

Trust, Security and Privacy in a Hyperconnected World

SPONSORSHIP & EXHIBITOR PROSPECTUS

Identity & Payments Summit overview

February 26-28, 2024 | Tucson, AZ

In today's hyperconnected, technology-driven marketplace the lines between industries often overlap. The Secure Technology Alliance is embracing this convergence by expanding the focus of its annual conference. Following 15 years of success, the Alliance is thrilled to announce that its Payments Summit has evolved into the Identity & Payments Summit!

The expanded 2024 Identity and Payments Summit will become the most comprehensive gathering of secure technology-focused organizations and professionals in North America – from silicon manufacturers to consumers and everyone in between! One event registration will provide attendees with insights from key industry leaders, break-out sessions on fast-rising new technologies, current payment and identity trends in multiple vertical markets, conference networking receptions and access to the combined exhibit hall. In addition, Secure Technology Alliance members will also have access to member only sessions and working committee breakout meetings that will be held on Wednesday, February 28th, 2024. Separate tracks for the U.S. Payments Forum (USPF) and newly launched Identity and Access Forum (IAF) will be held on Wednesday the 28th.

For those interested, our 1st Annual "Summit Open" Golf Tournament is also available to all attendees and will be held prior the conference on Sunday, February 25th, 2024.

A Focused agenda ...

Keynote sessions addressing topics of joint interest for all attendees and breakouts covering use cases, hot topics, and trends in secure technologies in the following:

Vertical Market breakout sessions

- Education
- Financial
- Healthcare
- Transportation

Identity & Access

- Digital Identity
- Mobile Identity (mID and mDL)
- AI for ID verification
- Physical access control
- Authentication (including biometric authentication, passkeys, other trends)
- Identity and Access Management
- AI for compliance management/data security

Technology breakout sessions

- Biometrics
- Cybersecurity
- IoT/Kiosks
- NFC Wallets
- UWB & RFID

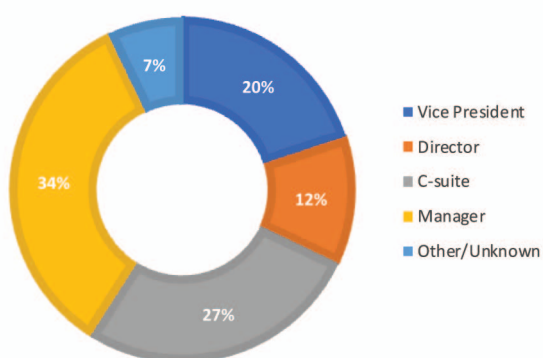
Payments

- AI in payments
- Faster payments solutions/Peer-to-peer payments
- Fraud trends/New developments in fraud mitigation
- Digital payments/Mobile wallets
- Digital currencies
- Next steps for omnichannel payments
- Buy Now Pay Later
- Electric Vehicle Charging and Open Payments Infrastructure

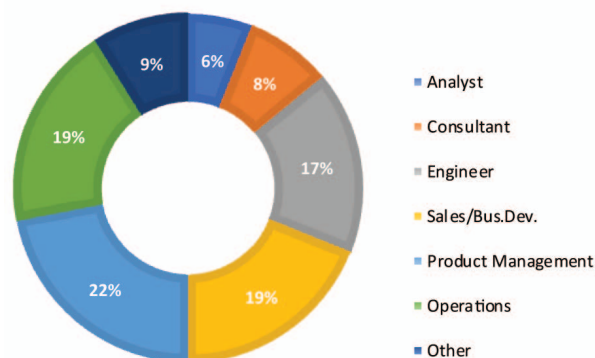
Attendees Overview

The Identity & Payments Summit attendees represent every section of the identity, access, and payments industries. Our membership and non-member attendees come from systems manufacturers, integrators, government agencies, global payment networks, processors, issuing banks, merchant banks, industry 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. In addition to systems providers delivering identity and access solutions, we have relying parties that work with the issued credentials. Attendees also represent companies that are technology or solutions providers that work with companies in the broad identity or payments ecosystem. Titles range from C-suite executives to operations management, to marketing, to product management and engineering. Alliance working committees have a cross-section of subject matter experts representing every aspect of identity, access, and payments challenges and best-practices.

BY TITLE



BY FUNCTION



The most recent Summit was focused on Payments and had an attendance of well over 400 attendees. Combining Identity and Access with Payments, we anticipate hosting over 700 at the 2024 Summit through a hybrid meeting with both in-person and virtual sessions.

For more information about the 2024 Identity & Payments Summit, or to reserve sponsorship or exhibit space, contact:

Charlie Ross | 612-750-3087 | cross@securetechalliance.org

SPONSORSHIP & EXHIBITOR PROSPECTUS

Premium Sponsorships

Premium sponsorship puts your branding message front and center, next to the title of the conference. Premium sponsors receive branding opportunities prior to and during the event. Premium sponsors may choose from Premium Sponsor exhibit spaces which are double-sized spaces with premium placement in the Exhibit Area.

	Platinum Limit 2 (1 Payment / 1 Identity) \$20,000	Gold (limit 6) \$15,000
Overall conference sponsor	✓	
Premium billing on all marketing materials, website, and at conference	Over Conference Title	✓
Premium Sponsor exhibit space (double-sized, premium placement)	✓	✓
Company information published in show guide	✓	✓
Company logo on web site	✓	✓
Color ad in the conference show guide (first selection of position)	Full Page	1/2 Page
Complimentary full conference passes	6	3
Inserts in conference handouts	✓	✓
Opportunity to hang banners (up to 8'x8') Choice of conference room, exhibits area, or registration area	3	2
Signage in registration area	✓	✓
Welcome letter in show guide	✓	
Opportunity to make Welcoming Address	✓	
Private meeting room during conference	✓	

Leading Sponsorships

Leading sponsorship opportunities are a great way to make a targeted, unique, or personal marketing impression on conference participants. All Leading Sponsors will have signage in registration area, company information published in show guide, company logo on website and in mobile app, and have one complimentary insert in the conference handouts. Ads in the show guide, discounts on exhibit space, and additional complimentary passes vary based on sponsorship selected.

		Color ad in the show guide	Discount on Exhibit Space	Complimentary full conference passes
Logo Bottled Water Sponsor (Limit 1) Company logo printed on bottled water distributed throughout conference. Sponsor may provide refillable water bottles with sponsor logo for 50% reduction.	\$7,000	1/2 Page	20%	3
Summit Bag Sponsor (Limit 1) Conference bags with logo sponsor. Sponsor may provide bags for a reduction or upgrade bag at cost difference.	\$5,000	1/4 Page	10%	2
Conference Technology Sponsors (unlimited) Sponsors logo on all technologies to support conference including mobile app, wi-fi service, charging stations, digital signage	\$5,000	1/4 Page	10%	2
Conference Track Sponsors (Limit 4) (Technologies, Vertical Markets, Payments, and Identity & Access tracks) The track sponsor will have the opportunity to give a brief introduction during the plenary session prior to the track breakouts and introduce or moderate a session during the track breakouts. Track sponsorship signage will be at entrance to all track conference rooms.	\$5,000	1/4 Page	10%	2

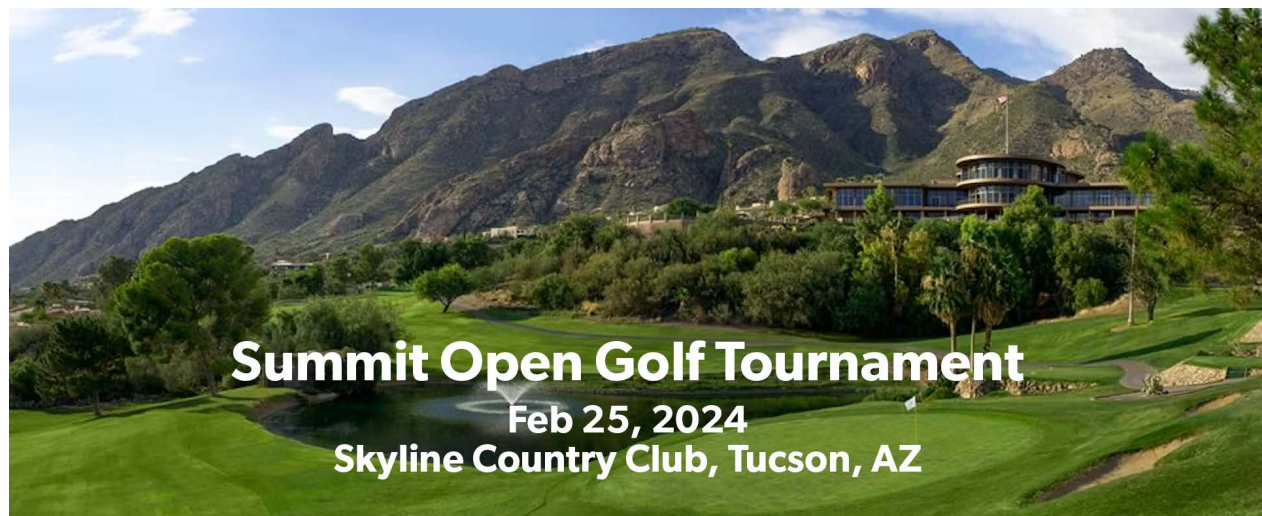
Leading Sponsorships - Hospitality

		Sponsor may provide cups, napkins, etc. to increase brand exposure.	Color ad in the show guide	Discount on Exhibit Space	Complimentary full conference passes
Sunday, Welcome Reception (Limit 2)	\$5,000	✓	1/2 Page	20%	3
Sponsor casual gathering following STA Summit Open Golf tournament, open to all conference attendees.					
Monday, Opening Day Reception (Limit 1)	\$8,500	✓	1/2 Page	20%	3
Join us as we continue the networking and discuss the day's sessions on the exhibit floor. If sponsor has a booth, a small bar will be set close to booth. All serving bars will feature sponsor signage.					
Tuesday, Closing Reception (Limit 1)	\$7,000	✓	1/2 Page	20%	3
This reception closes the Summit as members prepare for a final day of member meetings. Expect great networking on the exhibit floor as attendees discuss the sessions and have one last chance to meet with exhibitors. If sponsor has a booth, a small bar will be set close to booth. All serving bars will feature sponsor signage.					
General Hospitality (Unlimited)	\$5,000		1/4 Page	10%	2
Sponsor highlighted at all breakfasts, lunches, and breaks for each day of conference and member meeting.					

Supporting Sponsorships

Supporting Sponsorships help to reinforce your branding and presence at the event. Supporting Sponsorships include the company logo on the website and mobile app.

Meeting Rooms	\$2,500
Sponsor Provided Conference Banner or Sign - Prominently Displayed	\$1,500
Conference Bag Insert	\$900



Summit Open Golf Tournament

Feb 25, 2024

Skyline Country Club, Tucson, AZ

"STA Summit Open" - Golf Tournament Sponsorships

All Summit Open Golf Tournament Sponsorships include signage in the clubhouse and tournament registration area, company information published in show guide, company logo on website and in mobile app, and have one complimentary insert in the conference handouts. Any sponsorship(s) totaling over \$1,000 receive a 10% discount on ads in the Identity & Payments Summit conference show guide or exhibit space.

		Complimentary full conference passes
Overall Tournament Sponsor (Limit 1)	\$5,000	2
Sponsor promoted as the premier, overall tournament sponsor. Includes sponsor signage throughout event including banner at entrance to clubhouse. Sponsor recognition will also be on transportation and all meal boxes. Sponsor may participate in distributing prizes and awards at reception following the tournament.		
Gold Sponsor (unlimited)	\$3,000	1
Includes sponsor signage throughout event including on transportation and all meal boxes. Sponsor will be recognized during prize and awards ceremony at reception following the tournament.		
Hole in One Sponsor (Limit 1)	\$3,000	1
Sponsor signage at 13th hole tee box and near green for "Hole in One" contest with \$50,000 prize. Additional signage near registration area and logo included in all pre-tournament promotional materials. Sponsor may present "check" replica to any winners at reception following the tournament.		
Leaderboard & Scorecard Sponsor (Limit 1)	\$1,500	
Includes sponsor logo on electronic leaderboard in clubhouse, in mobile leaderboard app, and on printed scorecards.		
Beverage Cart Sponsor (Limit 1)	\$1,000	
Includes signage on Beverage Carts.		
Golf Cart Sponsor (Limit 3)	\$1,000	
Includes signage on windshields of golf carts.		
Golf Cannon Sponsor (Limit 1)	\$500	
Sponsor signage at hole with the Golf Cannon (in addition to hole sponsor).		
Hole Sponsor (Limit 18)	\$400	
Includes signage at tee box and custom flag (which sponsor keeps). (Reduce to \$350 if no custom flag.) Sponsor may select hole based on a first come, first served basis.		
Practice Area Sponsor (Limit 3)	\$500	
Includes multiple signs on Putting Green, Chipping practice area, and Driving Range.		
SWAG Bag Sponsors (unlimited)	\$500	
Includes sponsor logo on bag which contains the following items. (Sponsor fee reduced to \$300 if providing balls or towel to include in bag.)		
<ul style="list-style-type: none"> - Tees, ball marker, and divot tool - 3 pack of golf balls - Bottled Water - Golf Towel 		

To reserve sponsorship or more information, contact:

Charlie Ross | 612-750-3087 | cross@securetechalliance.org

EXHIBITS

All exhibits include:

- ❖ 8' wide carpeted exhibit space with table, 2 chairs, wastebasket, and company sign
- ❖ 2 Complimentary full-conference registration passes for single booths, 4 complimentary full-conference passes for double booths.
- ❖ Additional booth staff @\$485 for exhibits only. Additional full-conference access must be purchased at applicable registration rates.
- ❖ Company information published in show guide
- ❖ Company logo on web site and in mobile app
- ❖ STA members receive discount on exhibit space
- ❖ Exhibit booth spaces are assigned on a first come, first served basis with the exception of Premium

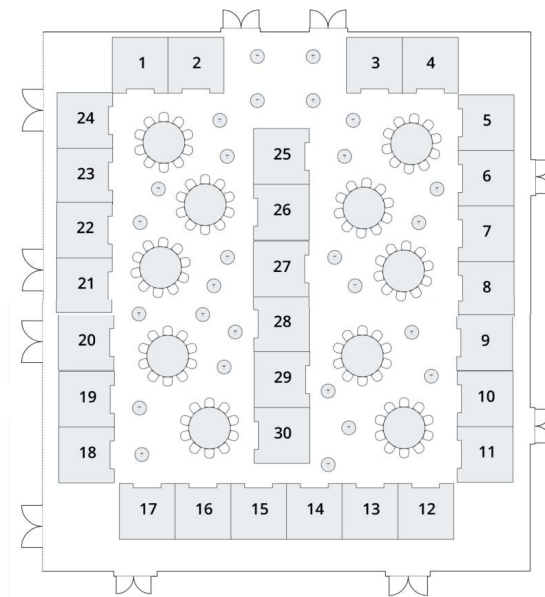
Provide your top three (3) space selections.

All sponsors except Supporting Sponsors receive a 10%-20% discount on exhibit space. Please consider a sponsorship for increased awareness and additional savings

2024 Exhibit Booth Rates

		(through 10/29/2023)	Advanced (through 12/24/2023)	Regular (through 2/16/2024)
Single	STA Members	\$3,600	\$3,750	\$3,950
	Non-members	\$4,300	\$4,500	\$4,750
Double	STA Members	\$6,700	\$7,000	\$7,400
	Non-members	\$8,100	\$8,500	\$9,000

2024 Exhibit Hall Layout



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

Charlie Ross | 612-750-3087 | cross@securetechalliance.org



Rules and Policies for Sponsorships and Exhibits

- ❖ Sponsorship and exhibit selection will be offered to the following categories of Secure Technology Alliance members ten (10) days prior to being available to other members or non-member organizations: Leadership, Principal, IAF Steering Committee, USPF Steering Committee, and STA Board.
- ❖ Sponsorship and exhibit space is available on a first come, first served basis upon the completion of the sponsorship or exhibitor agreement.
- ❖ Sponsorship and exhibit space payments are due within thirty (30) days of the signed sponsor or exhibitor 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 each item to arrive at the meeting location no later than 48 hours in advance of the start of the meeting. Specific quantities and shipping instructions will be provided in the Sponsor & Exhibitor Kit no later than thirty (30) days prior to the event. All shipments must be shipped according to the Sponsor & Exhibitor Kit or event staff instructions.
- ❖ Sponsor supplied hanging banners 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"x36" color sign on an easel with the sponsored item and company logo listed. Group sponsorships (Conference Technology sponsors and General Hospitality sponsors) will have similar signage with multiple company logos displayed.
- ❖ All exhibits shipments must be shipped according to the Sponsor & Exhibitor Kit or 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 2024 Identity & Payments Summit,
or to reserve sponsorship or exhibit space, contact:

Charlie Ross | 612-750-3087 | cross@securetechalliance.org

NOTE: Sponsorship or exhibit requests will be reserved for 72 hours after Sponsorship or exhibitor agreement is sent. Sponsorship or exhibit space is not confirmed until receipt of the signed sponsorship or exhibitor agreement!

