

Sponsorship & Exhibitor Opportunities



Digital Directions

34th Annual Conference & Expo

April 15-17, 2024

Perdido Beach Resort, Orange Beach, AL

www.sfeannual.org



*SOUTHERN
FINANCIAL EXCHANGE*

Surf the Waves of Payments

Digital Directions 34th Annual Conference & Expo

On April 15-17, 2024, we are *Surfing the Waves of Payments!*

We invite you to join industry leaders, and growth minded professionals in the payments space at Perdido Beach. Become a conference sponsor or exhibitor and get your company's name out to payments professionals. This packet provides all the information you will need to choose the option for you.

Surf's Up!

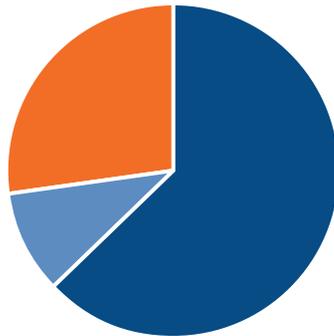




Conference Demographics

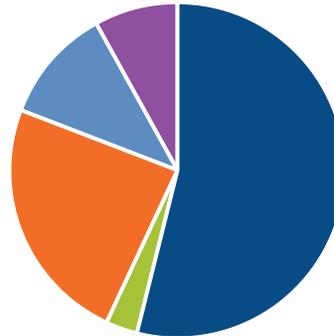
2023 Participants Included:

Organization Types



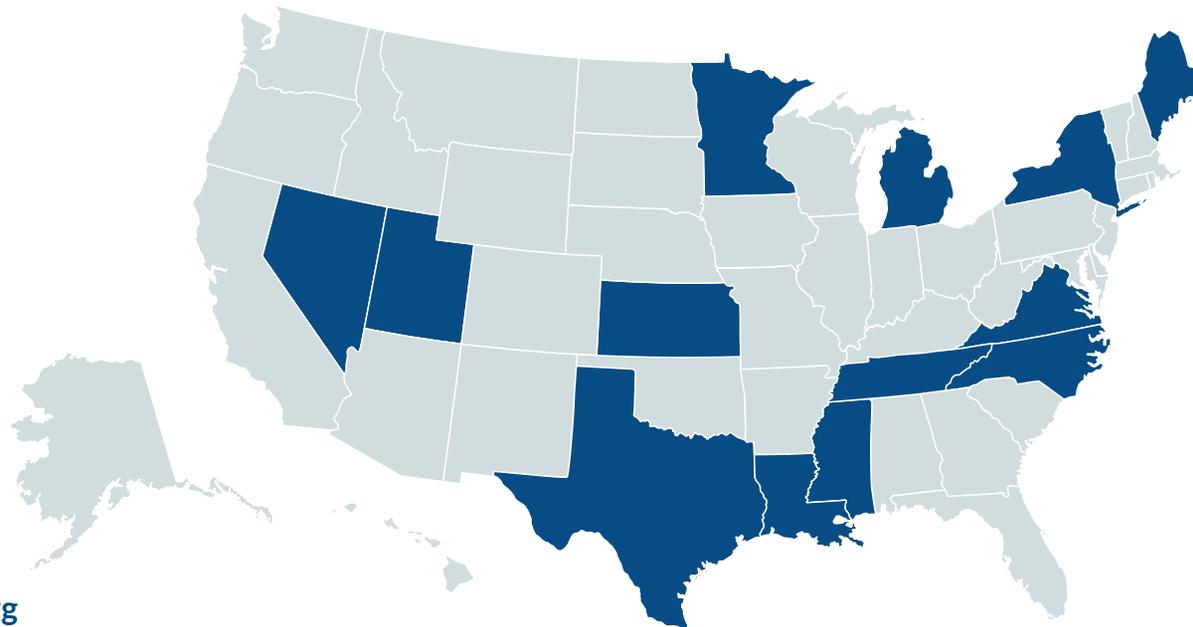
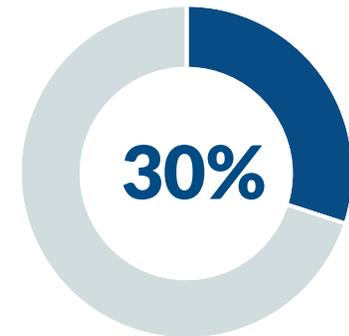
■ Banks ■ Credit Unions ■ Businesses

Job Categories



■ Senior Management ■ Accounting ■ Operations
■ Treasury Management ■ Audit/Risk Compliance

Accredited Professionals





Conference Demographics

You will connect with:

- Chief Executive Officers
- Chief Operations Officers / Managers
- Treasury / Cash Management Personnel
- Fraud / Risk Managers
- Compliance Officers / Auditors
- Service Providers
- Accredited ACH Professionals (AAPs)
- Accredited Payments Risk Professionals (APRPs)
- Certified Public Accountants (CPAs)
- Certified Treasury Professionals (CTPs)
- National Check Professionals (NCPs)
- And others with a vested interest in the payments industry!





Conference Sponsorship Levels

	Diamond	Gold	Silver	Bronze
Investment	\$5,000	\$3,000	\$2,000	\$1,500
Recognition as a sponsor at conference and on conference materials				
Conference attendee email list				
Complimentary staff registration(s)	 3	 2	 2	 1
Register additional staff at \$325 each (\$100 off early bird pricing)				
Promotional highlights in SFE emails or newsletter	 2	 1	 1	
Social media highlight	 1	 1		
Exhibitor space				
Complimentary pre-conference workshop registration				
Address attendees at session of your choice				



Conference Sponsorship Opportunities—Sessions

	Welcome Reception	Lunch	Breakfast	Refreshment Break
Investment	\$2,500	\$2,500	\$2,000	\$1,500
Number of opportunities available	1	2	2	4
Recognition as a sponsor at conference and on conference materials				
Prominent display of your logo at your selected opportunity				
Complimentary staff registration(s)	 2	 2	 2	 1
Register additional staff at \$325 each (\$100 off early bird pricing)				
Exhibitor space				



Conference Sponsorship Opportunities—Amenities

	Mobile App	Wireless Internet	Lanyards	Social Media	Email Blast	Blue/ Custom
Investment	\$1,500	\$1,500	\$1,000	\$500	\$500	You choose!
Recognition as a sponsor at conference and on conference materials						
Prominent display of your logo at or on your selected opportunity						
SFE shares 1 social media post on LinkedIn on your behalf prior to the conference						
SFE sends 1 email blast to our membership on your behalf before or after the conference						
Conference attendee email list						



Vendor Opportunities

Vendor Showcases

Investment: \$500

Rush in to secure one of three (3) concurrent 30-minute sessions to feature your organization during the first full day of the conference on April 16, 2024!

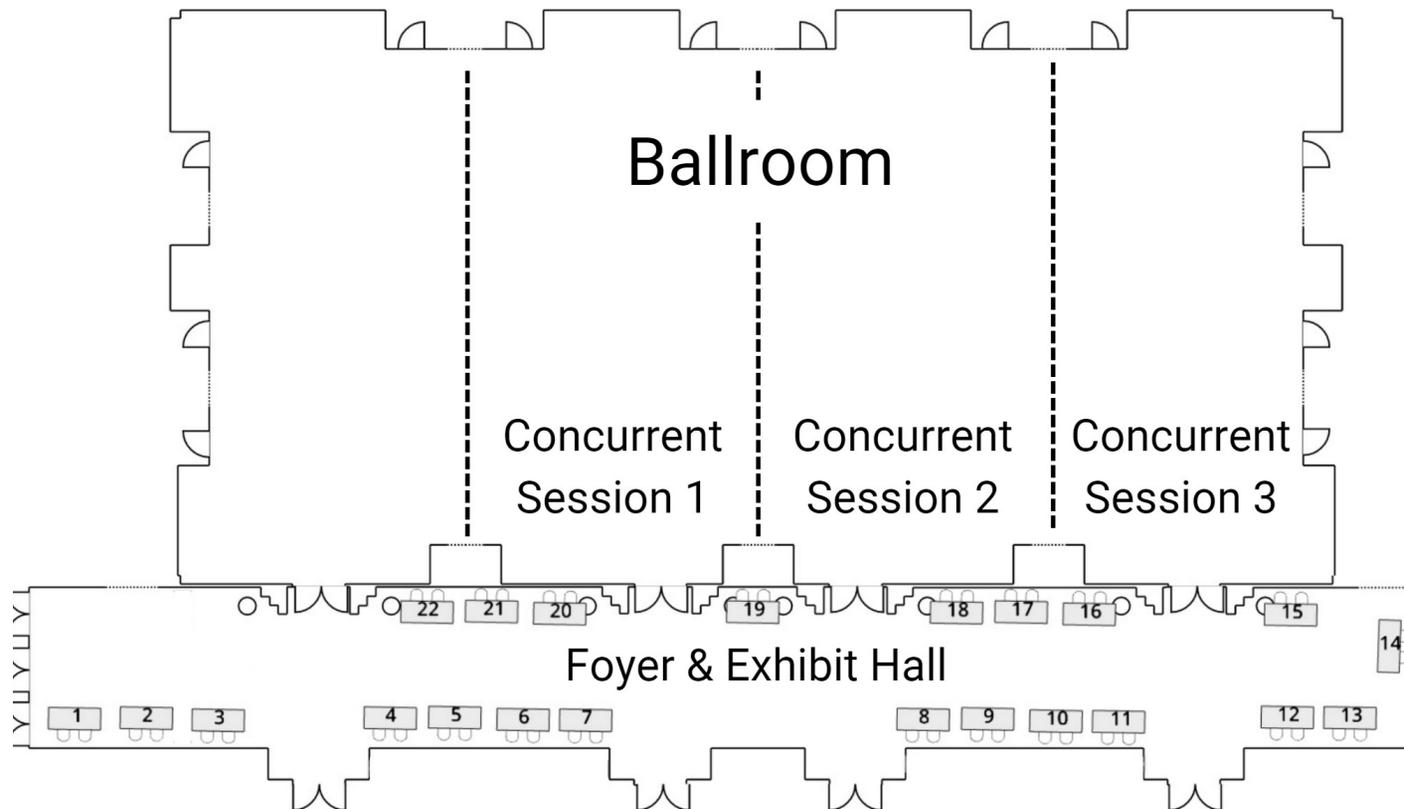
Vendor showcases provide the opportunity to educate attendees about solutions you provide through your products and services.



Exhibitor Opportunities

Select Your Preferred Exhibiting Space

Exhibiting sponsors may request specific spaces when filling out the application. Below is the floor plan for the Perdido Beach Resort foyer outside the SFE Digital Directions ballroom. You can choose which exhibit space works best for your organization. Selections are based upon availability.



2023 Digital Directions Sponsors & Exhibitors



Thank you to all of our Conference & ExpoSponsors, Exhibitors, and Speakers!

Digital Directions Sponsorship Levels/Opportunities Registration Form

Select your Sponsorship Level or Opportunity:

- Diamond Sponsor (\$5,000)
- Gold Sponsor (\$3,000)
- Silver Sponsor (\$2,000)
- Bronze Sponsor (\$1,500)
- Welcome Reception (\$2,500)
- Lunch (\$2,500)
- Breakfast (\$2,000)
- Refreshment Break (\$1,500)
- Mobile App (\$1,500)
- Wireless Internet (\$1,500)
- Lanyards (\$1,000)
- Social Media (\$500)
- Email Blast (\$500)
- Vendor Showcase (\$500)
- Blue/Custom (You decide!)

If your sponsorship includes an exhibitor space, what are your top 3 locations?

Conference closing prize you will be sponsoring:

Payment Information:

Please mark and fill out your payment option below. Sponsorship applications should be accompanied by a non-refundable deposit in the amount of 50% of the sponsorship level of your choice. Exhibitor applications should be accompanied by a non-refundable full payment. Applications are approved in the order received. Full payment must be received by March 15, 2024.

- Check**
Send checks payable to Southern Financial Exchange.
1340 Poydras Street, Suite 2010
New Orleans, LA 70112
- ACH Direct Payment**
ACH Direct Payment R/T # _____
DDA / GL # (circle one) _____
Account # _____

Payment Amount _____

Signature _____ Date _____

Primary Contact Information:

Name _____ Title _____
Email _____ Phone _____ Fax _____
Organization _____
Website _____
Mailing Address _____
City _____ State _____ ZIP _____

Additional Attendees (complimentary in some packages)

Name _____ Title _____
Email _____ Phone _____ Fax _____
Name _____ Title _____
Email _____ Phone _____ Fax _____

- Send Invoice**
- Direct Deposit via ACH (ACH Credit)**
Routing #084301042 | Account #277109664
- Credit/Debit Card Payment**
Full Name on Card _____
Card # _____
CVC Code _____ Expiration Date _____

Sign and date to indicate your agreement with the Terms and Conditions as outlined on the following pages. _____



Terms and Conditions

1. Applications

Applications for exhibitors and/or sponsors (“exhibitors”) must: (i) be made on the Exhibitor Application provided by Southern Financial Exchange (“SFE”); (ii) contain all information requested in the Application; (iii) include at least a fifty-percent (50%) down payment of the exhibitor fee; and (iv) be executed by an authorized representative of the Applicant. In the event an Application is rejected by SFE, which SFE reserves the right to do, SFE will promptly refund any down payment it has received from the Applicant. The Application, together with these Terms and Conditions, shall form a binding agreement (the “Agreement”) between the Applicant (hereinafter, the “Exhibitor”) and SFE only when SFE countersigns this document and provides a fully-executed copy to Exhibitor.

2. Agreement to Terms and Conditions

Exhibitor agrees to abide by all terms and conditions set forth in this Agreement and to comply with all applicable rules and requirements of which Exhibitor is made aware, whether verbally or in writing, by SFE and/or the host facility/venue for the conference. Any violation of this Agreement or of any such rules or requirements by Exhibitor or any of Exhibitor’s officers, directors, employees, contractors, agents, guests, or representatives (collectively, “Exhibitor Personnel” or “Personnel”) may result in the removal of Exhibitor, Exhibitor’s exhibit, and/or Exhibitor Personnel from the conference and/or the host facility/venue without refund.

3. Exhibits, Personnel, and Conference Schedule

SFE will assign exhibitors designated booths, exhibit spaces, or tables (“booths”) in advance of the conference but reserves the right to change the size, configuration, or location of the exhibit hall and/or of Exhibitor’s assigned booth at any time. Booth locations and showcase opportunities will typically be assigned based on the level of exhibitor package purchased and the date of purchase; however, SFE retains absolute discretion in the assignment and/or reassignment of exhibitor booths. Any requests relating to booth assignment, such as location or accommodations, should be stated on the Application form and/or provided to SFE as soon as possible.



Terms and Conditions

Exhibitor is fully responsible for all Exhibitor Personnel throughout the conference, including during booth setup and cleanup times and related activities, and agrees that Exhibitor Personnel will conduct themselves in a professional and appropriate manner. Exhibitor agrees that it will have at least one (1) representative present at its booth before and after all general sessions, during the welcome reception, and at designated times when the exhibit hall is open for conference attendees to view the exhibits. The conference/event agenda will serve as the schedule for the conference and may be modified by SFE from time to time, including during the course of the conference. Personal property, including equipment, should not be left unattended at Exhibitor's booth or any other location at any time, and Exhibitor agrees and acknowledges that it is solely responsible for the loss of any such property by Exhibitor or its Personnel.

4. Payment of Exhibitor Fee

Exhibitor agrees that it will pay the balance of its exhibitor fee on or prior to March 15, 2024, and that it will not receive the pre-conference attendee list or be permitted to setup its booth until its exhibitor fee has been paid in full. The location assigned for Exhibitor's booth may be changed by SFE if Exhibitor fails to pay the balance of its exhibitor fee by the above deadline. If Exhibitor notifies SFE in writing before February 28, 2024 that it will not participate in the conference, any fees paid by Exhibitor above the required deposit will be refunded; however, no refunds will be due if such cancellation notice is provided by Exhibitor after such date, or if Exhibitor fails to appear at the conference for any reason. Failure to appear at the conference or cancellation after February 28, 2024 will not relieve Exhibitor of its obligation to pay its exhibitor fee in full.

5. Attendee Lists

An attendee list will typically be provided to exhibitors approximately two (2) weeks prior to the conference. Exhibitors that would like to use the attendee lists to communicate with conference registrants must limit such use to one (1) pre-conference email to registrants; provided, however, that any such email must be pre-approved by SFE (send to conference@sfe.org) and contain an Opt-Out/Unsubscribe link in the communication. Information regarding late registrants and registrants that request not to be included in the attendee list may not be available. Exhibitors can freely communicate with conference attendees after the conference utilizing any information collected directly from attendees.



Terms and Conditions

6. Set up and Clean Up of Exhibitor Booths

SFE will notify exhibitors in advance of the conference of the designated times during which they are to set up their booths. Exhibitor agrees to setup its booth during such time and that SFE may reassign its booth to another exhibitor if it fails to do so. Upon conclusion of the conference, Exhibitor shall promptly clean up its exhibit and the surrounding area and remove all related materials and trash from the premises by no later than the cleanup deadline set by SFE. Exhibitor shall be fully responsible for all costs and expenses incurred by SFE (including costs related to time spent by SFE's own personnel) in cleaning up after Exhibitor. Children under 18 years of age are not permitted in the exhibit hall during the designated setup and cleanup times.

7. Restrictions

Exhibits may only be shown in the official exhibit hall during the times designated for such exhibits. In no event shall exhibitors display articles, equipment, or information in other locations or times, including in private rooms or suites, during the conference without prior written approval from SFE. Exhibitors may not schedule functions, activities, or meetings with conference attendees or other exhibitors at times that conflict with the official hours of the conference without the prior written approval of SFE. Exhibitor shall not permit any other person or entity to use the exhibit space assigned for Exhibitor's booth. Unless previously approved by SFE, Exhibitor shall not distribute printed matter, samples, souvenirs, and the like to conference attendees except from Exhibitor's assigned booth. Raffles or drawings that require conference attendees to be present to win (i.e., at Exhibitor's booth or at some other location) are not permitted unless they are pre-approved by SFE and are conducted as part of the conference (such as in the final session). Additionally, any such raffles or drawings must be gratis to conference attendees. No sales of any kind shall be made at the conference to conference attendees by exhibitors.

Exhibitor agrees that any displays, presentations, equipment, giveaways, prizes, brochures or other items provided by Exhibitor during the conference or utilized at Exhibitor's booth will be professional and in good taste and that SFE has the right to require Exhibitor to modify its booth or materials if SFE deems them to be inappropriate or offensive for any reason. Exhibitor will cooperate with all reasonable requests made by SFE pertaining to its booth and will be considerate of other exhibitors, including in the set-up, clean up, configuration, and staffing of Exhibitor's booth. Exhibitor booths may not interfere with or obstruct other exhibits.



Terms and Conditions

8. Media Release

Exhibitor agrees that (i) any photographs, recordings, or publicity material received or obtained by SFE during the conference may be used by SFE for whatever use deemed proper by SFE and (ii) SFE has the right to publish pictures, videos and other visual portrayals of attendees, exhibitors, and their exhibits in any pictorial medium, such as on SFE's website or via social media, for the purpose of trade, advertising, sales, publicity or otherwise, without compensation to Exhibitor or its Personnel. SFE may, but is not obligated to, make a conference/event mobile app available that will allow exhibitors the opportunity to post a banner (size may vary according to exhibitor package level) during the conference. The conference app may also allow exhibitors to post a video, link, or contact information for their business. Any posts by Exhibitor or its Personnel relating to the conference on social media or the conference app or otherwise must be made in a professional and appropriate manner.

9. Indemnification

Exhibitor shall defend SFE, the host facility/venue, other exhibitors, conference attendees, and each of their respective officers, directors, employees, agents, guests, and representatives (collectively, including SFE, the "Indemnified Parties") and hold them harmless and indemnify them from and against any and all claims, liabilities, losses, obligations, judgments, costs, or expenses, including reasonable attorney fees, arising as a result of or related in any way to (i) physical damage to real property or to tangible personal property caused by Exhibitor, Exhibitor Personnel, or Exhibitor's booth or personal property; (ii) bodily injury, including death, caused by Exhibitor, Exhibitor Personnel, or Exhibitor's booth or personal property; (iii) any negligent or willful acts or omissions of Exhibitor or Exhibitor Personnel; (iv) any breach of this Agreement by Exhibitor; and (v) the enforcement of this indemnity provision.

10. Remedies and Limitation of Liability

Exhibitor agrees that SFE undertakes no duty to exercise care, nor does it assume any responsibility, for the protection and safety of Exhibitor, Exhibitor Personnel, or for any of their personal property brought to the conference. Furthermore, Exhibitor shall be fully responsible for any costs or expenses incurred by SFE and/or the host facility/venue as a result of any breach of this Agreement by Exhibitor and, in such a case, any fees paid by Exhibitor will be forfeited. In addition to the remedies set forth in this Agreement,



Terms and Conditions

SFE and/or the host facility/venue shall have the right to exercise all other remedies afforded to it by law. EXCEPT FOR EXHIBITOR'S INDEMNIFICATION OBLIGATIONS SET FORTH IN THIS AGREEMENT, IN NO EVENT SHALL EITHER PARTY BE LIABLE TO THE OTHER FOR INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES ARISING OUT OF OR RELATED TO THIS AGREEMENT EVEN IF THAT PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

11. Cancellation or Relocation of Conference / Force Majeure

In the event the conference is cancelled, relocated, or rescheduled for any reason within SFE's direct control and Exhibitor is unable to participate as a result, SFE's liability shall be limited to a refund of the exhibitor fees paid by Exhibitor to SFE for the conference. SFE shall have no liability to Exhibitor if the conference is cancelled, relocated or rescheduled for any reason beyond SFE's direct control. In such a case, SFE may, but is not obligated to, refund any fees or a portion of such fees paid by Exhibitor. Notwithstanding any other provision to the contrary, SFE shall not be liable for any failure to perform under the terms of this Agreement where such failure is due in whole or in part to any one of the following causes: destruction of or damage to the host facility/venue or exhibit area; acts of God; acts of a public enemy; acts of terrorism; labor strikes or lockouts; the authority of the law; or any cause beyond SFE's direct control.

12. Governing Law and Venue

SFE and Exhibitor agree and acknowledge that this Agreement is governed by the laws of the State of Alabama without regard to its conflict of laws principles and that if any dispute arises between the parties relating to this Agreement or the performance hereof, the dispute will be subject to the exclusive jurisdiction of the federal and/or state courts encompassing Baldwin County, Alabama. SFE and Exhibitor waive any defense based on improper venue or forum non conveniens with respect to such courts. Additionally, as a matter of economy and expedition, each of the parties hereto hereby waives its right to trial by jury with respect to any dispute related to this Agreement or the performance hereof.