

**DIGITAL DIRECTIONS**  
SOUTHERN FINANCIAL EXCHANGE  
April 23-25, 2019 • Memphis Hilton

# Exhibit & Sponsorship Opportunities

Booths will be sold on a first-come, first-served basis.  
Space is limited so sign up today!

All food events and general sessions will be conducted  
in the exhibit area for maximum exposure.



**Partnership**

**Success**

**Collaboration**





## **WHO WE ARE**

Southern Financial Exchange (SFE) is a not-for-profit payments association serving individuals, financial institutions and corporations primarily in Alabama, Arkansas, Louisiana, Mississippi, and Tennessee. We offer membership to stakeholders in the payments industry: financial institutions, software vendors, payment processors, CPA firms, law offices and other corporations.

Our mission is to provide leadership, education and innovative, cost-effective products and services for the mutual benefit of our members and their customers. We are the member resource for training and information, committed to marketing the use of electronic payments; including ACH, Card, Check, Wire and Faster Payment solutions.

## **ABOUT THIS EVENT**

Southern Financial Exchange (SFE) will hold its 29th Annual Conference & Expo in Memphis, Tennessee on April 23-25, 2019, at the Memphis Hilton 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 are structured to encourage organizations to send multiple attendees.

Exhibiting and Sponsorship provides the branding, recognition and visibility your organization seeks. Your organization will be instantly recognized at our conference after having been on our website and on signage throughout the conference. Exhibitors have the opportunity to our Vendor Product Showcase, where you can showcase and sell your products to a captive audience. Engage Exhibitor and Sponsorship opportunities that will make a lasting impression!

**Visit our website at [www.sfe.org](http://www.sfe.org) and [www.sfeannual.org](http://www.sfeannual.org).**



## EXHIBITOR PROGRAM

### BENEFITS

To register as an Exhibitor, please complete and return the Exhibitor Application and Contract.

Exhibitors will benefit from advanced publicity, as well as complimentary registration, signage, badge recognition and spot announcements at the conference. Exhibit booths are limited and will be reserved on a first-come, first served basis.

You will be:

- Announced in SFE publications and Conference marketing promotions prior to the Conference.
- Listed on SFE's website.
- Distinguished by color-coded nametags for quick recognition by the attendees.
- Furnished pre-registration list for pre-conference mailing.

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

- A standard 10' wide x 10' deep booth.
- One 6' table with white vinyl top and a pleated skirt on three sides, two side chairs, 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 On-Site Guide.
- Online registration list of conference participants.
- Special recognition for door prize contributors.

- The opportunity to meet face-to-face with decision makers in the financial services industry.
- Invited to all Conference events and to hear keynote and luncheon speakers.
- Double booths subject to availability.
- An evening reception for all registrants and exhibitors in the Exhibit Area (April 23)
- Networking continental breakfast in the Exhibit Area (April 24)
- Coffee breaks in the Exhibit Area (April 23 & 24)
- A luncheon function in the Exhibit Area (April 24)
- Exhibit Area designed for maximum traffic flow
- Exhibit Area attendance prizes given away by exhibitors
- Opportunity to host a Product Showcase

### VENDOR PRODUCT SHOWCASE Shouldn't YOUR company be here?

The Vendor Showcase Option provides exhibitors with an opportunity to provide in-depth information to the conference attendees. Whether your product provides improved fraud mitigation techniques, enhanced user interfaces or new techniques to reduce cost, improve the customer experience or generate new revenue, this is your opportunity to showcase your product or service!

Vendor Product Showcase opportunities are limited (only six available) and will be sold on a first come, first serve basis. They will take place on Wednesday, April 24, 2019, 1:40 PM to 2:10 PM.

### SPEAKER OPPORTUNITIES

We encourage all vendors to consider becoming a speaker at the Conference!

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

**- Booth Fees -  
Booths 1 - 24**

<b>Before 12/31/2018</b>	<b>\$ 895</b>
<b>After 12/31/2018</b>	<b>\$ 995</b>
<b><i>SFE Member Discount</i></b>	<b>\$ 100</b>

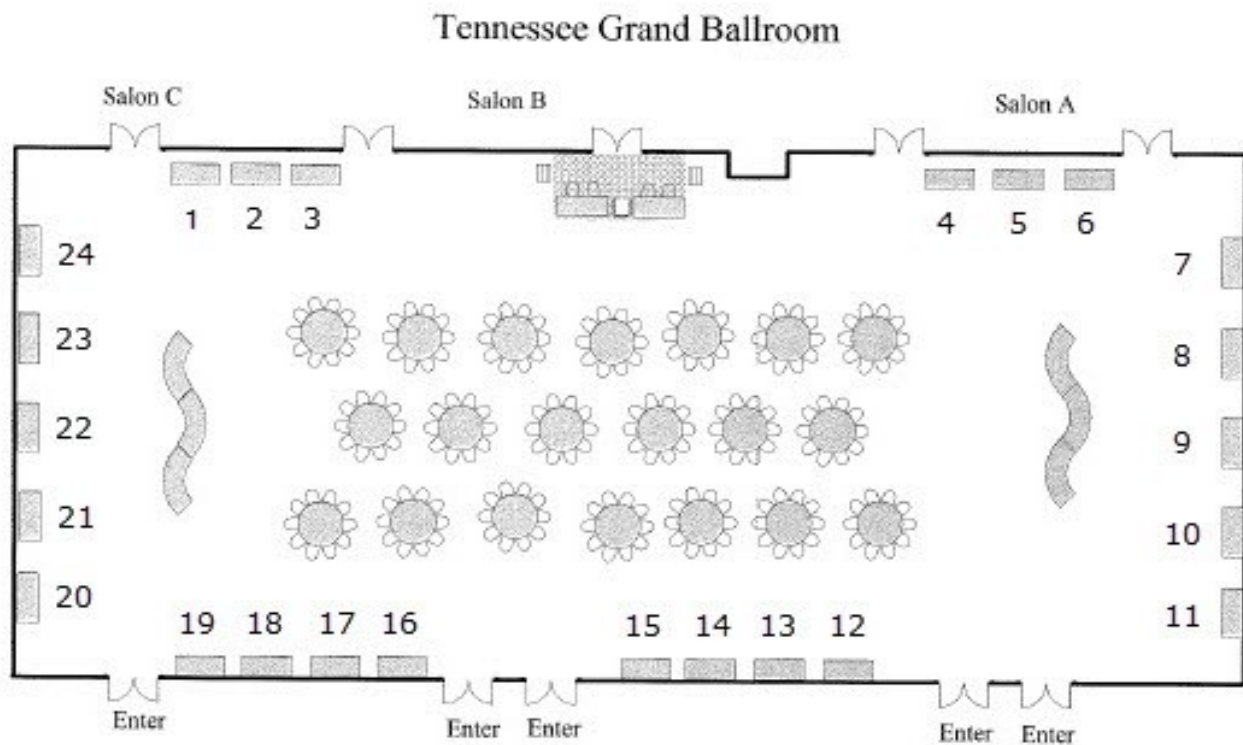
**- Booth Fees  
with Vendor Product Showcase -**

<b>Before 12/31/2018</b>	<b>\$1,295*</b>
<b>After 12/31/2018</b>	<b>\$1,395*</b>
<b><i>SFE Member Discount</i></b>	<b>\$ 100</b>

**SHOW CONTACT INFORMATION**

**Exhibit Booth Sales**

Southern Financial Exchange  
1340 Poydras Street, Suite 2010  
New Orleans, LA 70112  
800.626.4733 ext. 1  
Fax: 504.525.1693  
Email: [tricia@sfe.org](mailto:tricia@sfe.org)



**CONDITIONS**

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

## Get Maximum Visibility for Your Company

Our sponsors receive coverage in prime areas of the conference. Sponsorship spotlights your organization in high-traffic areas and materials of an event filled with your target audience. Business and financial decision makers and doers, treasury and technology professionals—all looking for the latest solutions for success!

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



### **Platinum Level Sponsorships** **Investment: \$5,000**

A premier sponsorship packed with value. As a Platinum sponsor, your brand will be displayed alongside our other premier sponsors with an exciting individual opportunity to make an impact.

- **Premium Visibility**  
Prominent placement of logo and signage  
Recognition as a Platinum Sponsor in marketing and conference materials and on signage
- **Two Free Booths**  
Value up to \$1,990
- **Three Complimentary Conference Passes**  
Passes good for employees  
Value up to \$1,650

### **Gold Level Sponsorships** **Investment: \$2,500 - \$4,999**

#### **Luncheon — Wednesday or Thursday** **\$3,000 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.

#### **General Sessions:** **Tuesday Afternoon Opening Session,** **Wednesday or Thursday Morning General** **Sessions** **\$2,500 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.

#### **Exhibit Hall Reception — Tuesday Evening** **\$2,500**

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.

## **Bronze Level Sponsorships**

**Investment: \$750 - \$2,499**

## **Blue Level Sponsorships**

**Investment: Your Budget**

### **Continental Breakfast — Wednesday or Thursday**

**\$1,500 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.

### **Coffee Breaks**

**Tuesday, Wednesday or Thursday**

**\$1,000 each**

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)

### **Wireless Internet—\$1,000**

Company name on signage throughout the exhibit hall

### **Pen—\$750, Item Provided by Sponsor**

Company logo “in the hands” of attendees; on pen per attendee provided by sponsor.

### **Lanyard—\$750, Item Provided by Sponsor**

Company logo on lanyards worn by all attendees; one lanyard per attendee provided by sponsor.

### **Company Logo on Conference Material**

**\$500**

- **On-Site Guide**
- **Marketing—Online & Printed**

### **Notepad—\$500, Item Provided by Sponsor**

Company logo on notepads; one notepad per attendee provided by sponsor.

### **- Other Opportunities -**

Attendees love cash drawings, gifts and prizes.

- **Closing Session Cash Drawing — \$400**
- **Door Prizes — Your Budget**

### **Hospitality Suite — Wednesday Evening**

**\$ - Your Budget**

The SFE Conference includes one unique opportunity. SFE will provide the Hospitality Suite, you provide the cocktails, hors d'oeuvres, dessert of your choosing! This is an excellent opportunity to network while having fun!

### **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.)



**SFE's 29th Annual Conference & Expo**  
**April 23 - 25, 2019**  
**SPONSORSHIP BENEFITS**

	<b>Platinum</b> \$5,000	<b>Gold</b> \$2,500 - \$4,999	<b>Bronze</b> \$750 - \$2,499	<b>Blue</b> Your Budget
Prominent placement of logo and signage	X			
Recognition in marketing and conference materials and on signage	X			
Two FREE 10 X 10 Exhibit Booths (subject to availability) Value up to \$1,990	X			
Three FREE registrations for your company employees Value up to \$1,650	X			
Expanded print and online listing on conference web site	X			
VIP seating at luncheons	X			
Signage at registration desk	X			
Recognition at your booth to indicate your level of sponsorship	X			
Registration fee for employees at FI discount price	X	X		
Right of first refusal to sponsor the same event the following year	X	X	X	
Company name recognition in conference promotional materials	X	X	X	X
FREE Pre-registration list for pre-conference mailing	X	X	X	X
Recognition in the On-Site Guide & Website	X	X	X	X
Signage at the event being sponsored thanking the sponsors	X	X	X	X
Company description and contact information on conference web site	X	X	X	X
Colored name badge ribbons to indicate your level of sponsorship	X	X	X	X



## 29th Annual Conference & Expo April 23 - 25, 2019

The Exhibitor hereby submits this contract for exhibit space at Southern Financial Exchange's 29th 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 \_\_\_\_\_ Date \_\_\_\_\_

Person to receive conference information:

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

☐ **Yes, I want to sign up for a Booth Only.**

\$895 per Booth Prior to 12/31/2018 — \$995 After 12/31/2018 — \$100 SFE Member Discount

☐ **Yes, I want to sign up for a Booth AND Vendor Product Showcase**

\$1,295 per Booth AND VPS Prior to 12/31/2018 — \$1,395 After 12/31/2018 — \$100 SFE Member Discount

**Full payment must be received by SFE prior to April 6, 2019** ☐ Full Payment Enclosed

**Vendor Product Showcase**—Send a description of the product or service that you wish to feature to the SFE office immediately. Send via email to [tricia@sfe.org](mailto:tricia@sfe.org) or via fax to 504.525.6779. This information will be used in our Conference Brochure and Conference marketing materials.

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:**

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





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 and company logo (.jpeg format) 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.sfeannual.org](http://www.sfeannual.org). Companies typically like to let clients and prospects know where they will be exhibiting, sponsoring, speaking, etc. Please email this information to [tricia@sfe.org](mailto:tricia@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 \_\_\_\_\_

**METHOD OF PAYMENT:**

Make check payable to Southern Financial Exchange.

☐ Check      ☐ Send Invoice

☐ ACH Direct Payment R/T # \_\_\_\_\_ DDA/GL# (circle one) & Account # \_\_\_\_\_

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

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

**Fax completed form to: 504.525.1693 OR Email completed form to: [tricia@sfe.org](mailto:tricia@sfe.org)**

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

For more information about exhibit space, call us at 800.626.4733, ext. 1

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

# 29th Annual Conference & Expo

1. **APPLICATIONS AND ELEGIBILITY** — 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 (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 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 hotel rules and regulations and exhibitor agrees to be responsible for obtaining a copy of such rules and regulations from the hotel 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 judgment 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 or 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 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 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 of 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 AND 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 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 January 4, 2019, immediately preceding the conference that it will not occupy the exhibit space stated herein, all fees paid by the Exhibitor will be refunded. 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 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 or email to [tricia@sfe.org](mailto:tricia@sfe.org).*

Print Name

Signature

Exhibiting Company Name

Date

**Retain a copy for your records.**

**EXPOSITION SCHEDULE:**

Show Set-Up:	Tuesday, April 23 11:00 am - 1:00 pm
Inspection of Booths:	Tuesday, April 23 1:00 pm
Show Hours:	Tuesday, April 23 1:15 pm - 6:15 pm Wednesday, April 24 7:15 am - 3:45pm
Show Teardown:	Wednesday, April 24 3:45 pm

## 29th Annual Conference & Expo April 23 - 25, 2019 SPONSORSHIP APPLICATION

Southern Financial Exchange's 29th Annual Conference & Expo is scheduled for April 23 - 25, 2019. 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"/> <b>PLATINUM SPONSOR</b>	\$5,000	_____	_____
<b>Tuesday, April 23</b>			
<input type="checkbox"/> Opening General Session	\$2,500	_____	_____
<input type="checkbox"/> Refreshment Break - 2 (1-Pre-Function Area; 1-Exhibit Hall)	\$1,000 each	_____	_____
<input type="checkbox"/> Gala Reception (in Exhibit Hall)	\$2,500	_____	_____
<b>Wednesday, April 24</b>			
<input type="checkbox"/> General Session	\$2,500	_____	_____
<input type="checkbox"/> Continental Breakfast (in Exhibit Hall)	\$1,500	_____	_____
<input type="checkbox"/> Refreshment Breaks (in Exhibit Hall) - 2	\$1,000 each	_____	_____
<input type="checkbox"/> Luncheon	\$3,000	_____	_____
<b>Thursday, April 25</b>			
<input type="checkbox"/> General Session	\$2,500	_____	_____
<input type="checkbox"/> Continental Breakfast (Pre-Function Area)	\$1,500	_____	_____
<input type="checkbox"/> Refreshment Break (Pre-Function Area) - 1	\$1,000	_____	_____
<input type="checkbox"/> Luncheon	\$3,000	_____	_____
<b>Other</b>			
<input type="checkbox"/> Wireless Internet	\$1,000	_____	_____
<input type="checkbox"/> Pen — Item Provided by Sponsor	\$750	_____	_____
<input type="checkbox"/> Lanyard — Item Provided by Sponsor	\$750	_____	_____
<input type="checkbox"/> Company Logo on Conference Materials	\$500	_____	_____
<input type="checkbox"/> Notepad — Item Provided by Sponsor	\$500	_____	_____
<input type="checkbox"/> Closing Session Cash Drawing	\$400	_____	_____
<input type="checkbox"/> Financial Contribution	Your budget	_____	_____
<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 (Wednesday 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.

Two ways to pay: ☐ Full Payment Enclosed      ☐ Deposit Enclosed. Invoice me now for balance.

**Contact Information:**

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

**Fax completed form to: 504/525-1693 OR Email completed form to: [tricia@sfe.org](mailto:tricia@sfe.org)**

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

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

**29th Annual Conference & Expo  
April 23 - 25, 2019**

Please complete all areas to submit a proposal to speak at our 29th Annual Conference & Expo.

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 \_\_\_\_\_ Date \_\_\_\_\_

Main Contact:

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

Presentation Details:

Title of Session: \_\_\_\_\_

☐ Pre-conference Workshop

☐ General Session

☐ Concurrent Session

☐ Executive Forum

Length of Session:

☐ 30 Minutes

☐ 60 Minutes

☐ 90 Minutes

Number of Presenters:

☐ One Presenter Only (1)

☐ Lead Presenter & Co-Presenter (2)

☐ Lead Presenter & Multiple Co-Presenters (3 or more)

Presentation Level:

☐ Beginner (overall)

☐ Intermediate (detail)

☐ Advanced (detail)

Audience Type:

☐ Corporate

☐ Government

☐ Financial Institution

☐ All

Presentation Format:

☐ Presentation

☐ Panel Discussion

☐ Case Study

☐ Workshop

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

**29th Annual Conference & Expo  
April 23 - 25, 2019**

Please complete all areas to submit a proposal to speak at our 29th Annual Conference & Expo.

A One-Liner on the Topic: \_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Learning Objective: \_\_\_\_\_

\_\_\_\_\_

Complete this Sentence—"At the end of this session, participants will be able to ..." \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Check each box below to signify that you (Submitter or Lead Speaker) understand, agree with, and will abide by the following:

- ☐ Yes, I understand and agree that all presentation handout materials must be received in the Southern Financial Exchange office no later than April 5, 2019. Presentation handouts must be in Adobe PDF format.
- ☐ Yes, I understand and agree that all presenters/co-presenters must provide their own computer that is VGA or HDMI compatible, presentation(s), presentation software, and/or other software as necessary for demonstrations. SFE will provide a projection screen and projector.
- ☐ Yes, I understand and agree that as a not-for-profit organization, SFE does not provide honoraria or travel expenses for presenters.

Thank you for sending your presentation proposal to speak at the SFE Conference. You will receive an email after the Conference Planning Committee reviews your submission which should be no later than October 31, 2018.



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appreciates the support and involvement of all our sponsors at the Annual Conference & Expo in 2018.

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