



SEAA 2022 ANNUAL CONFERENCE

Loews Atlanta Hotel | June 13-15, 2022

SPONSORSHIP PROSPECTUS

The Southeast Acquirers Association is pleased to announce the following Event and General Sponsorship opportunities for the Annual Conference, over the dates of June 13-15, 2022 in Atlanta.

Conference Venue

Loews Atlanta Hotel
1065 Peachtree Street NE
Atlanta, GA 30309

Important Dates

Monday, November 8th – Conference Registration Open // [CLICK HERE TO REGISTER](#)
Sunday, June 12th – Sponsor Recognition Reception at Loews Atlanta Hotel

Exhibit Table Included With Sponsorship

As in years past, 2022 sponsorship opportunities remain exclusive to our exhibiting partners. Once again, Exhibit Table registration is included in your sponsorship level choice of Flamingo, Palm or Sun.

- Upon confirming your sponsorship, you will receive a confirmation email with instructions on how to register for your table and Exhibitor Participants.
- The cost to exhibit in 2022 is \$2,900, and as a sponsor the cost is reduced to \$2,750, which is included in each sponsorship option noted in this prospectus.
- Sun and Palm level Sponsors receive (2) Exhibitor Participant registrations and Flamingo Sponsors receive (3) Exhibitor Participant registrations.
- Additional Exhibitor Participant registrations are \$300 each.

SPONSORSHIP LEVELS AND BENEFITS

In addition to the Event and Conference item sponsorships outlined in the pages below, General Sponsorships are also available. General Sponsorships are financial contributions. The following table outlines benefits provided for each level:

 FLAMINGO \$12,750 - \$25,000	 PALM \$7,750 - \$10,250	 SUN \$5,750
Exhibit table with 3 registrations	Exhibit table with 2 registrations	Exhibit table with 2 registrations
Free passes to invite 4 customer attendees	Free passes to invite 2 customer attendees	Free passes to invite 2 customer attendees
Invitation to Sponsor Recognition Reception	Invitation to Sponsor Recognition Reception	Invitation to Sponsor Recognition Reception
Recognition as a Flamingo Sponsor on conference signage and SEAA website until the following conference year.	Recognition as a Palm Sponsor on conference signage and SEAA website until the following conference year.	Recognition as a Sun Sponsor on conference signage and SEAA website until the following conference year.
Preferential table space	Preferential table space	

Frequently Asked Questions

Q: Once I confirm my specific sponsorship, what happens next?

A: The primary contact from the sponsor company will receive a detailed confirmation email of next steps (ie exhibit table and exhibitor attendee registration, housing, logo submission, etc.), as well as an invoice to submit payment.

Q: As a sponsor, is my company automatically registered for an exhibit table?

A: Your table is paid for within your sponsorship, but you must still register your company as an Exhibitor using the instructions that will be provided in your detailed confirmation email.



Demo Day

Sponsor Level / Amount: Flamingo / \$12,500
Sponsor Company: **Elavon**

Date: Monday, June 13th

Signage featuring the Sponsor's logo will be posted in front of each Demo Day meeting room. Marketing emails pertaining to Demo Day will also include the Sponsor's logo.

Welcome Cocktail

Sponsor Level / Amount: Palm / \$7,750
Sponsor Company: **Fiserv**

Date: Monday, June 13th

Every seminar participant will receive a coupon with Sponsor's logo that can be exchanged for one welcome cocktail at the bar in the conference foyer near registration on Monday, June 13th. Participants will have the option to "purchase" additional coupons by making a donation to the local charity selected by SEAA.

On-Site Registration

Sponsor Level / Amount: Flamingo / \$12,750
Sponsor Company: **CardConnect**

Date: Monday, June 13th & Tuesday, June 14th

Signage will be provided at the registration area featuring Sponsor's logo. Sponsor may bring additional signage to display in the registration area, provided it is self-sufficient and does not need to be attached to hotel wall or fixtures. The registration area will include water stations and coffee/tea. Sponsor may provide custom coffee cups if desired. SEAA will provide cocktail napkins with Sponsor company logo.

Session Refreshments

Sponsor Level / Amount: Palm / \$7,750
Sponsor Company: **Eirth Pay**

Date: Monday, June 13th & Tuesday, June 14th

Beverages will be provide on Monday, June 13th during the Demo Day Sessions and on Tuesday, June 14th during the Breakout Sessions. Signage will be provided by the beverage station featuring Sponsor's logo. SEAA will also provide cocktail napkins with Sponsor company logo

Opening Reception

Sponsor Level / Amount: Flamingo / \$15,000
Sponsor Company: **IRIS CRM**

Date: Monday, June 13th

Sponsor will receive recognition with signage by the door to the Exhibit Hall. SEAA will provide cocktail napkins with Sponsor's logo that will be placed on every bar and at the hors d'oeuvres table. Sponsor will also have the exclusive opportunity to display signage and marketing materials during the event.

Monday Night Party

Sponsor Level / Amount: Flamingo / \$15,000
Sponsor Company: **FIS Global**

Date: Monday, June 13th

Sponsor the Monday Night Party at destination TBD. The event will take place from 7:00pm – 10:00pm. SEAA will provide a banner to include Sponsor's logo and custom cocktail napkins for the bar.

Monday Night Party Transportation

Sponsor Level / Amount: Sun / \$5,750
Sponsor Company: **JCB**

Date: Monday, June 13th

SEAA will provide signage to include Sponsor's logo, and Sponsor can provide a flyer to be placed on each seat in the vehicles.

Opening Breakfast

Sponsor Level / Amount: Palm / \$7,750
Sponsor Company: **QuickFee**

Date: Tuesday, June 14th

Opening Breakfast is a Continental buffet served outside the Exhibit Hall on Tuesday, June 14th. SEAA will provide signage recognizing Sponsor near the food tables, and custom cocktail napkins.

Keynote Speaker

Sponsor Level / Amount: Flamingo / \$12,750
Sponsor Company: **ACI Worldwide**

Date: Tuesday, June 14th

The sponsor has the opportunity to introduce the Keynote Speaker at the conference. Signage will be provided on and around the stage. Sponsor can provide pens, note pads and other marketing material to be displayed at the participant's tables.

Lunch

Sponsor Level / Amount: Flamingo / \$25,000
Sponsor Company: **American Express**

Date: Monday, June 13th

A buffet lunch will be served in the conference area to all attendees. Sponsor will receive recognition from the podium throughout the show, in addition to signage at the event. SEAA will provide custom lunch napkins with Sponsor's logo to be displayed at each place setting during lunch. Sponsor will also have the exclusive opportunity to display signage and marketing materials during the event, and they will receive a total of (4) complimentary exhibitor participant registrations.

Hospitality Center

Sponsor Level / Amount: Sun / \$5,750
Sponsor Company: **Discover**

Date: Tuesday, June 14th

An area to relax and recharge, or break away for a meeting, with snacks and refreshments provided from 2:00pm - 4:00pm on Tuesday, June 14th. Sponsor will be recognized with signage, and sponsor company may provide marketing literature to be displayed on the tables throughout the Hospitality Center.

Happy Hour

Sponsor Level / Amount: Palm / \$10,250
Sponsor Company: **Clover**

Date: Tuesday, June 14th

Happy Hour will take place prior to the Closing Reception. Sponsor will be recognized with signage as well as custom cocktail napkins. Sponsor may provide marketing literature to be displayed on the tables throughout the foyer during this time.

Closing Reception

Sponsor Level / Amount: Flamingo / \$15,000
Sponsor Company: **Valor PayTech**

Date: Tuesday, June 14th

The Closing Reception in the Exhibit Hall is another popular event, and the sponsor will be recognized with signage by the door to the Exhibit Hall. SEAA will provide cocktail napkins with Sponsor's logo that will be placed on every bar and at the hors d'oeuvres tables. Sponsor will also have the exclusive opportunity to display additional signage and marketing materials during the event.

Closing Breakfast

Sponsor Level / Amount: Palm / \$7,750
Sponsor Company:

Date: Wednesday, June 15th

Every conference attendee will receive a coupon good for breakfast on Wednesday, June 15th, to be used at Saltwood Restaurant. Sponsor's logo will be included on the coupon and signage outside the restaurant.



Guest Room Key Cards

Sponsor Level / Amount: In Kind

Sponsor Company: **CoCard**

Sponsor to work with specified vendor designated by Loews Atlanta Hotel to provide customized key cards for conference attendees staying at the hotel. Design and graphics must be approved by SEAA prior to production.

Charging Stations

Sponsor Level / Amount: Flamingo / \$12,750

Sponsor Company: **Electronic Merchant Systems**

Three charging stations will be available near Registration for conference attendees to charge their devices. Each station will be customizable with the company's graphics and/or logo.

Water Bottles

Sponsor Level / Amount: Palm / \$7,750

Sponsor Company: **LINGA**

Water stations will be provided throughout the conference space, and each attendee will be handed a water bottle near Registration with Sponsor's logo on it. We are eliminating the disposal of non-reusable water bottles and offering the conference water bottle to be used throughout the show, and hopefully back in the office and at home!

SEAA Event App

Sponsor Level / Amount: Flamingo / \$12,750

Sponsor Company: **Global Payments**

The Event App will include all pertinent information pertaining to the conference, such as the agenda, exhibit hall floor plan, lead retrieval for exhibitors, sponsor page, ability to network within the app and speaker information. The App sponsor will receive visibility on the splash screen upon opening the App as well as your company logo on the home page of the App.

WiFi

Sponsor Level / Amount: Flamingo / \$12,750

Sponsor Company: **Maverick**

The password to connect to the conference WiFi throughout the meeting space will incorporate Sponsor name/identity and will be provided in marketing emails and conference signage.

Hotel Reservation Website

Sponsor Level / Amount: Sun / \$5,750

Sponsor Company: **Merrick Bank**

Sponsor company name will be placed on the Loews Atlanta Hotel reservation website, designated for SEAA attendees to book their room at the discounted rate.

Elevator Wraps

Sponsor Level / Amount: Flamingo (8 elevators) / \$12,750

Sponsor Companies: **Clearent**

Use the custom elevator graphics to announce a product or reinforce a message to every attendee utilizing the conference elevators. Loews Atlanta Hotel has 2 elevator banks with 4 elevators in each bank.

Sponsor may wrap 2 side-by-side elevators (\$5,250), 1 elevator bank (\$7,750), or both elevator banks with all 8 elevators (\$12,750). Sponsor company will design the wrap and submit graphics to the vendor selected by SEAA.

Conference Bags

Sponsor Level / Amount: Palm / \$10,250

Sponsor Company: **Priority Payment Systems**

SEAA will produce a conference bag to be handed out at registration, with Sponsor company logo and SEAA logo on the bag.

Entertainment

Sponsor Level / Amount: Flamingo / \$12,750

Sponsor Company: **IR**

Guitarist and singer, Pat Dowling, will perform at the Sponsor Reception and Monday Night Party. Signage with sponsor company logo will be provided, and recognition of sponsor company from Pat.