Identity & Payments Summit Overview

Building on the success of the first Identity & Payments Summit in February 2024, where diverse organizations and individuals came together to share implementation experiences, collaborate, network and educate colleagues on topics related to identity, access and payments and how those industries are converging, the Secure Technology Alliance is pleased to announce the second Identity & Payments Summit, taking place in San Diego, CA in February 2025.

The 2025 Identity and Payments Summit will be the most comprehensive and diverse gathering of secure technology-focused organizations and professionals in North America – from silicon manufacturers to consumers and everyone in between!

This year, we will be hosting an mDL Technology Showcase, where you can come and see teams of technology providers, issuers and relying parties demonstrate a variety of use cases. We also have a dedicated transportation track where industry leaders will get together and talk about key priorities and use cases across the entire transportation ecosystem.

A Focused Agenda …

Keynote sessions addressing topics of joint interest for all attendees and breakouts covering use cases, hot topics, and trends in secure technologies in the following:

Transportation
- Open payments in transit
- Mobility Applications
- EV Open Payments
- Access Control and Security

Emerging Technology
- Biometrics
- Cybersecurity
- IoT Kiosks
- Wallets
- Post-Quantum Cryptography
- Ultra Wide Band (UWB) & RFID

Identity & Access
- Digital Identity
- Mobile Identity (mID and mDL)
- AI for ID verification
- Physical access control
- Authentication (including biometrics, passkeys and other trends)
- Identity and Access Management
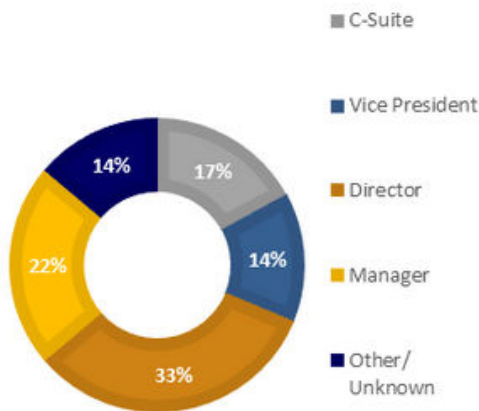- AI for compliance management/data security

Payments
- AI in Payments
- Faster payments solutions/peer-to-peer payments
- Fraud trends/fraud mitigation
- Digital payments/mobile wallets
- Digital currencies
- Omni-channel payments
- Buy Now, Pay Later
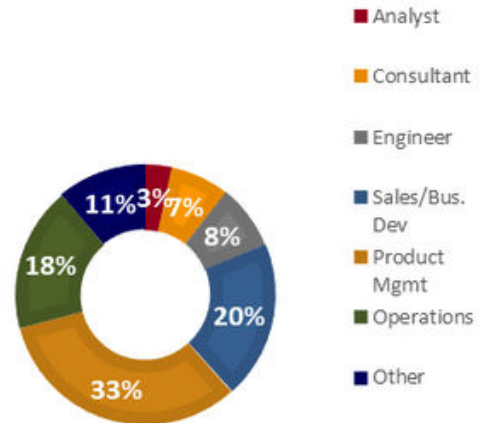- The Future of Cash and ATMs

Attendees Overview

The Identity & Payments Summit attendees represent every section of the identity, access, and payments industries. Our membership and non-member attendees come from systems manufacturers, integrators, government agencies, global payment networks, processors, identity solution providers, relying parties, issuing banks, merchant banks, industry suppliers, merchants, etc. In each of these categories, we have organizations of all sizes – such as very large merchants to small, single location stores. The same is true for financial institutions – some are global banks and others are regional, or credit unions focused on a vertical market. In addition to systems providers delivering identity and access solutions, we have relying parties that work with the issued credentials. Attendees also represent companies that are technology or solutions providers that work with companies in the broad identity or payments ecosystem. Titles range from C-suite executives to operations management, to marketing, to product management and engineering. Alliance working committees have a cross-section of subject matter experts representing every aspect of identity, access, and payments challenges and best practices.

BY TITLE
- C-Suite: 17%
- Vice President: 14%
- Director: 33%
- Manager: 22%
- Other/Unknown: 14%

BY FUNCTION
- Analyst: 3%
- Consultant: 7%
- Engineer: 8%
- Sales/Bus. Dev: 20%
- Product Mgmt: 33%
- Operations: 18%
- Other: 11%

The 2024 Identity & Payments Summit had an attendance of 400 attendees. As momentum grows, we anticipate hosting over 600 at the 2025 Summit through in-person sessions.

For more information about the 2025 Identity & Payments Summit, or to reserve sponsorship or exhibit space, or to inquire about a custom sponsorship, contact:

Christina Hulka | chulka@securetechalliance.org

SPONSORSHIP & EXHIBITOR PROSPECTUS

Premium Sponsorships

Premium sponsorship puts your branding message front and center, next to the title of the conference. Premium sponsors receive branding opportunities prior to and during the event. Premium sponsors may choose from Premium Sponsor exhibit spaces which are double-sized spaces with premium placement in the Exhibit Area.

	Platinum (Limit1 Payment / 1 Identity) $20,000	Gold (Limit 6) $15,000
Overall conference sponsor	✓	
Premium billing on all marketing materials, website, and at conference	Over Conference Title	✓
Premium Sponsor exhibit space (double-sized, premium placement)	✓	✓
Company information published in show guide	✓	✓
Company logo on web site	✓	✓
Color ad in the conference show guide (first selection of position)	Full Page	1/2 Page
Complimentary full conference passes	6	3
Inserts in conference handouts	✓	✓
Opportunity to hang banners (up to 8'x8') Choice of conference room, exhibits area, or registration area	3	2
Signage in registration area	✓	✓
Welcome letter in show guide	✓	
Opportunity to give Welcome Address	✓	
Private meeting room during conference	✓	

Leading Sponsorships

Leading sponsorship opportunities are a great way to make a targeted, unique, or personal marketing impression on conference participants. All Leading Sponsors will have signage in the registration area, company information published in show guide, company logo on website and in mobile app, and have one complimentary insert in the conference handouts. Ads in the show guide, discounts on exhibit space, and additional complimentary passes vary based on sponsorship selected.

		Color ad in the show guide	Discount on Exhibit Space	Complimentary full conference passes
Conference Technology Sponsors (Limit 1)	$18,000	1/4 Page	10%	2
Sponsors logo on all technologies to support conference including mobile app, wi-fi service, charging stations, digital signage.				
Logo Bottled Water Sponsor (Limit 1)	$7,000	1/2 Page	20%	3
Company logo printed on bottled water distributed throughout conference. Sponsor may provide refillable water bottles with sponsor logo for 50% reduction.				
Summit Bag Sponsor (Limit 1)	$5,000	1/4 Page	10%	2
Conference bags with logo sponsor. Sponsor may provide bags for a reduction or upgrade bag at cost difference.				
Conference Track Sponsors (Limit 4)	$5,000	1/4 Page	10%	2
(Payments, Identity & Access, Emerging Technologies, Transportation) The track sponsor will have the opportunity to give a brief introduction during the plenary session prior to the track breakouts and introduce or moderate a session during the track breakouts. Track sponsorship signage will be at the entrance to all track conference rooms.				

Leading Sponsorships - Hospitality

		Sponsor may provide cups, napkins, etc.	Color ad in the show guide	Discount on Exhibit Space	Complimentary full conference passes
Monday, Opening Day Reception (Limit 1) Join us as we continue the networking and discuss the day's sessions on the exhibit floor. If sponsor has a booth, a small bar will be set close to booth. All serving bars will feature sponsor signage.	$8,500	✓	1/2 Page	20%	3
General Hospitality (Unlimited) Sponsor highlighted at all breakfasts, lunches, and breaks for each day of conference and member meeting.	$5,000		1/4 Page	10%	2

Supporting Sponsorships

Supporting Sponsorships help to reinforce your branding and presence at the event. Supporting Sponsorships include the company logo on the website and mobile app.

Meeting Rooms	$2,500
Sponsor Provided Banner or Sign Prominently Displayed	$1,500
Conference Bag Insert	$900

mDL Technology Showcase

The mDL Technology Showcase is a stand alone event hosted by the Identity & Access Forum on Monday 24th February. Sponsorships and tables are available as detailed below. If you are interested in hosting a table, please complete this form.

mDL Showcase Sponsorship - $5,000 (no limit)

Includes table discount, 2 complimentary passes, 1/4 page ad in the show guide, 10% discount on Exhibit Space

Table fee - $800

For Sponsors and Exhibitors (main exhibit space) - $200

For more information on the mDL Technology Showcase, please visit the Summit website
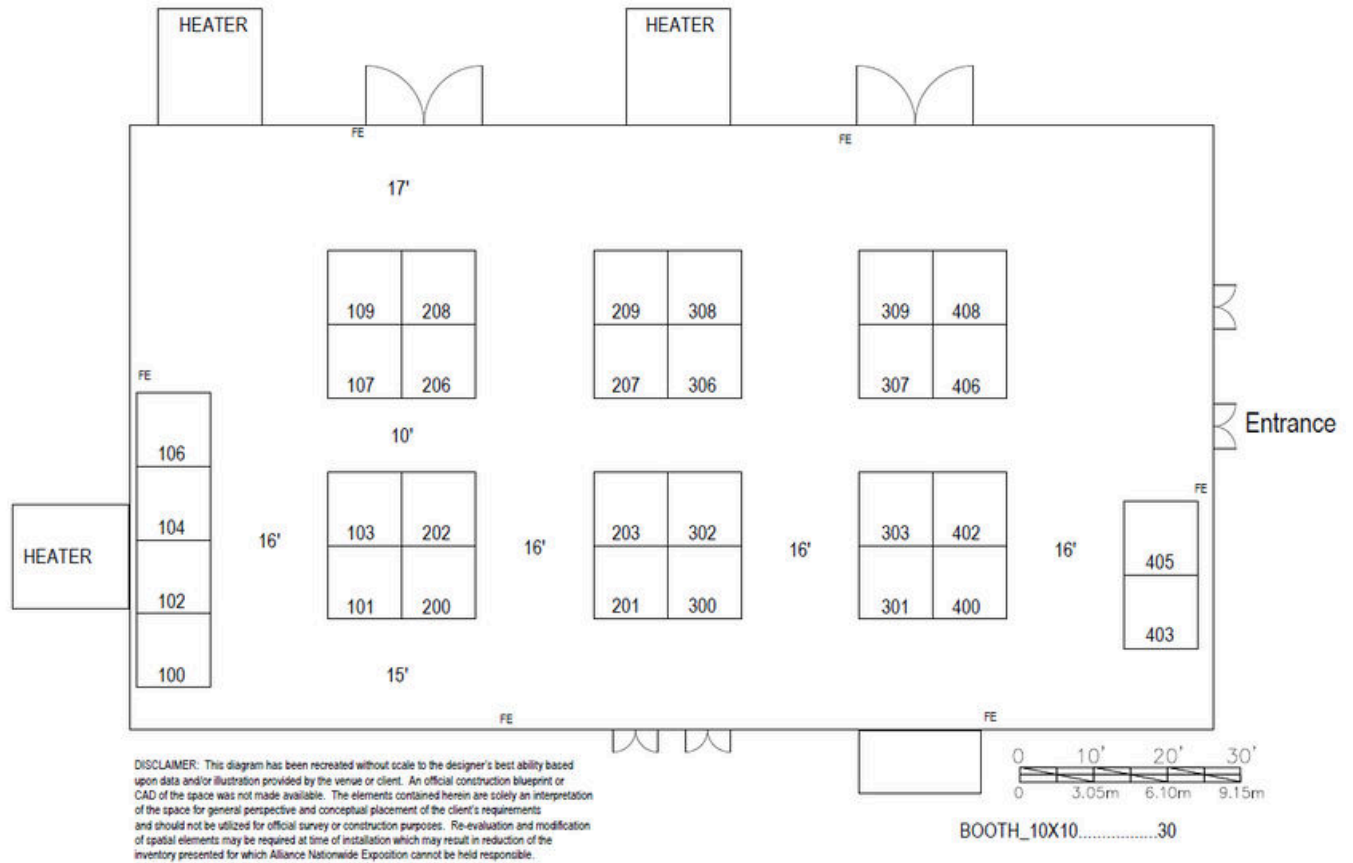
EXHIBITS

All exhibits include:

- 10' wide carpeted exhibit space with table, 2 chairs, wastebasket, and company sign
- 2 Complimentary full-conference registration passes for single booths, 4 complimentary full-conference passes for double booths.
- Additional booth staff @$485 for exhibits only. Additional full-conference access must be purchased at applicable registration rates.
- Company information published in show guide
- Company logo on web site and in mobile app
- STA members receive discount on exhibit space
- Exhibit booth spaces are assigned on a first come, first served basis with the exception of Premium
- Access to 'Quick Pitch' stage for product presentations

All sponsors except Supporting Sponsors receive a 10%-20% discount on exhibit space. Please consider a sponsorship for increased awareness and additional savings.

2025 Exhibit Booth Rates

		Through 10/29/2024	Advanced through 12/24/2024	Regular through 2/16/2025
SINGLE	**STA Members**	$3,600	$3,750	$3,950
	Non Members	$4,300	$4,500	$4,750
DOUBLE	**STA Members**	$6,700	$7,000	$7,400
	Non Members	$8,100	$8,500	$9,000

2025 Exhibit Hall Layout

DISCLAIMER: This diagram has been recreated without scale to the designer's best ability based upon data and/or illustration provided by the venue or client. An official construction blueprint or CAD of the space was not made available. The elements contained herein are solely an interpretation of the space for general perspective and conceptual placement of the client's requirements and should not be utilized for official survey or construction purposes. Re-evaluation and modification of spatial elements may be required at time of installation which may result in reduction of the inventory presented for which Alliance Nationwide Exposition cannot be held responsible.

BOOTH_10X10.................30

Show Hours

Monday, 24th February - 5-8pm
Tuesday, 25th February - 7.30am-6pm
Wednesday, 26th February - 8am-4pm

To reserve sponsorship or exhibit space, or for more information, contact
Christina Hulka | chulka@securetechalliance.org

Rules and Policies for Sponsorships and Exhibits

- Sponsorship and exhibit selection will be offered to the following categories of Secure Technology Alliance members ten (10) days prior to being available to other members or non-member organizations: Leadership, Principal, IAF Steering Committee, USPF Steering Committee, and STA Board.
- Sponsorship and exhibit space is available on a first come, first served basis upon the completion of the sponsorship or exhibitor agreement.
- Sponsorship and exhibit space payments are due within thirty (30) days of the signed sponsor or exhibitor agreement, and not later than ten (10) days before the sponsored meeting date.
- Sponsorships including sponsor supplied materials (printed items, giveaways, lanyards, etc.) are required to ship each item to arrive at the meeting location no later than 48 hours in advance of the start of the meeting. Specific quantities and shipping instructions will be provided in the Sponsor & Exhibitor Kit no later than thirty (30) days prior to the event. All shipments must be shipped according to the Sponsor & Exhibitor Kit or event staff instructions.
- Sponsor supplied hanging banners will be displayed in accordance with hotel restrictions and event staff recommendations. Banners will not be returned after the meeting unless the sponsor arranges for prepaid shipping and handling in advance.
- Sponsor signage in the registration area includes a 24"x36" color sign on an easel with the sponsored item and company logo listed. Group sponsorships (Conference Technology sponsors and General Hospitality sponsors) will have similar signage with multiple company logos displayed.
- All exhibit shipments must be shipped according to the Sponsor & Exhibitor Kit or event staff instructions.
- Exhibitors are responsible for arranging return shipping of exhibit items, including prepaid shipping and handling, in advance.

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NOTE: Sponsorship or exhibit requests will be reserved for 72 hours after Sponsorship or exhibitor agreement is sent. Sponsorship or exhibit space is not confirmed until receipt of the signed sponsorship or exhibitor agreement!