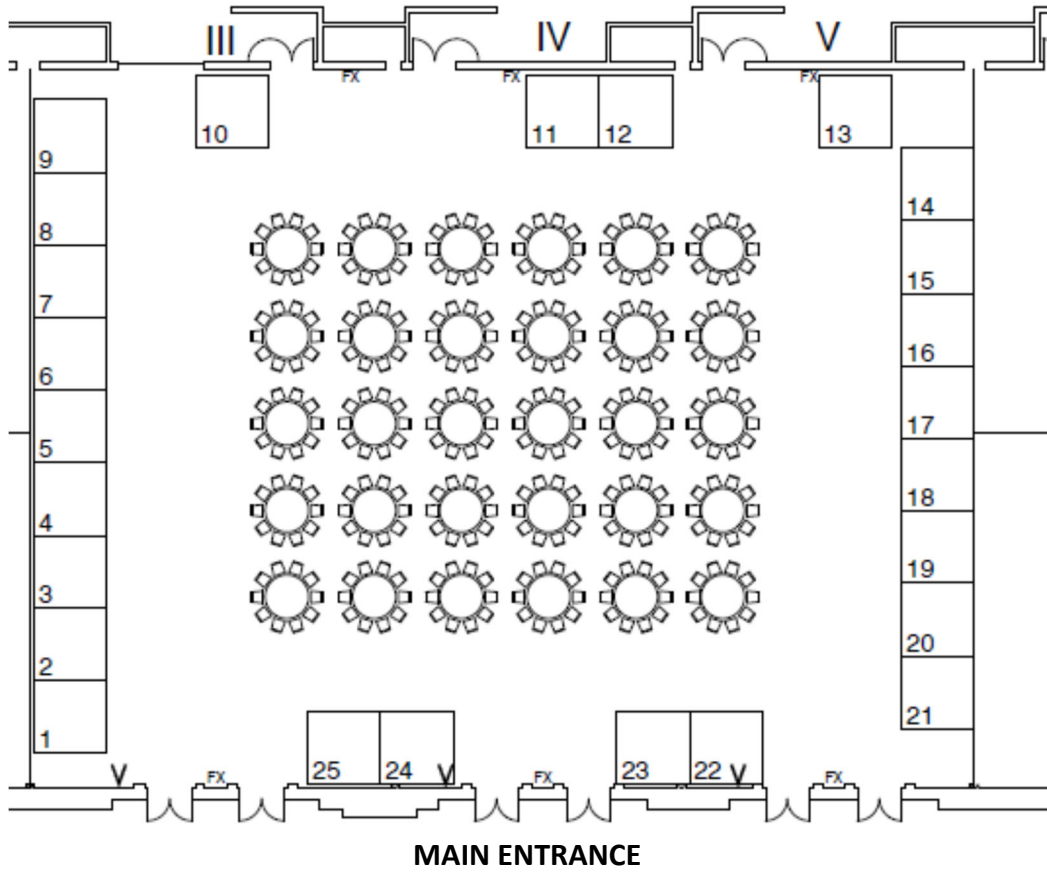
Company Name					
Contact					
Job Title			Web site		
Address					
City			State	Postal Code	
Telephone			Fax		
Email					
Booth Location	Preference #1		Preference #2	Booth layout on page 7	

## Exhibit & Sponsor Rules & Regulations (also see Event Policies <https://www.atmia.com/conferences/event-policies/>)

1. **Agreement:** Exhibitor hereby agrees to abide by these Rules & Regulations, together with such additional rules and regulations as may be adopted by ATMIA and provided to Exhibitor from time to time.
2. **Exhibitor Manual:** An exhibitor manual will be emailed to the contact of each exhibiting company. This will contain deadlines for such items as registrations and ads, and contact details for the Exhibit Company and the Conference Venue. The Exhibitor must read the document and return all items on time to be included in all exhibitor benefits.
3. **Membership:** In order to receive the member rate, the exhibitor's ATMIA membership must be current at the time of the event. If the membership lapses or the company chooses not to renew ATMIA membership, ATMIA has the right to charge the non-member rate.
4. **Assignment of Exhibit Space:** As a general rule, ATMIA will assign booths on a first-come, first-serve basis. ATMIA reserves the right to assign or relocate exhibit areas or reconfigure the exhibition area for the betterment of the show or otherwise in its sole discretion. Exhibit space assignment shall be conditional on payment in full of all amounts due. The exhibit space assigned to exhibitor is for the use of the named exhibitor only. Exhibit space sharing in whole or in part with any third party is expressly prohibited.
5. **Exhibitor Badges:** All exhibitor badges issued by ATMIA for exhibitors shall be for the sole use of exhibitor personnel identified in advance to ATMIA. Sharing of badges is not allowed.
6. **Terms of Payment:** Any registration submitted to ATMIA must be accompanied by the appropriate payment based on the amount due. Returned checks will result in a \$50.00 returned check fee and all future payments by the exhibiting company must be by cash, credit card or certified check.
7. **Cancellation by Exhibitor:** If the exhibitor cancels from an event, the fees paid cannot be transferred to another event or membership of ATMIA. The following refund policy will be enforced:

<u>Timeline:</u>	<u>Amount Refunded:</u>
90+ days prior to the event	\$300 administrative fee will be deducted
60-90 days prior to the event	75% of original payment
45-59 days prior to the event	40% of original payment
<44 days prior to the event	10% of original payment
8. **Event Cancellation by ATMIA:** In the event that ATMIA to cancel an event, ATMIA will refund only payment made directly to ATMIA and will not be held responsible for other costs of expenditure incurred by the sponsor/exhibitor/ advertiser. ATMIA will not refund payment or assume additional costs and liability that result from "acts of God" or criminal activity. All refunds will be issued within six weeks of receipt of written cancellation.
9. **Exhibitor Cancellation by ATMIA:** Exhibit space may be cancelled by ATMIA for failure to make payments when due or failure by exhibitor to comply with this Agreement or the applicable rules and regulations hereunder. If an exhibit space is cancelled by ATMIA, exhibitor shall forfeit all payments made and ATMIA shall have the right to rent such cancelled space to another exhibitor in its sole discretion without mitigation of such forfeited amounts.
10. **Attendance:** ATMIA uses reasonable efforts to market its events and attract attendees, but does not guarantee specific levels of attendance at the conference. ATMIA makes no representations or warranties, express or implied, regarding attendance levels at hosted events.
11. **Mediation:** If a dispute arising out of or related to this agreement cannot be settled through negotiation, then the parties shall first try in good faith to settle the dispute by mediation through a commercially recognized mediation body to be agreed upon by the parties before resorting to any other dispute resolution procedure including but not limited to arbitration or litigation. ATMIA will not be liable for any fees associated with mediation for the exhibitor.
12. **Insurance:** Exhibitor and its independent contractors each agree to obtain and maintain appropriate commercial liability insurance for the event to cover equipment, staff and any accidents that may happen involving exhibits.
13. **Operation of Exhibits:** Displays in exhibit spaces must be designed and operated in a manner that respects the rights of other exhibitors and attendees. Displays shall not be designed in a manner that will block a neighboring exhibitor. If this occurs, ATMIA reserves the right to remove that exhibitor.
14. **Security:** In no case will ATMIA be responsible for theft, loss or damage to exhibitor's products, exhibit space, or display. Exhibitor agrees that it is wholly responsible for protecting its property on and off the venue premises. ATMIA will provide security in the exhibit hall when it is closed.

Booth layout



Booth      Company