



Verifone Customer Forum 2027

Date: May 3 - 6

Venue: The Don CeSar Hotel

Location: St. Pete Beach

Sponsorship
prospectus





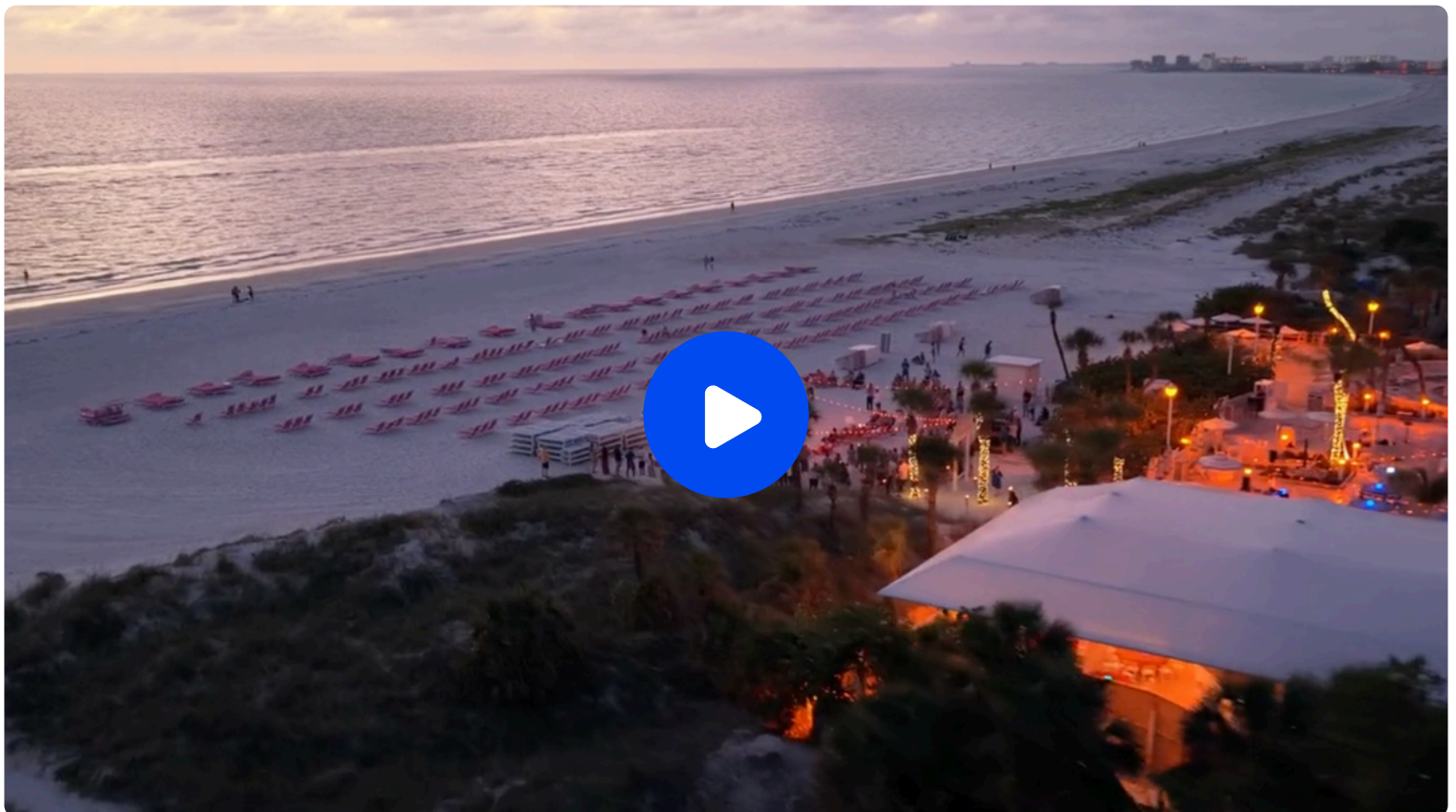
Don't miss VCF 2027!

May 3 - 6, 2027 | St. Pete Beach, Florida

The 25th Annual Verifone Customer Forum is a prime occasion to connect with crucial decision-making personnel within the petroleum and convenience retail industry. This event offers networking and promotional possibilities that allow participants to engage with senior management and executive level leaders at prominent convenience retail chains and major oil companies. The intimate setting of the Verifone Customer Forum provides a distinctive platform for establishing and strengthening connections within this retail channel.

The Verifone Customer Forum serves as a dynamic platform where professionals from the petroleum and convenience retail industry come together for three engaging and thought-provoking days. This event offers valuable opportunities for learning, education, networking, and more. Verifone places considerable emphasis on providing focused education about the advantages of exciting and progressive new solutions that can significantly impact your business's financial performance. Furthermore, Verifone supports retailers in devising innovative and personalized solutions for their customers. Attend VCF 2027 to explore Verifone's latest products, cutting-edge point of sale technology, trending industry developments, and innovative enterprise management tools.

See the impact of VCF sponsorship in action — watch how we've helped partners amplify their reach, engage their audience, and drive measurable success.





Top three reasons to sponsor VCF



VCF draws in influential decision makers from the Major Oil / Convenience Retail Industry.

VCF draws in influential decision makers from the Major Oil/Convenience Retail Industry. It is a top-tier industry event that brings together key decision makers from Major Oil and Card Processing Companies, Leading Retailers, Premium Distributors, and Service Professionals. Attendees of VCF are actively involved, empowered, and hold significant influence.

Convenience retail is a growing industry and VCF provides a captive audience.

Investing in VCF sponsorship within a prospering field indicates a wise financial strategy. Rapid expansion of infrastructure investment in convenience retail sites is evident, compelling marketers to seek out distinctive products or services that exemplify innovation and emphasize their commitment to advancing their businesses. Those in attendance are decision makers who frequently advocate for partners or technology solutions that they deem valuable for their represented businesses.

VCF proves to be a cost-effective choice.

The days of paying exorbitant fees solely to have your banner displayed at a venue are numbered. Sponsorship commitments are much more affordable price compared to venues with 30,000 attendees, where success relies on chance encounters. VCF places emphasis on fostering meaningful engagement, resulting in conversions and, ultimately, sales!

High-Level Agenda

	Monday, May3	Tuesday, May 4	Wednesday, May 5	Thursday, May 6
Morning	Arrivals	General Session	Breakout Sessions	General Session
Afternoon		Breakout Sessions	Networking Activity	
Evening	Welcome Reception	Sponsor Reception Themed Customer Dinner	Themed Customer Dinner	Departures



Sponsorship opportunities & benefits

	PLATINUM \$40,000 1	GOLD \$25,000	SILVER \$15,000
Limited # Available			
Passes & Access			
Full conference passes (includes all events, sessions, and meals)	4	3	2
Pre-event attendee list, provided 2 weeks prior to event (includes company name and job title only)	●	●	●
Ability to connect directly with attendees onsite via event app	●	●	●
Meeting & Exhibitor Space			
Private meeting room	●		
6 ft Exhibit table during Tuesday sponsor reception	●	●	●
Dedicated lounge space during Wednesday Beach Networking	●	●	
Private use of the Don CeSar's top suite for the full duration of the event, available only through Verifone, not bookable directly with the hotel.	●		
Branding & Promotion			
Featured Sponsor at Wednesday Customer Dinner OR Wednesday Beach Networking (sponsor's choice)	●		
Choice of (1) dedicated branding opportunity (based on availability): Breakfast (3), Lunch (2), Breaks (4)		●	
Logo and URL included on VCF 2027 website & mobile app	●	●	●
VCF 2027 sponsor callout in mobile push notification (copy written by Verifone and approved by sponsor)	●		
Tiered logo inclusion in walk-in slides for General Sessions	●	●	●
Guaranteed speaker placement on a breakout panel	●		
Attendee Bag Insert: Full page ad (Must be pre-approved by Verifone)	●	+\$1,500	+\$1,500
Optional: (1) branded item in attendee swag bag (to be provided by the sponsor)	●	●	●
Optional: (1) Prize Giveaway Wednesday Customer Dinner (to be provided by the sponsor)	●	●	●
Content Creation			
Logo featured in post-event "Thank you to our sponsors" social post	●	●	●
Access to official VCF photography post-event	●	●	●



Contract

1. Exhibit Space. Exhibit space will not be assigned or confirmed until VeriFone, Inc. ("Verifone") receives this signed contract and at least fifty percent (50%) deposit of the total fees due. The remaining fees must be paid by April 2, 2027. Any exhibit space that has not been paid for in full by close of business on April 2, 2027 may be reassigned or cancelled in Verifone's sole discretion.

2. Sponsorship Refusal. Verifone reserves the right to refuse, revoke, or terminate sponsorship or rental of exhibit space to any Sponsor whose display of goods or services is not likely to be, in the opinion of Verifone, compatible with the general character and objectives of Verifone.

3. Sponsor Cancellation. Sponsors may cancel their exhibit space and receive a refund of all space payments over the required fifty percent (50%) deposit if Verifone receives written notice of such cancellation on or before March 1, 2027. There will be no refund of exhibit space payments for cancellations made after March 1, 2027, even if the cancelled space is subsequently resold.

4. Cancellation of the Event. Verifone reserves the right to cancel the conference for convenience. Should Verifone cancel the conference in its entirety prior to the conference start date, Verifone shall refund to Sponsor the amount already paid by Sponsor for the conference. Should the conference be curtailed or abandoned in part (whether prior to or following the commencement of the conference), Verifone shall refund the prorated amount Sponsor previously paid for the conference with regard to the specific cancelled events. Notwithstanding the foregoing, Verifone will not be responsible for, and no refunds shall be provided in the event of, cancellation based on or relating to situations beyond Verifone's control, including but not limited to: acts of God, terrorism, infectious disease, war, fire, strikes, acts or orders of governmental authorities, or third-party responsibility ("Force Majeure Events"). The foregoing shall be Sponsor's sole remedy for any cancellation of the conference.

5. Postponement of the Event. Verifone reserves the right to postpone the conference should Verifone determine, in its discretion, that such postponement is necessary or desirable, including as a result of Sponsor cancellations, failure to sell all or substantially all Sponsor participations, or the occurrence of a Force Majeure Event. Verifone shall not be obligated to refund any Sponsor fees paid provided that the conference is rescheduled for a date not more than six (6) months from the original conference date.

6. Rules and Regulations. Verifone shall have the power to adopt and enforce all rules and regulations with respect to the kind, nature, and eligibility of exhibitors adopted by it or set forth in this contract. Verifone has the power to enforce all such rules and regulations. Verifone's decision on such matters shall be final. If Sponsor fails to abide by this contract or such rules and regulations, then Verifone reserves the right to terminate Sponsor's participation in the conference. Should Sponsor be terminated in this manner, Sponsor shall forfeit the amounts previously paid for the conference, regardless of whether or not Verifone enters into a further lease of the space involved.

7. Exhibit Requirements

a. Whenever possible, Verifone will make space assignments in keeping with Sponsor's preferences as to location. Verifone, however, reserves the right to make the final determination of all space assignments.

b. Every exhibit must be fully staffed and operational during the scheduled hours of exhibition.

c. While at the conference, Sponsor shall not solicit conference attendees with respect to any solution, product, software or service that is competitive with a Verifone solution, product, software or service, as determined by Verifone in its sole discretion.

d. Sponsor shall not assign, sublet, or share the space allotted to Sponsor with another business or firm.

e. Nothing may be posted on, tacked, nailed, screwed or otherwise attached to the walls, floors, ceiling, furniture or other property of the conference center. All costs to repair any damages to the conference center due to these actions will be billed to the responsible Sponsor.

f. Electrical equipment must be installed, operated and maintained in a manner that does not create a hazard to life or property.

8. Compliance. Sponsor shall comply with all laws, ordinances and regulations pertaining to health, fire, prevention and public safety while participating in the conference.

9. Sponsor Responsibility for Damages. Verifone will not be responsible for any injury, loss or damage that may occur to Sponsor's employees, contractors or property from any cause whatsoever, or which may be sustained by any person who may be on the premises leased to Sponsor or watching, observing and participating in any demonstration or exhibit of Sponsor, and Sponsor and its insurers will not subrogate against Verifone for theft of, loss of or damage to Sponsor's property while in transit to, within, and in transit from the exhibition hall.

10. Insurance Requirements

a. Commercial General Liability Insurance against claims for bodily injury or death, property damage as well as personal and advertising injury occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than \$1,000,000 per occurrence, with Verifone and the Don CeSar Resort added as additional insureds.

b. Workers Compensation insurance as required by statutory law, and employer's liability insurance with limits of not less than US\$500,000.00 per accident for bodily injury by accident, US\$500,000.00 policy limit by disease, and US\$500,000.00 per employee for bodily injury by disease.

Sponsor shall obtain and shall furnish upon request of Verifone a certificate of insurance evidencing the required insurance to Verifone. Sponsor acknowledges that it is responsible for obtaining for its protection and entirely at its expense, such property insurance for its exhibit as Sponsor deems appropriate. Any policy providing such property insurance must contain an express waiver by Sponsor's insurance company of any right of subrogation as to any claims against Verifone.

11. Sponsor's Liability and Hold Harmless. Sponsor releases Verifone, The Don CeSar Resort, their respective directors, officers, employees, agents, and contractors, and each of them, from any claims, liabilities, losses, damages, costs, or expenses relating to or arising out of any injury to any personnel of Sponsor or to any other person or any loss of or damage to any property of Sponsor or any other property where such injury, loss, or damage is incident to, arises out of, or is in any way related to Sponsor's participation in the conference, and Sponsor shall be responsible for any such injury, loss, or damage, and any expenses relating thereto.



Contract

Sponsor shall indemnify, defend and hold harmless Verifone, The Don CeSar Resort and their respective directors, officers, employees, agents and contractors, and each of them, from and against all claims, liabilities, losses, damages, costs or expenses, including reasonable attorney's fees and costs of litigation, relating to or arising out of Sponsor's participation in the conference, provided that the foregoing shall not apply to injury, loss, or damage caused by or resulting directly from the sole and gross negligence of Verifone.

12. LIMITATION OF REMEDIES: IN NO EVENT WILL VERIFONE BE LIABLE FOR ANY LOST PROFITS, LOST SAVINGS, OR OTHER INCIDENTAL, INDIRECT, EXEMPLARY OR CONSEQUENTIAL DAMAGES, EVEN IF VERIFONE HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. VERIFONE WILL NOT BE LIABLE FOR ANY DAMAGES CLAIMED BY SPONSOR BASED ON ANY THIRD PARTY CLAIM. IN NO EVENT WILL VERIFONE BE LIABLE FOR ANY DAMAGES CAUSED BY FAILURE OF A SPONSOR TO PERFORM ITS RESPONSIBILITIES. IN ANY EVENT, THE MAXIMUM LIABILITY OF VERIFONE TO SPONSOR SHALL BE THE TOTAL SPONSORSHIP AMOUNT PAID BY SPONSOR TO VERIFONE UNDER THIS CONTRACT.

13. Changes. Verifone reserves the right to make any changes, amendments and /or additions to this contract as considered advisable for the proper conduct of the conference, and all amendments shall be equally binding on all parties affected by them. Verifone will provide written notice of any such amendments to such Sponsors as may be affected by them.

14. Intellectual Property Matters. Sponsor agrees to assume full responsibility for complying with the federal copyright laws and any regulations issued thereunder and the laws of unfair competition, including but not limited to payment of royalties which are due for the use of copyrighted works during Sponsor's events. Sponsor represents and warrants to Verifone that no materials used in or in connection with its exhibit infringe upon the trademarks, copyrights, or other intellectual property rights of any third party. The Sponsor agrees to immediately notify Verifone of any information of which Sponsor becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights, or other intellectual property rights. Sponsor agrees to indemnify, defend, and hold Verifone, and its agents, and successors, harmless from and against all losses, damages and costs (including reasonable attorneys' fees) arising out of or related to claims of infringement by the Sponsor of the trademarks, copyrights, and other intellectual property rights of any third party. Notwithstanding the foregoing, Verifone shall not be liable and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights, or other intellectual property of any third party arising out of the actions of a Sponsor. Prior to and during the conference, Sponsor grants to Verifone a limited, royalty-free, non-exclusive and non-transferable license to use Sponsor's trademarks, trade names, logos and service marks in connection with Verifone's marketing, advertisement, and promotion of the conference.

15. General. This contract and the rights of the parties hereunder shall be governed by and construed and interpreted in accordance with the laws of the State of New York, exclusive of conflict or choice-of-law rules, and the Parties hereby consent to the personal and exclusive jurisdiction and venue of the state and federal courts in New York County, New York State. IN THE EVENT OF ANY DISPUTE BETWEEN THE PARTIES, WHETHER IT RESULTS IN PROCEEDINGS IN ANY COURT IN ANY JURISDICTION OR IN ARBITRATION, THE PARTIES HEREBY KNOWINGLY AND VOLUNTARILY, AND HAVING HAD AN OPPORTUNITY TO CONSULT WITH COUNSEL, WAIVE ALL RIGHTS TO TRIAL BY JURY, AND AGREE

THAT ANY AND ALL MATTERS SHALL BE DECIDED BY A JUDGE OR ARBITRATOR WITHOUT A JURY TO THE FULLEST EXTENT PERMISSIBLE UNDER APPLICABLE LAW. Notwithstanding anything herein to the contrary, except with respect to enforcing claims for injunctive or equitable relief, any dispute, claim, or controversy arising out of or relating in any way to this contract or the interpretation, application, enforcement, breach, termination, or validity thereof (including any claim of inducement into this agreement by fraud and including determination of the scope or applicability of this agreement to arbitrate) or its subject matter (collectively, "Disputes") shall be determined by binding arbitration before one arbitrator. The arbitration shall be administered by JAMS conducted in accordance with the expedited procedures set forth in the JAMS Comprehensive Arbitration Rules and Procedures as those Rules exist on the date hereof, including Rules 16.1 and 16.2 of those Rules. The arbitration shall be held in New York, New York, and it shall be conducted in the English language. The parties shall maintain the confidential nature of the arbitration proceeding and any award, including the hearing, except as may be necessary to prepare for or conduct the arbitration hearing on the merits, or except as may be necessary in connection with a court application for a preliminary remedy, a judicial challenge to an award or its enforcement, or unless otherwise required by law or judicial decision. The arbitrator shall have authority to award compensatory damages only and is not empowered to award any punitive, exemplary, or multiple damages, and the parties waive any right to recover any such damages. The parties acknowledge that this contract evidences a transaction involving interstate commerce. Any arbitration conducted pursuant to the terms of this contract shall be governed by the Federal Arbitration Act (9 U.S.C., Secs. 1-16). Each party shall be responsible for its respective fees, including attorney's and expert's fees, in pursuing or defending a claim hereunder. This contract contains the entire agreement of the parties relating to the subject matter hereof. Sections 11, 12, 13 and 15 shall survive any termination or expiration of this contract.



Confirm your sponsorship today!

To become a sponsor of the Verifone Customer Forum 2027, please email the completed form to Ivy.Mallard@verifone.com.

By signing in the Signature block below you acknowledge and agree that you have read the contract and agree with Verifone's terms and you represent and warrant that you are of legal age to form a legally binding contract, and have the full right and authority to agree to this contract on behalf of your employer, company, or such other legal entity on whose behalf you are acting.

Yes, I am interested in sponsoring the Verifone Customer Forum 2027

Add-on individual opportunities:
(Available for Gold and Silver only)

This confirms my sponsorship for the level:

☐ Platinum: \$40,000 ☐ Gold: \$25,000 ☐ Silver: \$15,000 ☐ Full Page Ad: \$1,500

Sponsoring Company: _____

Contact name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Email address: _____

Telephone #: _____ Company website: _____

Signature: _____ Date: _____