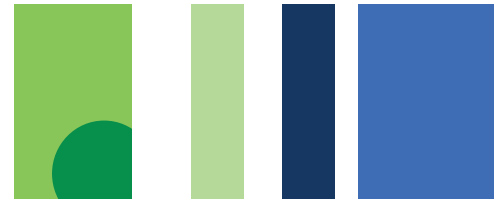




Exhibit & Sponsorship Prospectus



**INNOVATION.
COLLABORATION.
EDUCATION.**

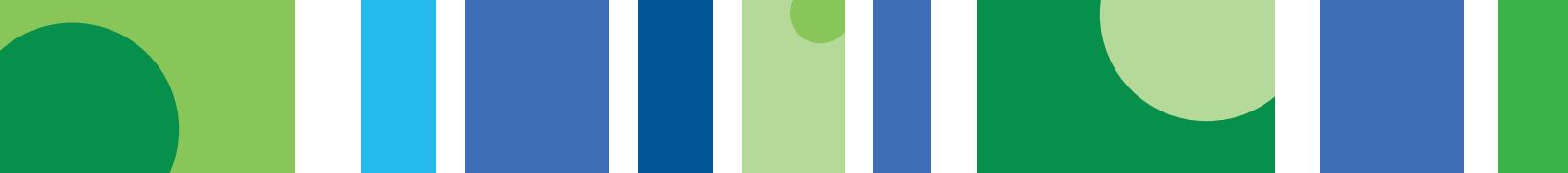


**Smarter Faster
Payments™ 2022**

REGISTER NOW: payments.nacha.org

MAY 1-4, 2022 | Nashville, TN





An Industry Reunion 2

Engage with Buyers Seeking Fintech Solutions..... 3

Matchmaking 4

Meet Decision-Makers 5

2022 Booth Fees 6

Marketing Tools 7

2022 Exhibit Hall 8

Sponsorship Benefits 9

Educational Opportunities 10

Attendee Access Networking 17

Attendee Experience & Brand Recognition 20

Sponsorships at a Glance 22



Contact:
 Holly Price, Director, Sales
 Office: 703-561-3960
hprice@nacha.org

It's Time to Get Back Together

It's hard to believe that the last time we were together for Payments in person was May 2019. It seems like a lifetime ago, with so much having changed since then. But as 2022 dawns, our hope is that it brings a new day. With that in mind, Nacha looks forward to welcoming you to Smarter Faster Payments 2022 in Nashville, Tennessee.

As great as Payments Remote Connect was, nothing is the same as being there. Raising your hand to ask a question of a speaker...walking the exhibit hall floor...reconnecting with old friends and making new contacts—it's all part of the live experience, which Nacha will deliver in Nashville.

The payments industry is never stagnant; neither is the Payments Conference. Turn the page to see what is in store as we prepare to gather in Nashville. We look forward to seeing you there—and to your organization being a part of this exciting event.



ENGAGE WITH BUYERS SEEKING FINTECH SOLUTIONS

With more than 2,300 payments professionals historically attending, Nacha's Smarter Faster Payments Conference is *the* place to showcase your brand and the solutions you offer. From financial institutions to corporations to governments, the audience you are looking to reach is at Payments—and they are eager to connect with you.

Who Are These Buyers?

Financial Institutions

Not only are the nation's top financial institutions at Payments, so are many small to midsize banks and credit unions. Regardless of size, they all have this in common: They want to grow, and they are looking for solutions that will help their clients. You'll meet influencers from treasury departments, technology, risk and compliance, security and more.

Corporate Buyers

Meet companies that are looking for solutions to make the payments process faster, smoother and more cost-effective.

Government Entities

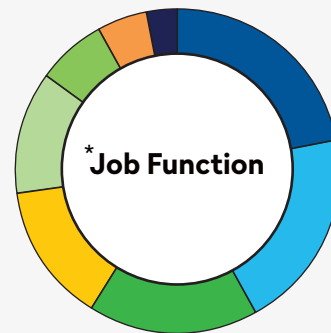
Meet representatives of federal, state, county, local and international governments.

*Attendee-Buyer Organization Type

-  **42% • Financial institutions**
-  **22% • Fintech companies / Providers**
-  **15% • Associations/Press/Network**
-  **11% • U.S. or International Government**
-  **9% • Corporate end users**
-  **1% • Legal**



- Senior Manager 37%
- Middle Manager 38%
- Top Manager 20%
- Junior Manager/Non Manager 5%



- Product Management 22%
- Operations 20%
- Relationship Management/Sales/Marketing 17%
- Risk/Compliance 14%
- Systems/Integration 12%
- Legal 7%
- Treasury/Accounting 5%
- Strategy/Product Development 3%

*Statistics from Smarter Faster Payments Remote Connect 2021, a virtual conference.



MATCHMAKING

Some matches are made in heaven. Others are made in the Smarter Faster Payments Exhibit Hall. Here are some of the top solutions payment professionals are looking for:

- 1 Banking solutions to solve for consumer access to data and compliance
- 2 Know Your Customer and Know Your Customer's Customer technology
- 3 Ways to increase both productivity and relevance for community banks and credit unions
- 4 Introducing technological enhancements to serve clients and comply with future regulatory requirements
- 5 Using AI to help financial institutions better understand customers and prospects
- 6 Overcoming challenges stemming from emerging faster payments solutions, payments integration, and straight through processing

Payments 2022 trending solution categories based on exhibitors' solutions include:

- Emerging Payments
- B2B Payments & Information
- Fraud Prevention & Detection
- International Payments
- ACH Origination Enablement
- Online Payment Solutions
- Payment Gateways/Hubs
- Treasury Management Services
- Money Transfer
- Account Validation
- Core Transaction Processing

(in order of preference from Payments Remote Connect 2021 exhibitors)



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MEET DECISION-MAKERS

Nacha offers a variety of options for generating a solid return on your Payments 2022 investment:



CONNECT in the exhibit hall

More than just a gathering place, the Payments 2022 Exhibit Hall delivers an incomparable experience featuring:

- **The Solution Center with fintechs demonstrating trending solutions**
- **The Smarter Faster Payments Zone**
- **The Accreditation Awareness Center**

Payments 2022 delivers high-value solutions and networking opportunities for attendees while connecting them to the exhibitors and sponsors.



EXHIBIT to generate leads

- **Be an influencer! Showcase Your Company and its Products and Solutions**

Two days. 2,300 buyers. 340 financial institutions. It's time well spent—and a solid marketing investment.

- **Position Your Company/Brand for Maximum Traffic**

Location, location, location. You pick the spot for your booth that works best for you, be it close to complementary companies/products or near a specific show floor feature. We'll set up the Payments Exhibit Hall to ensure traffic flow is optimal.

- **Engage to Profit**

Timing is everything. And after all we've been through, this is the right time to exhibit. Payments is the right place. Our attendees are buyers in search of solutions—the kind your company offers. Showcase your products and technologies to an audience actively seeking them. You'll come away with a wealth of new leads and prospects.



EXHIBIT TO INCREASE YOUR BUSINESS LEADS

2022 BOOTH FEES

per 10' x 10'

Member: \$4,220

Nonmember: \$5,385

per 10' x 20'

Member: \$8,440

Nonmember: \$10,770

per 10' x 30'

Member: \$12,660

Nonmember: \$16,155

per 20' x 20'

Member: \$16,880

Nonmember: \$21,540

per 20' x 30'

Member: \$25,320

Nonmember: \$32,310

per 20' x 40'

Member: \$33,760

Nonmember: \$43,080

per 30' x 30'

Member: \$37,980

Nonmember: \$48,465

per 30' x 40'

Member: \$50,640

Nonmember: \$62,620

Visit www.nacha.org/become-member to learn about membership opportunities with Nacha.

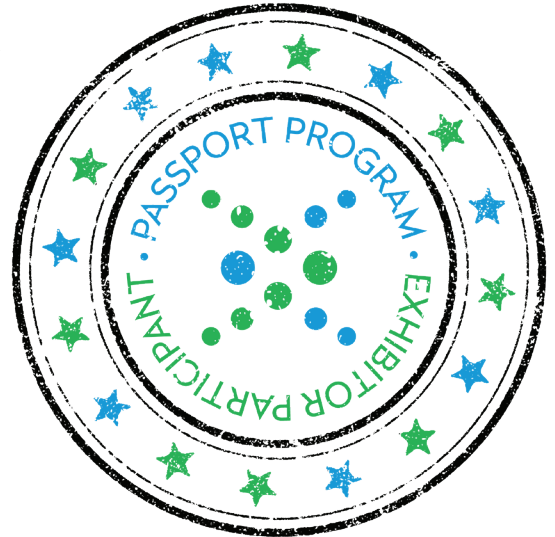
Booth Price Includes:

- 10'x10' exhibit space (8' back wall and 3' side walls with fabric drape, linear booths only)
- Online Exhibitor Directory listing including company description, logo, contact information, social media, and URL included on Payment 2022 website and in the mobile app
- One full-conference registration per 10'x10'
- Two exhibit hall-only registrations per 10'x10'
- One-time use of two pre- and one post-conference attendee lists. List includes: contact name, title, company, and mailing address.

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HIGHLIGHT YOUR BOOTH WITH MARKETING TOOLS

Differentiate yourself and stand out by highlighting your company with individualized promotions and marketing initiatives to drive attendees to your booth. You can elevate your company among the who's who of solution providers with the promotional and meeting opportunities below.



- **Digital Ad Retargeting – \$5,000**

Your advertisement is retargeted back to visitors of nacha.org and payments.nacha.org.

- **Fintech Solution Showcase – \$5,000**

A more in-depth 30-minute demo in the exhibit hall.

- **Pre- and Post-Conference Emails to Attendees – \$3,000**

Your chance to email all attendees with your custom messaging and brand.

- **Fintech Flash Demo in Exhibit Hall – \$3,000**

Demo your product to an audience in an exhibit hall feature area.

- **Exhibitor Passport Program – \$2,000**

Be one of 12 exhibitors that attendees will come to for their passport sticker.

- **Meeting Rooms and Meeting Pods – starting at \$1,600**

Private meeting areas, available in multiple sizes, to close the deal.

- **Aisle Floor Graphics – \$500**

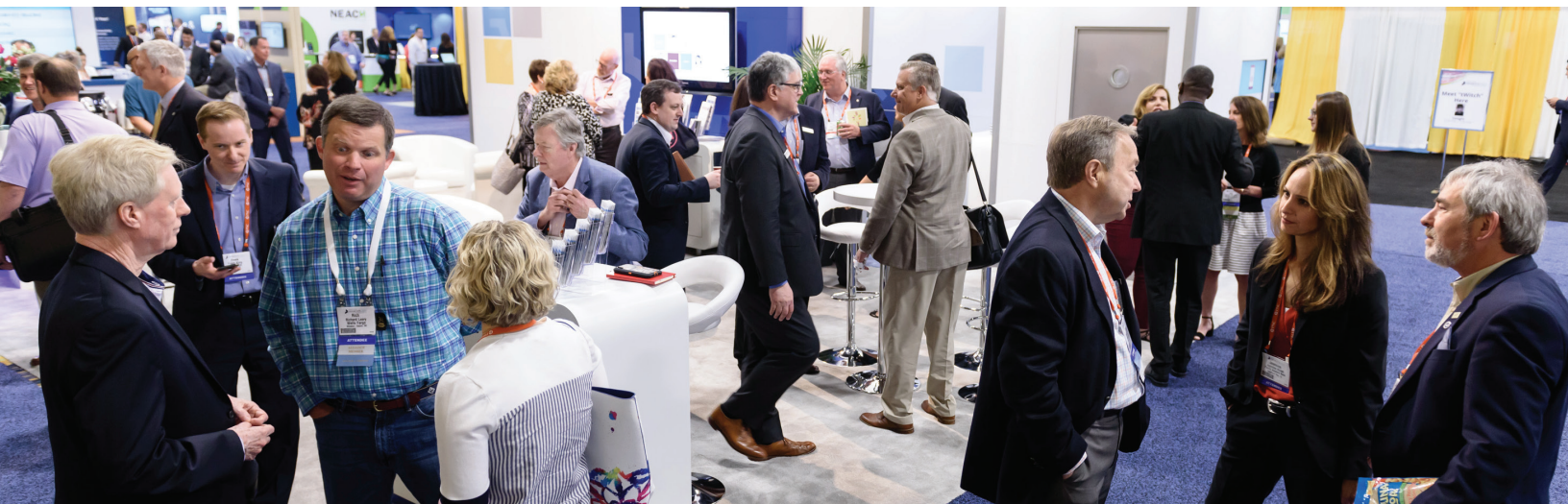
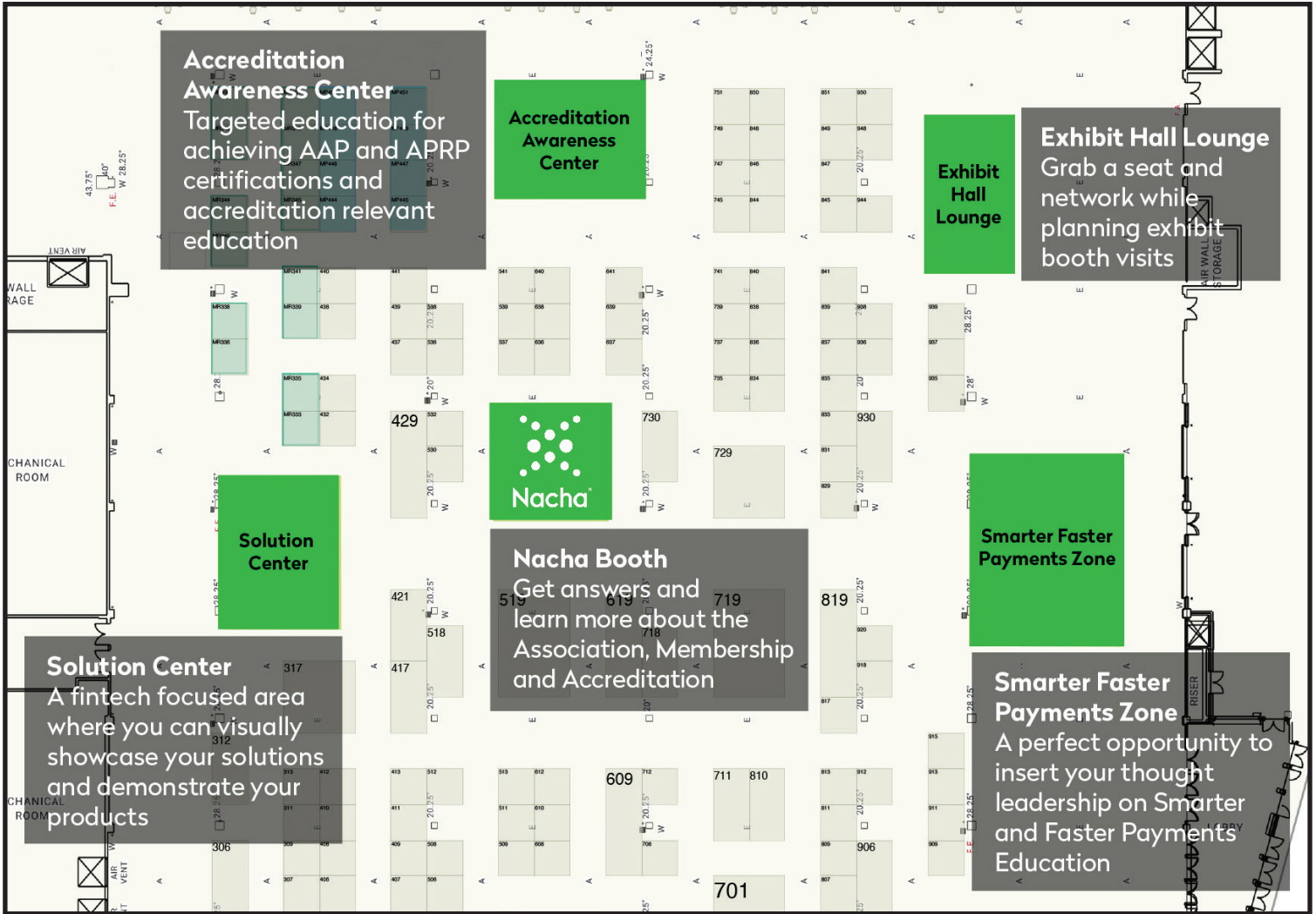
Your full-color logo highlights your booth name into the exhibit hall aisle.

- **Keynote Promo Slides – \$500**

Attract the attendees to your booth with a visual announcement in the keynote sessions.

2022 EXHIBIT HALL

Select your strategic booth location today!



FEATURES OF SPONSORSHIPS BY LEVEL



PLATINUM SPONSOR (\$37,000 and above)

- Opportunity for sponsor-created video to be posted on conference website and promoted via conference marketing
- On show floor meeting room (includes logo)
- Logo on keynote walk-in slides
- Two invitations to Chairperson's Leadership Reception
- One educational session on select sponsorships – limited availability, *please see below**
- Three full-conference complimentary registrations
- Customized pre- or post-conference attendee email
- A social media post on Nacha's LinkedIn and Twitter accounts
- Sponsor Wall recognition
- Two pre- and one post-conference attendee lists for one-time postal mailing
- Logo on conference marketing materials and conference website
- Logo, company description, and product categories in sponsor section of mobile app



GOLD SPONSOR (\$27,000 - \$36,999)

- On show floor meeting pod (includes logo)
- Logo on keynote walk-in slides
- One invitation to Chairperson's Leadership Reception
- One educational session on select sponsorships - limited availability, *please see below**
- Three full-conference complimentary registrations
- Customized pre- or post-conference attendee email
- A social media post on Nacha's LinkedIn and Twitter accounts
- Sponsor Wall recognition
- Two pre- and one post-conference attendee lists for one-time postal mailing
- Logo on conference marketing materials and conference website
- Logo, company description, and product categories in sponsor section of mobile app



SILVER SPONSOR (\$17,000 - \$26,999)

- Two full-conference complimentary registrations
- Customized pre- or post-conference attendee email
- A social media post on Nacha's LinkedIn and Twitter accounts
- Sponsor Wall recognition
- Two pre- and one post-conference attendee lists for one-time postal mailing
- Logo on conference marketing materials and conference website
- Logo, company description, and product categories in sponsor section of mobile app



BRONZE SPONSOR (less than \$17,000)

- One exhibit hall-only complimentary registration
- Customized pre or post-conference attendee email (limited to sponsors spending \$10,000+)
- Two pre- and one post-conference attendee lists for one-time postal mailing
- Logo on conference marketing materials and conference website
- Logo, company description, and product categories in sponsor section of mobile app

**must be contracted and session title, content and track selection submitted to Nacha's education department before March 1, 2022 to receive this benefit and complimentary speaker registration*

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EDUCATIONAL OPPORTUNITIES

Ultimate Thought Leadership and Branding

Opening Keynote PLATINUM **VISA**

When Payments returns in person, make sure it's with your brand in the spotlight. With attendees gathered to hear from a dynamic speaker, you'll be there to greet them on stage with remarks and a video. This general session is a focal point of Payments and your opportunity to be seen as the conference's premier sponsor.

Benefits: Display your company's logo on keynote signage and large screens on stage; brief remarks and video of three minutes; place a branded item or brochure on chairs; all Platinum benefits included.

Tuesday Morning Keynote PLATINUM • \$37,000

The excitement of Payments 2022 continues with the Tuesday Morning Keynote, preceded by a video highlighting your brand.

Benefits: Display your company's logo on keynote signage and large screens on stage; show a brief video; all Platinum benefits included.



EDUCATIONAL OPPORTUNITIES

Ultimate Thought Leadership and Branding

Educational Focused Tracks

GOLD • \$28,000

One reason why NACHA is known as the leader in payments education is the superb sessions at Smarter Faster Payments. With speakers laser focused on the latest developments in the ever-changing payments world, Payments 2022 participants will get the information they need to stay ahead of the game. And when you sponsor one of nine educational tracks you'll not only be associated with quality education but also bring name recognition to your company.

Benefits: Your company's logo will be displayed on session room signage, on the educational track pages of the Payments website, in marketing materials, and on the conference mobile app. All Gold benefits included. Choice of nine session tracks. You may also sponsor a particular track and then present a session in another track while bringing your company's expertise to multiple audiences.

Choose from available tracks:

ACH ifits

The modern ACH Network is thriving—meeting today's payment needs and innovating to meet tomorrow's. With innovative new use cases, sound risk management and the power to reach every U.S. financial institution account, ACH continues to move the payments space forward. There's a lot to be aware of and these sessions will help you gain the knowledge you need.

Compliance & Regulatory

Rules and regulations ensure the order necessary to maintain a solid, sound payments system. And like that system, the rules and regs are constantly changing. Along with staying up to date and in compliance, you'll also learn about developments that can be a growth opportunity.

Cybersecurity & Risk

BANK OF AMERICA

Cyber threats aren't going away. If anything, the situation seems to grow more complicated by the day. Are you and your organization doing what's necessary to stay ahead of the bad actors? You'll come away from these sessions with a better understanding of the risks that are out there—and what you need to do to maintain safety, prevent losses, and keep your customers' trust.

Disruptive Ideas & Technologies



New technologies, infrastructures, opportunities and threats, value chain democratization and the redefinition of the way parties interact and transact is portending a future quite different from today. There will be winners and losers. These sessions focus on the topics that threaten to disrupt the status quo, elicit controversy, and provoke debate in the industry.

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EDUCATIONAL OPPORTUNITIES

Ultimate Thought Leadership and Branding

Faster Payments Experience

CGI

From same day to immediate, the faster payments landscape is constantly changing. Spanning the breadth of Payments 2022, these sessions and solutions will bring into focus what is going on now, and what the future might hold, in the world of faster payments.

Payments in Practice **VERAFIN**

Sessions in this track go beyond the abstract while exploring proven results and solutions for payment participants. Use cases, success stories and proven results inspire the creation of ideas and offerings while exploring new ways to put payments in practice.

Practical Strategies

Early Warning®

Sessions in this track focus on topics related to organizational goals, sound business practices, systems modernization, payments convergence and implementation planning for products, services and processes.

Small to Large Business

Perspectives Track **TD Bank**

At the end of the day, it's all about the customer. Payors and payees are why we are here. These sessions are for and by end-user clients — practitioners from corporate, business, state and local government, higher education, and charitable and religious organizations — that originate and receive payments. Content focuses on their experiences and needs, and the solutions and business practices to help them succeed.

Smarter Payments Experience

J.P.Morgan

New smart technologies are enabling financial institutions, fintechs and other providers to leverage rich information within and surrounding a payment throughout the end-to-end process. These capabilities instill greater intelligence that enhances decision-making and awareness, informs choices and actions, removes friction, strengthens security and confidence, and adds value.



EDUCATIONAL OPPORTUNITIES

Ultimate Thought Leadership and Branding

 **Lunch & Learn Series**
Overall Sponsor

PLATINUM

**WELLS
FARGO**

The learning doesn't stop at Payments 2022, not even during lunch. The Tuesday Lunch & Learns feature at least four sessions of quality content intended to entice Payments 2022 attendees with a serving of an educational entrée. The overall sponsor of the Lunch & Learn Series will create and facilitate two of the Tuesday Lunch & Learn sessions as well as be branded in promotions for all of the sessions. Special announcements during the Monday and Tuesday Keynotes invite attendees to the Lunch & Learn sessions and we will provide you with the names of all Lunch & Learn participants. Your company will also be featured on pre-conference event promotion and on-site platinum level signage.

Benefits: Your logo listed as the overall sponsor of the Lunch & Learn Series and you may present at two Lunch & Learn sessions, list of participants. All Platinum level benefits.

 **The Payments Connection**
SILVER  The Clearing House

 **Finicity**  **fiserv.** **Volanté** 

It's OK to be a showoff—if you're presenting your product or solution to the audience at Payments. Only five companies will have this special opportunity to be part of the "Paymmy Awards" celebration in the main ballroom Monday afternoon. With no other overlapping activities or concurrent sessions, it's an excellent chance to show how your organization is at the forefront of what's trending today in the payments world. This unique session will feature an awards show atmosphere with a "red carpet" experience. Every company is a winner in their category as the audience is treated to an entertaining show. As a sponsor, you must have an exhibit booth and agree to presentation guidelines.

Benefits: 10-minute presentation of your company's trending product or payments solution in the main ballroom; logo on large onstage screens and on-site signage; marketing of prerecorded webinar to present product or solution (held after conference and posted for 60 days on Nacha Distance Learning Center); includes all Silver sponsor benefits.

 **Accreditation Awareness Center**
SILVER  **NEACH**
Your Trusted Resource in Payments



The Accreditation Awareness Center is a new fixture in the exhibit hall featuring education targeted to attendees interested in taking steps toward obtaining an AAP or APRP accreditation. Level setting sessions in the Center will include: ACH, Risk Management, ACH Participants, Comparative Payment Systems, ACH File Formats. Sponsor may present two 50-minute accreditation relevant education sessions following approval by education department.

Benefits: Sponsor's name on overhead banner and entrance structure of center and two educational sessions within center; includes all Silver sponsor benefits.



EDUCATIONAL OPPORTUNITIES

Ultimate Thought Leadership and Branding



The Smarter Faster Payments Zone is home to a wide range of sessions focusing on smarter solutions and faster payments education. Located within the exhibit hall, it's a special education section featuring a presentation area with a screen, sound system and audience seating.

Benefits: Your company's logo will be on an overhead banner and the structure signage at the entrance to the Smarter Faster Payments Zone; present a 50-minute educational session in the Zone; includes all Silver sponsor benefits



The newly branded Solution Center, located in the financial technology focused exhibit hall, will host demonstrations of solutions, technology, and products of interest to financial institutions and companies involved in payments, payments processing, and financial and data security, plus much more. There will be a steady stream of technology presentations and as the sponsor of the Center you can position your company as an innovator in your field and the payments sphere.

Benefits: Your company's logo on the overhead banner as well as structure signage at the entrance to the Solution Center; your logo connected to the Solution Center schedule on the webpage and includes your choice of two demonstrations of either 15 – or 30 – minutes each; includes all Silver sponsor benefits.



The Spotlight Speaker Series focuses on the challenges and opportunities that will shape the payments space of tomorrow. Sessions draw large crowds in our biggest session room with stage furniture. You will be highlighted as the sponsor of this special series, and will introduce the sessions and speakers. This sponsorship includes the opportunity to present your own 50-minute educational session.

Benefits: Your company's logo displayed on event signage; opportunity to introduce the sessions; list of Spotlight Speaker session participants; includes all Silver sponsor benefits.



Nothing like kick-starting the best in payments education with the Payments Kick-Start Sessions. By sponsoring, you'll see your name on Sunday's complete education program and the refreshment break. It's essentially sponsoring an entire track on Sunday, which is a busy day for payments professionals seeking high quality educational content and the opportunity to earn continuing education credits.

Benefits: Your company's logo displayed on session and afternoon break signage and Payments Kick-Start Sessions promotional messaging; opportunity to introduce each speaker as well as present your own session on Sunday; logo displayed on webpage; includes all Silver sponsor benefits.

Contact Holly Price, Director, Sales • O: 703-561-3960 • hprice@nacha.org

EDUCATIONAL OPPORTUNITIES

Ultimate Thought Leadership and Branding



The Executive Session Series features relevant topics including strategy, overcoming challenges, and implementation. Become the sponsor of this high-profile group of sessions and add your company as its strategic supporter.

Benefits: Your company's logo displayed on all Executive Session Series room signage and on the educational track pages of the Payments conference site, as well as your logo in marketing materials and the mobile app; opportunity to introduce each session; list of session participants; includes all Bronze sponsor benefits.



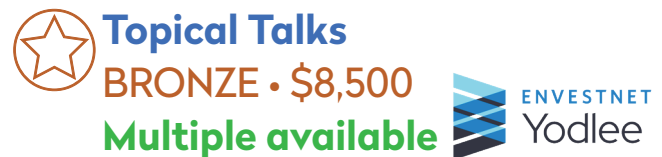
Looking to play to a full house? Then the Deep Dive Dialogue sessions are the place to be. Every seat is usually filled with attendees eager to engage in discussions and interactive learning. But as a sponsor you will be able to give a seat to an attendee of your choice. Sessions cover multiple payments topics, and as a sponsor your company name will be associated with thought leadership, and be seen as a payments field player.

Benefits: Your company's logo displayed on all Deep Dive Dialogue room signage and on the educational track pages of the Payments Conference site, as well as your logo in marketing materials and the mobile app; one reserved seat for one session; includes all Bronze sponsor benefits.



The exclusive, invitation-only Executive Leadership Summit features hall of fame speaker, Wall Street Journal bestselling author, and strategic performance coach, Victoria Labalme, and will be held just following the Opening Keynote on Monday morning. Victoria will engage the audience in discussions about getting the most out of team members, how to poise your organization for success in a changing world, and how to navigate and lead through uncertainty. As the sponsor you will be the host of the Summit and will introduce Victoria to this executive level audience.

Benefits: Your company representative may introduce speaker and you may invite an additional three attendees; includes all Bronze sponsor benefits.



Sometimes, a smaller audience is just the right thing. Topical Talks offer your organization the chance to interact with a group of no more than 30, meaning you'll have a unique opportunity to give your thoughts while gaining valuable feedback. Present Nacha with your specific discussion topic and presenter and we will promote your Topical Talk in our marketing, as we do with all Payments sessions.

Benefits: Facilitate and define your own topic of discussion; your company logo displayed on event signage and your company name on the conference map, mobile app and website schedules; includes all Bronze sponsor benefits.

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EDUCATIONAL OPPORTUNITIES

Ultimate Thought Leadership and Branding

 **Payments Kick-Start Sessions**
BRONZE • \$7,500 • 4 available



You asked. We delivered. Fintechs wanted thought leadership opportunities to reach the payments community, and that's what these Kick-Start sessions are all about. Held on Sunday, you can discuss pain points, needs and disruptions facing payments professionals—and how to solve them.

Yes, your product can be part of that solution, but it shouldn't be the only solution offered, nor the main session focus. These 50-minute sessions may qualify for continuing education credits, and will be promoted pre-conference and on-site, as well as on the Payments website, mobile app and conference map.

Benefits: Facilitate and define your own topic of discussion; your company logo displayed on event signage and your company name on the conference map, mobile app and website schedules; includes all Bronze sponsor benefits.



ATTENDEE ACCESS & NETWORKING

Branding and Company Recognition for Sponsor

Tuesday Night Out PLATINUM • \$48,000

Your company can bring the wow factor to THE event with the highest visibility and branding that a Payments sponsorship offers. Connections and learning happen during the day at the Payments Conference, and the networking and continued relationship building extends into the evenings with Payments produced receptions – This year’s event will be held at the Wildhorse Saloon, Nashville’s Premier Line Dancing Venue! Tuesday Night Out is THE pinnacle social function and it can be offered in your company’s name.

Benefits: Your company represented as the sponsor; your company’s logo displayed on pre-conference promotional materials, on-site signage, and cocktail napkins; you may provide branded giveaways; includes two guest tickets; includes all Platinum sponsor benefits.

**Co-Sponsorship Option Available at Silver Level*

Payments Comedy Show SILVER • \$25,000

Everyone likes to take a break and have some fun and we tried something new and guess what? It was a hit! Payments is happy to bring you the comedy of Adam Mamawala to the main Payments stage on Monday just prior to the Payments Connection presentations. Your representative may take part in humorous banter with Adam and may even get to tell a quick joke. Your company will be part of pre-conference event promotions for the comedy show.

Benefits: Your company name on Comedy Show promotions and ability for your representative to participate in beginning banter with comedian; includes all Silver sponsor benefits.

Payments Exhibit Hall Networking Reception SILVER • \$25,000

Host this party and have the theme, guest list, decorations, and food and beverage created and arranged for you. The Payments Exhibit Hall Networking Reception is a great way to combine business with networking and your company can be the influential force behind great collaborations. As an exhibitor and sponsor of the reception, you can take your booth to the next level by highlighting your sponsorship of the reception and invite customers to your booth. Nacha’s event planning team will create the theme and an atmosphere to inspire networking and excitement for attendees and exhibitors while ensuring your name is branded as the host.

Benefits: Your company’s logo displayed on pre-conference promotions, reception signage and cocktail napkins; you may provide themed and branded giveaways and company collateral for the reception tables and drink bars; includes all Silver sponsor benefits.

AAP & APRP Reception SILVER

AAPs and APRPs are some of the hardest working folks in the payments world, but that doesn’t stop them from having a great time. This annual reception—open only to accredited AAP and APRP professionals—is the chance to meet and mingle with the folks who work hard to achieve and maintain their credentials. When you sponsor this networking event, complete with cocktails and hors d’oeuvres, you’re showing your appreciation for all they do.

Benefits: Your company’s logo will be displayed on reception signage and cocktail napkins; includes all Silver sponsor benefits.

ATTENDEE ACCESS & NETWORKING

Branding and Company Recognition for Sponsor

Chairperson's Leadership Reception

SILVER  SHAZAM

Mix and mingle with top executives from financial institutions and fintechs, as well as Nacha leadership, at this invitation-only Sunday evening event. Five representatives of your organization are welcome to take part in this special reception looking back on a busy year in payments and ahead to what the future brings. It's an exclusive gathering, offering the chance to drink, nibble and chat with the top echelon of payments professionals.

Benefits: Your company's logo will be displayed on event signage, including cocktail napkins; you may provide welcome remarks, including a brief statement; five invitations to the reception; includes all Silver sponsor benefits.

Monday Lunch in the Exhibit Hall

BRONZE • \$10,500

When payments professionals arrive at the exhibit hall midday Monday, they'll be ready to enjoy lunch and meet with exhibitors. By sponsoring this event, your organization's name will be the first thing they see as they enter the Hall, affording some excellent name recognition and exposure.

Benefits: Your company's logo will be highlighted on all signage for the luncheon; you may provide your company brochure or a giveaway item to be distributed to attendees; includes all Bronze sponsor benefits.



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ATTENDEE ACCESS & NETWORKING

Branding and Company Recognition for Sponsor



When attendees check in to the official conference hotel, they'll be handed a card key with your brand on it. You're literally putting your brand in the palm of their hands. This sponsorship opportunity includes production with your custom one color artwork and distribution.

Benefits: Your company's logo on all Payments 2022 attendees' hotel key cards; includes all Bronze sponsor benefits.



FIFTH THIRD BANK

Ah, the pause that refreshes! When Payments 2022 participants take a refreshment break in the exhibit hall, the napkin they grab can feature your company's name and logo. It's a perfect way to raise your visibility, with several drink and snack stations available to attendees and exhibitors. There are four sponsorship opportunities: Monday morning and afternoon; Tuesday morning and afternoon.

Benefits: Your company's logo will be displayed on signage near refreshment stations, on napkins, and on the exhibit hall entrance units; includes all Bronze sponsor benefits.



ATTENDEE EXPERIENCE & BRAND RECOGNITION

Mobile App GOLD MODERN TREASURY

The cool kids know the mobile app is the best way to navigate Smarter Faster Payments. They use it for everything from planning a schedule to finding their way to the next session. Not to mention all of the presentations available for download, so they can share the knowledge when they're back home. When you sponsor the Payments 2022 Mobile App, your company will be seen by everyone using it, whenever they open the app. That's a lot of recognition—and it comes from the payments professionals you want to reach.

Benefits: Your company's logo throughout the mobile app with link to company description or website; your logo on the mobile app FAQ page; includes all Gold sponsor benefits.

Badge Lanyards SILVER PNC

What's that everyone's wearing around their neck? Why they're lanyards—with your company's branding on them! It's literally a can't-miss opportunity. We'll even design and distribute.

Benefits: Your company's logo on attendee lanyards; includes all Silver sponsor benefits.

Wireless Internet SILVER • \$25,000

Wi-Fi is indispensable today. Gotta have it. Be the hero so all Payments 2022 participants have reliable WiFi throughout the conference, with coverage in educational session rooms and the exhibit hall. This is your opportunity to have your company and a branded password featured on a host of locations including the Payments website, the conference map, signs onsite, and more.

Benefits: Branding with your company's logo and tagline; includes all Silver sponsor benefits.

Exhibit Hall Lounge SILVER **NEACH** Payments Group

Would you like to see your company logo on overhead banner signage in the Payments exhibit hall? You can do just that as the sponsor of the Exhibit Hall Lounge. Attendees mingle, relax and socialize in this large, comfortably furnished area of the exhibit hall, where headshot photos will be taken on Wednesday. Your company logo will be noticeably displayed on signage for the headshot photos.

Benefits: Your company's logo on overhead banner and photo signage; includes all Bronze sponsor benefits.

Orientation & Coffee Reception and Sunday Social

BRONZE  ePay

The Payments Conference can be daunting—what with all the sessions, and the exhibits, and the networking. That's why Nacha always welcomes first-time attendees (and even some returning friends) the chance to get an overview and some helpful tips at our Orientation session. And then there's our Sunday Social, where everyone gets together to network. This sponsorship is a classic twofer. You'll be highlighted throughout the day as the sponsor of both events.

Benefits: Your company's logo on signage for both events. Opportunity to provide company collateral or giveaway to be placed at the events to be picked up by attendees; includes all Bronze sponsor benefits, including the customized attendee email.

ATTENDEE EXPERIENCE & BRAND RECOGNITION

Conference Map BRONZE **Volanté**

It's called the Conference Map, but it's a whole lot more than just a map. Not only does it feature all of the relevant information such as exhibitors, sessions at-a-glance, and the Wi-Fi password, it's also a key part of the Passport Prize Program. When it's time for attendees to drop off their prize forms, your booth is the place they'll head to. And as the map sponsor, you'll be featured on a full panel ad within the map.

Benefits: Your company's ad and logo on map, Passport Program collection drum placed within your booth, as well as recognized as the sponsor of the Conference Map; includes all Bronze sponsor benefits.

Water Stations BRONZE • \$12,000

Add your brand to the exhibit hall, educational session rooms as well as the main ballroom where your company logo will be visible on signage next to the water coolers. Your potential customers or industry colleagues will be happy to have a drink on you throughout the conference.

Benefits: Your company's logo at all water station signage and on the water cups themselves; includes all Bronze sponsor benefits.

Exhibit Hall Aisle Signs BRONZE **traxpay**

Things are looking up—including Payments Conference attendees. When they walk through the exhibit hall they can't miss the directional aisle signs hanging from the ceiling above each aisle. It'll be your company's logo and booth number featured exclusively on each sign.

Benefits: All aisle signs will feature your company's logo and booth number; includes all Bronze sponsor benefits.

Conference Pens BRONZE • \$8,000

Send us your proudly branded pens and leave the promotion to us. We will distribute your pens to all Payments attendees for use during the conference and long afterward as they return to their offices. Your logo also be proudly shown on the pen bins throughout the conference.

Benefits: Your company-provided pens will be placed in large bins near registration and educational session rooms; large holding bins will also include your logo; includes all Bronze sponsor benefits.

Continental Breakfast BRONZE **NAVY FEDERAL** Credit Union

Sponsorship of a continental breakfast gives you visibility and branding near the educational session rooms, and associates your company with education and thought leadership. Exhibitors may want to consider this sponsorship to provide company branding throughout the entire conference. Choose from Monday, Tuesday, or Wednesday continental breakfasts.

Benefits: Your company's logo will be displayed on signage near breakfast stations; includes all Bronze sponsor benefits.

Contact Holly Price, Director, Sales • O: 703-561-3960 • hprice@nacha.org

SPONSORSHIPS AT-A-GLANCE

Sponsorship	Sponsor Fee	Sponsor-Created Video for Attendees	Logo on Walk-In Slides	On Show Floor Meeting Room	On Show Floor Meeting Pod	Chairperson's Reception Invitations	Educational Session on Select Sponsorships Only	Full Conference Complimentary Registrations	Attendee Email Outreach	Social Media Posts	Sponsor Wall Recognition	Exhibit Hall-Only Complimentary Registrations	2-Pre & 1-Post One-Time Mailing Lists	Logo on Conference Marketing Materials & Payments 2022 Website	50-word Company Description & Logo in Sponsor Section of Mobile App
PLATINUM (\$37,000 +)															
Tuesday Night Out	\$48,000	★	★	★		2	★	3	★	★	★		★	★	★
Lunch & Learn Series Overall Sponsor	SOLD	★	★	★		2	★	3	★	★	★		★	★	★
Tuesday Morning Keynote	\$37,000	★	★	★		2	★	3	★	★	★		★	★	★
Opening Keynote	SOLD	★	★	★		2	★	3	★	★	★		★	★	★
GOLD (\$27,000 - \$36,999)															
Mobile App	SOLD		★		★	1	★	3	★	★	★		★	★	★
ACH Track	SOLD		★		★	1	★	3	★	★	★		★	★	★
Compliance & Regulatory Track	\$28,000		★		★	1	★	3	★	★	★		★	★	★
Cybersecurity & Risk Track	SOLD		★		★	1	★	3	★	★	★		★	★	★
Disruptive Ideas & Technologies Track	SOLD		★		★	1	★	3	★	★	★		★	★	★
Faster Payments Experience	SOLD		★		★	1	★	3	★	★	★		★	★	★
Payments in Practice Track	SOLD		★		★	1	★	3	★	★	★		★	★	★
Practical Strategies	SOLD		★		★	1	★	3	★	★	★		★	★	★
Small to Large Business Perspectives Track	SOLD		★		★	1	★	3	★	★	★		★	★	★
Smarter Payments Experience	SOLD		★		★	1	★	3	★	★	★		★	★	★
SILVER (\$17,000-\$26,999)															
The Payments Connection	SOLD							2	★	★	★		★	★	★
AAP & APRP Reception	SOLD							2	★	★	★		★	★	★
Accreditation Awareness Center	SOLD							2	★	★	★		★	★	★
Badge Lanyards	SOLD							2	★	★	★		★	★	★
Exhibit Hall Networking Reception	\$25,000							2	★	★	★		★	★	★
Payments Comedy Show	\$25,000							2	★	★	★		★	★	★
Smarter Faster Payments Zone	SOLD							2	★	★	★		★	★	★
Solution Center	SOLD							2	★	★	★		★	★	★
Wireless Internet	\$25,000							2	★	★	★		★	★	★
Spotlight Speaker Series	SOLD						★	2	★	★	★		★	★	★
Chairperson's Leadership Reception	SOLD							2	★	★	★		★	★	★
Exhibit Hall Lounge	SOLD							2	★	★	★		★	★	★
Payments Kick-Start Sessions Overall Sponsorship	SOLD							2	★	★	★		★	★	★
BRONZE (less than \$17,000)															
Executive Session Series	SOLD								★			★	★	★	★
Orientation & Coffee Reception and Sunday Social	SOLD								★			★	★	★	★
Conference Map	SOLD								★			★	★	★	★
Deep Dive Dialogue Room	SOLD								★			★	★	★	★
Executive Leadership Summit	\$12,000								★			★	★	★	★
Water Stations	\$12,000								★			★	★	★	★
Monday Lunch In Exhibit Hall	\$10,500								★			★	★	★	★
Exhibit Hall Aisle Signs	SOLD								★			★	★	★	★
Hotel Key Cards	SOLD								★			★	★	★	★
Topical Talks (multiple available)	\$8,500								★			★	★	★	★
Conference Pens	\$8,000								★			★	★	★	★
Kick-Start Session Presentations (4 available)	\$7,500								★			★	★	★	★
Refreshment Breaks (3 available)	\$7,000								★			★	★	★	★
Continental Breakfast	\$6,000								★			★	★	★	★