

**A Newsletter Exclusively for BAI Payments Connect Exhibitors & Sponsors**

**Please forward this newsletter to any of your colleagues who might use this information.**  
**Thank you!**

This newsletter is intended to communicate everything leading up to this year's event. Three issues of this newsletter will be sent from January to March to explain new benefits and offerings, important information and key deadlines.

We thank you for reading this issue and look forward to your feedback on how we can improve this newsletter. If you have any feedback or suggestions, please email [exhibit@bai.org](mailto:exhibit@bai.org).

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**Online Admin Tool – Company Description Deadline 2/9**

All company onsite guide information must be submitted by **Thursday, February 9, 2012** in order to be included in published onsite materials. Please login to the [Online Admin Tool](#) to submit your information.

Once logged in to the Online Admin Tool, go to the "BAI Payments Connect Admin" link under "Content Collections." If you did not receive an email with your login and password, please contact Linda Trummel ([exhibit@bai.org](mailto:exhibit@bai.org)).

You may also register your booth personnel through this tool. The deadline to register booth personnel online is **February 28, 2012**.

Review the [tutorial](#) for more information and instructions on how to update your information in the Online Admin Tool.

**Whitepaper Submission – Deadline 2/10**

As a participating exhibitor and/or sponsor at BAI Payments Connect, you are eligible to provide a whitepaper for distribution and display in the BAI Resource Library located in the BAI Pavilion on the expo floor. Solutions providers are invited to provide a whitepaper for any one of the following topics:

- Emerging Payments Strategies
- CheckImage
- Combating Payments Fraud
- Mobile

Details about this opportunity were emailed to you on January 12, 2012. If you have any questions, please contact Linda Trummel ([exhibit@bai.org](mailto:exhibit@bai.org)).

**Hotel Accommodations – Reserve by 2/16 for discounted rate**

To receive the discounted rate at The Mirage in Las Vegas of \$119 single/double plus a daily resort fee of \$15 and 12% tax, reserve your room by February 16. [Make your reservation online](#) or call the hotel

directly at 800-499-6311. To receive the discounted room rate, be sure to mention BAI Payments Connect when making your reservation.

### **Exhibitor Planning Guide**

The [Exhibitor Planning Guide](#) is available online! This important tool contains all of the information you will need to guide you through a successful BAI Payments Connect. Pay particular attention to the [Deadline Checklist](#) located under the General Information tab in order to save money by ordering before the discount deadlines.

### **Exhibitor Sponsorship Opportunities**

Put your company ahead of the rest by sponsoring at BAI Payments Connect! BAI gives you unprecedented opportunities to differentiate yourself from the competition in connection with your expo space. See below for a sample of our sponsorship opportunities:

- **Hotel Room Drop - \$1,000\*** (only 4 opportunities remain)  
Arrange to have your unique marketing message hand delivered to attendees' hotel rooms at The Mirage. This is a great way to get your collateral material noticed.  
*Contract and payment deadline: February 10, 2012*
- **Conference Welcome Gift - \$1,500\*** (only 3 opportunities remain)  
Build awareness and drive traffic to your booth from the very first day. Your welcome gift will be placed in the conference bag that each participant will receive when they arrive. It's the ideal way to launch a traffic-building campaign!  
*Contract and payment deadline: February 10, 2012*
- **Visibility Signage - \$2,500\***  
Drive prospect traffic to your booth with two full-color, double-sided signs, each measuring approximately 3' 2" wide by 8' tall (working area 38" x 87"). This gives you a chance to communicate four separate, high impact messages.  
*Contract and payment deadline: February 10, 2012*

For more sponsorship opportunities, review the [Prospectus](#). Or, to design a custom sponsorship, contact BAI Solutions Provider Sales at 800-224-9889, 312-683-2464 or via email at [spsales@bai.org](mailto:spsales@bai.org).

*\*Prices reflected are BAI Access Plus Sponsor prices*

### **Directory of Service Contractors**

Click [here](#) to view the contact list for BAI vendors and other services.

### **Shipping**

Freeman will begin accepting freight at the Advance Warehouse on Friday, February 10. **To avoid additional after deadline charges, materials must arrive by Friday, March 2.**

**Warehouse receiving hours are 8:00 a.m. – 3:30 p.m. Monday through Friday.**

Please visit the [Shipping Information](#) page in the Exhibitor Planning Guide for more information.

#### **Cost Saving Tip**

Why spend more when you can save? When weight is less than 200 lbs., consolidate your shipment and send everything together to save money. For example:

Three (3) Separate Shipments to Warehouse (at warehouse crated rate)  
60 lbs. charged @ 200 lbs. minimum \$149.70  
52 lbs. charged @ 200 lbs. minimum \$149.70  
65 lbs. charged @ 200 lbs. minimum \$149.70  
TOTAL \$449.10

**OR**

One (1) Consolidated Shipment to Warehouse  
Three (3) pieces in one shipment

177 lbs charged @ 200 lbs. minimum \$149.70

TOTAL \$149.70 - a **\$299.40 savings**.

**Added Benefit:** Your shipments are less likely to get misplaced if they are packaged together with larger items.

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### **Questions?**

We are here to help! For general questions about BAI Payments Connect, please contact Linda Trummel (312-673-4971 or [exhibit@bai.org](mailto:exhibit@bai.org)) with the BAI Expo Operations Team.