

# Partner Engagement Program

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You have a story to tell. Reach a global audience and connect with a community that can learn from your market insight and successes.

# Our Program

Diebold Nixdorf invites you to explore a Partner Engagement Program that showcases your organization.

- **Leverage** the worldwide footprint of Diebold Nixdorf to elevate your brand.
- **Share your solutions** with an engaged global community.
- **Connect with industry peers** and broaden your company reach and profile.
- **Turn up your brand** voice and be introduced to **valuable new contacts**.
- **Join** industry innovators during exclusive time with **DN's Customer Advisory Board**.
- **Showcase** your expertise and industry knowledge on a global stage.

## YOUR NAME, YOUR BRAND, OUR CHANNELS

Position your brand as a thought-leader in the industry and within your peer group. Further benefit through industry connections and brand awareness by leveraging the Diebold Nixdorf global footprint and market reach.



Participate in Diebold Nixdorf organized or sponsored **global** and **local events** that attract industry leaders, innovators and experts.



Be part of the Diebold Nixdorf **social media community**. Share your brand with more than 200k followers on LinkedIn, 8,500+ followers on X (formerly known as Twitter).



Share your brand on the **global Diebold Nixdorf website** with more than 3 million visitors annually.



Present your **industry-specific insights** as a thought-leader via a speaking session, webinar, or co-branded asset.

## CUSTOM PARTNERSHIP, GET RECOGNITION

We appreciate your commitment to Diebold Nixdorf and are pleased to provide a range of exclusive options. What's most important to us is that the offerings you choose add value to your organization. Experience has shown that organizations who dive deeper into the program gain the most value in terms of brand recognition, new customer acquisition and overall positioning in the industry.



# Gold Partner

As a Gold-level Partner, your company will benefit from our basic promotional tactics featured at Intersect Las Vegas.

## Logo Placement

- **Signage** – Logo on registration and breakout session signage, exhibit hall signage and general session screens.
- **Homepage** – Logo on conference website
- **Mobile App** – Logo on exhibitor tab of conference mobile app

## Networking Reception

Opportunity to provide a prize item to be raffled off to attendees at the networking reception. Logo placement next to prize, plus an executive “shout-out” during prize drawing (item provided by sponsor).

## Booth Placement

10'x10' booth space with the following 10 hours of open Exhibit Hall time:

- Monday, August 26, 2024: 11:30 a.m. – 1:00 p.m.  
Welcome Luncheon
- Monday, August 26, 2024: 6 p.m. – 9 p.m.  
Networking Reception
- Tuesday, August 27, 2024: 8 a.m. – 9 a.m.  
Breakfast
- Tuesday, August 27, 2024: 12 p.m. – 1:30 p.m.  
Lunch
- Wednesday, August 28, 2024: 8 a.m. – 9 a.m.  
Breakfast
- Wednesday, August 28, 2024: 12 p.m. – 2 p.m.  
Farewell Lunch

## Conference Badges

Complimentary conference registration for up to two people (additional registration is \$1,295 per person).



# Diamond Partner

As a Diamond-level Partner, your company will receive enhanced promotional tactics featured at Intersect Las Vegas. You will be positioned as a thought leader at the event, allowing you to tell your story and promote your collaboration with Diebold Nixdorf.

## Speaking Session

Participation on partner panel session (topic determined by program committee).

## Welcome Bag

Promotional item or thought-leadership piece included in welcome bag and given to attendees at registration (item provided by sponsor).

## Badge Scanning

Access to the QR code app for badge scanning.

## Networking Reception

Opportunity to provide a prize item to be raffled off to attendees at the networking reception. Logo placement next to prize, plus an executive "shout-out" during prize drawing (item provided by sponsor).

## Logo Placement

- **Welcome Bag** – Logo printed on the attendee welcome bag
- **Signage** – Logo on registration and breakout session signage, exhibit hall signage and general session screens
- **Homepage** – Logo on conference website with company description and hyperlink to company homepage
- **Mobile App** – Featured exhibitor profile on conference mobile app
- **Email Blast** – Logo included in promotional email to potential attendees

**PLUS, choice of one additional benefit:**

### 1) Break or Meal Enhancement

Sponsor an enhancement to a break or meal such as an espresso bar, smoothie bar, etc. complete with logo placement and branding.

### 2) Logo on ATM Screen in DN Booth

Have your company logo included in the downtime screens of the ATMs in the DN booth.

### 3) Game at Networking Reception

Sponsor a game at the networking reception with your logo placed on or around the game and have your branded prizes given to winners.

### 4) Photobooth at Networking Reception

Exclusive logo placement on or around the photobooth at the networking reception.

### 5) Branded Lounge in Exhibit Hall

Logo placement on or around one of the two lounges in the exhibit hall. Branding could include signage, pillows, etc.

### 6) Charging Station

Exclusive logo placement on the complimentary phone charging station.

## Booth Placement

20'x10' or 10'x10' premium booth space with the following 10 hours of open Exhibit Hall time:

- Monday, August 26, 2024: 11:30 a.m. – 1:00 p.m.  
Welcome Luncheon
- Monday, August 26, 2024: 6 p.m. – 9 p.m.  
Networking Reception
- Tuesday, August 27, 2024: 8 a.m. – 9 a.m.  
Breakfast
- Tuesday, August 27, 2024: 12 p.m. – 1:30 p.m.  
Lunch
- Wednesday, August 28, 2024: 8 a.m. – 9 a.m.  
Breakfast
- Wednesday, August 28, 2024: 12 p.m. – 2 p.m.  
Farewell Lunch

## Conference Badges

Complimentary conference registration for up to four people (additional registration is \$1,295 per person).



# Platinum Partner

As a Platinum-level Partner, your company is aligning with Diebold Nixdorf at the highest level. Thought-leadership and enhanced promotional tactics will be showcased at both Intersect Madrid and Intersect Las Vegas. Your company will also receive exclusive time with DN executives, stakeholders and key customers at the Intersect events. In addition, co-marketing and expanded partnership opportunities will take place year-round and be promoted through a variety of external channels.

## EXPANDED PARTNERSHIP BENEFITS

### Expanded Partnership

Endorsements highlighting partnership to include social media posting on various DN corporate channels, banner advertisements or logo placement on DN website, and/or press release.

### Co-Branding Opportunity

Co-marketing of a mutually agreed upon solution, service offering or industry topic, featuring one of the following assets:

- Co-authored blog post, case study, infographic or other type written report
- DN-hosted webinar (live or pre-recorded)
- Value proposition or solution highlight video

Promotions of final asset to include email blasts to DN's customer base, .oft template for individual DN sales' use, social media posting on various DN corporate channels, DN website page or reference and press release, as appropriate.

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## INTERSECT MADRID 2024 BENEFITS

### Logo Placement

- **Signage** – Logo on break signage, at hospitality desk and on general session screens
- **Communications** – Logo included in all communication materials

### Speaking Session

Participation on panel session (topic determined by program committee) or individual presentation (subject to program committee approval).

## INTERSECT LAS VEGAS 2024 BENEFITS

### Off-Site Exclusive Event

Exclusive event opportunity with access to key DN executives and DN's Customer Advisory Board (CAB) in the evening on Sunday, August 25, 2024.

### Executive Meeting

30-minute 1:1 private meeting with DN's CEO, Octavio Marquez, or C-level executive of choice

### Speaking Session

Participation on partner panel session (topic determined by program committee) or individual presentation (subject to program committee approval).

### Welcome Bag

Promotional item or thought-leadership piece included in welcome bag and given to attendees at registration (item provided by sponsor)

### Badge Scanning

Access to the QR code app for badge scanning.

### Early Access to Attendee List

Access the attendee list on the mobile app three weeks prior to the event.

### Networking Reception

Opportunity to provide a prize item to be raffled off to attendees at the networking reception. Logo placement next to prize, plus an executive "shout-out" during prize drawing (item provided by sponsor).

### Professional Headshot Booth

Logo placed on, around and/or in any promotion of the onsite professional headshot booth where attendees can get a complimentary headshot.

### Logo Placement

- **Welcome Bag** – Logo printed on the attendee welcome bag
- **Signage** – Logo on registration and breakout session signage, exhibit hall signage and general session screens
- **Homepage** – Logo on conference website with company description and hyperlink to company homepage
- **Mobile App** – Featured exhibitor profile on conference mobile app
- **Email Blast** – Logo included in promotional email to potential attendees.
- **Wifi Splash Page** – Wifi splash page goes directly to a web page of your choosing after attendees log in to the event Wifi.

### Booth Placement

20'x10' or 10'x10' premium booth space with the following 10 hours of open Exhibit Hall time:

- Monday, August 26, 2024: 11:30 a.m. – 1:00 p.m.  
Welcome Luncheon
- Monday, August 26, 2024: 6 p.m. – 9 p.m.  
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Breakfast
- Wednesday, August 28, 2024: 12 p.m. – 2 p.m.  
Farewell Lunch

### Conference Badges

Complimentary conference registration for up to six people (additional registration is \$1,295 per person) with the option to assign badges externally to sponsored-customers.



|   | Platinum<br>\$Custom | Diamond<br>\$11,000 | Gold<br>\$5,500 |
|---|----------------------|---------------------|-----------------|
| <b>Expanded Partnership</b>                             |                      |                     |                 |
| Partnership Endorsements                                | ✓                    |                     |                 |
| Co-marketing asset                                      | ✓                    |                     |                 |
| External promotion of asset                             | ✓                    |                     |                 |
| <b>Intersect Las Vegas</b>                              |                      |                     |                 |
| Off-site exclusive event                                | ✓                    |                     |                 |
| Executive meeting                                       | ✓                    |                     |                 |
| Speaking session – panel                                | ✓                    | ✓                   |                 |
| Speaking session – individual                           | ✓                    |                     |                 |
| Welcome bag item  | ✓                    | ✓                   |                 |
| Access to badge scanning app                            | ✓                    | ✓                   |                 |
| Early access to attendee list                           | ✓                    |                     |                 |
| Professional headshot booth                             | ✓                    |                     |                 |
| Logo on welcome bag                                     | ✓                    | ✓                   |                 |
| Logo on registration and breakout signage               | ✓                    | ✓                   | ✓               |
| Logo on exhibit hall signage                            | ✓                    | ✓                   | ✓               |
| Logo on general session screens                         | ✓                    | ✓                   | ✓               |
| Logo on conference website                              | ✓                    | ✓                   | ✓               |
| Company description and hyperlink on conference website | ✓                    | ✓                   |                 |
| Logo on mobile app                                      | ✓                    | ✓                   | ✓               |
| Featured profile on mobile app                          | ✓                    | ✓                   |                 |
| Logo included in one promotional email                  | ✓                    | ✓                   |                 |
| Wifi splash page  | ✓                    |                     |                 |
| Choice of additional benefit                            |                      | ✓                   |                 |
| Sponsored customer badges                               | ✓                    |                     |                 |
| Complimentary badges                                    | 6                    | 4                   | 2               |
| <b>Intersect Madrid</b>                                 |                      |                     |                 |
| Speaking session  | ✓                    |                     |                 |
| Logo on hospitality and break signage                   | ✓                    |                     |                 |
| Logo on general session screens                         | ✓                    |                     |                 |
| Logo on all communication materials                     | ✓                    |                     |                 |



**Your story starts here.**

Contact your Diebold Nixdorf representative to learn more.