



SPONSORSHIP PROSPECTUS 2016 SEMINAR MAY 2-4, 2016

Southeast Acquirers Association, Inc., is excited to announce the available Event and General Sponsorships for the 2016 Seminar, along with the benefits provided for our loyal sponsors.

The Event Specific Sponsorships for 2016 include:

EVENT SPONSORSHIPS

*LUNCH (Flamingo Level Sponsorship) - **American Express***

On Tuesday, May 3, lunch will be served in the conference area to all attendees. The sponsor will receive recognition from the podium throughout the show, in addition to signage at the event. SEAA will provide custom napkins with the sponsor's logo to be displayed at each table during lunch. (sponsorship must be paid and logo delivered by February 15, 2016, to receive the custom napkins). Sponsor will also have the exclusive opportunity to display signage and marketing materials during the event.

*OPENING RECEPTION (Flamingo Level Sponsorship) - **Vantiv***

One of our most popular events, the sponsor will receive recognition through signage at the entrance to the event and near the hors d'oeuvres table. SEAA will provide cocktail napkins with the sponsor's logo that will be placed on every bar and at the hors d'oeuvres table (sponsorship must be paid and logo delivered by February 15, 2016, to receive the custom napkins). Sponsor will also have the exclusive opportunity to display signage and marketing materials during the event.

SEAA MONDAY NIGHT PARTY (Flamingo Level Sponsorship) – TBD, minimum \$10,000

Sponsor a party in an offsite location on Monday evening, following the Opening Reception. Sponsor will receive signage in the bar and near the food table. Details to be determined.

*CLOSING RECEPTION (Flamingo Level Sponsorship) - **eZic***

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 and at the hors d'oeuvres table. SEAA will provide cocktail napkins with the sponsor's logo that will be placed on every bar and at the hors d'oeuvres table (sponsorship must be paid and logo delivered by February 15, 2016, to receive the custom napkins). Sponsor will also have the exclusive opportunity to display additional signage and marketing materials during the event.



ON-SITE REGISTRATION (Palm Level Sponsorship) - JCB

Signage will be provided at the registration area highlighting the sponsorship. Sponsor may bring their own signage to display in the registration area, provided it is self-sufficient signage and does not need to be attached to the hotel wall or fixtures. The registration area will include water and coffee; sponsor may provide custom coffee cups for additional exposure (SEAA will provide custom cocktail napkins if sponsorship is paid and artwork delivered by February 15, 2016).

KEY NOTE SPEAKER (Palm Level Sponsorship) - TBD, minimum \$7,500

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

CLOSING BREAKFAST (Palm Level Sponsorship) - \$5,000

Every seminar participant will receive a coupon good for breakfast on Wednesday, May 4, in the hotel restaurant. The sponsor's logo will be included on the coupon.

HOTEL ROOM KEY CARDS (Palm Level Sponsorship) - \$5,000, or in kind

PROMOTIONAL PRODUCTS (Palm Level Sponsorship) - National Merchants Association

Place your company logo on the promotional product included in the SEAA registration bag. These items stay in the hands of our participants for years following the seminar. Past items have included beach towels, computer peripherals and the 2015 selfie kit for iPhone and Android.

] OPENING BREAKFAST (Palm Level Sponsorship) - Apriva

Opening Breakfast is a continental buffet served in the Exhibit Hall on Tuesday morning, May 3. SEAA will provide signage near the food tables, and custom cocktail napkins (sponsorship must be paid and artwork delivered by February 15, 2016, to receive the custom napkins).

REGISTRATION BAGS (Sun Level Sponsorship) - POS Portal

NAME BADGES (Sun Level Sponsorship) - General Credit Forms



*CYBER CAFÉ (Sun Level Sponsorship) - **TSYS***

SEAA provides laptop and printer stations for the use of all SEAA participants. Sponsor will have the opportunity to set their logo on the laptop background, and display signage and marketing materials in the Cyber Café area.

MASSAGE CENTER (Sun Level Sponsorship) - \$2,500

Massage chairs and therapists are made available in the Exhibit Hall and are free to all SEAA participants. The sponsor will be recognized with signage at the massage area.

*HOSPITALITY CENTER (Sun Level Sponsorship) - **Ingenico***

An area to relax and recharge, or break away for a meeting, with snacks and refreshments provided throughout the day; the sponsor will be recognized with signage at the door and near the snack table. The sponsor may provide marketing literature to be displayed on the tables throughout the Hospitality Center.



GENERAL SPONSORSHIPS

In addition to the Event specific sponsorships listed above, Exhibitors have the opportunity to participate as General Sponsors. General Sponsorships are cash sponsorships. In kind sponsorships do not qualify for the benefits listed below.

The following table outlines the amount of investment required and benefits provided for the General Sponsor levels:

SUN \$2,500 - \$4,999	PALM \$5,000 - \$9,999	FLAMINGO \$10,000 – above
		Free Vendor Table - includes 3 participants
	Preferential booth space	Preferential booth space
Free passes to invite 2 customer attendees	Free passes to invite 3 customer attendees	Free passes to invite 4 customer attendees
Invitation to Sponsor Appreciation Dinner	Invitation to Sponsor Appreciation Dinner	Invitation to Sponsor Appreciation Dinner
Recognition as a Sun Sponsor	Recognition as a Palm Sponsor	Recognition as a Flamingo Sponsor



**SPONSORSHIP REGISTRATION FORM
2016 SEMINAR**

SPONSOR INFORMATION

Sponsor Name: _____

Billing Address: _____

Contact Name: _____

Contact Phone: _____

Contact E-Mail: _____

SPONSORSHIP INFORMATION

Event Sponsorship
Requested Event _____ Amount _____

General Sponsorship _____ Amount _____

Total Sponsorship Amount _____

SPONSOR LEVELS

**FLAMINGO SPONSOR - \$10,000 AND ABOVE
PALM SPONSOR - \$5,000 TO \$9,999
SUN SPONSOR - \$2,500 TO \$4,999**

**PLEASE RETURN THIS FORM TO JOHN MCCORMICK AT EMAIL:
JMCCORMICK@GCFINC.COM, PHONE: 314.216.8600. WE WILL CONFIRM THE
AVAILABILITY OF YOUR REQUESTED SPONSORSHIP AND SEND AN INVOICE FOR
THE TOTAL AMOUNT OF SPONSORSHIP.**

THANK YOU FOR YOUR SUPPORT OF THE 2016 SEAA SEMINAR.