

ATMIA US Security Conference 2020

# Exhibitor, Sponsor & Marketing Opportunities

June 10-11 ~ Hilton Minneapolis ~ Minneapolis, MN

ATMIA events: *FROM the Industry FOR the industry*



## Helping you become a solution for the industry!

Join us for the first ATMIA Security event on US soil! The event will focus on a broad range of security impacting the ATM channel. We've made it easy to connect with customers and position your company to your target audience. Leave with high-quality leads to boost sales.



As with all of the ATMIA events, delegates attend our conferences year-after-year to brush up on best practices, network with colleagues, and learn about the latest products, services, and technologies. Security is one of those things that unfortunately is difficult to remedy so we want you to help with solution and showcase your products and services to a wide range of IADs, Fis and other industry companies.

### *Options*

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For questions and assistance getting registered contact Dana Benson 605-582-7058 or [dana.benson@atmia.com](mailto:dana.benson@atmia.com).

*As a not-for-profit Association all monies generated by our events are channeled back into serving YOUR industry.*



**The 1<sup>st</sup> Annual ATMIA US Security Conference** is a premier US ATM Conference & Tradeshow, bringing together Independent ATM Owners/Deployers, financial institutions, networks, processors, vendors, and service providers at one event.

**Buyers will attend this event to find ideas that help them with their security needs and threats.**

The ATMIA US Security Conference offers you the chance to meet industry experts, discuss security issues and how to combat them 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 ATM focused event.**

Sponsoring and exhibiting at ATMIA events has proved successful in bringing together senior decision makers and key industry players from across the US and the rest of the world – in a truly international 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	ATMIA Member	Non Member
<p><b>DIAMOND SPONSORSHIP (2 AVAILABLE)</b></p> <ul style="list-style-type: none"> <li>• 10x20 booth space</li> <li>• 8 full conference staff passes</li> <li>• Logo on event trinket</li> <li>• Breakfast Sponsorship Day 1</li> <li>• Full page color ad in Program of Events</li> <li>• Logo and company description in sponsor section of event app</li> <li>• 1 push notification on the event app</li> <li>• 1 rotating banner ad on the event app</li> <li>• Marketing Distribution in attendee bag (supplied by sponsor)</li> <li>• Company description on secure attendee web page</li> <li>• Logo/Link on event web site and marketing materials, including emails</li> <li>• Additional staff conference passes at reduced rates</li> <li>• Attendee list containing full contact details</li> </ul>	\$10,000	\$11,000
<p><b>GOLD SPONSORSHIP (2 AVAILABLE)</b></p> <ul style="list-style-type: none"> <li>• 10x20 booth space</li> <li>• 7 full conference staff passes</li> <li>• Logo on event trinket</li> <li>• 1 push notification on the event app</li> <li>• 1 rotating banner ad on event app</li> <li>• Breakfast sponsor – Day 2</li> <li>• Logo and company description in sponsor section of event app</li> <li>• Full page color ad in Program of Events</li> <li>• Marketing Distribution in attendee bag (supplied by sponsor)</li> <li>• Company description on secure attendee web page</li> <li>• Logo/Link on event web site and marketing materials, including emails</li> <li>• Additional staff conference passes at reduced rates</li> <li>• Attendee list containing full contact details</li> </ul>	\$9,000	\$10,000

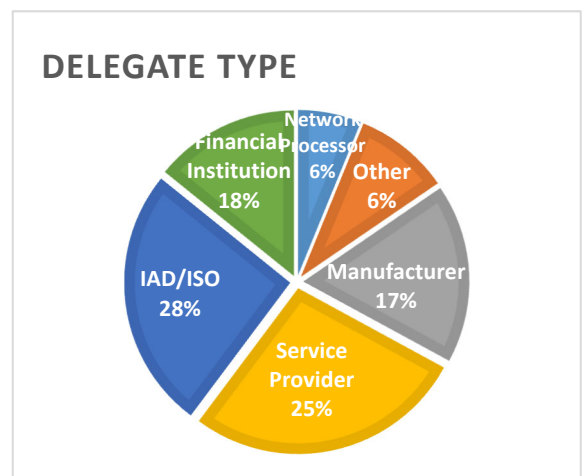
*As a not-for-profit Association all monies generated by our events are channeled back into serving YOUR industry.*

TOP SPONSORSHIPS (Continued)	ATMIA Member	Non Member
<b>SILVER SPONSORSHIP (2 AVAILABLE)</b> <ul style="list-style-type: none"> <li>• 10x10 booth space</li> <li>• 6 full conference staff passes</li> <li>• Logo on event trinket</li> <li>• 1 rotating banner ad on event app</li> <li>• Half page color ad in Program of Events</li> <li>• Logo and company description in sponsor section of event app</li> <li>• Marketing Distribution in attendee bag (supplied by sponsor)</li> <li>• Company description on secure attendee web page</li> <li>• Logo/Link on event web site and marketing materials, including emails</li> <li>• Additional conference staff passes at reduced rates</li> <li>• Attendee list containing full contact details</li> </ul>	\$7,500	\$8,500
<b>BRONZE SPONSORSHIP – SINGLE BOOTH (UNLIMITED AVAILABLE)</b> <ul style="list-style-type: none"> <li>• 10x10 booth space</li> <li>• 4 full conference staff passes</li> <li>• Logo and company description in sponsor section of event app</li> <li>• Marketing Distribution in attendee bag (supplied by sponsor)</li> <li>• 50% off print ads and event app banner ads</li> <li>• Company description on secure attendee web page</li> <li>• Logo/Link on event web site and marketing materials, including emails</li> <li>• Additional staff conference passes at reduced rates</li> <li>• Attendee list containing full contact details</li> </ul>	\$5,000	\$6,000
<b>BRONZE SPONSORSHIP – DOUBLE BOOTH (UNLIMITED AVAILABLE)</b> <ul style="list-style-type: none"> <li>• 10x20 booth space</li> <li>• 6 full conference staff passes</li> <li>• Logo and company description in sponsor section of event app</li> <li>• Marketing Distribution in attendee bag (supplied by sponsor)</li> <li>• 50% off print ads and event app banner ads</li> <li>• Company description on secure attendee web page</li> <li>• Logo/Link on event web site and marketing materials, including emails</li> <li>• Additional conference staff passes at reduced rates</li> <li>• Attendee list containing full contact details</li> </ul>	\$8,000	\$9,000

## WHO ATTENDS?

The ATMIA Conference & Tradeshow allows you to showcase your products and services to the most comprehensive ATM 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 ATMIA Conference.

The graph is an overall breakdown of the attendance at ATMIA events. The attendees are high level executives & decision makers within their organization and the industry.



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## SPONSORSHIP PACKAGES

The event offers several sponsorship opportunities to stretch your marketing exposure during the conference. Some of the packages do not include a booth which is great for 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.



**\*All of the sponsorships on this page include the following benefits plus those specific to the sponsorship.**

- Marketing Distribution in attendee bag (supplied by sponsor)
- Company description on secure attendee web page
- Logo/Link on event web site and marketing materials, including emails
- Additional staff conference passes at reduced rates
- Attendee list containing full contact details
- Logo and company description in sponsor section of event app

EVENT SPONSORSHIP PACKAGES	ATMIA Member	Non Member
<b>OPENING NIGHT RECEPTION (3 AVAILABLE)</b> <ul style="list-style-type: none"> <li>• 10x10 booth space</li> <li>• 5 full conference staff passes,</li> <li>• Logo on reception napkins (possible bar in/near booth)</li> <li>• Sponsor of the Opening Night Reception</li> <li>• 1 event app push notification to delegates the night of the reception</li> <li>• 1 Rotating Banner on the Event App</li> <li>• Full page color ad in Program of Events</li> <li>• <i>*See additional benefits above</i></li> </ul>	\$6,000	\$7,000
<b>EVENT APP – EXCLUSIVE SPONSOR</b> <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>• 1 event push notification to delegates during the event</li> <li>• <i>*See additional benefits above</i></li> </ul>	\$5,000	\$6,000
<b>WiFi SPONSOR</b> <ul style="list-style-type: none"> <li>• Sponsor the one thing that keeps everyone connected Show Floor WiFi.</li> <li>• Custom designed splash page with sponsor logo</li> <li>• Choose the username/password (approved by ATMIA)</li> <li>• 2 full conference passes</li> <li>• <i>*See additional benefits above</i></li> </ul>	\$5,000	\$6,000
<b>BEVERAGE STATION SPONSOR (2 AVAILABLE)</b> <ul style="list-style-type: none"> <li>• 3 full conferences staff passes</li> <li>• Sponsor of one of the Beverage Stations at the event</li> <li>• 1/2 page color ad in Program of Events</li> <li>• Company log on coffee sleeves at station</li> <li>• <i>*See additional benefits above</i></li> </ul>	\$4,000	\$5,000
<b>COFFEE BREAK SNACK SPONSOR (3 AVAILABLE)</b> <ul style="list-style-type: none"> <li>• 2 full conference staff passes</li> <li>• Sponsor of one of the Coffee Breaks at the event</li> <li>• 1/2 page color ad in Program of Events</li> <li>• <i>*See additional benefits above</i></li> </ul>	\$2,500	\$3,500

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<b>PRODUCT BRANDING and other MARKETING OPTIONS</b>	<b>ATMIA Member</b>	<b>Non Member</b>
<b>MARKETING DISBURSEMENT</b> <ul style="list-style-type: none"> <li>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 June 5<sup>th</sup> to guarantee they will get into the packets</li> </ul>	\$500	\$1,000
<b>CONFERENCE BAG</b> <ul style="list-style-type: none"> <li>Logo on bag</li> <li>1 full conference pass</li> </ul>	\$3,000	\$4,000
<b>PEN</b> <ul style="list-style-type: none"> <li>Logo on pen</li> <li>1 full conference pass</li> </ul>	\$2,000	\$3,000
<b>NOTE PAD</b> <ul style="list-style-type: none"> <li>Logo on note pad</li> <li>1 full conference pass</li> </ul>	\$2,000	\$3,000
<b>LANYARD</b> <ul style="list-style-type: none"> <li>Logo on lanyard</li> <li>1 full conference pass</li> </ul>	\$3,000	\$4,000
<b>JOURNAL -</b> <ul style="list-style-type: none"> <li>Logo on journal given to delegates at registration</li> <li>1 full conference pass</li> </ul>	\$2,500	\$3,500
<b>KEYCARDS -</b> <ul style="list-style-type: none"> <li>Logo on keycards given to attendees staying at host hotel</li> <li>1 full conference pass</li> <li><i>Deadline for purchasing this sponsorship is December 15</i></li> </ul>	\$2,000	\$3,000
<b>ROOM DROP</b> <ul style="list-style-type: none"> <li>Deliver 1 item to delegates staying at the host hotel</li> <li>1 full conference pass</li> </ul>	\$2,000	\$3,000
<b>SEAT DROP</b> <ul style="list-style-type: none"> <li>Place 1 item on delegate chairs in General Session Room before keynote address</li> <li>1 full conference pass</li> </ul>	\$1,500	\$2,500
<b>EVENT APP BANNER ADS</b> <ul style="list-style-type: none"> <li>One Rotating banner ad on the event app</li> <li>620x100 / JPG, PNG, GIF / 150 KB or small / no animation</li> </ul>	\$500	\$1,500
<b>PROGRAM OF EVENTS PRINTED AD</b> <ul style="list-style-type: none"> <li>½ page</li> <li>Full page</li> </ul> <hr/> <b>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: <b>7" x 10"</b> Bleed Size: <b>.125"</b> Live Area: <b>0.500" from Trim all around</b> <ul style="list-style-type: none"> <li>Full Page – non-bleed; 6.5" wide x 9.5" high // Full Page – bleed; 7.25" wide x 10.25" high</li> <li>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</li> </ul>	\$500 \$750	\$800 \$1,050

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## EXHIBITOR BOOTHS

There is no better way of promoting your organization and demonstrating your company's products and services to over 1100 attendees, than an exhibition booth. **ATMIA 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. Full payment or deposit is required to reserve a booth.**

EXHIBIT OPPORTUNITIES	ATMIA Member	Non Member
<p><b>SINGLE BOOTH</b></p> <ul style="list-style-type: none"> <li>• 10'x10'</li> <li>• 3 full conference staff passes</li> <li>• Company name</li> <li>• Waste Basket</li> <li>• 50-word description in attendee web page</li> <li>• Security when exhibit hall is closed</li> <li>• Additional staff passes at reduced rate</li> <li>• Attendee list with complete details</li> <li>• Company name and link on conference web site</li> <li>• Company name, logo, link, description on event app</li> </ul>	\$3,500	\$4,500
<p><b>DOUBLE BOOTH</b></p> <ul style="list-style-type: none"> <li>• 20'x10'</li> <li>• 5 full conference staff passes</li> <li>• ID sign with company name</li> <li>• Waste Basket</li> <li>• Company description in attendee web page</li> <li>• Security when exhibit hall is closed</li> <li>• Additional staff passes at reduced rate</li> <li>• Attendee list with complete details</li> <li>• Company name and link on conference web site</li> <li>• Company name, logo, link, description on event app</li> </ul>	\$6,500	\$7,500

## EXHIBITOR LAYOUT ~ ORCHESTRA BALLROOM ~ HILTON MINNEAPOLIS

**For an up to date interactive booth layout go to:**

<https://www.atmia.com/conferences/us-security/exhibitorsponsor/>

# US SECURITY 2020 REGISTRATION FORM

Choose your Option

ATMIA  
Member

Non  
Member

## TOP SPONSORSHIPS

	Diamond	\$10,000	\$11,000
	Gold	\$9,000	\$10,000
	Silver	\$7,500	\$8,500
	Bronze – Single Booth	\$5,000	\$6,000
	Bronze – Double Booth	\$8,000	\$9,000

## EVENT SPONSORSHIPS

	Opening Night Reception	\$6,000	\$7,000
	Event App	\$5,000	\$6,000
	WiFi	\$5,000	\$6,000
	Beverage Station	\$4,000	\$5,000
	Coffee Break Snack Sponsor	\$2,500	\$3,500

## PRODUCT BRANDING and other MARKETING OPTIONS

	Marketing Disbursement	\$500	\$1,000
	Bag	\$3,000	\$4,000
	Pen	\$2,000	\$3,000
	Note Pad	\$2,000	\$3,000
	Keycards	\$2,000	\$3,000
	Lanyard	\$3,000	\$4,000
	Journal	\$2,500	\$3,500
	Room Drop	\$2,000	\$3,000
	Seat Drop	\$1,500	\$2,500
	Event App Banner Ads	\$500	\$1,500
	Program Print Ads		
	½ page ad	\$500	\$800
	Full page ad	\$750	\$1,050

## EXHIBITOR BOOTHS

	Single (10x10)	\$3,500	\$4,500
	Double (10x20)	\$6,500	\$7,500

## SELECT COMPANY TYPE

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Financial Institution (other)             | <input type="checkbox"/> Card Association                | <input type="checkbox"/> ATM Hardware      |
| <input type="checkbox"/> Other Services                            | <input type="checkbox"/> Legal                           | <input type="checkbox"/> Bank              |
| <input type="checkbox"/> Card Issuer                               | <input type="checkbox"/> ATM Software                    | <input type="checkbox"/> ATM Insurance     |
| <input type="checkbox"/> Consultant                                | <input type="checkbox"/> Credit Union                    | <input type="checkbox"/> Media             |
| <input type="checkbox"/> Kiosks & Self-Service                     | <input type="checkbox"/> Payment Services                | <input type="checkbox"/> Switch            |
| <input type="checkbox"/> Cash Management                           | <input type="checkbox"/> Network Processor               | <input type="checkbox"/> Mobile Technology |
| <input type="checkbox"/> Security Solutions                        | <input type="checkbox"/> Independent ATM Deployers (IAD) |  |
| <input type="checkbox"/> Service/Maintain/Refurb or Replacing ATMs |  |  |
| <input type="checkbox"/> Sponsoring Financial Institution          | <input type="checkbox"/> Telecommunications              |  |
| <input type="checkbox"/> Cash Management/Distribution              | <input type="checkbox"/> Other _____                     |  |

## COMPANY INFORMATION

Company Name		
Contact		
Job title		
Address		
City		
State		
Postal Code		
Country		
Telephone		
Email		
Web site		
Booth Location	Preference #1	
	Preference #2	
	<i>Booth layout on page 8</i>	

## PAYMENT INFORMATION

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

Total Amount Due	
<p><b>Payment Options:</b> (Payable to ATMIA) <i>If paying by check and registering before April 1st, a deposit of \$1,000 (non-refundable) 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 April 1st, the full payment is due upon registration.</i></p>	

Credit Card:  
 Visa  
 MasterCard  
 America Express  
 Discover

Amount to Charge:	
Exp Date:	
Card Number	
CVC #	
Name On Card	
Signature	
Date	

Return form and payment to: ATMIA US Security Conference, Dana Benson, [dana.benson@atmia.com](mailto:dana.benson@atmia.com)

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## EXHIBIT & SPONSOR RULES & REGULATIONS

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	\$1,000 administrative fee will be deducted
45-90 days prior to the event	50% cost of booth
<44 days prior to the event	no refund
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.

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