

# Exhibit & Sponsorship Opportunities

Reserve your booth or sponsored event today -  
space is limited!!



**Results -**

**Results -**

**Results -**

That's what you'll get by exhibiting at Southern Financial Exchange's 19th Annual Conference & Expo. So, if you want to make a statement to decision makers in all facets of the financial services industry, make sure your message is seen and heard April 20-22, 2009 at the Grand Casino Resort - Veranda Hotel & Conference Center in Tunica, MS.



19TH ANNUAL CONFERENCE & EXPO - APRIL 20-22, 2009

## WHO WE ARE

Southern Financial Exchange (SFE) is a regional and non-profit payments trade association whose membership includes more than 300 financial institutions, businesses, and solution providers who share a common strategy... *maximized business efficiencies, improved payment processes, reduced risk and cost, and increased customer satisfaction.*

For over 30 years, we have helped our members find solutions to their payments needs. Our members are primarily from a 5-state area: Alabama, Arkansas, Louisiana, Mississippi and Tennessee.

Through leadership, education, and communications, we work to increase the use and awareness of electronic payments made through the nationwide Automated Clearing House (ACH) Network. We provide the latest news and information related to topics outside of the ACH, such as checks, treasury management products, technology, wire transfers, ATM, debit cards, electronic commerce and payment system directions,

Visit our web site at [www.sfe.org](http://www.sfe.org).

## ABOUT THIS EVENT

Southern Financial Exchange (SFE) will hold its 19th Annual Conference & Expo in Tunica, Mississippi on **April 20-22, 2009** at the Grand Casino Resort - Veranda Hotel. We expect to attract individuals from financial institutions, service providers, businesses, and government (such as technical and operations personnel, individuals from cash management and product development, treasurers, controllers, CPAs, and community bankers - just to name a few)! Total conference participation is expected to be 250 or more individuals. Registration fees will be structured to encourage organizations to send multiple attendees.

## CONFERENCE SITE

### **Grand Casino Resort - Veranda Hotel in Tunica, Mississippi**

Grand Casino Tunica is the largest casino resort between Las Vegas and Atlantic City. The resort destination offers three hotel towers, convention center, state-of-the-art event and entertainment center, RV resort, full-service spa and salon, Hale Irwin-designed golf course, Willows trap, skeet & sporting clays center, 3 outdoor pools, 1 indoor pool, tennis courts, shuffle board, shopping, and a series of restaurants. This sprawling resort, located just 20 minutes south of Memphis, Tennessee, is a true example of Southern hospitality!

**The Veranda Resort**, situated in stunning surroundings overlooking the golf course and Grand Lake, has 568 tempting rooms and suites, a sparkling outdoor swimming pool and whirlpool. The hotel offers first-class amenities and your choice of accommodations on nonsmoking floors. Grand Casino Tunica also offers accessible rooms for guests with special needs.

For hotel reservations, call 1-800-394-7263. Our special conference discounted rate is \$98 (single or double). Be sure to mention you're with Southern Financial Exchange's group to receive the discounted rate. Reservations must be made by March 30, 2009. After that date, reservations will be subject to availability.



## **EXHIBITOR PROGRAM**

The Conference is intended to provide a comprehensive program with the latest information on cash management, technology, payment system directions and industry-related hot issues, products and services. Once again, an **Exhibit Hall** will be featured and several conference events are scheduled in the Exhibit Hall. A floor plan of the Exhibit Hall is provided for your review.

To register as an Exhibitor, please complete and return:

- ◆ Exhibitor Application and Contract
- ◆ Non-refundable deposit of \$100 (payable to Southern Financial Exchange)

**Exhibit booths are limited and will be reserved on a first-come, first served basis.**

## **BENEFITS**

Exhibitors and Sponsors will benefit from advanced publicity, as well as complimentary registration, signage, badge recognition and spot announcements at the conference: You will be:

- ◆ announced in SFE publications and conference marketing promotions prior to the Conference.
- ◆ listed on SFE's website.
- ◆ distinguished by color-coded name tags for quick recognition by the attendees.
- ◆ furnished conference attendee lists prior to the Conference.
- ◆ invited to all Conference events and to hear keynote and luncheon speakers.

Besides a unique opportunity to spread your company's message, your exhibitor fee entitles you to:

- ◆ A standard 10' wide x 10' deep booth with 8' high draped backwall and two 3' draped side dividers
- ◆ One 6' table with white vinyl top and a pleated skirt on three sides, one side chair, and one wastebasket.
- ◆ Three complimentary registrations per exhibiting company, allowing free meals and entry to conference sessions. Additional badges may be acquired at the member registration fee.
- ◆ Company identification sign
- ◆ Free listing in the Official Show Directory
- ◆ Pre-conference mailing labels of all conference participants
- ◆ Onsite registration list of conference participants
- ◆ The opportunity to meet face-to-face with decision makers in the financial services industry
- ◆ Double booths subject to availability

## **VENDOR PRODUCT SHOWCASE**

**Shouldn't YOUR company be here?**

Conference attendees want real-world information and solutions they can use. When it comes to the future of the payments industry, attendees will definitely want to hear from companies that can help them with solutions relative to Internet Statement Delivery, Payment System Fraud, The Payments Franchise, Increasing Revenue Opportunities with ACH, Pay Cards, Bill Payments, Risk, and Critical Business Communications. Confirmed exhibitors may apply to present using this form.

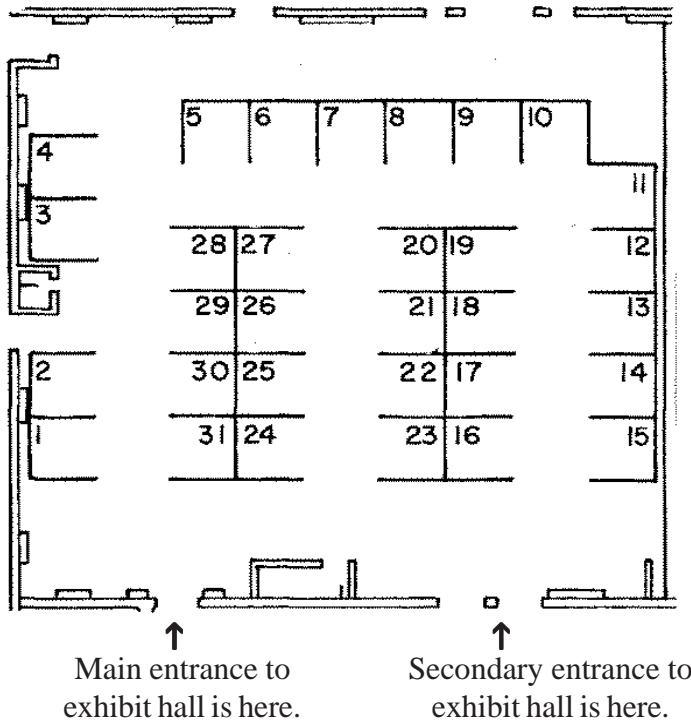
*Don't miss this opportunity - become an exhibitor at the southeast's premier gathering featuring the latest industry developments and financial visionaries!*

**INCENTIVES INCLUDE**

- ◆ SFE Registration Desk located near the exhibit area
- ◆ An evening reception for all registrants and exhibitors in the Exhibit Hall (April 20)
- ◆ Two (2) networking continental breakfasts in the Exhibit Hall (April 21 & 22)
- ◆ Five (5) coffee breaks in the Exhibit Hall or Pre-Function area (April 20, 21 & 22)
- ◆ Two (2) luncheon functions located nearby (April 21 & 22)
- ◆ Exhibit Hall designed for maximum traffic flow
- ◆ Exhibit Hall attendance prizes given away by exhibitors

**CONDITIONS**

As stated in booth application, subject to acceptance by SFE.



**- Booth Fees -**

Before 12-31-2008	\$895
After 12-31-2008	\$995
SFE Member Discount	\$100
Deposit (required to reserve space)	\$100

**SHOW CONTACT INFORMATION**

**Exhibit Booth Sales**

Southern Financial Exchange  
 1340 Poydras Street #2010  
 New Orleans, LA 70112  
 (800) 626-4733 Ext. 21  
 Fax: (504) 525-1693

**Official Decorator**

Convention Display Service, Inc.  
 908 Larson Street  
 Jackson, MS 39202  
 (601) 948-4228

**Conference/Exhibit Location**

Veranda Hotel & Conference Center  
 13615 Old Highway 61 North  
 Robinsonville, MS 38664  
 (800) 394-7263

"X" indicates that the booth is no longer available.

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 Exhibit hall will be expanded to accommodate more vendors, if necessary.

*Don't miss this opportunity - become an exhibitor at the southeast's premier gathering featuring the latest industry developments and financial visionaries!*



19th Annual Conference & Expo

April 20-22, 2009

The Exhibitor hereby submits this contract for exhibit space at Southern Financial Exchange's 18th Annual Conference & Expo and hereby acknowledges and agrees to the terms and conditions set forth herein and to the Exhibit Rules & Regulations, as the same may exist today or as they may hereafter be updated or amended, all of which are incorporated herein by this reference. The Exhibitor further agrees that, upon acceptance of this Application by Southern Financial Exchange, this Application shall become a legally binding contract, enforceable against the Exhibitor in accordance with its terms.

Company Name \_\_\_\_\_

(This is how your company's name will appear in all publications and signage)

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail Address \_\_\_\_\_ Date \_\_\_\_\_

Person to receive conference information:

Name \_\_\_\_\_ Title \_\_\_\_\_

The cost is \$995 per booth. Early bird discount: \$895 provided your application is received by December 31, 2008. \$100 discount for SFE members. \$100 non-refundable deposit required to reserve space.

Yes, I also want to sign up for a Vendor Product Showcase (cost \$195). (Fill out the Vendor Product Showcase Application .)

Three ways to pay (full payment must be received by SFE prior to April 10, 2009):

Full Payment Enclosed  Deposit Enclosed-Invoice me now for balance

Deposit Enclosed-Invoice me January 15, 2009 for the balance

Booth Choice (subject to change): 1st \_\_\_ 2nd \_\_\_ 3rd \_\_\_ 4th \_\_\_ 5th \_\_\_ 6th \_\_\_ 7th \_\_\_ 8th \_\_\_

Number of Booths: \_\_\_\_\_ Square Feet Needed: \_\_\_\_\_

Will your booth require a phone line? \_\_yes \_\_no Or an internet connection? \_\_yes \_\_no We must know in advance. (You will be contacted directly by the hotel a/v department regarding these needs.)

Nature of your Exhibit: \_\_\_\_\_

(A product brochure must accompany this application)

So that we can assign you the best possible booth location, we ask that you list any special requirements for your exhibit, such as identification of competing firms you do not wish to be near:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(Please complete both sides of this form and return it to Southern Financial Exchange.)

APPLICATION/CONTRACT FOR EXHIBIT SPACE

**APPLICATION/CONTRACT FOR EXHIBIT SPACE (cont'd)**

Every effort will be made to assign you the booth(s) you selected. Members receive advance exhibit booth selection; remaining booths are available on a first-come, first-served basis. SFE will assign you the next nearest space should your selection(s) be taken. Booth selection/assignment is subject to change.

Exhibitor hereby designates the products listed above as those which shall be displayed or demonstrated and agrees to notify SFE in writing of any changes prior to the Exposition.

We (Exhibitor) agree that this application is an offer which is subject to the absolute right of SFE to accept or reject. Upon acceptance of this application, we (Exhibitor) agree to the conditions set forth in the Exhibit Rules & Regulations in this brochure. Exhibitor is responsible to sign and return the Exhibit Rules & Regulations by indicated deadline.

Please email a brief description, with contact information, of your company/product as well as your company's URL so that we can provide a link to your web page from ours. This is a marketing benefit for your company. We also ask that you provide a link to our page on your site. It is *www.sfe.org*. Companies typically like to let clients and prospects know where they will be exhibiting, sponsoring, speaking, etc. Please email this information to *info@sfe.org*.

Date \_\_\_\_\_ Amount Enclosed \_\_\_\_\_

The undersigned hereby expressly represents and warrants that he/she is duly authorized to execute this binding contract on behalf of the Exhibitor named above and acknowledges that he or she has read and accepts all the terms herein set forth and in the Exhibit Rules & Regulations.

Authorized Signature \_\_\_\_\_

Title \_\_\_\_\_

**Fax completed form to: (504) 525-1693**

Mail your check to: Southern Financial Exchange, 1340 Poydras Street #2010, New Orleans, LA 70112

For more information about exhibit space, call us at (800) 626-4733 ext. 21.

**(Please retain a copy of this application for your records.)**

## 19th Annual Conference & Expo

**1. APPLICATIONS AND ELIGIBILITY** - Applications for booth space must be made on the Exhibitor Application/Contract provided by SOUTHERN FINANCIAL EXCHANGE (henceforth referred to as SFE), contain the information requested and be executed by an individual who has authority to act for the applicant (exhibitor). Any such exhibitor/producer or supplier of equipment and other products or services whose proposed exhibit will enhance the business of banking and the purposes of SFE's meeting or conference, and facilitate those purposes, may apply for booth space. SFE reserves the absolute right to reject any application. SFE may at any time, for any reason and without any prior notice, refund the money paid by Exhibitor for exhibit space pursuant to these regulations and cancel same.

SFE has complete discretion in the interpretation and enforcement of all rules and regulations governing exhibitors. All matters and questions not covered by this document shall be subject to the final judgment and decision of SFE.

**2. AGREEMENT TO CONDITIONS** - Each exhibitor, for himself and his employees and agents, agrees to abide by these conditions, it being understood and agreed that the sole control of the exhibit hall rests with SFE.

**3. ASSIGNMENT OF SPACE** - Classification of exhibits and assignment of booth space will be determined by SFE. SFE will assign space based on several factors including: receipt of an exhibitor contract accompanied by a minimum \$100 deposit (if commitment is made 90 days prior to the event), individual vendor location preferences, and first-come, first-served space available basis. Space will not be assigned without receipt of an executed exhibitor contract and payment.

**4. BOOTHS** - Standard booth equipment (back and sidewall draping, and identification sign) will be provided by SFE without cost to the exhibitor if ordered in advance. If an exhibitor plans to install a completely constructed display of such a character that the exhibitor will not require or desire the use of standard booth equipment, no part thereof shall project so as to obstruct the view of adjacent booths.

Reduction of booth space may result in the relocation of exhibit space if it is determined by SFE to be in the best interest of the conference/event.

The floor plan maintained by SFE shall be the official floor plan. Changes to the exhibit hall floor plan may occur at any time, for any reason and without any prior notice to accommodate conference/event needs.

**5. PAYMENT** - All payments, including initial deposits, must be made in accordance with the payment terms set forth in the Exhibitor Contract. Payment in full for the total contracted exhibit fees owed SFE are required before Exhibitor or his employees or agents may begin set-up.

**6. INSURANCE** - In all cases, exhibitors wishing to insure their goods must do so at their own expense.

**7. CARE OF EXHIBIT SPACE** - The exhibitor must, at his expense, maintain and keep in good order his exhibit and the space for which he has contracted.

**8. USE AND PROTECTION OF THE EXHIBIT SPACE** - Nothing shall be posted on, or tacked, nailed, screwed, or otherwise attached to columns, floors, walls or other parts of the hotel or conference hall without permission of SFE and the proper building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with directions of SFE, the hotel or conference hall manager or their assistants. Exhibitor also agrees to abide by all conference center rules and regulations and exhibitor agrees to be responsible for obtaining a copy of such rules and regulations from the conference center authorities.

**9. INSTALLATION AND DISMANTLING** - The specific requirements as to the time for installation and dismantling of exhibits shall be supplied to each exhibitor for the particular conference. Such requirements shall be binding upon the exhibitor as though fully set forth herein. All displays must be in place and set up in time for inspection of booths by SFE. Space not occupied or set up by that time may be reassigned for other purposes by SFE.

Exhibitors who tear down, without advanced approval from SFE, prior to official tear down time set forth by SFE may be fined \$500 per 10' x 10' booth space.

**10. DEFAULT OCCUPANCY** - Any exhibitor failing to occupy space contracted for is not relieved of the obligation to pay for such space at the full rental price, and SFE shall have the right to use such space as it sees fit to eliminate blank space in the exhibit hall, provided such booth space is not occupied by the time of the inspection of booths by SFE.

**11. ACCESS TO DISPLAYS** - SFE may from time to time promulgate regulations governing hours of access to displays and eligibilities for admission thereto as may be found in its judgement to be most practicable.

**12. PERSONNEL** - Booth personnel, including demonstrators, receptionists and models are required to confine their activities within the exhibit booth space. All exhibitors participating in the SFE conference are expected to use special care whenever they deem it necessary to hire temporary help to assist in their exhibit or hospitality activities, so that personnel so selected by them will be of a caliber in keeping with the high standards of the exhibition and the meeting. Exhibitors must notify SFE of the type of assistance/entertainment being provided by temporary help. SFE reserves the right to deny admission to temporary staff hired by exhibitor if the entertainment provided is not in keeping with the standards of the exhibition and meeting.

Infants and children under 18 years of age will not be allowed inside of the exhibit hall during times designated as installation and dismantle.

SFE reserves the right in its sole and absolute discretion to restrict the use of, or prohibit, any sound systems and/or any machines or devices that are deemed to create excessive noise or otherwise disrupt activities within the Exhibit Hall. Exhibitors shall be responsible for securing any and all necessary licenses or consents for any performances, displays, or other uses of copyrighted works or patented inventions and the use of any name, likeness, signature, voice or other impression, or other intellectual property owned or claimed by any third party, which may be used directly or indirectly, by Exhibitor or on its behalf. Exhibitor agrees to and hereby does, indemnify, defend and hold SFE harmless from and against any claim of liability in any incident or resulting loss, infringements or other violations of the intellectual property rights, rights of privacy, publicity rights, or any other related rights of any third party, whether enforced by that third party or its representative. SFE reserves the right to discontinue the electricity supply of Exhibitor if Exhibitor is deemed to be in violation of the requirements of this paragraph 12.

**13. USE OF SPACE** - Exhibits shall be shown only in the official exhibit area as established by SFE. Neither the exhibitors nor nonexhibitors shall be permitted to display articles, equipment, or information concerning services, or movies of such articles, equipment, or services in private rooms or suites during the conference in accordance with prior agreements between SFE and officials of hotel. No exhibitor shall permit any other corporation or firm or its representatives to use the space allocated to the exhibiting company nor display articles manufactured or sold normally by the company. If an article of a nonexhibiting firm is required for operation or display of an exhibitor's wares, identification of such article shall be limited to the usual and regular nameplates, imprinting, or

(continued on next page)

trademarks under which the article is sold in the regular course of business. Co-participation by any other corporation or firm or its representatives in a space assigned to the original applicant must be by written permission of SFE and shall be subject to an additional charge of 25% of the total cost per booth per day for each additional participant for the run of the conference.

**14. DISTRIBUTION OF PRINTED MATTER, ETC.** - Neither exhibitors or nonexhibitors shall distribute to the conference or conference delegates printed matter, samples, souvenirs, and the like, except from within the rented space. Special distribution of such material elsewhere must be approved by SFE.

**15. RESTRICTION OF SELLING** - No sales of any kind, whether for cash or on credit, whether for immediate or future delivery, and whether completed within or outside the exhibit area, shall be made during the exhibition by an exhibitor or anyone on his behalf, nor shall any form of order-taking be permissible.

**16. CONFLICTING MEETING & SOCIAL EVENTS** - In the interest of the success of the entire conference and exhibition, the exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of members of exhibitors from the conference or exhibit hall during official hours of the conference and exhibition.

**17. CANCELLATION OR RELOCATION OF CONFERENCE** - In the event of cancellation or relocation of any conference, due to circumstances within SFE's direct control, the liability of SFE shall be limited to a refund of deposit fees paid to SFE by the exhibitor. In the event SFE has no control over the cancellation or relocation of any conference, SFE shall have no liability of any kind but may in its discretion refund any deposit fees paid by the exhibitor.

**18. CANCELLATION BY EXHIBITOR** - Cancellation of any exhibit space must be made in writing. If the Exhibitor notifies SFE in writing by December 31, 2008 immediately preceding the conference that it will not occupy the exhibit space stated herein, all fees paid by the Exhibitor will be refunded, except the \$100 non-refundable deposit. No refund of any fees will be made if such notice is received after that date. The fees are non-transferable. If an exhibitor cancels their participation, related exhibitor benefits, i.e., conference registrations, do not convey.

In the event of cancellation, SFE shall have the right to use any exhibit space assigned to Exhibitor to suit its convenience, including making such space available to another exhibitor. SFE assumes no responsibility for having included the name of Exhibitor or descriptions of its products and/or services in the event marketing materials.

**19. SOUTHERN FINANCIAL EXCHANGE'S RIGHT TO REMOVE THE EXHIBITOR'S PROPERTY** - SFE reserves the right to remove from the hotel or conference hall any or all of the property of the exhibitor should the conference be cancelled or relocated or should the exhibitor violate any of the conditions of the Exhibitor's Agreement. This right may be exercised without prior notice and without hearing.

**20. VIOLATIONS OF THE CONDITIONS** - Any of the following actions by an exhibitor shall constitute a violation of the conditions of the Exhibitor's Agreement: (a.) Use of display of equipment, products, or services that varies in any significant way from the description on the Exhibitor Contract; (b.) Violation of any municipal, state, or federal laws, rules or regulation, including safety codes; (c.) Failure to follow the procedures prescribed in Sections 1 through 19; (d.) Failure to remove property from the hotel or conference hall upon cancellation or relocation of the conference.

**21. LIABILITY - SOUTHERN FINANCIAL EXCHANGE** undertakes no duty to exercise care, nor does it assume any responsibility, for the protection and safety of the exhibitor, his officials, agents or employees, or for the protection of the property of the exhibitor or his representatives, or of property used in connection with the exhibit, from theft or damage or destruction by fire, accident or other cause. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safekeeping

by the exhibitor. Any protection exercised by SFE shall be deemed purely gratuitous on its part and in no way be construed to make it liable for any loss or inconvenience suffered by the exhibitor.

The exhibitor agrees to indemnify and hold SFE and its agents harmless from all such claims and from all claims or liability of any nature whatsoever arising from the activities of the exhibitor or any of his representatives or from the display or use of property of the exhibitor.

SFE shall not be liable for any failure to deliver space to an exhibitor or for the loss of allotted space of an exhibitor, who has contracted for exhibit space under the terms of this agreement, if nondelivery is due to any one of the following causes: destruction of or damage to the building or the exhibit area by fire or act of God; acts of a public enemy; acts of terrorism; strikes; the authority of the law, or any cause beyond its control.

**22. LIMITATION OF LIABILITY** - Notwithstanding anything set forth herein to the contrary, in no event shall either party be liable for any lost profits or special, incidental, or consequential damages (however arising, including negligence) arising out of or in connection with this agreement. Furthermore, in no event shall SFE's liability to the exhibitor arising out of or related to this agreement whether based in contract, negligence, strict liability, tort or other legal or equitable theory, including any indemnification obligation, exceed the total exhibitor fee paid to SFE hereunder.

**23. REMEDIES** - In the event the exhibitor violates any of the conditions of the Exhibitors Rules and Regulations, SFE reserves an absolute right to invoke either or both of the following remedies, which shall be in addition to, and not in lieu of, any other right or remedies granted under this agreement or available under general contract law: (1.) SFE may order the exhibitor to remove his exhibit and personnel, or have them removed under the provisions of Section 19. In these circumstances, no part of the exhibitor's fees will be returned; (2.) SFE may refuse thereafter to enter into any agreement with the same or related signatory/exhibitor to lease booth space at the future conferences sponsored by SFE.

SFE, in addition to all other remedies is entitled to invoke under the terms of this Agreement, may require the exhibitor to pay to SFE, as liquidated damages, and not as penalty, an amount equal to 100% of the exhibitor's fee where the signatory/exhibitor violates the restriction on selling set forth in Section 15.

*I have read and accept these Exhibit Rules & Regulations. Please sign, date and fax back to SFE at (504) 525-1693.*

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Exhibiting Company Name

\_\_\_\_\_  
Date

**Retain a copy for your records.**

**EXPOSITION SCHEDULE**

**Show Set-up:**

Monday, April 20      12:00 noon - 5:00 p.m.

**Inspection of Booths:**

Monday, April 20      5:00 p.m.

**Show hours:**

Monday, April 20      5:30 p.m. - 7:00 p.m.

Tuesday, April 21      7:15 a.m. - 5:00 p.m.

Wednesday, April 22      8:00 a.m. - 8:40 a.m.

**Show Teardown:**

Wednesday, April 22      9:00 a.m.



# SOUTHERN FINANCIAL EXCHANGE

APPLICATION FOR VENDOR PRODUCT SHOWCASE

## Vendor Product Showcase Shouldn't YOUR company be here?

Conference attendees want real-world information and solutions they can use. When it comes to the future of the payments industry, attendees will definitely want to hear from companies that can help them with solutions relative to Internet Statement Delivery, Payment System Fraud, The Payments Franchise, Increasing Revenue Opportunities with ACH, Pay Cards, Bill Payments, Risk, and Critical Business Communications. Confirmed exhibitors may apply to present using this form.

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

- My company has solutions relative to Internet Statement Delivery, Payment System Fraud, The Payments Franchise, Increasing Revenue Opportunities with ACH, Pay Cards, Bill Payments, Risk, and Critical Business Communications.

Description of product or service that we wish to feature in this vendor product showcase:

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**Cost: \$195**

**Fax completed form to: (504) 525-1693**

Mail your check to: Southern Financial Exchange, 1340 Poydras Street #2010, New Orleans, LA 70112

Questions? Call Linda Bradfield at (800) 626-4733 ext. 24.

**Please retain a copy of this application for your records.**



## Get Maximum Visibility for Your Company

This annual event brings together payments professionals from financial institutions, businesses, and service providers alike to network with their peers and learn about key issues facing payments professionals today.

We anticipate attendance to be the perfect audience for you! Business and financial decision makers and doers, treasury and technology – all looking for the latest solutions for success!

Choose the level of sponsorship that fits your marketing plan and budget: **Anchor, Platinum, Gold, Bronze or Blue Ribbon.**



### Anchor Sponsorship Investment: \$10,000

- ◆ **Premium Visibility**  
Highest level of visibility  
Most prominent booth in exhibit hall  
Prominent placement of logo and signage  
Marquee positioning on SFE's Conference website
- ◆ **Reception Sponsorship**  
Opportunity to deliver five-minute, company-specific message or video at the conference opening session  
Value \$5,000
- ◆ **Free Double Booth**  
Free Product Solution Session  
Value up to \$2,185
- ◆ **Three Complimentary Conference Passes**  
Passes good for staff, customer or prospects  
Value up to \$1,200

### Platinum Level Sponsorships Investment: \$4,000 - \$9,999

**General Sessions:**  
**Monday Afternoon Opening Session, Tuesday or Wednesday Morning General Sessions**  
**\$5,000 each**  
Sponsor's key representative will have a brief opportunity to address attendees from the stage when

they are recognized as the sponsor of the session. Display your company's literature on a table provided in the ballroom.

### General Sessions Continued: Luncheon – Tuesday or Wednesday \$4,500 each

Your company will be remembered as the meal is savored and business relationships are cultivated! How often are you able to take so many customers to lunch on the same day?

Sponsor's key representative will have a brief opportunity to address attendees from the stage when they are recognized as the sponsor of the session. Display your company's literature on a table provided in the ballroom.

### Exhibit Hall Reception – Monday Evening \$5,000

Cocktails and hors d'oeuvres will be served as attendees meet with peers and speakers. The evening reception promises to be a conference highlight. This is an effective way for you to network on a more informal basis.

### Official Show Registration Bags and Ballcaps \$4,000 each

Put your company name on the official show registration bag and/or ballcap and give this audience an opportunity to advertise for your company for a long time.

SPONSORSHIP...IT'S ALL ABOUT YOU

**Golf Tournament - Sunday, April 20  
Cottonwoods Golf Course, Tunica, MS  
\$ - Your Budget**

This event gives you the opportunity to get your organization's name in front of your customers and potential customers. This is a fabulous opportunity to network and have FUN. The sponsorship includes: Green Fees, Carts, Range Balls, Grab and Go Lunch, and Refreshments on the course. The event may be co-sponsored. (May qualify for Platinum, Gold, Bronze, or Blue Ribbon depending upon investment level.)

**Grand Prize  
\$ - Your Budget**

Your company will be remembered as a key conference contributor and industry participant. Popular prizes include: Computers, TVs, Trips, etc. (May qualify for Platinum, Gold, Bronze, or Blue Ribbon depending upon investment level.)

**Gold Level Sponsorships  
Investment: \$2,000 - \$3,999**

**Continental Breakfast -Tuesday or  
Wednesday  
\$2,800 each**

All in attendance are sure to take advantage of the most important meal of the day, as they meet and discuss issues of the industry and issues of the day. Put your name on the breakfasts and highlight your important products and services.

**Notepads and Pens  
\$2,500 each**

Put your company name on every page and give this audience a pen to take notes. They will take note of your company and thank you for the tools to enhance their learning!

**Name Badge Wallet  
\$2,500**

Every participant is required to wear a name badge throughout the conference. Name badge wallets have become the popular choice over pinned on badges. With more attendees going "business casual", these will be in demand and your company name will gain valuable exposure.

**Bronze Level Sponsorships  
Investment: \$1,100**

**Coffee Breaks  
Monday, Tuesday or Wednesday  
\$1,100 per break**

Offer attendees the opportunity to relax between sessions while enjoying refreshments and light snacks in the morning and afternoon. The breaks are appreciated and this audience will thank you! Supply your own promotional mugs, napkins, etc. (optional)

**Blue Ribbon Level Sponsorships  
Investment: Your Budget**

**- Other Opportunities -**

**Hospitality Suite - Tuesday Evening  
\$ - Your Budget**

Invite conference attendees to drop by your suite to enjoy cocktails, hors d'oeuvres, dessert, coffee or whatever you choose. This is an excellent opportunity to network while having fun!

**Company Logo on Printed Conference  
Material  
\$500**

**- Conference Brochure**

**- On-Site Guide**

(May qualify for Platinum, Gold, Bronze, or Blue Ribbon depending upon investment level.)

Your company will be listed in our conference brochure and on-site program. Attendees love cash drawings, gifts and prizes.

- ♦ **Closing Session Cash Drawing - \$400**
- ♦ **Door Prizes - Your Budget**
- ♦ **Golf Tournament Gift Bag Items - Your Budget**
- ♦ **Golf Tournament Prizes - Your Budget**



**19th Annual Conference & Expo  
April 20-22, 2009**

Southern Financial Exchange's 19th Annual Conference & Expo is scheduled for April 20-22, 2009. The following lists sponsorship opportunities for your organization. Please indicate which event your company wishes to sponsor.

<u>EVENT</u>	<u>COST</u>	<u>FULL SPONSOR</u>	<u>CO-SPONSOR (50% of event cost)</u>
<input type="checkbox"/> CONFERENCE ANCHOR	\$10,000	_____	_____
<b>Monday, April 20</b>			
<input type="checkbox"/> Opening General Session	\$5,000	_____	_____
<input type="checkbox"/> Refreshment Breaks (Pre-Function Area) - 2	\$1,100	_____	_____
<input type="checkbox"/> Gala Reception (in Exhibit Hall)	\$5,000	_____	_____
<b>Tuesday, April 21</b>			
<input type="checkbox"/> General Session	\$5,000	_____	_____
<input type="checkbox"/> Continental Breakfast (in Exhibit Hall)	\$2,800	_____	_____
<input type="checkbox"/> Refreshment Breaks (in Exhibit Hall) - 2	\$1,100 each	_____	_____
<input type="checkbox"/> Luncheon	\$4,500	_____	_____
<b>Wednesday, April 22</b>			
<input type="checkbox"/> General Session	\$5,000	_____	_____
<input type="checkbox"/> Continental Breakfast (in Exhibit Hall)	\$2,800	_____	_____
<input type="checkbox"/> Refreshment Break (Pre-Function Area) - 1	\$1,100	_____	_____
<input type="checkbox"/> Luncheon	\$4,500	_____	_____
<b>Other</b>			
<input type="checkbox"/> Conference Registration Bags (with your logo)	\$4,000	_____	_____
<input type="checkbox"/> Conference Ballcaps (with your logo)	\$4,000	_____	_____
<input type="checkbox"/> Notepads & Pens	\$2,500	_____	_____
<input type="checkbox"/> Name Badge Wallets	\$2,500	_____	_____
<input type="checkbox"/> Company Logo on Printed Materials	\$ 500	_____	_____
<input type="checkbox"/> Closing Session Cash Drawing	\$ 400	_____	_____
<input type="checkbox"/> Grand Prize (Phone SFE with details)	Your budget	_____	_____
<input type="checkbox"/> Door Prizes (Phone SFE with details)	Your budget	_____	_____
<input type="checkbox"/> Hospitality Suite (Tuesday evening)	Your budget	_____	_____

Your application should be accompanied by a check for a non-refundable deposit in the amount of 10% of the sponsorship fee for the event you choose to sponsor. Sponsorships are approved in the order received.

Three ways to pay:  Full Payment Enclosed     Deposit Enclosed-Invoice me now for balance  
 Deposit Enclosed-Invoice me January 15, 2009 for balance

**Contact Information:**

Name \_\_\_\_\_ Title \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_

**Fax completed form to: (504) 525-1693**

Mail your check to: Southern Financial Exchange, 1340 Poydras Street #2010, New Orleans, LA 70112

**Please retain a copy of this application for your records.**

**SPONSORSHIP APPLICATION**

## Golf Tournament Sponsorship Application

Southern Financial Exchange's Annual Conference Golf Tournament is scheduled for Sunday, April 19, 2009 at the Cottonwoods Golf course. Cottonwoods is a golf experience like no other. This 18-hole Hale Irwin championship course has a Scottish links feel with gentle rolling fairways, three lakes and beautifully landscaped cart paths. Cottonwoods is a Par 72, 7,000-yard challenge for seasoned players, and offers a sense of adventure and fun for the novice.

The following lists golf tournament sponsorship opportunities for your organization. Please indicate your first and second choices for the Annual Golf Tournament events in which your company wishes to participate as a contributing sponsor.

**EVENTS:**

	<b>COST</b>	<b>FULL SPONSOR</b>	<b>CO-SPONSOR (50% of event cost)</b>
<input type="checkbox"/> <b>GOLF ANCHOR</b>	Your Budget	_____	_____

Your company will have the highest level of visibility at the golf tournament. Your sponsorship fee will cover green fees, carts, range balls, grab and go lunch, and refreshments on the course.

Put your company logo on the official SFE golf tournament shirt and give this audience an opportunity to advertise for your company for a long time. To discuss more options for the greatest visibility for your company and to attract even more players, call Linda Bradfield at (800) 626-4733 Ext. 24. The event may be co-sponsored.

**BLUE RIBBON**

- |   |            |       |  |
|---|------------|-------|--|
| <input type="checkbox"/> Longest Drive (1)      | \$125 each | _____ |  |
| <input type="checkbox"/> Closest to the Pin (4) | \$125 each | _____ |  |
| <input type="checkbox"/> Hole Sponsorship (18)  | \$100 each | _____ |  |
| <input type="checkbox"/> Items for Gift Bag     |            |       |  |
- (suggestions: golf balls, golf tees, towel, tee shirts, drink huggy, etc.)

Prize (please describe prize to be contributed):

- Hole in One \_\_\_\_\_
- First Place Team \_\_\_\_\_
- Second Place Team \_\_\_\_\_
- Third Place Team \_\_\_\_\_

After receipt of your sponsorship application form, SFE will send you a letter confirming your sponsorship and outlining the procedures to be followed. Should you have questions, call (800) 626-4733 ext. 24.

**Contact Information:**

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**Fax completed form to: (504) 525-1693**

Mail your check to: Southern Financial Exchange, 1340 Poydras Street #2010, New Orleans, LA 70112

**Please retain a copy of this application for your records.**

**SPONSORSHIP BENEFITS**

<b>19th Annual Conference &amp; Expo</b>					
	<b>Anchor</b> \$10,000	<b>Platinum</b> \$4,000 - \$5,000	<b>Gold</b> \$2,000 - \$3,999	<b>Bronze</b> \$1,100	<b>Blue Ribbon</b> Your budget
PREMIUM VISIBILITY: Most prominent booth in exhibit hall	X				
Prominent placement of logo and signage	X				
Marquee positioning on SFE's conference website	X				
Reception Sponsor	X				
Five-minute, company-specific message or video at opening session	X				
FREE double booth and FREE Product Briefing Session	X				
Three FREE registrations for employees, customers or prospects	X				
Recognition in the final program booklet	X	X	X	X	X
Signage at the event thanking the sponsor(s)	X	X	X	X	X
Video Screen recognition at the General Session	X	X			
Right of first refusal to sponsor the same event the following year	X	X	X	X	
FREE Pre-registration labels for pre-conference mailings	X	X	X	X	X
Company name recognition in conference promotional materials	X	X	X	X	
Ability to place marketing materials at the sponsored event	X	X	X		
Three FREE registrations for your company employees*	X	X			
Registration fee for employees at member discount price	X	X	X		
FREE 10' x 10' Exhibit Booth and ability to purchase*		X			
Company description and contact information on conference web site	X	X	X	X	X
Expanded print and online listing on conference web site	X	X	X		
Colored name badge ribbons to indicate your level of sponsorship	X	X	X	X	X
Recognition at your booth to indicate your level of sponsorship	X	X	X		
VIP seating at luncheons	X	X	X		
Signage at registration desk	X	X	X		
*If co-sponsored, must purchase booth and solution session, 2 Free badges for each company					

# **Southern Financial Exchange**

appreciates the support and involvement of all our sponsors at the Annual Conference & Expo in 2008.

## **- PLATINUM LEVEL SPONSOR - FISERV**

## **- BRONZE LEVEL SPONSOR - Federal Reserve Bank of Atlanta Fidelity Integrated Financial Solutions (IFS) M & F Bank**

## **- GOLF TOURNAMENT SPONSOR - EFT Network, Inc.**

### **- OUR EXHIBITORS' COMPANIES -**

BankTEL Systems ♦ C&A Associates, Inc. ♦ Data Support Systems, Inc. ♦ DD&F Consulting Group, Inc. ♦ Dynamic Card Solutions ♦ ECCHO ♦ EFT Network, Inc. ♦ ERF Wireless ♦ EVS Corporation ♦ Express Courier International, Inc. ♦ Federal Reserve Bank of Atlanta ♦ FISERV ♦ Fiserv BANKLINK ♦ Fortinet ♦ Goldleaf Financial Solutions ♦ Heritage Industries ♦ InStream ♦ MoneyGram International ♦ Securas Consulting Group LLC ♦ Software Earnings ♦ Summit Financial Solutions, Inc. ♦ uMonitor ♦ Zions Correspondent Banking

### **- OUR SPEAKERS' COMPANIES -**

ACI Worldwide ♦ Adams and Reese LLP ♦ BancorpSouth ♦ Britton & Koontz Bank ♦ Butler, Snow, O'Mara, Stevens & Cannada, PLLC ♦ DMS Mail Management ♦ ECCHO ♦ EPN ♦ ERF Wireless Enterprise Network Services ♦ Federal Reserve Bank of Atlanta ♦ Financial Selling Systems, Inc. ♦ First Citizens National Bank ♦ First Tennessee ♦ FIS/Fidelity National Information Services ♦ Foreword Financial Consulting ♦ Hancock Bank ♦ ICI (International Consulting, Inc.) ♦ Jack Henry & Associates / ProfitStars ♦ MoneyGram International ♦ MPX ♦ Murphy Oil Corporation ♦ NetDeposit ♦ Renasant Bank ♦ Securas Consulting Group ♦ State Bank & Trust Company ♦ The Weiland Financial Group, Inc. ♦ Treasury Strategies ♦ Trustmark National Bank ♦ Whitney National Bank

### **- BLUE RIBBON LEVEL SPONSORS -**

BancorpSouth ♦ Bank of St. Francisville ♦ Bourgeois Bennett, LLC ♦ Campus FCU ♦ Express Courier Intl ♦ First Citizens National Bank ♦ Grand Casino Resort ♦ Guaranty Bank & Trust Company ♦ Hancock Bank ♦ Lawrence Printing Co., Inc. ♦ MS National Banker's Bank ♦ NACHA - The Electronic Payments Association ♦ Quoyeser, Inc. ♦ Reynolds, Bone & Griesbeck, PLC ♦ Trustmark National Bank