
THE EXCHANGE

March 29–April 1, 2015
Sheraton New Orleans Hotel
New Orleans, LA



The
Exchange

MAXIMIZE YOUR BRAND

Join Comdata for one of the biggest payment industry events of the year: *The Exchange 2015*. On March 29–April 1, this exclusive users conference will bring together more than 500 payment industry leaders in New Orleans for a chance to exchange market perspectives, best practices, ideas and so much more.

As an exhibitor/sponsor at The Exchange, you will have the opportunity to connect with hundreds of today's leading payment professionals, giving you the ultimate chance to:

- Obtain new sales
- Form new business relationships
- Showcase your services and solutions
- Maximize your brand exposure

SO WHO EXACTLY ARE THESE LEADING PAYMENT PROFESSIONALS?

Payment professionals representing a variety of roles, including C-level executives, business owners, financial professionals and more, will be in attendance at The Exchange 2015. To give you a better idea of what to expect, here are some of the top companies that attended The Exchange last year:

- AFFINION GROUP
- BARNES & NOBLE
- BLUE CROSS BLUE SHIELD OF TENNESSEE
- BP AMERICAS
- CABELA'S
- CARROLL FULMER LOGISTICS CORPORATION
- CENTRAL FREIGHT LINES, INC.
- CHUY'S RESTAURANTS
- CKE RESTAURANTS
- COFFEE CUP FUEL STOPS & CONVENIENCE STORES, INC.
- COMMUNITY HEALTH SYSTEMS, INC.
- C. R. ENGLAND, INC.
- DIESEL DIRECT
- FEDEX
- GLOBUS FAMILY OF BRANDS
- HYATT HOTELS CORPORATION
- JACOBUS ENERGY
- JCPENNEY
- KLLM TRANSPORT SERVICES, LLC
- KROGER
- LANDSTAR SYSTEMS, INC.
- LA QUINTA INNS & SUITES
- LEE COMPANY
- LL BEAN
- LOWE'S
- MEN'S WEARHOUSE
- MICHELS CORPORATION
- PANERA BREAD
- PAPPAS RESTAURANTS
- PEPSICO
- RUTH'S HOSPITALITY GROUP INC.
- SERVICEMASTER
- SWIFT TRANSPORTATION
- TARGET
- TESCO PLC
- U.S. XPRESS ENTERPRISES, INC.
- VULCAN MATERIALS COMPANY
- WILLBROS



INDUSTRIES REPRESENTED AT THE EXCHANGE

- TRANSPORTATION
- FUEL MERCHANTS
- CONSTRUCTION
- RETAIL
- HOSPITALITY
- RESTAURANTS
- HEALTHCARE
- AND MORE!

SURVEY SAYS: 100% OF LAST YEAR'S SURVEY PARTICIPANTS WOULD RECOMMEND THE EXCHANGE TO A FRIEND!

Each year, The Exchange brings leading payment professionals together for a chance to maximize the power of their Comdata/SVS solutions, while building new business relationships. With three full days of educational sessions, guest speaker presentations, interactive learning opportunities, evening activities and more to enjoy—it's no wonder why hundreds of today's payment experts attend The Exchange, ready and eager to learn!

“NOT ONLY DO WE LEARN A LOT FROM THE COMDATA TEAM AT THE EXCHANGE, BUT WE ALSO LEARN A LOT FROM OTHER CUSTOMERS.”

– Ryan Rogers of U.S. Xpress Enterprises, Inc.

SO WHAT DOES THAT MEAN FOR YOU?

Our clients attend The Exchange to gain best practices and exchange ideas. Ryan Rogers, the COO of the logistics division at U.S. Xpress Enterprises, said it best, “Not only do we learn a lot from the Comdata team here at The Exchange, but we also learn a lot from other customers.” As an exhibitor/sponsor, you can have it all! Not only will you get the chance to showcase your company’s brand and your solutions during the entire conference, but you will also get the chance to connect and form new business relationships with hundreds of payment leaders, which include key decision makers!

LAST YEAR’S EXHIBITORS/SPONSORS INCLUDED:

- AVIDXCHANGE
- BLACKHAWK NETWORK
- CARD COMPLIANT
- GIFT CARD IMPRESSIONS
- GS&F
- INFINTECH
- LYTX, INC.
- MASTERCARD BUSINESS NETWORK
- MID-AMERICA DISPLAY
- MONEY 2020
- NEENAH PAPER
- OMNI HOTELS & RESORTS
- ONPAY SOLUTIONS, INC.
- PAYSTREAM ADVISORS

5 ADDITIONAL REASONS TO SPONSOR!

1. More than 500 total attendees to showcase your brand and products to
2. Extensive networking opportunities
3. Tailored sponsorship packages that put you in control of your own brand visibility
4. Three full days of brand spotlight
5. Huge customer to exhibitor ratio

SPONSORSHIP EXCLUSIVES

We invite you to take advantage of the many opportunities waiting for you at The Exchange by becoming a sponsor today. Each sponsorship package has been carefully designed to help maximize your networking, drive sales opportunities and build product exposure—so no matter which package you choose, your company will get the brand recognition and attention that it deserves!

CORE FEATURES FOR ALL SPONSORSHIPS INCLUDE

- TWO FULL-CONFERENCE REGISTRATIONS
- 50-WORD COMPANY DESCRIPTION AND LOGO ON THE REGISTRATION WEBSITE SPONSOR SECTION AND ON THE MOBILE APP
- OPPORTUNITY TO ISSUE A PRE- AND POST-CONFERENCE PROMOTIONAL MAILING TO ATTENDEES (SPONSOR RESPONSIBLE FOR CREATION, PRODUCTION, PROCESSING, AND MAILING FEES)
- 10'X10' EXHIBIT SPACE AT THE EXCHANGE
- SPONSORSHIP RIBBON FOR YOUR COMPANY'S REGISTRATION BADGES



PLATINUM SPONSORSHIPS (EXCLUSIVE)

\$50,000/per night (2 available)

Shine in front of more than 500 payment professionals by becoming a Platinum Sponsor at The Exchange. This special package makes you the exclusive sponsor during an evening reception, which boasts high attendance levels and is always a big hit with our participants. You get to choose to sponsor Monday night's party, which will have a New Orleans theme, or Tuesday evening's farewell reception. Don't miss out on the opportunity to put your brand in the limelight! In addition, Platinum Sponsors also receive:

- Signage with your company logo displayed at all food stations
- Company logo on entrance unit of the exhibit hall promoting Platinum Sponsors
- Logo with link on all email communications promoting The Exchange
- Banner ad on the conference mobile app
- Six full-conference registrations
- 200-word company description and logo in sponsor section on registration website and mobile app
- Company materials/brochures included in the tote bags given to all conference attendees
- Plus all of the core features mentioned on page 5

Two nights available for sponsorship at \$50,000 each.



The Exchange 2014 Tuesday evening farewell event with Eric Paslay at the Country Music Hall of Fame.



GOLD SPONSORSHIPS

KEYNOTE SPONSOR

\$25,000 (3 available)

Go for Gold and sponsor one of the keynote speakers* during the opening or closing General Session. This Keynote Sponsorship will maximize your brand exposure by giving you the chance to attach your company name and brand to either the opening or closing keynote speaker presentations at The Exchange. In addition, Gold Sponsors will receive the following exclusives that will help increase their brand exposure:

- Exclusive branding at the keynote address, with logo on side backdrops during General Session
- Company logo on entrance unit of the exhibit hall promoting Gold Sponsors
- Logo with link on all email communications promoting The Exchange
- Banner ad on conference mobile app
- Four full-conference registrations
- 100-word company description and logo in sponsor section on registration website and mobile app
- Company materials/brochures included in the tote bags given to all conference attendees
- Plus all of the core features listed on page 5

Available options:

- Opening Keynote Speaker
- Closing Keynote Speaker
- Tuesday Keynote Speaker

*Speaker names will be announced as soon as they become available.



Lisa Bodell, founder and CEO of futurethink, opens The Exchange 2014 as keynote speaker.



*Closing keynote speaker, Chris Gardner, who was the inspiration for the movie **The Pursuit of Happyness**, ends The Exchange 2014 motivating attendees.*

CONFERENCE PADFOLIOS AND PENS

\$15,000

Put your brand to use at The Exchange...literally! Choose this sponsorship to have your company name and logo imprinted on the conference padfolios and pens that will be distributed at registration. Pens will be produced by Comdata. In addition, you will receive:

- Company logo on entrance unit of the exhibit hall promoting Gold Sponsors
- Logo with link on all email communications promoting The Exchange
- Banner ad on conference mobile app
- 100-word company description and logo in sponsor section on registration website and mobile app
- Four full-conference registrations
- Company materials/brochures included in the tote bags given to all conference attendees
- Plus all of the core features listed on page 5

SILVER SPONSORSHIPS

Can't decide which sponsorship package to choose from? Don't worry—with a variety of sponsorship package options, you can select just one or choose to mix-and-match! Regardless of what you choose, our sponsorships will help you maximize your brand presence at The Exchange!

LUNCHES

\$10,000 (6 available)

These luncheons gather all attendees together in the exhibit hall, which will ensure your company high visibility. In addition to the core benefits package, this sponsorship includes signage with your company logo that will be displayed at stations throughout the lunch area.

CONFERENCE TOTE BAGS

\$7,500

Have your company logo on an item that lasts long after the conference ends. The tote bags are distributed to all conference attendees and exhibiting companies.

BREAKFAST

\$7,500 (8 available)

Sponsoring a continental breakfast is a great way to start the day. Breakfasts provide an excellent opportunity to get attendees thinking about your business first thing in the morning! This sponsorship includes signage with your company logo displayed during the sponsored breakfast.

HOTEL KEY CARDS

\$7,500

Every time an attendee reaches for their hotel key card, they'll see your company name and logo prominently displayed! If you're an exhibitor, create a theme and carry it from the hotel key card to your exhibit booth.

REFRESHMENT BREAK

\$5,000 (6 available)

Be the exclusive sponsor of a mid-morning and/or afternoon refreshment break. This sponsorship includes signage with your company logo displayed during the sponsored break.

EXHIBIT

\$2,500

Exhibit your company and its solutions at The Exchange 2015 in our Solutions Lounge. You are sure to exchange ideas and network with conference attendees in this space.

ADD-ONS

Want some additional exposure at The Exchange? Increase your presence with any of the following Add-Ons. These are reserved for companies that have already purchased the core package or more.

MOBILE APP BANNER ADD

\$3,000

Get noticed with a banner with your logo that will show at the top of the screen throughout the event mobile app.

MOBILE APP PUSH NOTIFICATION

\$2,000

Have a push notification sent with information about your exhibit to all conference attendees during the conference.

ADDITIONAL 10'X10' BOOTH SPACE (LIMITED TO ONE)

\$2,000 (For total of \$4,500)

Increase your presence to a 10'x20' booth in the Solutions Lounge.

MOBILE APP FEATURED EXHIBITOR/SPONSOR

\$1,000

Make sure your company stands out inside the mobile app with a highlighted profile.

TOTE BAG INSERT*

\$1,000

GENERAL SESSION CHAIR DROP*

\$1,000 (3 available)

Put your best foot forward with a marketing piece placed at each seat in the General Session.

BREAKOUT SESSION ADS

\$500

Have your logo displayed on the welcome screen for each breakout in your category.

REGISTRATION SITE DESCRIPTION INCREASE

\$500

Increase the size of your company description on the website and mobile app.

DIRECTIONAL SIGNAGE

\$500

Increase your presence by having your logo on all directional signage.

SOLUTIONS LOUNGE PRIZE

PRICE VARIES

*Sponsor responsible for creation, production, processing, and mailing

SPONSORSHIP AGREEMENT

Platinum Sponsor

- Platinum Sponsorship.....\$50,000
 Exclusive Monday Evenings New Orleans Themed Party
 Exclusive Tuesday Evenings Farewell Party

Gold Sponsor

- Keynote Sponsor.....\$25,000
 Opening Keynote Speaker
 Tuesday Keynote Speaker
 Closing Keynote Speaker

- Conference Padfolios and Pens.....\$15,000
 Conference Padfolios and Pens Sponsor

Silver Sponsor

- Conference Lunches.....\$10,000
 Conference Lunch Sponsor

- Conference Tote Bags.....\$7,500
 Tote Bags Sponsor

- Conference Breakfast\$7,500
 Conference Breakfast Sponsor

- Hotel Key Cards.....\$7,500
 Hotel Keys Sponsor

- Refreshment Break\$5,000
 Refreshment Break Sponsor

- 10'x10' Exhibit Space.....\$2,500
 10'x10' Booth

Add-Ons

- Mobile App Banner Ad.....\$3,000
 Mobile App Push Notification.....\$2,000
 Additional 10'x10' Space (Limited to 1)\$2,000
 General Session Chair Drop\$1,000
 Tote Bag Insert.....\$1,000
 Mobile App Featured Exhibitor/Sponsor\$1,000
 Registration Site Description Increase.....\$500
 Breakout Session Ads.....\$500
 Directional Signage.....\$500
 Solutions Lounge Prize.....Price varies

Contact Information

Name _____
Title _____
Company Name _____
Address _____

City _____
State _____
Zip _____
Phone _____
Email _____
Website _____

Payment Information: Total Amount Due

\$ _____

CANCELLATIONS: All Sponsorship Fees are non-refundable. By signing below, you acknowledge you have read and agree to the Rules and Regulations outlined below.

Authorized Representative Name

Authorized Representative Title

Signature

Today's Date

Please visit www.ComdataExchange.com to make your payment and select the booth of your preference.

RULES AND REGULATIONS

The Exhibitor shall be bound by the rules and regulations set forth herein and by any such amendments or additional rules and regulations which may be established by Comdata Inc. ("Comdata") and communicated to Exhibitor from time to time.

EXHIBITS: Comdata reserves the right to determine the eligibility of any company or product for inclusion in exhibition space and may reject its inclusion at its sole discretion.

EXHIBIT SPACE: \$2,500 for the first 10' x 10' booth and \$2,000 for additional 10' x 10' space. Assignment of exhibit spaces is based on the following "PRIORITY" criteria:

1. First priority for last year's contracted booth space
2. Date contract is received
3. Booth preferences

If desired exhibit space is unavailable, Exhibitor will be assigned the nearest booth available to the space requested. If Comdata must reassign a booth for any reason, Exhibitor will be promptly notified.

CANCELLATION OF EXHIBIT SPACE: In the event of cancellation by the Exhibitor, any booth space payment that has already been received by Comdata will not be refunded.

NO-SHOWS: All booths must be set up by 11:00 a.m., Monday, March 30, 2015, the first day of the show. Any booth not set up by this time will be considered a No-Show. Payment will be forfeited and space may be possessed by Comdata for such purposes as it may see fit.

EXHIBIT SIZE: Exhibitors must comply with the International Association of Exhibitions and Events (IAEE) Guidelines. All exhibit items must be contained within the booth space assigned. Any item higher than the side drapes (4') must be contained in the back 4' of the booth and may not exceed 8' in height. Any exceptions must be cleared with Comdata.

LIGHTING & HEATING: Comdata may restrict the use of irregular lighting effects. Exhibits that use heat (ex: cooking), generate smells or any unusual activity or display must receive clearance from Comdata and Fern Exposition & Event Services (contact information identified below).

AGE LIMIT: No one under 21 years of age will be allowed to register or be on the exposition floor.

MEDIA POLICY: Only authorized media and Comdata representatives may be granted permission to capture audio, video and photographic content presented at the trade show. All media authorizations must be acquired 90 days before the event. No exceptions.

- Images or audio obtained at The Exchange may not be sold or repackaged for commercial use.
- No recordings (audio, video, or photographic) may be made of The Exchange General Session, educational sessions, workshops, breakout sessions and/or evening events.

EXHIBIT SIGNS, DRAPES: Fern Expo will furnish each 10' x 10' booth with a 6' draped table, two side chairs, wastebasket, company ID sign, 8' high back drape and 3' high side drape. These items are included in the booth space price set forth above.

EXHIBIT SERVICES: For procurement of additional exhibit space equipment, as well as any special services desired by exhibitors, Comdata has designated Fern Exposition & Event Services, 751 Wyoming Street, Kansas City, MO 64101, Phone: (816) 221-0525 as its exclusive supplier. To obtain exhibit services, access the Exhibitor Service Manual through the link provided on The Exchange website.

SHIPPING: The hotel cannot accept and store large shipments of exhibit material in advance of the show. Cosign all such material for receipt and storage to Fern Expo. They will deliver for you on setup days. They will arrange to remove empty crates, store them during the show and return them on the dismantling day. Setup day will be: **Sunday, March 29, 2015 from 12:30 p.m. to 5:30 p.m.** Dismantling day will be after 5:30 p.m., Tuesday, March 31, 2015. All exhibits must be packed by 9:30 p.m. on Tuesday, March 31, 2015.

ANY EXHIBITOR DISMANTLING PRIOR TO 5:30 P.M. MAY BE FINED \$500.

All shipments should be fully prepaid along with bills of lading, scheduled to arrive before March 24, 2015, to ensure arrival prior to the show, and cosigned as follows:

The Exchange 2015

Exhibiting Company Name _____ Booth # _____

C/O Fern Exposition & Event Services

This address will be finalized and posted on The Exchange website.

NON-ASSIGNMENT: Any booth assigned to exhibitor may not be assigned or transferred to another exhibitor.

TRADE SHOW TENTATIVE SCHEDULE:

Setup Sunday, March 29, 2015: 12:30 p.m.–5:30 p.m.

Trade Show Monday, March 30, 2015: 1:00 p.m.–5:00 p.m.

Trade Show Tuesday, March 31, 2015: 1:00 p.m.–5:00 p.m.

Dismantle Tuesday, March 31, 2015: 5:30 p.m.–9:30 p.m.

FIRE AND SAFETY LAWS: Exhibitors are responsible for complying with all Federal, State and City laws. Wiring must comply with fire department and underwriter's rules. Smoking in exhibits is forbidden. Crowding will be restricted. No exhibitor shall bring into the facility any combustibles. All decorations must be flame proof, and an affidavit evidencing such flame-proofing must be available for inspection by Fire Department Representatives.

LIMITATION OF LIABILITY: The Exhibitor shall indemnify, defend and hold harmless the Sheraton New Orleans Hotel, Comdata, and Fern Exposition & Event Services and their respective officers, agents, employees, lessors or owners, from all claims for loss, theft, damage or destruction of property, or for any injury to it or its employees, agents, or invitees while participating in the Exhibit and will make no claim for any reason whatsoever, including negligence, against the Sheraton New Orleans Hotel, Comdata or Fern Exposition & Event Services, and their respective officers, agents, employees, lessors or owners.

Exhibitor shall pay all of its own costs and expenses incurred in producing and setting up the exhibition including, but not limited to, those items listed in the sections titled "Exhibit Size" and "Lighting & Heating" of these Rules and Regulations, and all labor costs.

ACTS OF GOD, FIRE, STRIKES, TERRORISM, ETC.: In the event that any outside cause, such as war, in or outside the United States of America, fires, strike, terrorism or Act of God such as earthquakes, or other emergency prevents the Exhibit from being held, Comdata may retain such part of Exhibitor's prepaid fees as is required to compensate Comdata, Fern Exposition & Event Services or the Sheraton New Orleans Hotel for expenses incurred up to the time such contingency shall have occurred.

PROTECTION OF HOTEL PROPERTY: No scotch tape, paste, thumb tacks, nails or other methods may be used to affix signs or posters to the wall. If any signs or posters are leaned on the walls, they must be properly padded so that damage is not caused. If any damage is caused to the hotel property accidentally or otherwise, the Exhibitor will be responsible for the full cost of repairs.

Comdata reserves the right to reject applications for booth space and to restrict the manner in which products are displayed so as to prevent undue noise, objectionable odors, offensive display materials, interference with other booths, congestion, etc.

The Exhibitor shall defend and indemnify Comdata from all liability, claims, suits, damages, costs and attorney fees arising out of or resulting from Exhibitor's use of music, logos, printed materials, trade names and any other materials, including without limitation any infringement of any third party rights by the use thereof by the Exhibitor.

INSURANCE: Fire, loss, theft and personal liability insurance must be procured by the Exhibitor at its own expense.

“THE PAYMENTS SOLUTION LOUNGE WAS ACTUALLY THE MOST BENEFICIAL PORTION OF THE EVENT FOR OUR COMPANY. THE ABILITY TO NETWORK AND ASK SPECIFIC QUESTIONS IN A WAY THAT RELATES TO OUR COMPANY WAS EXTREMELY VALUABLE.”

– The Exchange 2014 attendee
