

*Exhibit Prospectus*

80's  
**DON'T STOP  
BELIEVIN'**  
**MUG 2023**

**MUG ANNUAL CONFERENCE**

*Sheraton Sand Key Resort*

*Clearwater Beach • Florida*

*October 1-4, 2023*

On behalf of the MISER™ Users Group (MUG), we are delighted to invite you to exhibit at our 2023 Annual Conference, October 1-4, 2023 at the Sheraton Sand Key Resort in Clearwater Beach, Florida! Located on miles of sandy beach and offering a trolley to local attractions and restaurants, the Sheraton Sand Key Resort enables you to do business in comfort and entertain clients at enjoyable venues.

The exhibit booths are in a ballroom, so there are no restrictions on your exhibit height.

This is the conference for anyone who sells products and services to institutions using the MISER™ system. Representatives of virtually all MUG institutions attend the meeting, and the atmosphere is very conducive to education and doing business. MUG members consistently express how valuable it is for them to have competition for products critical to their operations; they want to see what you have to offer. By showcasing your latest products and services to this interested group of key decision-makers, you are positioning your company with the highest visibility possible.

**VENDOR SPOTLIGHTS SESSION.** In a Monday morning general session for all attendees, each vendor gets three minutes to give their best pitch about what they provide to MUG users. Helps focus questions during exhibit hours and encourage attendee participation.

**SESSION SPONSORSHIPS.** \$1000 add-on sponsorship that includes introduction of speakers, 3-5 minute intro about yourself and your company, and a seat at the head table for duration of session.

**PLAYING CARD MATCHUP GAME AND NETWORKING TASTING ROOM WITH VENDORS:** To make the trade show more festive and draw attendees to the booths, we provide two additional avenues of participation in which vendors participate. If you want to donate a prize or service, let us know and we'll give you a cut-up piece of a playing card. We hand out random card pieces to each attendee, and when they present their card and it matches what you have, they get your prize.

**AFFILIATE MEMBERSHIP REQUIREMENT:** Your company MUST be a current paid member of the MISER™ Users Group in order for us to accept your booth application. This also gives you access to the form included in this prospectus before the start of the conference. You can pay by check or go to [yourmug.org](http://yourmug.org) to pay by credit card. Membership is subject to approval by the MUG Executive Committee.

## SPACES WILL GO QUICKLY! RESERVE YOUR BOOTH TODAY!

The fee is only \$2000 per tabletop display. Included is the complete Exhibit Schedule, Exhibit Contract, Conference Program Advertising Information, and a Sponsorship Package. Your booth comes with one six-foot skirted table, two chairs, one wastebasket, and one 7" x 44" exhibitor ID sign. Each exhibitor may staff up to two (2) exhibit personnel per booth. Additional reps can be added for \$250 each, which entitles them to attend all events.

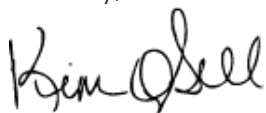
I encourage you to commit to sponsoring an event for our Annual Conference. Your support will not only help make the conference a financial success, but will provide you with an additional marketing opportunity.

All metal-level sponsors will be recognized at the opening general session by Chairman Jon Dipboye of Barksdale Federal Credit Union.

Please complete and return the enclosed Application & Contract for exhibit space today. Booths are assigned on a first come, first served basis. If you have any questions, or would like to reserve your space, please contact me at 407-614-8354, email [kim@odellgroupmgmt.com](mailto:kim@odellgroupmgmt.com) or mail your contract today!

I look forward to your participation at our 2023 Conference. See you in Clearwater Beach!

Sincerely,



Kim O'Dell, CMP  
MUG Executive Director  
[kim@odellgroupmgmt.com](mailto:kim@odellgroupmgmt.com)



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MUG 2023 ANNUAL CONFERENCE

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*Registration begins April 2023*

## YOUR INVESTMENT INCLUDES

- ▼ 60+ banking and data processing professionals attending
- ▼ 8' x 10' booth
- ▼ Monday Vendor Spotlight General Session
- ▼ Non-conflict time: 9+ hours
- ▼ Pre-registration list emailed to you in Excel format prior to the conference. Free Attendee List after the show
- ▼ 8' back drape and 6' table
- ▼ 7" x 44" identification sign
- ▼ Welcome Reception in with vendors on Sunday
- ▼ One free drink ticket per rep for Welcome Reception
- ▼ Monday Tasting Room with vendors
- ▼ All food functions including:
  - Welcome Dinner Sunday night
  - Tuesday Brunch in Showcase with attendees
  - The MUG Annual Party on Tuesday night

## *Special Marketing Opportunities*

- ▼ Sponsorship of Specific Events
- ▼ Website Advertising
- ▼ Session Sponsorships With Seat at Head Table

## HOST HOTEL

**CLICK HERE TO MAKE HOTEL RESERVATIONS NOW**

### SHERATON SAND KEY RESORT

1160 Gulf Blvd  
Clearwater Beach, FL 33767  
727-595-1611

**Room Rate:** \$185.00 single or double

**Reservation deadline:** September 10, 2023

Be sure to identify yourself as a MUG member. Pre-and Post-conference accommodations may be secured on a space-available basis at the MUG Annual Conference rate, 3 days prior and 3 days following the conference.

### RESERVATIONS

If you have any problems with the online reservation link and it says there is no availability or does not go through for any reason, email the Sheraton Sand Key reservation department at: [group.reservations@sheratonsandkey.com](mailto:group.reservations@sheratonsandkey.com) or call 727-595-1611 and request in-house group reservations.

Make sure to mention you are with MUG.

**Check-in:** 4:00 pm

**Check-out:** 11:00 am

### St. Pete-Clearwater Airport (PIE)

Seven miles southeast of Clearwater. About a 25 minute drive.

**ATTIRE:** The attire for the Conference is resort casual, and we are encouraging everyone to wear resort casual, rather than business casual, throughout the conference.

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## EXHIBIT/EVENT SCHEDULE

### SUNDAY, OCTOBER 1

**10:00 AM - 6:00 PM**

Attendee & Exhibitor Registration

**5:30 - 6:30 PM**

Welcome Reception in Exhibit Hall

**6:45 - 9:00 PM**

FIS Welcome Dinner

### MONDAY, OCTOBER 2

**7:15 - 8:00 AM**

Breakfast with Exhibitors

**9:15 - 10:15 AM**

Vendor Spotlights

**12:15 - 1:15 PM**

Lunch with Attendees

**2:10 - 3:00 PM**

Dessert with Exhibitors

**4:50 - 6:00 PM**

Tasting Room in Showcase

**7 PM**

Volleyball on the Beach

### TUESDAY, OCTOBER 3

**11:15 AM - 12:50 PM**

Brunch With Exhibitors

**3:00 - 4:00 PM**

Showcase Finale

**4:00 - 7:00 PM**

Exhibit Tear-Down

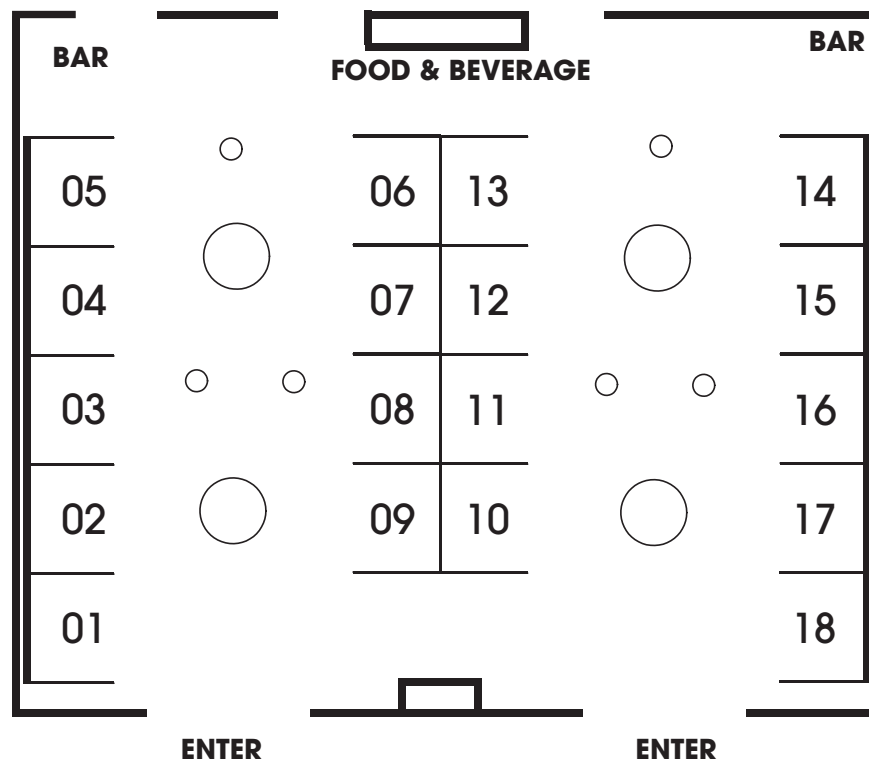
**7:00 - 10:00 PM**

MUG Don't Stop Believin'  
80's Themed Party!

Complete schedule available at [yourmug.org/vendor-opportunities](http://yourmug.org/vendor-opportunities)

*All confirmed exhibitors and sponsors receive full exposure as we promote the MUG 2023 Conference!*  
The earlier you sign up, the more exposure you will receive.

## EXHIBIT HALL FLOOR PLAN



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## EXHIBIT HALL BOOTH APPLICATION

PLEASE PRINT CLEARLY

Company Name \_\_\_\_\_ AS IT IS TO BE PRINTED ON CONFERENCE MATERIALS (SIGNS, PROGRAM ETC.)

Street Address \_\_\_\_\_

City/State/ZIP Code \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_ E-Mail \_\_\_\_\_

### BOOTH INFORMATION NOTE: BOOTHS ARE 8' DEEP X 10' WIDE

Booth Location: 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th \_\_\_\_\_

YES! I will participate in the Playing Card Match-Up Game and have (#) \_\_\_\_\_ of prizes to give away.

I do not wish my booth adjacent to: \_\_\_\_\_

Description of Product/Service to be printed in program (30 words or less): \_\_\_\_\_

Direct all mail in reference to our exhibit to: \_\_\_\_\_

Street Address (If different than above) \_\_\_\_\_

City/State/Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Cell \_\_\_\_\_

List names of Booth Representatives: (2 booth reps per booth included in fee; additional reps @ \$250 each.)

We agree to abide by exhibit specifications outlined by the MISER Users Group and to all conditions under which the exhibit area is leased by MUG. Said exhibit specification and conditions become a part of this contract. We agree to abide by specific exhibit set-up and tear-down schedules as arranged by the Association. MUG reserves the right to re-arrange floor plan where necessary to facilitate a successful traffic flow. Full payment is enclosed. Reservations cancelled prior to Sept. 1, 2023 will be refunded. Requests for refunds after Sept. 1, 2023 will be granted provided that the spaces are re-sold and a \$100.00 cancellation fee will be incurred by vendor. Requests for refunds after Sept. 1, 2023, will be denied if reservation is not resold. Cancellation requests must be in writing when submitted to the MUG office.

**X** \_\_\_\_\_  
AUTHORIZED SIGNATURE (Must be signed to be accepted)

DATE \_\_\_\_\_

### SPONSORSHIP PACKAGES

- Platinum \$25,000 ..... \$ \_\_\_\_\_  
*(Includes Two Booths)*
- Gold \$10,000 ..... \$ \_\_\_\_\_  
*(Premium Booth Location)*
- Silver \$5,000 ..... \$ \_\_\_\_\_
- Bronze \$3,000 ..... \$ \_\_\_\_\_
- General \$2,000 ..... \$ \_\_\_\_\_
- Session \$1,000 ..... \$ \_\_\_\_\_
- Additional Booth Reps @ \$250 ea ..\$ \_\_\_\_\_
- TOTAL: ..... \$ \_\_\_\_\_

### CREDIT CARD PAYMENTS

Additional \$5.00 Fee for Credit Card Transactions

MasterCard  VISA  AMEX

Print Name as it appears on card

Card #

Verification Code

Exp. Date

Signature:

### CHECK PAYMENTS

Make Checks Payable  
to MUG & send to:

MISER  
P.O. Box 770178  
Winter Garden, FL 34777

### OFFICE USE ONLY

Booth # \_\_\_\_\_ Paid \$ \_\_\_\_\_ Check #: \_\_\_\_\_ Date Received: \_\_\_\_\_

Please sign the sponsorship contract included and return it with your exhibit application.

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## SHOW RULES/REGULATIONS

### Sunday, Oct. 1

Exhibitor Set-Up & Registration ..... 11:00 AM - 4:00 PM  
Welcome Reception with Vendors ..... 5:30 - 6:30 PM  
FIS Welcome Party ..... 6:45 - 9:00 PM

### Monday, Oct. 2

Breakfast with Vendors ..... 7:15 - 8:00 AM  
Vendor Spotlights ..... 9:15 - 10:15 AM  
Networking Break with Vendors ..... 10:45 - 11:15 AM  
Dessert /Networking Break with Vendors ..... 2:10 - 3:00 PM  
Tasting Room with Vendors ..... 4:50 - 6:00 PM  
Evening on your own ..... 6:00 PM  
Volleyball on the Beach ..... 7:00 PM

### Tuesday, Oct. 3

Brunch with vendors ..... 11:15 AM - 12:50 PM  
Vendor Showcase Finale ..... 3:00 - 4:00 PM  
Tear Down ..... 4:00 - 7:00 PM  
MUG Party ..... 7:00 - 10:00 PM

EXHIBITORS MUST HAVE REPRESENTATIVE(S) IN THEIR BOOTHS DURING ALL NON-CONFLICT TIMES.

**NO ONE WILL BE PERMITTED TO TEAR DOWN THEIR EXHIBIT UNTIL THE OFFICIAL CLOSING TIME TUESDAY, OCTOBER 3 AT 4:00 PM. THIS WILL BE STRICTLY ENFORCED!**

#### Service Contractor

The exclusive Decorator for the MUG Annual Conference is:

**Goben Convention Services**  
**1600 33rd St #102 • Orlando FL 32839**  
**P: 407-872-2223 F: 407-872-8644**  
**Email: info@gobencs.com**

Goben Convention Services is a full-service contractor and can provide all aspects of service for the exhibitors. An Exhibitor Kit will be forwarded by the decorator to exhibitors after monies/contracts are received by the MISER Users Group.

### SHIPPING INSTRUCTIONS

Information regarding shipping will be included in your Goben Convention Services exhibitor kit. All shipments must be pre-paid. Goben Convention Services will not accept collect shipments.

### EXHIBIT RULES

The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. MUG reserves the right to restrict exhibits that may be objectionable or to order the removal of any portion of an exhibit which in the judgement of MUG is detrimental to or detracts from the general order of the exhibits. This applies to persons advertising, soliciting, or anything of a similar nature.

### BOOTH ASSIGNMENTS

Exhibit space is assigned on a first come, first served basis.

MUG will confirm the receipt of monies/contract along with a booth assignment. Management reserves the right to re-arrange the floor plan where necessary to facilitate a successful traffic flow.

### FREIGHT (DRAYAGE) AND AT FACILITY MATERIAL HANDLING REQUIREMENTS

Do not send shipments to the show site hotel/facility; they will be refused! Please abide by the procedures outlined in the Shipping Instructions Form provided by the show decorator for this event. Goben Convention Services is the exclusive provider of advance to warehouse and move in day only to facility freight handling, as well as handling of all outbound shipments. Goben Convention Services material handling rates are for round-trip service. **Do not** rely upon the hotel/facility to be responsible for the materials.

If your shipping deadlines require that you ship directly to the hotel/facility for date certain receipt on move in day only; or if you have any other questions, please contact Goben Convention Services for SPECIAL INSTRUCTIONS. They will be pleased to assist you. A Goben Convention Services Representative will also be available at the show site to assist you with your outbound freight handling needs. Thank you for your cooperation.

### PAYMENT FOR BOOTH SPACE

Any person, partnership, or corporation engaging space who shall fail to make payment as herein provided shall thereby and thereupon forfeit all rights in and to the use of assigned space, and the MISER Users Group shall have the right to dispose of such space in such manner as it may consider to its interest without liability on the part of MUG.

### LIABILITY

It is agreed that the Exhibitors shall indemnify and save harmless the MISER Users Group, Goben Convention Services, and Sheraton Sand Key Resort, from liability losses caused by the negligence of the Exhibitors. The MISER Users Group will not guarantee Exhibitors against loss of any kind.

Exhibitor shall be fully responsible to pay for any and all damages to property owned by Sheraton Sand Key Resort, its owners or managers, which result from any act of omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Sheraton Sand Key Resort its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

Exhibitors are urged to take out a portal-to-portal rider available at a nominal cost on their own insurance policy, protecting them against loss through theft, fire damage, etc. The Exhibitor is responsible for damage to property. No signs or other articles shall be posted, nailed, or otherwise attached to any of the pillars, walls, doors, floors, etc., in such manner as to deface or destroy.

### FIRE REGULATIONS

In order to comply with local fire ordinance requirements, all decorative material must be flame resistant. Materials meeting these requirements are available to Exhibitors by Goben Convention Services. No volatile or flammable fluids, substances, or materials of any nature prohibited by city fire regulations or insurance carriers may be used in any booth.

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## SPONSORSHIP AGREEMENT

Your support will help our user community get the information updates and networking they need!

PRINT CLEARLY

Company Name \_\_\_\_\_  
AS IT IS TO BE PRINTED ON CONFERENCE MATERIAL (PROGRAM, SIGNS ETC.)

Street Address \_\_\_\_\_

City/State/ZIP Code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Authorized by \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

**Add-On to Sponsor Packages: Session Sponsorship. Intro for speakers, yourself, and company, and seat at head table. Review the list of available sessions on the next page and secure your sponsorship today!**

SPONSOR PACKAGES	Platinum \$25,000	Gold \$10,000	Silver \$5,000	Bronze \$3,000	General \$2,000	Session \$1,000
Booth Reps @ no additional cost	6	4	2	2	2	
8' x 10' Full Booth Package		✓	✓	✓	✓	
8' x 10' Full Booth Package with Two Booths	✓					
Special Signage at Event	✓	✓	✓	✓		
Company Name on Entryway Sign to Exhibit Hall	✓	✓	✓	✓		
Recognized at Opening Session by MUG Chairman	✓	✓	✓	✓		
Exclusive sponsorship of one of the following: <input type="checkbox"/> Tuesday Night MUG Party	✓					
Seminar on Monday or Tuesday's Schedule	✓	✓				
Logo with hyperlink posted on MUG Website for 6 months	✓					
Exclusive sponsorship of one of the following: <input type="checkbox"/> Sunday's Welcome Reception with Exhibitors <input type="checkbox"/> Lunch on (Monday or Tuesday) <input type="checkbox"/> Monday's Tasting Room in Exhibit Hall		✓				
Exclusive Sponsorship of one of the following: <input type="checkbox"/> Morning Breakfast <input type="checkbox"/> Grand Prize Giveaway <input type="checkbox"/> Schedule at a Glance with Company Logo			✓			
Exclusive Sponsorship of one of the following: <input type="checkbox"/> MUG Executive Committee Meeting <input type="checkbox"/> Break in the Exhibit Hall (Monday or Tuesday)				✓		
<input type="checkbox"/> Session Sponsorship With Seat at Head Table						✓

PLEASE EMAIL, OR MAIL THIS AGREEMENT TO:

Email: kim@odellgroupmgmt.com

Kim O'Dell, CMP, Executive Director

P.O. Box 770178 • Winter Garden, FL 34777-0178

Artwork and Company Logo are due by August 20, 2023.

TOTAL SUPPORT: \$ \_\_\_\_\_

Payment is included.

Please invoice me.

*Thank you for your support!*

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## Tasting Room in the Exhibit Hall



A twist on last year's event, this year enjoy a variety of tastings in the hall with vendors serving up the fun. You will be provided with a variety of libations to pour and serve. It is not a requirement to participate, so let Kim know if you want an alternative. This is the perfect event to close out the day on Monday, before you spend time with attendees on a free evening.

## PLAYING CARD MATCHUP GAME



We help bring attendees to your booth, with a special playing card match-up game during the Welcome Reception with the exhibitors on Sunday night. Attendees will receive one-half of a cut playing card as they enter the exhibit hall. The other half will be distributed to those exhibitors who wish to participate. Participating exhibitors provide a prize to the attendee who holds half-cut playing card that fits to yours half-cut playing card. Prizes could be anything from a coolie cup, t-shirt, gift certificate for free dinner, free services from your company, to a TV, a weekend for two, or tech gadget. If you want to supply more than one prize, that's great, too. The more prizes you donate, the more half-cut playing cards you'll have for matching. **Please be sure to check the box on your Exhibit Application to confirm your participation.** Bring one or more door prizes for the attendee...





# AFFILIATE MEMBERSHIP APPLICATION

## What Is MUG?

The MISER Users Group, Inc., was established to represent the needs and concerns of banks, credit unions, savings & loans, and thrifts who utilize MISER™ software. Founded June 4, 1981, MUG represents more than 35 financial institutions on a daily basis through its executive office in Winter Garden, Florida. Today, MUG offers a wide range of member programs and benefits.

## Purpose

- ◆ To facilitate the exchange of information and experiences among member institutions so as to advance the utilization of financial institution software and improve the services delivered to the public.
- ◆ To facilitate and stimulate communications between the users of MISER software and the MISER Division of FIS to foster greater knowledge, exchange of ideas and/or problem solving resolutions.
- ◆ To communicate to MISER Division of FIS user-desired system modifications and enhancements to software plus suggestions for improvements for education documentation, communication to users and user services support areas.

## Affiliate Membership \$700

Affiliate Membership is available to approved individuals or companies who provide products and services not in direct competition with MISER products. Membership is subject to MUG Executive Committee Approval. You will be notified once your application has been accepted. If your application is not accepted, your check will be returned. For additional information, contact the MUG Executive Office at 407-614-8354, E-Mail: kim@odellgroupmgmt.com

## Benefits

- ◆ You will receive a listing of all MUG member institutions to include: MUG contact name & title, address and telephone number. You will also receive quarterly updates to this listing as contact information changes or new members join. This listing will serve as an excellent way for Affiliate Members to maintain solid contact with MUG members.
- ◆ Affiliate Members have the exclusive right to advertise on the MUG website. In addition, Affiliate Members who participate in the website are invited to share updates on new products & services, etc., which are posted on the site.
- ◆ Affiliate Members are encouraged to participate in the MUG Annual Meeting. **Affiliate Members are the only companies allowed to exhibit at the Annual Meeting** and are frequently invited to serve on panels discussing the latest trends in the financial data processing industry. You also have the opportunity to hold your own user session during the conference.
- ◆ The greatest advantage to an Affiliate Member is learning what products and services appeal most to MUG members and building a personal rapport with them.

### PRINT AND RETURN

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

Primary Representative \_\_\_\_\_

Primary's Title \_\_\_\_\_

Secondary Representative \_\_\_\_\_

Secondary's Title \_\_\_\_\_

Designated as applicant's representatives to receive mailings and participate in MUG activities

\_\_\_\_\_  
Primary Representative's Signature

\_\_\_\_\_  
Date

DO YOU HAVE CURRENT MISER™ CLIENTS?  YES  NO

PLEASE LIST YOUR PRODUCT(S) OR SERVICE(S) SUPPLIED TO THE MISER USERS

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### OFFICE USE ONLY

Amount Paid \$ \_\_\_\_\_

Date Received \_\_\_\_\_

Check # \_\_\_\_\_

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## THANK YOU TO OUR 2022 SPONSORS!

### PLATINUM



### SILVER



### BRONZE



### GENERAL



## THANK YOU TO OUR 2022 EXHIBITORS!

Access Softek

B&L Associates

Burroughs, Inc.

Business Data, Inc.

Canon

Digital Check Corporation

PrintMail Solutions

SQN Banking Systems

Unisys Corporation

## MISER™ USERS GROUP

P.O. Box 770178 • Winter Garden, FL 34777-0178

Executive Director: Kim O'Dell, CMP

Kim@odellgroupmgmt.com • www.yourmug.org • 407-614-8354