



PAXCON » 2025 « ORLANDO ENGAGEMENT GUIDE

**Loews Sapphire Falls Resort
December 1st to December 3rd**



Join us for 3 days of insights by industry professionals, invaluable brand visibility, and networking opportunities.

PAX Technology, Inc. is a global leader in payment solutions, offering innovative hardware and software platforms designed to simplify transactions and elevate customer experiences. With state-of-the-art smart devices, cloud-based tools, and cutting-edge integrations, PAX empowers businesses of all sizes to process payments securely and efficiently. Trusted by retailers, restaurants, and financial institutions worldwide, PAX delivers unmatched reliability and flexibility, enabling you to stay ahead in a fast-evolving payments landscape.

WHY ATTEND PAXCON 2025?

Experience the Future of Payments PAXCON 2025 Awaits!

Join us at PAXCON 2025, the ultimate gathering for innovators, visionaries, and leaders in the payments industry. This year's event promises an unforgettable experience packed with exclusive insights, hands-on workshops, and groundbreaking announcements.

Discover Innovation

Be the first to explore PAX's latest technologies, including advanced payment devices, seamless integrations, and solutions that redefine the customer journey

Learn from Industry Experts

Gain actionable insights into strategies and trends from keynotes and panels featuring the brightest minds in payments and retail

Network with the Best

Connect with peers, partners, and decision-makers shaping the future of commerce

Engage in PAX Quest

Dive into our interactive, gamified experience to win exciting prizes

Don't miss your chance to shape the future of payments. Reserve your spot at PAXCON 2025 and revolutionize the way your business engages with customers.

WHY EXHIBIT & SPONSOR?

This year, we're offering attendees more flexibility to promote their brand. Choose to exhibit, sponsor, or maximize visibility by combining both for the ultimate brand enhancement.

On top of exhibiting, you can enhance your brand visibility and awareness through sponsorship opportunities designed to maximize your PAXCON experience.

Benefits Include:



**Targeted
Exposure**



**Networking
Opportunities**



**Showcasing
Innovations**



**Brand Recognition
and Credibility**



**Lead
Generation**

Exhibiting and/or sponsoring at PAXCON is a strategic investment which provides a platform to showcase your company's products, services, and innovations. Your brand will gain exposure to an engaged audience who are interested in the latest trends, innovations, and solutions within the payment landscape.

You will also get exclusive access to networking events, allowing your team to connect with industry leaders, potential clients, and collaborators. These interactions can lead to valuable partnerships, business development opportunities, and insights into emerging market trends.

Exhibitor Levels	Bronze	Silver	Gold	Diamond
Cost	\$7,500.00	\$10,000.00	\$12,500.00	\$15,000.00
Complimentary Passes	2	4	5	6
Brand Promotion	General Mention	Throughout Conference	Throughout Conference	Throughout Conference
Ad in PAXCON Program	N/A	Quarter Page Ad	Half Page Ad	Full Page Ad
Texts/Social/Emails	General Mention	Before and During Conference	Before and During Conference	Before and During Conference
Attendee List	✓	✓	✓	✓
Gamification	100 Points for Booth Visits	200 Points for Booth Visits	300 Points for Booth Visits	500 Points for Booth Visits
Video Ads in General Session	N/A	N/A	30 Second Ad	30 Second Ad
Speaker Opportunity	N/A	✓	✓	✓
Percent Off Sponsorships	10%	15%	20%	25%

Additional attendee fee once allotted passes are fulfilled: \$99

PAXCON
» 2025 «
ORLANDO

EXHIBIT HALL

Exhibitor Table Locations



Sponsor Levels

Diamond

Gold

Silver

Bronze

Bar

Bar

1

2

3

22

4

21

5

20

23

30

6

19

24

29

7

18

25

28

8

17

26

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13

12



Bar

Entrance

Sponsorship Opportunities

These options can be purchased on their own or at a discount with the purchase of a Silver, Gold, or Diamond exhibit space. Non-exhibitor sponsors are allotted 1 attendee pass. Each additional pass can be purchased for \$99.

Co-branded Session (3 avail.)

Partner with PAX to co-host an impactful, focused breakout session tailored to your brand's strengths and expertise, positioning your company as a trusted industry leader.

A La Carte: 10,000
w/Exhibit: \$7,000 + discount %
based on exhibit level

Breakout Session (3 avail.)

Position your brand as a thought leader while discussing cutting-edge topics, engaging directly with attendees in a focused setting.

A La Carte: \$15,000
w/Exhibit: \$10,000 + discount %
based on exhibit level

Breakfast 1

Kick off the morning by sponsoring a delicious breakfast for attendees. Your brand will be front and center as participants gather to fuel up and connect before sessions begin.

A La Carte: \$7,500
w/Exhibit: \$5,000 + discount %
based on exhibit level

Lunch 1

Stand out as the exclusive lunch sponsor, gaining visibility with prominent branding. Engage directly with attendees during this key networking moment.

A La Carte: \$7,500
w/Exhibit: \$5,000 + discount %
based on exhibit level

Breakfast 2

Start the final day on a high note with a breakfast sponsorship. Make an impression on attendees as they gear up for the day ahead.

A La Carte: \$7,500
w/Exhibit: \$5,000 + discount %
based on exhibit level

Break 1

Help attendees recharge and reconnect by sponsoring a refreshment break. Your brand will be featured as they grab a quick snack during the day.

A La Carte: \$5,000
w/Exhibit: \$3,500 + discount %
based on exhibit level

Break 2

Sponsor the refreshing pause attendees look forward to between sessions.

A La Carte: \$5,000
w/Exhibit: \$3,500 + discount %
based on exhibit level

Lunch 2

Cap off the event with a sponsored lunch that ensures attendees stay energized, a key opportunity to showcase your brand as they reflect on event highlights.

A La Carte: \$7,500
w/Exhibit: \$5,000 + discount %
based on exhibit level

Dessert Bar at Reception

Sweeten the deal by sponsoring the dessert bar. Your brand will be showcased alongside delicious treats, leaving a lasting impression as guests indulge in their favorite delights.

A La Carte: \$5,000

**w/Exhibit: \$3,500 + discount %
based on exhibit level**

Registration

Make a strong first impression by sponsoring the registration area. Your brand will be the first thing attendees see as they check in and begin their PAXCON experience.

A La Carte: \$7,500

**w/Exhibit: \$5,000 + discount %
based on exhibit level**

Swag bags

An event staple, sponsoring a swag bag allows you to put your brand in every attendee's hand. This sponsorship ensures lasting visibility as participants carry your logo throughout the event and beyond.

A La Carte: \$7,500

**w/Exhibit: \$5,000 + discount %
based on exhibit level**

Lanyards (2 avail.)

Be the brand attendees wear all event long with a lanyard sponsorship. Your logo will gain maximum visibility as it accompanies participants at every session and networking moment.

A La Carte: \$7,500

**w/Exhibit: \$5,000 + discount %
based on exhibit level**

Charging Station

Keep attendees powered up by sponsoring a charging station, allowing participants to charge their devices throughout the event.

A La Carte: \$5,000

**w/Exhibit: \$3,500 + discount %
based on exhibit level**

In room Snacks (2 avail.)

Offer a sweet or savory pick-me-up by sponsoring in-room snacks. Your brand will be appreciated by attendees who enjoy a quick treat.

A La Carte: \$5,000

**w/Exhibit: \$3,500 + discount %
based on exhibit level**

Selfie Station

Help attendees capture fun moments with a branded selfie station. This interactive sponsorship ensures your brand is part of their lasting memories from the event.

A La Carte: \$5,000

**w/Exhibit: \$3,500 + discount %
based on exhibit level**

Reception Bar Sponsor

Raise a glass to your brand! As the reception bar sponsor, your logo will be front and center as attendees enjoy a selection of drinks, ensuring prime visibility all night long.

A La Carte: \$5,000

**w/Exhibit: \$3,500 + discount %
based on exhibit level**

Hydration Stations

Keep attendees hydrated and refreshed throughout the event as they recharge with your logo prominently displayed.

A La Carte: \$5,000
w/Exhibit: \$3,500 + discount %
based on exhibit level

App Sponsor

Your logo will be integrated into PAX's official app, offering high visibility throughout key notifications which engage attendees directly.

A La Carte: \$7,500
w/Exhibit: \$5,000 + discount %
based on exhibit level

Co-branded Event T-shirt

Weave your brand into the event alongside the PAXCON logo with our Co-branded Event T-shirt Sponsorship.

A La Carte: \$7,500
w/Exhibit: \$5,000 + discount %
based on exhibit level

Lounge

Create a haven for attendees to unwind, recharge, and network in a relaxed setting.

A La Carte: \$5,000
w/Exhibit: \$3,500 + discount %
based on exhibit level

Sanitation Station

Keep things fresh and clean where attendees can sanitize and stay safe while connecting with your brand's commitment to health.

A La Carte: \$5,000
w/Exhibit: \$3,500 + discount %
based on exhibit level

Transportation

Ensure attendees travel in style by sponsoring roundtrip transportation from PAXCON to our off-site event.

A La Carte: \$5,000
w/Exhibit: \$3,500 + discount %
based on exhibit level

Signature Reception Cocktails

Be the toast of PAXCON as your brand sponsors a signature reception cocktail. Your logo will be featured at the bar, making every sip unforgettable.

A La Carte: \$5,000
w/Exhibit: \$3,500 + discount %
based on exhibit level

Wi-Fi

Keep attendees connected throughout the event. Your brand will be prominently displayed as the provider of seamless connectivity, ensuring participants can stay online and engaged.

A La Carte: \$7,500
w/Exhibit: \$5,000 + discount %
based on exhibit level

Entertainment Sponsor

Get the crowd buzzing! Place your brand in the spotlight ensuring your name is synonymous with fun and excitement.

A La Carte: \$5,000

**w/Exhibit: \$3,500 + discount %
based on exhibit level**

Floor Decals Sponsor

Guide attendees with your brand on custom floor decals that lead the way, making your logo a part of every step they take throughout the venue.

A La Carte: \$5,000

**w/Exhibit: \$3,500 + discount %
based on exhibit level**

Universal Dinner

Bring magic to the table by sponsoring the Universal Dinner, where your brand will be integrated into an evening of unforgettable dining and entertainment.

A La Carte: \$10,000

**w/Exhibit: \$7,000 + discount %
based on exhibit level**

Signature Cocktail at Off-Site Event

Cheers to making the evening sparkle with your brand's exclusive signature cocktail, featured at dinner for guests to sip and savor.

A La Carte: \$5,000

**w/Exhibit: \$3,500 + discount %
based on exhibit level**

Off-Site Dessert Sponsor

Sweeten the off-site experience with your brand featured at a decadent dessert station, ensuring attendees leave with a smile.

A La Carte: \$5,000

**w/Exhibit: \$3,500 + discount %
based on exhibit level**

Attraction Sponsor (5 avail.)

Bring the fun! As the attraction sponsor, your brand will be featured at one of 5 major event attractions, offering immersive visibility and excitement for all attendees.

A La Carte: \$10,000

**w/Exhibit: \$7,000 + discount %
based on exhibit level**

Off-Site Event Welcome Branding

Your brand will greet attendees with a prominent welcome display at our off-site location, setting the tone for an unforgettable experience.

A La Carte: \$5,000

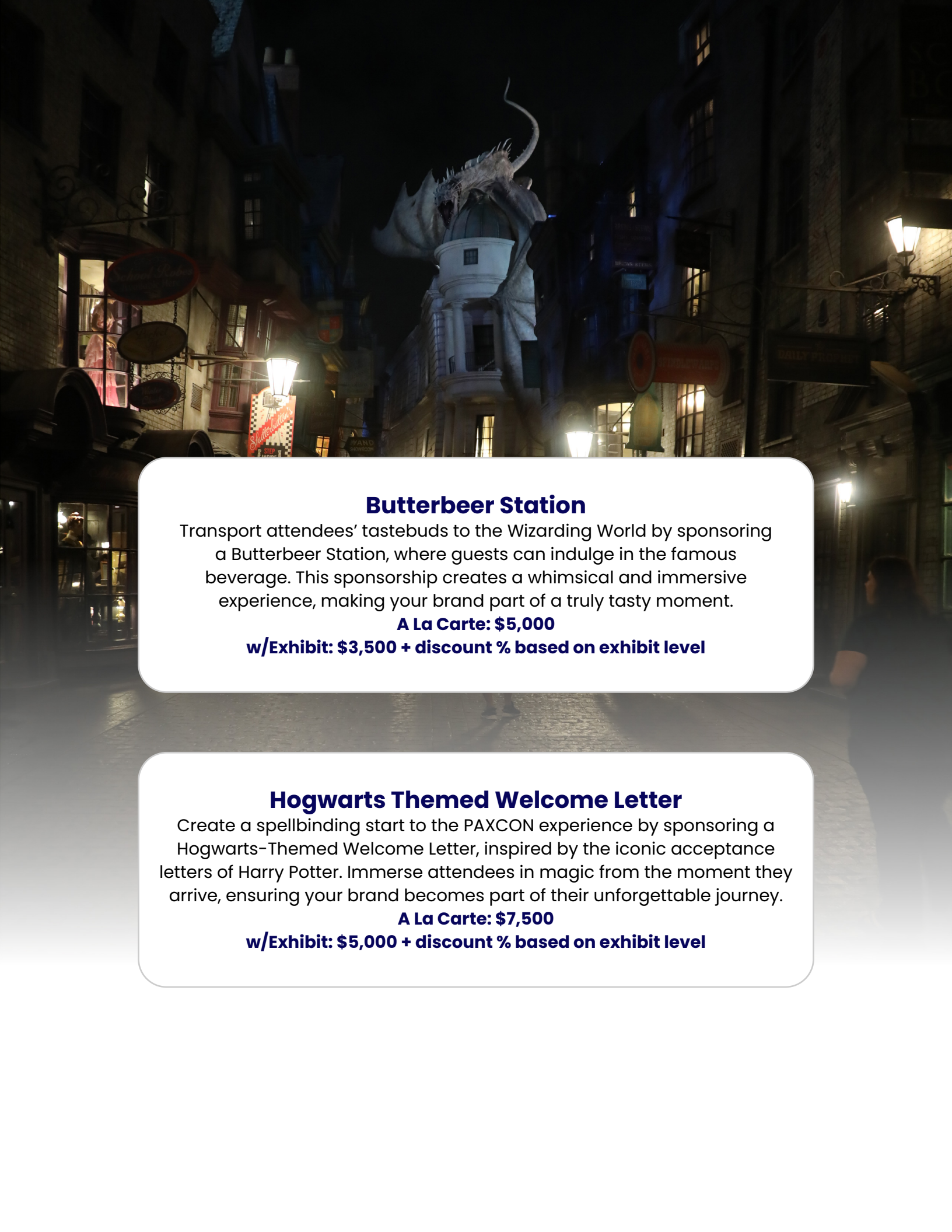
**w/Exhibit: \$3,500 + discount %
based on exhibit level**

Off-Site Event Credentials

Ensure attendees have exclusive access to our unforgettable off-site experience by sponsoring the official event credentials. This sponsorship puts your brand directly in attendees' hands, offering high visibility throughout the event.

A La Carte: \$5,000

**w/Exhibit: \$3,500 + discount %
based on exhibit level**



Butterbeer Station

Transport attendees' tastebuds to the Wizarding World by sponsoring a Butterbeer Station, where guests can indulge in the famous beverage. This sponsorship creates a whimsical and immersive experience, making your brand part of a truly tasty moment.

A La Carte: \$5,000

w/Exhibit: \$3,500 + discount % based on exhibit level

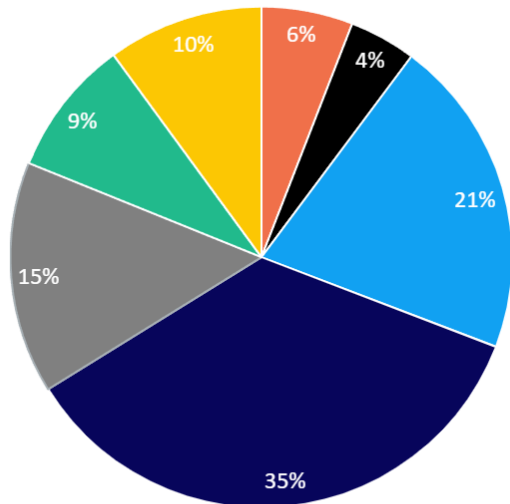
Hogwarts Themed Welcome Letter

Create a spellbinding start to the PAXCON experience by sponsoring a Hogwarts-Themed Welcome Letter, inspired by the iconic acceptance letters of Harry Potter. Immerse attendees in magic from the moment they arrive, ensuring your brand becomes part of their unforgettable journey.

A La Carte: \$7,500

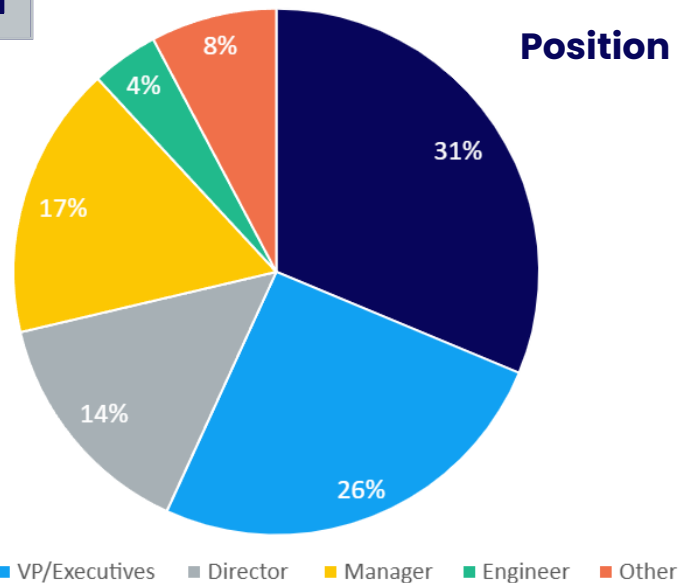
w/Exhibit: \$5,000 + discount % based on exhibit level

PARTICIPANTS AT PAXCON » 2024 «



Industry

Bank Distributor ISO ISO/ISV ISV Merchant Other



Position

C-Suite VP/Executives Director Manager Engineer Other

QUESTIONS?

Contact paxcon@pax.us with any questions you may have.