



CONFERENCE PROSPECTUS



Executive Summary

The MDT E3 Conference offers business partners an in-person experience designed to deepen engagement with our shared credit union clients. With our attendance of approximately 250 - 300 participants, partners benefit from one-on-one interaction, creating meaningful opportunities to strengthen existing relationships and build new ones. This intimate setting fosters candid conversations, collaborative problem-solving, and trust building that accelerates partnership growth.

A substantial portion of our attendees are key decision makers within their credit unions (44% Executives and Vice Presidents), ensuring that many conversations take place with leaders who influence strategy and technology decisions. By participating in MDT E3, business partners gain direct access to leaders shaping the direction of their institutions and the broader industry.

Terms & Conditions

The information contained in this prospectus is intended for prospective MDT E3 business partners and should not be shared externally or used for purposes outside of evaluating participation in the conference.

Partner Participation Philosophy

The MDT E3 Conference is designed to prioritize education, collaboration, and meaningful dialogue over transactional selling. Partner participation is intentionally limited to ensure quality engagement and relevance for attendees.

The conference offers partners the opportunity to engage in high-quality conversations within a trusted environment built on long-standing client relationships.

MDT and our clients value long-term partnerships and seek to create an environment where conversations are productive, respectful, and aligned with client needs.

Participation in MDT E3 does not guarantee referrals, lead lists, or specific meeting counts.

Event Billing

No payment is due at time of registration. Any expense associated with registration, speaking, and sponsorship will be invoiced to your organization following MDT E3. This typically occurs in July.

2025 MDT E3 Successes

Registration & Attendance

Last year's conference was a resounding success, with an exceptional 99% attendance rate among registered participants. This demonstrates the high level of engagement and commitment from our attendees, reinforcing the value of the in-person experience for partnership opportunities.

130 Client Attendees

49 Business Partner Attendees

44% Executives & Vice Presidents



54 Credit Unions Represented



28 Organizations Represented



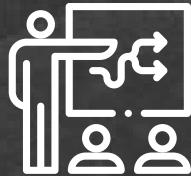
86 MDT Employees



6 Media & Special Guests

Session Attendance & Rating

Last year, 93% of conference sessions received a rating of 4 or higher out of 5, reflecting the strong relevance, quality, and value of the content presented. Attendees consistently found the sessions engaging and insightful, reinforcing the MDT E3 Conference as a premier opportunity for learning and collaboration.



43

MDT & Business Partner Sessions

56%

of sessions offered were at over 50% participation

93%

of sessions were rated 4+ out of 5

2026 EVENT TIMELINE

EXHIBIT HALL HOURS



Monday, May 18, 2026

5 p.m. - 6:30 p.m. (ET)

Tuesday, May 19, 2026

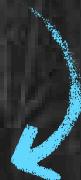
8 a.m. - 5 p.m. (ET)

Wednesday, May 20, 2026

8 a.m. - 4 p.m. (ET)

NOTE: The hours listed will include time for meals, conference sessions, and dedicated exhibitor hall experiences.

A more detailed agenda will be available during registration.



EVENT REGISTRATION

Registering for a booth in our exhibitor hall positions your brand at the center of attendee engagement—providing direct access to decision-makers, opportunities for real-time conversations and demonstrations, and a strong on-site presence that drives visibility, relationships, and lasting business impact.

Event participation and speaking opportunities are subject to availability and MDT content approval to ensure relevance and value for attendees.

Business Partner Registration | \$1,850

- Conference admission for 2 attendees.
- Includes meals, beverages, and participation in evening events.
- Your logo and a 100-word organization description in our event app.
- One 6'x1.5' draped table and two chairs in the MDT E3 exhibitor hall.
- Complimentary standard electrical power.
- Pre and post-event attendee list.

Additional Attendees | \$295

- Per person charge after Business Partner Registration has been met.
- Includes meals, beverages, and participation in evening events.

Speaker Sessions (Invite-Only) | \$900

Speaker Sessions are 45-minute, invite-only, partner-led educational sessions focused on product updates, new features, best practices, and real-world use cases. Sessions are curated with MDT to deliver meaningful, non-sales-driven value to conference attendees.

Business Partner Solutions Showcase (Invite-Only) | \$300

Hosted by MDT's Fintech Solutions team, the Business Partner Solutions Showcase features 10-minute, speed-dating-style presentations designed to spark interest and start conversations. This is your opportunity to bring the sales pitch and drive attendees directly to your booth in the Vendor Hall.

KEY STAKEHOLDERS

Marketing & Communications

events@mdtmi.com

The Marketing & Communications team leads and oversees the MDT E3 Conference from concept to completion, ensuring a seamless and cohesive experience for all participants.

Core responsibilities include managing event planning and execution, coordinating registration, designing exhibitor hall layout, and developing the full conference schedule and agenda. The team also administers sponsorship opportunities, working closely with business partners to maximize visibility and engagement.

In addition, Marketing & Communications handles all event-related communications—before, during, and after the conference—to deliver clear and consistent messaging that supports attendance, engagement, and overall event success.

Fintech & Digital Solutions

partnerships@mdtmi.com

The Fintech & Digital Solutions team serves as a **key point of contact for business partners** throughout the registration and MDT E3 Conference experience.

They handle inquiries related to sponsorship opportunity availability while helping you select the opportunity that best aligns with your organization and budget, partnership discussions, and engagement needs leading up to the event.

Each business partner will work closely with their assigned MDT representative, who provides guidance, support, and coordination to ensure a smooth and productive conference experience.



SPONSORSHIP BROCHURE



EVENT SPONSORSHIP

Event sponsorship elevates brand recognition by placing your organization directly in front of our highly engaged audience—creating meaningful connections that keep your brand top of mind during the MDT E3 Conference and beyond.

Sponsorship is optional and available through the registration process. MDT reserves the right to approve sponsorship to ensure alignment with the conference's education focus and client value.

SPONSORSHIP TIERS



Diamond Sponsor
\$5,000



Gold Sponsor
\$1,650



Platinum Sponsor
\$2,650



Silver Sponsor
\$900

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SILVER SPONSORSHIP OPPORTUNITIES

TOTE-ALLY UNFORGETTABLE

TOTAL AVAILABLE: 1

Provide attendees with a stylish and reusable way to carry their vendor hall treasures with the Tote Bag Sponsorship. Featuring your logo displayed, these tote bags become walking advertisements for your brand throughout the conference and beyond. It's a practical, eco-friendly way to leave a lasting impression.

LINKED BY LANYARDS

TOTAL AVAILABLE: 1

Put your brand front and center with the Lanyard Sponsorship! As attendees wear their name badges throughout the conference, your logo will be featured on the lanyards, ensuring constant visibility and association with the MDT E3 experience. A stylish and practical way to showcase your brand all day long.

STEP INTO THE SPOTLIGHT

TOTAL AVAILABLE: 5

Guide attendees through the conference in style with Custom Floor Decals featuring your logo. Placed in high-traffic areas, these eye-catching decals showcase your logo and message, ensuring your sponsorship is impossible to miss. Make every step count as attendees navigate their way through the MDT E3 Conference with your brand leading the way.

GOLD SPONSORSHIP OPPORTUNITIES

IN THE MARGINS

TOTAL AVAILABLE: 1

Put your brand in every attendee's hands with the Notebook Sponsorship! Your logo will grace the cover of the conference notebooks, ensuring your company stays top of mind as participants capture key insights and ideas. It's a practical and lasting way to leave an impression long after the event ends.

MAINSTAGE SESSION SPONSOR

TOTAL AVAILABLE: 3

Put your brand at the heart of the conference's most anticipated moments. With a mainstage session sponsorship, your company becomes part of the excitement as MDT unveils new capabilities, showcases solution enhancements, and delivers high-value insights to attendees. Your logo will shine throughout session promotions and on-site visuals, reinforcing your role as a partner in driving innovation, empowering growth, and elevating the credit union industry.

ALWAYS ONLINE: WI-FI BY [YOUR COMPANY]

TOTAL AVAILABLE: 2

Keep everyone plugged in and powered up with our Wi-Fi Sponsorship! Your brand will take center stage, prominently displayed on all Wi-Fi materials, reminding attendees who's behind their seamless connection. Because when they're online, your brand is too.

PLATINUM SPONSORSHIP OPPORTUNITIES

NETWORKING 90 - OPENING RECEPTION

TOTAL AVAILABLE: 2

Start the 2025 MDT E3 Conference in style with our “Networking 90” cocktail reception! As an exclusive sponsor, your brand will shine with prominent digital signage showcasing your name and logo. To make it even more memorable, a dedicated Cocktail Station will have your brand at the center of the celebration.

DETROIT WATER ICE & BROWN BAG POPCORN

TOTAL AVAILABLE: 1

Treat attendees to a taste of Detroit while putting your brand behind a mission that matters. This sponsorship brings the irresistible flavors of Detroit Water Ice and Brown Bag Popcorn to the conference—refreshing, iconic, and impossible to resist. Created by Mitch Albom and powered by SAY Detroit, every scoop and every handful supports programs that provide learning, health care, and housing opportunities for Detroiters in need.

PLATINUM SPONSORSHIP OPPORTUNITIES

STAY HYDRATED, STAY NOTICED

TOTAL AVAILABLE: 1

Keep attendees refreshed while showcasing your commitment to sustainability with the Reusable Water Bottle Sponsorship! Your logo will be beautifully featured on every bottle, ensuring maximum visibility as attendees stay hydrated throughout the conference. It's a lasting, eco-friendly way to make your brand stand out.

THE ESPRESSO EXPRESS

TOTAL AVAILABLE: 1

Bring a burst of energy to Tuesday at the MDT E3 Conference with The Cappuccino Man Coffee Bar Sponsorship! Your brand will take the spotlight as attendees enjoy specialty drinks featuring customizable options like branded latte art, and cart signage. Available exclusively on Tuesday afternoon, this sponsorship ensures your brand is front and center during one of the busiest and most engaging days of the conference. Keep the coffee flowing and the connections brewing!

DIAMOND SPONSORSHIP OPPORTUNITIES

CONFERENCE HEADSHOT STUDIO

TOTAL AVAILABLE: 1

Help attendees put their best face forward—literally. As the Professional Portraits Sponsor, your brand will be showcased at a dedicated headshot station offering high-quality corporate photos throughout the conference.

Your logo will be featured on-site and across the sign-up page, including: “MDT 2026 Conference Portraits Provided by [Sponsor Name].”

DIAMOND CUSTOM SPONSORSHIP OPPORTUNITIES

Have a sponsorship idea beyond what's outlined here? Diamond Custom Sponsorships offer tailored opportunities starting at \$5,000+, putting your brand at the center of the conference experience.

From select elements of the **Detroit Tigers baseball game** to high-impact **on-site activations**, this tier is built for visibility and memorability.

Options may include attendee souvenirs, a **classic ballgame dinner**, or custom branding opportunities such as signage, **escalator graphics**, or **giveaways**—all designed in collaboration with MDT.

For more information, visit events.mdtmi.com/mdte3conference
or send us an email at events@mdtmi.com