



Digital Directions

Surf the Waves of Payments

SFE's 35th Annual Conference & Expo

April 14 -16, 2025

Perdido Beach Resort

Exhibitor & Sponsor Manual

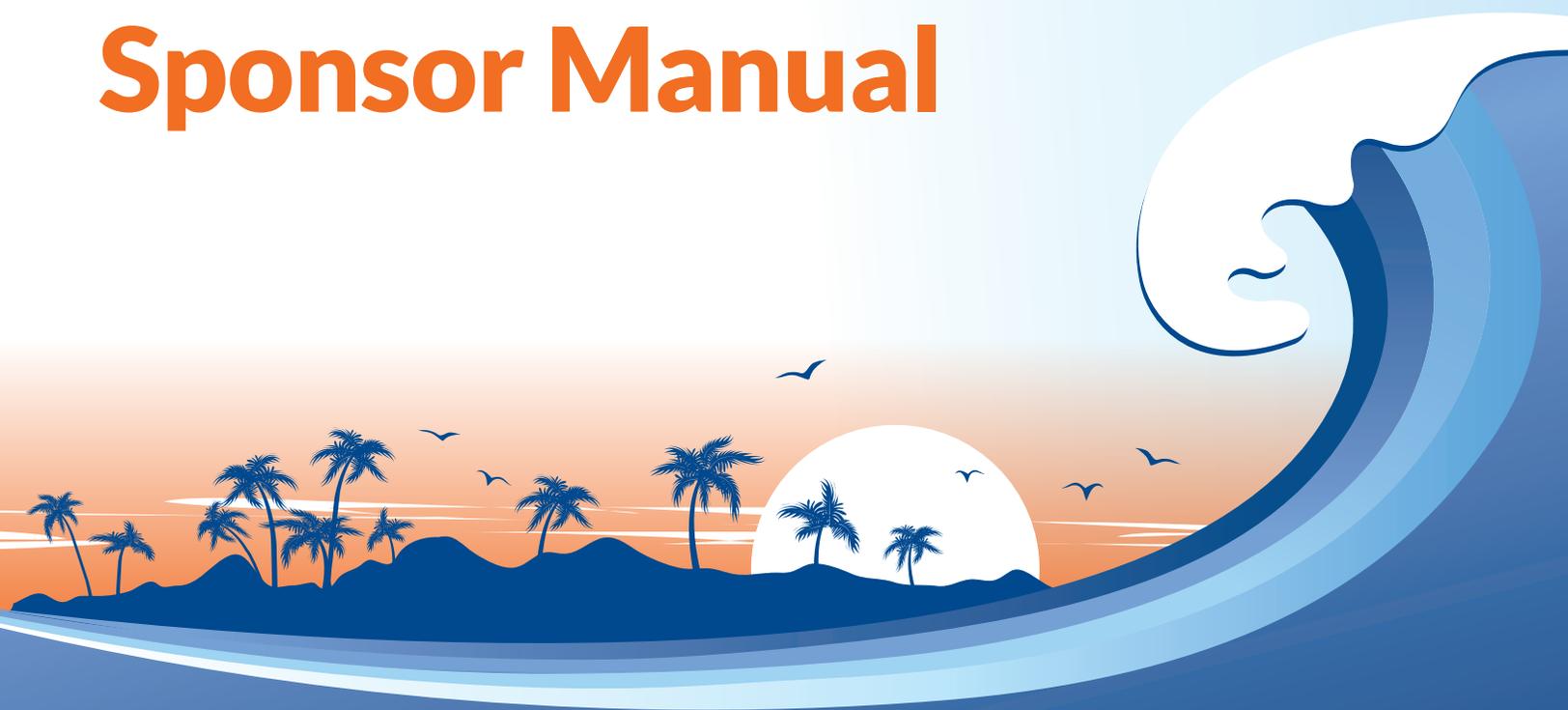


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Surf's Up!

Exhibitor & Sponsor Deadlines



Thank you for signing up to be an exhibitor and/or sponsor for Digital Directions 2025, SFE's 35th Annual Conference! We are thrilled to have you join us April 14-16, 2025, at Perdido Beach Resort in Orange Beach, AL.

With your exhibit and/or sponsorship, SFE provides numerous promotional opportunities. To ensure you are able to take advantage of those offerings and also have information on logistical details, we have compiled the following list of deadlines and information.

Opportunity	Exhibitor/Sponsor Deliverable	Deadline	Submission Instructions
Digital Directions website	Logo and website link	ASAP for ongoing promotions as a sponsor	Send an email with your logo and link to conference@sfe.org .
Fast Pitch indication of interest*	Email indication of interest in participating in Fast Pitch during the Opening General Session.	Friday, Feb. 28	Send an email confirming your participation and interest to conference@sfe.org . SFE will assign you a time slot and provide detailed instructions by mid-March.
Highlight in SFE <i>Digital Digest</i> email newsletter to all SFE members*	Diamond Sponsors can choose to send an up-to-150-word summary for inclusion in SFE's newsletter, <i>Digital Digest</i> .**	Friday, March 7	Send an email with information to conference@sfe.org . <i>*Please note that this is available only to Diamond Sponsors.</i>

* Based on qualifying exhibitor/sponsor level

** If no information is received from the Diamond Sponsor, SFE will develop the content for inclusion.

Exhibitor & Sponsor Deadlines



Opportunity	Exhibitor/Sponsor Deliverable	Deadline	Submission Instructions
Onsite signage	High-resolution, print-ready logo	Friday, March 28	Send an email with your print-ready logo to conference@sfe.org .
Social media highlight*	Diamond Sponsors can choose to send a LinkedIn post for SFE to push out on its LinkedIn page.**	Friday, March 28	Send an email with information to conference@sfe.org . *Please note that this is available only to Diamond Sponsors.
Attendee email list*	SFE will send the list via the conference app.	Monday, April 7	Information will be shared in the conference app.
Complimentary pre-conference workshop*	Selection of pre-conference workshop	Monday, April 7	A code and registration instructions will be provided to eligible exhibitor/sponsors.
Complimentary staff registrations*	Staff registrations	Monday, April 7	A code and registration instructions will be provided to exhibitor/sponsors. *Please note that the number of complimentary registrations differs based on your selected exhibitor/sponsor package.
Additional staff registrations at discounted rate	Staff registrations	Monday, April 7 <i>To take advantage of an additional discount off of the early bird rate, registrations must be in by Friday, March 14.</i>	A code and registration instructions will be provided to exhibitor/sponsors.

* Based on qualifying exhibitor/sponsor level

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Exhibit Booth Details



Shipping information

Inbound Shipping Information:

- Packages (Boxes, Crates, Pallets, Etc.) must not arrive more than 10 business days prior to the event date, April 14, 2025.
- To ensure proper delivery of packages, please number each package (For example: Box 1 of 3, Box 2 of 3, Box 3 of 3.) This will help Perdido Beach Resort identify and address incomplete shipments upon receipt.
- Please address all packages as follows:

Wave AVP

27200 Perdido Beach Blvd.

Orange Beach, AL 36561

ATTN: Exhibitor Company Name

SFE Digital Directions

Outbound Shipping Information:

- Exhibitor tear down will take place on Tuesday, April 15, from 4:30 p.m. to 5:00 p.m.
- All packages should have a return label attached or exhibitors can provide a FedEx account number along with the outbound address.
- Perdido Beach Resort does not have access to a UPS account and cannot create a return label using UPS service.
- All items that are packed and ready to ship should remain in your booth and a representative of Wave AVP will pick them up and deliver them to a UPS or FedEx drop off.
- Packages do not need to have a pickup scheduled. Perdido Beach Resort will take all packages with labels to be delivered. Freight/Pallets do require a scheduled pick-up and bill of lading.

Exhibit Booth Details



Shipping information

2025 Drayage Charges:

There is a fee associated with the receipt, secured storage, delivery to booth, and/or outbound shipment of packages within the hotel. This charge includes no more than 10 business days of storage prior to event date, delivery to Exhibitor's booth or meeting space, and outbound delivery assistance. When applicable, this fee will also include loading packages onto outbound carriers for crate and pallets.

Shipping & Material Handling for Inbound & Outbound	Weight	Rate
Packages	Up to 25 lbs	\$15.00
Packages	26-60 lbs	\$25.00
Packages	61-75 lbs	\$35.00
Packages	76-100 lbs	\$45.00
Packages	Over 100 lbs	\$55.00
Crates & Pallets	Up to 200 lbs	\$100.00
Crates & Pallets	201-400 lbs	\$250.00
Crates & Pallets	401-750 lbs	\$400.00
Crates & Pallets	750-1,000 lbs	\$600.00
Crates & Pallets	Over 1,000 lbs	By quote
Pallet shrink wrap or metal binding (per pallet)	-	\$15.00

Tradeshow Contact:

Lauren Quina

Trade Show Coordinator

lquina@perdidobeachresort.com

Direct Line: 251-968-9283

Exhibitor Packages



Standard Package

- Every Digital Directions Exhibitor will receive a 6-foot, navy blue dressed table, two side chairs, and one wastebasket as part of their exhibit package.
- **NEW THIS YEAR:** SFE is providing complimentary Wi-Fi to all participating exhibitors. You will be provided with Wi-Fi details onsite.

Additional Exhibitor Needs

- Additional tables, chairs, electric, wired Internet access, etc., can be ordered directly from Perdido Beach Resort.
- Please email this **Exhibitor Form** to Lauren Quina, Trade Show Coordinator, Perdido Beach Resort, lquina@perdidobeachresort.com



Fast Pitch Details



Sponsors (Bronze-level and above) will have the opportunity to deliver a three-to-five-minute product pitch during the opening session on Monday, April 14th at Noon CST. Slots will be assigned on a first-come, first-served basis.

Sponsors interested in participating in Fast Pitch should indicate their interest by sending an email to conference@sfe.org, by **Friday, February 28**. No guarantee of availability can be made after that date.

Once interest is received, SFE will slot your Fast Pitch time. Those sponsors who select to participate in Fast Pitch will have their logo displayed on screens during their presentation. No slides will be permitted. Additional details will be provided when your Fast Pitch time is confirmed.

SFE Contacts

Exhibitors and sponsors with questions can email conference@sfe.org or contact the following staff directly:

Heather Lee, AAP

Director, Member Services
(800) 626-4733, Ext. 1148
hlee@sfe.org

Danita Moss, AAP, NCP

SVP, Payments Education
(800) 626-4733, Ext. 1142
dmoss@sfe.org

For more information on the conference, visit sfeannual.org.