



EASTPAY.
PROVIDING PAYMENTS EXPERTISE

INFORMATION INTERCHANGE 2012

February 26 - 28, 2012

Wyndham Orlando Resort | Orlando, Florida

VENDOR OPPORTUNITIES

About EastPay

EastPay is a trade association providing the financial and business communities in the Southeast with payments education, compliance support, consulting and risk management services. As experts on the operating rules of the Automated Clearing House (ACH) network, EastPay helps organizations take advantage of the opportunities and avoid the risks presented by the phenomenal growth of electronic payments. EastPay is a Regional Payments Association member of NACHA – The Electronic Payments Association.

About the Conference

With a focus on electronic payments, Information Interchange is designed to provide attendees with the strategies to maximize business efficiencies, improve payment processes, reduce risk and increase client satisfaction. The conference targets the payments professional as well as financial institution senior management with a broader area of responsibility. Receiving financial institutions, originating financial institutions and corporate originators will find the conference of great value. The conference agenda is submitted to both NACHA and the Association for Financial Professionals for consideration of assignment of continuing education credits for the AAP, CTP and CCM certifications.

Areas of focus for the conference are reflected in the session tracks: Operations and Technology, Risk and Compliance and Treasury Management. Attendees will increase their critical understanding of electronic payment applications, their real-world use, the inherent risks and the unique benefits. Informal networking opportunities with peers, industry expert speakers and exhibiting solution providers enrich the educational experience.



Exhibit & Sponsorship Sales Contact:
Jennifer Merritt
T: 812-339-6374 F: 812-339-0138
eastpay@prodev.com

Conference Hotel



Information Interchange 2012 will be held at the Wyndham Orlando Resort located on International Drive, an idyllic tropical paradise in the heart of the world's most popular vacation destination. Wyndham Orlando Resort will exceed your expectations with a perfect medley of great service, Florida charm and exhilarating Orlando excitement.

EastPay has been able to secure a special room rate of \$129 single/double (plus tax). In order to receive this rate call 800-421-8001 and mention you are attending EastPay's Information Interchange Conference. You may also make your reservations online at <http://informationinterchange.org/pages/Hotel.html>.

Exhibit Booths - Fee is \$795

- 8' x 10' Exhibit space including one skirted 6' table, two chairs and one waste basket
- Prominent listing on professional signage located at the registration desk and outside the main conference area for the duration of the conference
- Company recognition from the podium and in the opening slide show during the opening and closing general sessions with the option to award a prize drawing at the end of the closing general session
- Recognition in the conference promotional mailings, the EastPay Network News newsletter and the official conference program (*based on print deadlines and timing of application receipt*)
- Company logo and a link to your website on the conference website.
- Conference badge with color "Exhibitor" designation for attending representative
- Electronic conference registrant list before and after conference including name, title, company, city/state, email address
- Two free conference registrations for booth staff. Plus, up to two additional registrations for staff AND up to two additional registrations for clients/business guests at the reduced rate of \$375 per person (*includes sessions, meals and receptions*).

Vendor Showcase - Fee is \$350 (3 available, limit one per company)

Don't miss this great opportunity to showcase your company's products and services! By applying for the Vendor Showcase, you will be considered for one concurrent session (TBD), to be included the conference agenda, during which you may deliver your "sales pitch" to conference attendees and receive a list of session attendees after. Vendor Showcases require pre-approval by EastPay and are not selected on a first come-first serve basis. Payment is only required if selected.

*Important Date for Exhibitors - January 10, 2012

Payment in full, company description (50-100 words) and logo (300 dpi or .eps format) are due to EastPay by January 10, 2012 to be included in conference handbook. You may not cancel after this date.



Sponsorship Opportunities

For more information, contact Jennifer Merritt at 812-339-6374 or eastpay@prodev.com

All conference sponsorships include the following:

- Professional signage located at the registration desk throughout the conference
- Recognition in the conference promotional mailings, the EastPay Network News newsletter and the official conference program (based on print deadlines and timing of sponsorship commitment)
- Company logo and a link to your website on the conference website.
- Conference badge with color "Sponsor" designation for attending representatives
- Electronic conference registrant list before and after conference including name, title, company, city/state, email address

Available sponsorships and additional benefits:

Sunday Welcome Reception **\$1,500**

This sponsorship includes the above benefits plus:

- Professional signage at the reception
- Verbal recognition at reception
- One free registration

Monday Evening Reception **\$2,500**

This sponsorship includes the above benefits plus:

- Professional signage at the reception
- Verbal recognition in opening General Session
- One free registration
- Exhibit booth

Lunch (2 available) **\$1,500**

This sponsorship includes the above benefits plus:

- Professional signage at the entrance to Monday' luncheon
- Verbal recognition in opening General Session for Monday, as well as in concurrent sessions immediately before and after lunch
- One free registration

Continental Breakfast (2 available) **\$1000**

This sponsorship includes the above benefits plus:

- Professional signage in the exhibit hall during one breakfast event
- Verbal recognition in opening General Session for that day

Morning or Afternoon Break (3 available) **\$750**

This sponsorship includes the above benefits plus:

- Professional signage in the exhibit hall during one break, 2 AM breaks and 1 PM break available
- Verbal recognition in opening General Session for that day, as well as in concurrent sessions immediately before and after break

Tote Bags (with Sponsor logo) **\$1,750**

This sponsorship includes the above benefits plus:

- Verbal recognition in opening General Session
- Item provided by EastPay
- One free registration

Name Badge Lanyards (with Sponsor logo) **\$850**

This sponsorship includes the above benefits plus:

- Verbal recognition in opening General Session
- Item provided by EastPay

Wireless Internet **\$750**

This sponsorship includes the above benefits plus:

- Verbal recognition in opening General Session

Giveaway items (supplied by sponsor) **\$250**

This sponsorship includes the above benefits plus:

- Verbal recognition in opening General Session
- Item provided by Sponsor

Application/Contract for Exhibitors & Sponsors

The Exhibitor/Sponsor hereby submits this contract for Information Interchange 2012 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 EastPay, this Application shall become a legally binding contract, enforceable against the Exhibitor in accordance with its terms.

COMPANY INFORMATION

Please complete all information in this section as it will appear in all conference materials.

Company Name _____

Company URL _____

Mailing Address _____

City _____ State _____ Zip _____

PRIMARY EVENT CONTACT

If someone other than the main on-site contact listed below should be your primary contact for communications regarding the conferences, please provide the following information:

Name _____ Title _____

Address _____

Phone _____ Fax _____

E-mail _____

MAIN ON-SITE CONTACT

Two complimentary registrations are included with the exhibitor package and one complementary registration with some sponsorships (see sponsorship descriptions).

Name _____ Title _____

Phone _____ Fax _____

E-mail _____

Name _____ Title _____

Phone _____ Fax _____

E-mail _____

ADDITIONAL BOOTH/CONFERENCE ATTENDEES

Exhibitors can send up to two additional staff and two business guests at the reduced registration rate of \$375 per attendee.

Name _____ Title _____

Phone _____ Fax _____

E-mail _____

Name _____ Title _____

Phone _____ Fax _____

E-mail _____

Name _____ Title _____

Phone _____ Fax _____

E-mail _____

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Application/Contract for Exhibitors & Sponsors

Company Name _____
 Billing Contact Name _____ Title _____
 Phone _____ Fax _____
 E-mail _____

EXHIBITOR/SPONSOR	PRICE	TOTAL
Exhibitor	\$795	
Exhibitor guest (up to two additional staff and two business guests)	\$375 x _____ quantity	
Vendor Showcase (3 available, limit 1 per company)	\$350	
Sunday Welcome Reception	\$1,500	
Monday Evening Reception	\$2,500	
Lunch	\$1,500	
Continental Breakfast: Monday or Tuesday	\$1,000	
Morning Coffee Break: Monday or Tuesday	\$750	
Afternoon Dessert Break: Monday	\$750	
Tote Bags with Sponsor Logo	\$1,750	
Name Badge Lanyards with Sponsor Logo	\$850	
Wireless Internet	\$750	
Giveaway Items	\$250	
GRAND TOTAL		

PAYMENT INFORMATION: please check preferred payment method and provide requested information

Note: full payment must be received by EastPay prior to January 10, 2012

DIRECT PAYMENT

R/T Number _____ DDA/GL Number _____

Authorized Signature _____ Print Name _____

CHECK

Make check payable to EastPay and mail to:
 EastPay; 7400 Beaufont Springs Drive, Suite 405; Richmond, VA 23225.

CREDIT CARD

Card Number _____ AMEX MC Visa Exp date _____

Authorized Signature _____ Print Name _____

Fax completed application/contract (regardless of payment method) to Jennifer Merritt at: 812-339-0138
 E-mail your logo (300 dpi or .eps format) and a 50-100 word company description to: eastpay@prodev.com
 Exhibitors: please send a product brochure with the application
 Questions? Contact Jennifer Merritt at 812-339-6374 or eastpay@prodev.com

Exhibit Terms and Conditions

1. ASSIGNING BOOTHS

Booth locations are assigned on a first-come, first-serve basis. EASTPAY reserves the right to change location assignments at any time, as it may in its sole discretion deem necessary. Exhibitors will be provided one 8 x 10 booth space, trash can, draped table and two chairs. Additional services are available separately from designated conference hotel contact.

2. EXPOSITION SCHEDULE

Show Set-up

Sunday, February 26, from 3:00-5:00 p.m.

Conference Hours (exhibit hall open)

Monday, February 27, 7:00 a.m. to 7:00 p.m.

Tuesday, February 28, 7:00 a.m. to 12:00 p.m.

Mandatory Exhibit Hours (subject to change)

Your booth must be occupied during the following times:

Monday, February 27

Breakfast: 7:00 a.m. to 8:00 a.m.

Morning Break: 9:15 a.m. to 9:45 a.m.

Afternoon Break: 3:45 p.m. to 4:15 p.m.

Reception: 5:30 p.m. to 7:00 p.m.

Tuesday, February 28

Breakfast: 7:00 a.m. – 8:00 a.m.

Morning Break: 9:00 a.m. – 9:30 a.m.

Show Teardown

Tuesday, February 29, 12:30 p.m.

3. INSTALLATION & REMOVAL

No installation work will be permitted after 5:00 p.m. on Sunday, February 26 without consent of EASTPAY. All exhibits shall be operational through Tuesday, February 28 at 10:45 a.m. (Exhibitors who dismantle their booths before this closing time will not be invited to exhibit next year). Thereafter, packing and removal shall be done as quickly as possible and not during sessions taking place in the exhibit hall. Exhibitors shall not deface or harm the property in which the exhibits are housed. Nothing shall be tacked, nailed or screwed to walls, floors, columns or other parts of the hotel without the permission of EASTPAY and the hotel.

4. STORAGE AND HANDLING

Storage and handling arrangements should be made through designated facilities contact at the Wyndham Orlando Resort.

5. USE AND CARE OF EXHIBIT SPACE

No part of the exhibit may be more than 8 feet in height, the sides and the front of the exhibit may be no more than 4 feet in height. No part of an exhibit shall obstruct the view of adjacent booths. Exhibits shall not be unduly noisy, glaring, or otherwise objectionable. Audio-visual and other sound effects will be permitted only where and when they do not interfere with activities in adjacent booths. The Exhibitor shall maintain his exhibit in good order at his own expense. Exhibitors shall comply with any municipal, state, and federal laws, rules and regulations, including, but not limited to, fire and safety codes, building codes, the requirements of the Americans with Disabilities Act, and all laws relating to access by disabled persons.

6. PROHIBITED ACTIVITIES

Except within the rented booth area, the following activities are prohibited by any Exhibitor: sale of any gift or any intoxicating beverage; sale of goods or taking orders for sale of equipment, products, services or supplies; conducting lotteries, raffles or drawings except when gratis to persons registering; drawings that require EASTPAY registrants to be present to win or distribution to delegates and visitors of printed matter, samples, souvenirs, and the like.

7. SUBLETTING SPACE

Exhibitors may not sublet or assign any part of their booth space, nor advertise or display goods or services other than their own. Exhibition advertisements and display must conform to the statement in the Exhibitor's application describing displays.

8. FAILURE TO OCCUPY SPACE

Unless prior approval for delayed occupancy is received from EASTPAY, any exhibit booth not occupied by 5:00 p.m. on Sunday, February 26 will be forfeited by the Exhibitor, and may be reassigned or used by EASTPAY without refund to the Exhibitor.

9. SOCIAL FUNCTIONS

Exhibitors may not conduct social functions in the exhibit area or in public areas of the hotel during the conference. Exhibitors may conduct social functions in "hotel suites" with the written approval of EASTPAY. Social functions shall be scheduled at a time which will not interfere with EASTPAY scheduled activities. EASTPAY must receive a copy of the function announcement or invitation two weeks in advance of mailing.

10. SECURITY

Exhibitors shall exercise reasonable care for the protection of their materials and display in the designated hotel exhibit hall and/or concourse. EASTPAY, officers, directors, members and staff are not responsible for the safety of the property or the exhibitor, his agents, or employees, or harm or damage to such persons resulting from theft, fire, accident, or any other cause. Exhibitor is required to provide all insurance and/or policy riders necessary to cover all exhibits.

11. CANCELLATION OR RELOCATION OF CONFERENCE

If EASTPAY fails to hold its conference as herein provided, relocates its conference site to another hotel or city, or fails to furnish Exhibitor space as stated herein, it shall refund to Exhibitor any charges paid hereunder. Such refund shall be accepted by Exhibitor in full settlement of any loss or damage suffered or claimed by Exhibitor.

12. CANCELLATION BY EXHIBITOR

If the Exhibitor notifies EASTPAY in writing before January 8, 2012 that it will not occupy the exhibit space stated herein, all fees paid by the Exhibitor will be refunded less a \$100 administrative fee. No refund of any fees will be made if such notice is received after that date.

13. LIABILITY AND INDEMNITY

Exhibitor agrees to assume sole responsibility and liability for all damages and injuries arising out of, resulting from, or in any manner connected with its exhibit (including installation and dismantling) that may be suffered by (a) Exhibitor and his employees and representatives (b) other Exhibitors and their employees or representatives, (c) conference participants, guests or visitors, (d) the hotel and the owners, employees and representatives thereof, and (e) any other persons lawfully on or about the conference premises. Exhibitor agrees to indemnify and hold harmless EASTPAY, its members, directors, officers, employees, agents, affiliates, successors and assigns, from and against any and all liabilities, obligations, losses, damages, penalties, actions, judgments, suits, costs, expenses, including reasonable attorneys' fees, or disbursements of any kind or nature whatsoever, which may be imposed on, incurred by, or asserted against EASTPAY in any way relating to or arising out of this Agreement and/or Exhibitor's use of exhibit booths at the Exposition. The Exhibitor further agrees to obtain, maintain and pay for general insurance coverage in amounts sufficient to insure against liability assumed pursuant to the provisions of this section. EASTPAY shall not be liable for failure to deliver exhibit space to an Exhibitor as contracted for herein due to causes beyond EASTPAY's control. In such event, EASTPAY will reimburse fees paid hereunder, less expenses incurred by EASTPAY including advertising, administration and related expenses.

14. VIOLATIONS

In the event of violation of this Agreement, EASTPAY may evict Exhibitor from the exhibit booth and/or have exhibit materials removed. No fees will be returned to Exhibitor and the Exhibitor shall be liable to EASTPAY for the costs associated with such eviction, less fees paid. In addition to the remedies provided in this Agreement, EASTPAY shall have and may exercise all other remedies afforded to it by law for costs or damages suffered on account of such violation.