



2020 PROSPECTUS



MAY 19-21, 2020
MARRIOTT MARQUIS
SAN FRANCISCO, CA

WHO WE ARE (CardNotPresent.com / CNP Summit)

CardNotPresent.com is an independent voice generating original news, information, education and inspiration for and about the companies operating in the card-not-present space.

- **Our only product is information.**
- **Our only goal is to provide it in an unbiased manner to our subscribers.**

CNP Summit (our annual attendee and sponsor-driven informational conference) is the only one of its kind, dedicated to the intersection of payment acceptance, fraud preventions and e-commerce.

NEW FOR 2020 – CNP EXPO IS NOW CNP SUMMIT!

Based on feedback from our community we have rebranded CNP Expo as CNP Summit. This rebrand will allow us to focus on the strengths of the event, optimize engagement and help you achieve greater ROI.

Some key enhancements include:

- **No more expensive and time-consuming booth builds!** We will be transitioning away from a traditional expo floor and instead offering turnkey tabletop booths. As a sponsor, all you will need to do is simply arrive and generate leads.
- **Decoupling sponsorships from exhibiting.** In the past, it was mandatory for CNP sponsors to also exhibit at CNP Expo. While exhibiting will be easier than ever at the 2020 CNP Summit, we understand that it is sometimes not feasible for everyone and will no longer make this a mandatory requirement.
- **More speaking opportunities for our sponsors.** As we expand our conference program, we are able to offer our sponsors greater visibility through an increased number of panel speaking opportunities and Boardroom Sessions to reach decision makers and influencers.
- **Increased ROI for our top-level sponsors!** Diamond, Platinum and Gold level sponsors will receive the following benefits to boost their ROI.
 - Automatically enrolled in our facilitated meeting program where we will match you up with qualified merchant attendees for pre-arranged 15-minute meetings.
 - Complimentary sponsorship of a lunch table for 10 during CNP Summit where you can invite your clients/prospective clients to join your table for lunch. We suggest having branded place settings, a nice giveaway at table set and arranging for a special treat through the hotel caterer.
 - During CNP Summit, we will work with you to arrange the recording of a short video ad for your company, which will be featured on CardNotPresent.com.

KEY BENEFITS OF SPONSORING AT CNP SUMMIT

86% OF MERCHANT SUBSCRIBERS
ARE DECISION MAKERS AND/OR INFLUENCERS

88% OF SPONSORS
CONDUCTED BUSINESS AS
A RESULT OF CNP SUMMIT

36% OF MERCHANT ATTENDEES
PLAN TO PURCHASE NEW
SOLUTIONS IN THE NEXT YEAR

2 DAYS OF FACE-TO-FACE
NETWORKING TIME

98% OF SPONSORS
ACHIEVED #1 OBJECTIVE:
LEAD GENERATION AND
BUILDING NEW RELATIONSHIPS

3:1 MERCHANT COMPANY TO
SOLUTION PROVIDER RATIO

50+ HOURS
OF EDUCATION ATTRACTING
HUNDREDS OF MERCHANTS
& FINANCIAL INSTITUTIONS

ACCESS TO
15K
ENGAGED CNP
SUBSCRIBERS

TOP THREE REASONS MERCHANTS & FINANCIAL INSTITUTIONS ATTEND CNP SUMMIT

- 1 NETWORK WITH COLLEAGUES**
- 2 SOURCE NEW VENDORS**
- 3 SEE LATEST INDUSTRY TRENDS**

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“It has been great to meet face-to-face with some of the best merchants in the world and to see first-hand the trends and technologies that are changing the payments industry.”

BOLT

CardNotPresent Corporate Partner

Become a CardNotPresent Partner and gain year round exposure to our community of over 15,000 industry professionals.

- Complimentary table top booth space at the 2020 CNP Summit
- Listed as CardNotPresent Partner across all CNP websites and other collateral, materials and signage.
- Speaking Opportunity at CNP Summit (our team will work with you on topic or panel placement)
- Host a complimentary CardNotPresent.com Webinar, Whitepaper and Theme Month
- CardNotPresent.com 2020 discounted pricing:
 - 20% Off CardNotPresent.com one time campaign spend > \$100,000
 - 10% Off CardNotPresent.com one time campaign spend between \$50,000 and \$99,999
 - 5% Off CardNotPresent.com one time campaign spend < \$50,000
- One complimentary month of banner ad placement on CardNotPresent.com
- Promote events and job listings on CardNotPresent.com (events must not occur 60 Days before or after CNP Summit)
- Access to our weekly Newsletter The CNP Report for an unlimited number of your staff – just send us their contact details and we will register them all

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“The most powerful thing for us is “word-of-mouth,” merchants talking to merchants, and CNP provides us with the opportunity to have merchants discuss their experiences with our products in a candid open environment at CNP Summit”

EMAILAGE

Sponsorship Options (Note only Diamond Includes a Booth)

Diamond Level

CNP Summit's most coveted sponsorship. This opportunity comes packed with an abundance of on-site recognition as the lead sponsor of CNP Summit, plus it includes a great deal of pre and post-show opportunities, including...

- Co-branding on CNP Summit website and all other 2020 CNP Summit Marketing collateral.
- Co-sponsor of the CNP Awards Party (May 20, 2020)
- Opportunity to address main audience from keynote stage ~ 5 minutes.
- Opportunity to leave marketing collateral at registration counter.
- One Mobile App Push Notification during CNP Summit
- Boardroom Session
- Hotel Room Drop
- Table Top Booth
- 6 Full Conference Passes
 - 40% off additional passes for your clients and prospects
 - 20% off additional passes for your staff
- CardNotPresent.com 2020 discounted pricing:
 - 20% Off CardNotPresent.com one time campaign spend > \$100,000
 - 10% Off CardNotPresent.com one time campaign spend between \$50,000 and \$99,999
 - 5% Off CardNotPresent.com one time campaign spend < \$50,000

1 SOLD

1 Available

\$34,000

Special 2020 CNP Summit Value Adds

Diamond, Platinum and Gold Sponsors will also receive the following value adds to increase your ROI

- Automatically enrolled in our facilitated meeting program where we will match you up with qualified merchant attendees for pre-arranged 15 minute meetings.
- Complimentary sponsorship of a lunch table for 10 during CNP Summit where you can invite your clients/prospective clients to join your table for lunch. We suggest having branded place settings, a nice giveaway at table set and arranging for a special treat through the hotel caterer.
- During CNP Summit we will work with you to arrange the recording of a short video ad for your company, which will be featured on CardNotPresent.com.

Platinum Level

Boot Camp

Opportunity to sponsor and lead an intensive two-hour pre-conference Boot Camp session on Tuesday, May 19, 2020. Our conference team will collaborate with you on the content and subject matter to ensure maximum participation. You will have the opportunity to collect all attendee lead information. Your company name and logo will appear on all pre-show marketing along with all on-site signage.

SOLD

Wednesday Keynote

High exposure opportunity to sponsor the Wednesday, May 20, 2020 keynote session. Includes 5-7 minutes stage time to promote your company and introduce the keynote speaker; chair drop in keynote room; branding on keynote screens and on all signage and marketing materials. Opportunity to collect all keynote attendee leads.

SOLD

Grad School

Opportunity to sponsor and lead an intensive two-hour pre-conference Grad School session on Tuesday, May 19, 2020. Our conference team will collaborate with you on the content and subject matter to ensure maximum participation. You will have the opportunity to collect all attendee lead information. Your company name and logo will appear on all pre-show marketing along with all on-site signage.

\$25,000

Thursday Keynote

High exposure opportunity to sponsor the Thursday, May 21, 2020 keynote session. Includes 5-7 minutes stage time to promote your company and introduce the keynote speaker; chair drop in keynote room; branding on keynote screens and on all signage and marketing materials. Opportunity to collect all keynote attendee leads.

SOLD

Pre-Conference Seminar

Opportunity to sponsor and lead an intensive two-hour pre-conference session on Tuesday, May 19, 2020. Our conference team will collaborate with you on the content and subject matter to ensure maximum participation. You will have the opportunity to collect all attendee lead information. Your company name and logo will appear on all pre-show marketing along with all on-site signage.

\$25,000

Opening Night Reception

Be the sole solution provider to attend the Tuesday, May 19, 2020 Opening Night Reception. Your company name and logo will appear on all marketing materials, plus all signage and displays at the event. Includes opportunity to collect all Opening Night Reception attendee leads.

\$25,000

Gold Level

Industry Sponsor

Industry Sponsors get tremendous brand exposure by associating their brand directly with the solution they are providing to the marketplace. We can work with you to customize this title to its greatest effect, distinguishing you from your peers and allowing you to brand yourself as a leader in the marketplace.

\$20,000

Lanyard

Put your logo front and center, and on the necks of all attendees, as they wear your company branded lanyards during the CNP Summit. You will receive premium visibility all year round, as post-event images of merchants wearing your lanyards will appear in future event marketing campaigns and social media posts.

\$20,000

CNP Café

Located on the Summit floor, the CNP Café is where all morning and afternoon refreshment breaks will be served. These breaks are always a highlight at any conference and you'll get positive exposure as the host of these breaks during the CNP Summit with your company logo appearing on all signage and marketing materials.

\$20,000

Mobile App

As we go all digital for 2020, get in the palm of every attendee's hands by being the official sponsor of the 2020 CNP Summit Mobile App. Your logo will appear prominently in the app and be on all signage and marketing materials promoting it.

\$20,000

Wi-Fi

Gain exposure each time an attendee logs into the free CNP Summit Wi-Fi network. Your company name will appear in the Wi-Fi network and password and can also be displayed on the log in splash page.

\$20,000

Name Badge

Drive traffic to your booth by sponsoring the official CNP Summit event badge. Every attendee will be wearing these badges during the CNP Summit and your company logo will be prominently displayed right on the badge.

\$20,000

Silver Level

Charging Station

"Connect" with CNP attendees by being the official sponsor of the CNP Summit charging station. Located in a high traffic area on the CNP Summit Floor, the charging station area will be branded with your company name and logo.

\$15,000

Wednesday Lunch Sponsor

Be the official sponsor of the Wednesday, May 20, 2020 Lunch. Your company name and logo will appear on all lunch signage and displays.

\$15,000

Women in CNP Fraud & Payments Lunch

Be the official sponsor of the Thursday, May 21, 2020 Women in CNP & Fraud Payments Lunch. Includes opportunity to welcome attendees to the lunch, collect attended leads and have your company logo on all signage.

\$15,000

Room Key

Opportunity to brand the hotel room key cards of all attendees will be using to access their rooms at the San Francisco Marriott Marquis during the CNP Summit.

\$15,000

Commerce Club

An excellent opportunity for your company to get brand exposure in front of CNP Summit's most coveted attendees. Our commerce club is comprised of attendees from leading e-commerce merchant companies identified as having upcoming open projects. You will be the official sponsor of the Commerce Club Lounge and your company name and logo will appear on all Commerce Club Lounge signage and collateral.

\$15,000

Online Registration

Get in front of attendees as they register for CNP Summit by having your web banner appear on all pages of the CNP Summit registration system and confirmation emails.

\$15,000

Bronze Level

Turnkey Tabletop Booth

New for 2020, CNP Summit will be a tabletop show. This means that anyone wishing to have a physical presence to promote their services at the CNP Summit should purchase a Turnkey Table Top booth. No more expensive booth builds requiring labor, extra travel days, confusing order forms, etc. All turnkey table top booths will include an 8X8 booth space, a round table, three chairs, and electrical drop for laptops/phones/tablets, pipe and drape, a company ID card, the badge scanning lead retrieval app and more. All you need to do is show up. We suggest bringing your own sign and collateral to fit your branding needs.

\$8,000 (until Nov. 8, 2019)

\$8,400 (after Nov. 8, 2019)

Boardroom Session

A guaranteed 20-minute speaking opportunity on the topic of your choice during CNP Summit. These Solution Sessions will be woven into the conference schedule and take place in a break out room near the Solutions Hall.

\$7,500

Notepad

Drive brand awareness with your branded notepads, which will be distributed at key locations throughout the event and/or placed in the CNP Summit conference bags (pending their delivery date to the CNP Summit venue).

\$7,500

Pen

Drive brand awareness with your branded pens, which will be distributed at key locations throughout the event and placed in the CNP Summit exclusive bags (pending their delivery date to the CNP Summit venue).

\$7,500

Floor Decals

Use floor-cling graphic decals to grab the attention of attendees and direct them to your booth!

\$7,500

Room Drop

For a more personal touch, surprise attendees with a branded gift from you delivered to their hotel room during the CNP Summit. Delivery of the item is to all rooms in the CNP Summit housing block. *Production, design, shipping/freight, and/or labor costs NOT included.

\$7,500

A La Carte Add-ons

Exhibitor Spotlight Email

Showcase your products or services to our entire pre-registered merchant database at the height of their event engagement with an opportunity in our Exhibitor Spotlight Email. Sent just one week before CNP Summit, this is the perfect way to keep your brand top of mind for merchants as they plan their time at the event. Act fast, this email opportunity is limited to only six companies!

\$1,500

Welcome Email

Increase brand awareness and separate yourself from the competition with the CNP Summit Welcome Email! Sent to merchants as they check in at registration, this exclusive email sponsorship is the perfect way to maximize your exposure and leave a lasting impression at CNP Summit.

\$5,000

Countdown to Event Email

Countdown to the event with attendees as they plan. These weekly emails, starting 4 weeks out from the event, give attendees a preview of what to expect from their participation. Feature your new product, announce special events or hosted dinners, and connect with merchants before the event.

\$1,000 - \$1,300

Post Event Recap Email

Continue to reach CNP Summit merchants after the event with a banner in our Post Show Recap Email. Feature your new product, announce post-event specials, and stay connected with buyers after the event.

\$1,000

Sponsored Bulletin Email

Present and promote your brand to CNP Summit attendees with your personalized message at the height of their event engagement! These emails, sent by the CNP Summit team, will contain your message and branding to our pre-registered attendee database. Your message will be co-branded with CNP Summit.

\$4,000 - \$5,000

Mobile App Push Notification

Push notifications allow you to get your message to all attendees who have downloaded the CNP Summit Mobile App and opted in to receive messages. Announce anything from a special deal at your booth, a session you're speaking at, to a cocktail party you're hosting.

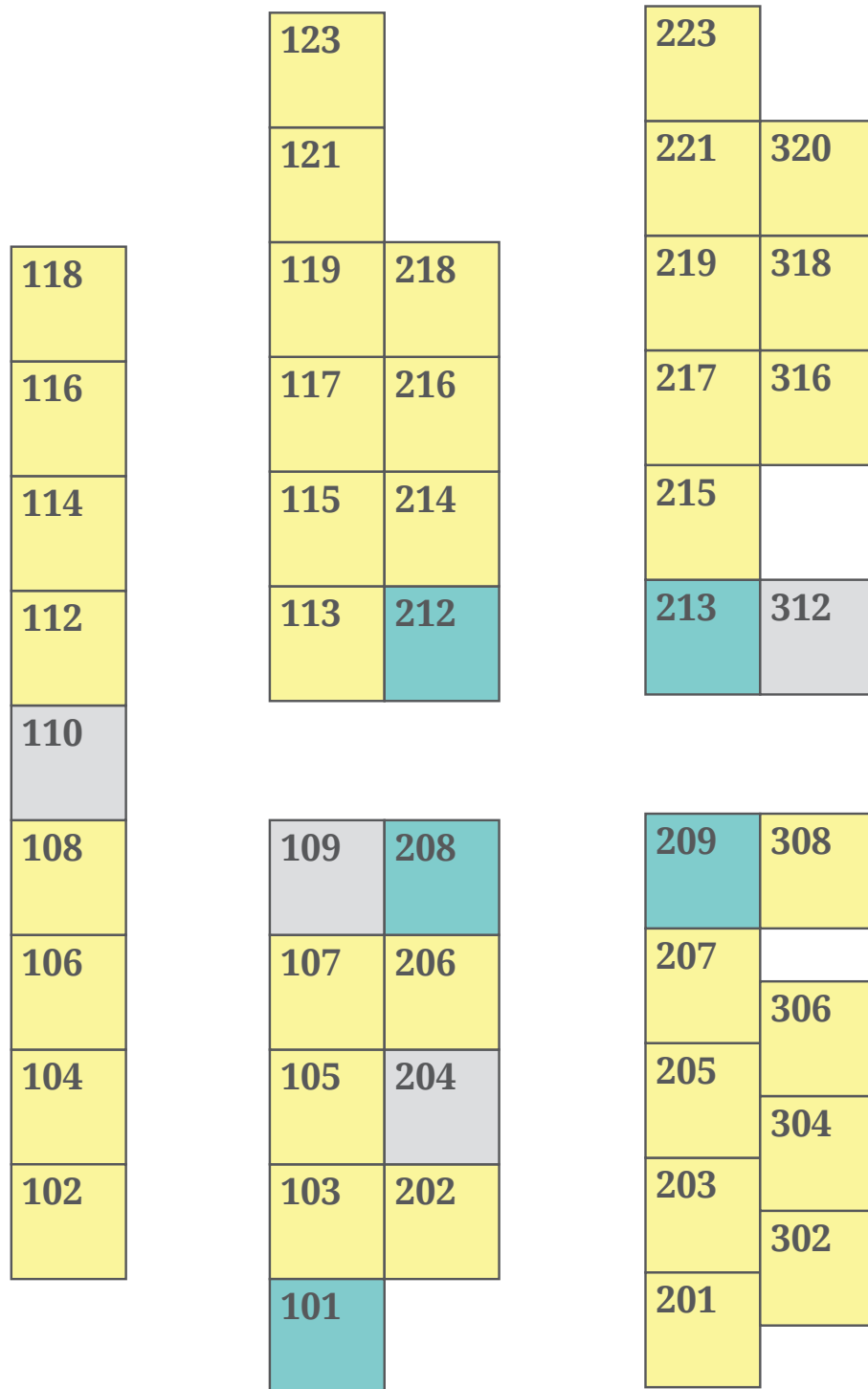
\$1,000

Sample of Previous Attendees



SOLUTIONS HALL FLOOR MAP

KEYNOTE ROOM



= AVAILABLE

= ON HOLD

= RESERVED

BREAKOUT ROOMS

ENTRANCE

ENTRANCE