

Media Kit



Nacha[®]

Matching opportunities to engagement



Nacha brings together diverse stakeholders to develop rules and standards that foster compatibility and integration across a range of payment systems.

Our community includes those you'd likely expect—and many you might not. Some of the biggest financial institutions in the world are Nacha members, but many of the smallest Main Street credit unions and community banks are also represented.

Familiar brand name retailers have a seat at our table alongside cutting edge fintechs. Not to mention utilities, governments, insurers and many more.

Nacha members pitch a huge tent and you should be in it. Because as diverse as the Nacha community is, our members have this in common: All are looking to learn more about innovative payments solutions and services to meet the needs of their businesses, their customers and their clients.

They want your products and services. And we offer amazing opportunities for year-round engagement—in person, online, digitally and in print. Turn the page to learn more.



WELCOME

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Contact us:

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sales@nacha.org

Nacha.org

ANNUAL CONFERENCE



**Smarter Faster
Payments 2023**

April 16-19 • Las Vegas, NV

It's Time to Get Back Together Again

Payments 2022 was Successful. Productive. Profitable. Worthwhile. Just a few of the adjectives we've heard to describe Payments 2022. Now get ready for Payments 2023 which promises even more engagement and interaction.

At the payments event of the year, connect with payments-decision makers including executives from financial institutions, payments companies, corporations, federal, state and local governments, and financial solution providers.

Please take a moment to consider your key staff and solutions to exhibit at Payments to showcase your brand and share your value proposition. Then consider whether you can amp up your presence with a customized sponsorship that will complement your unique audience engagement strategy.



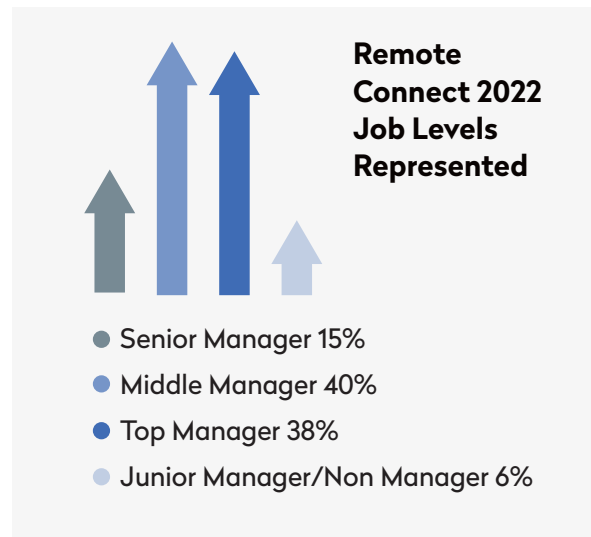
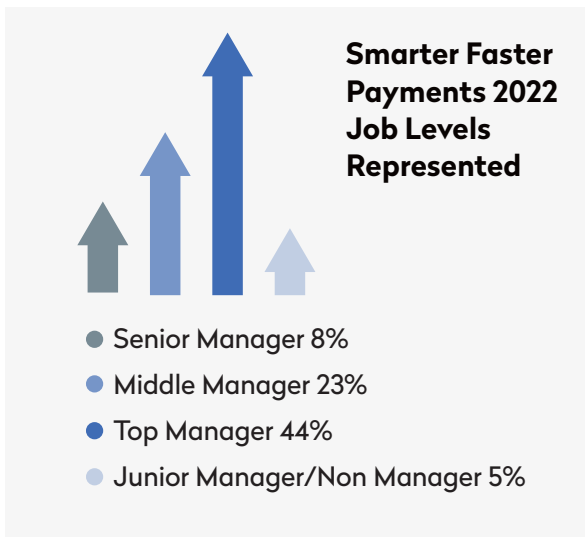
ANNUAL CONFERENCE

Engage with buyers seeking fintech solutions

As the leading industry events for payments education and fintech solutions, the annual Smarter Faster Payments Conference and Remote Connect Conference attract professionals from all over the world. Our attendees work in diverse roles from operations to risk and treasury management to product development.

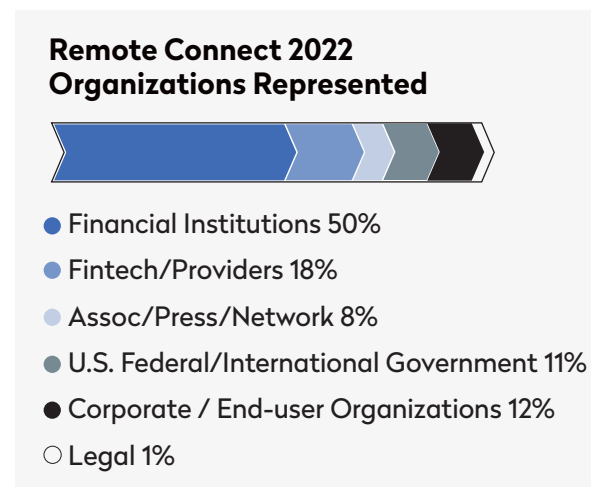
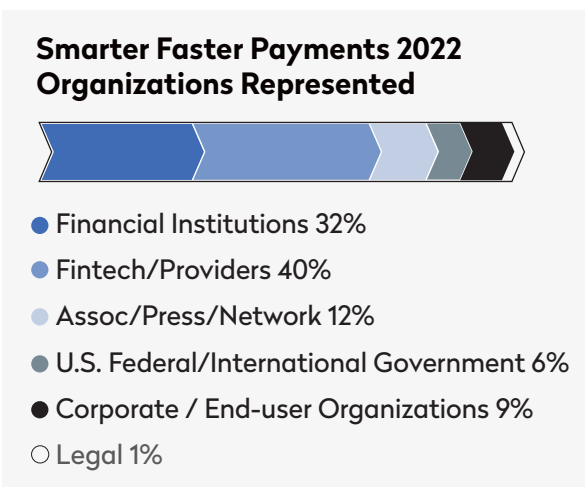
Leverage Direct Engagement with Payments Visionaries

Influence these decision-makers who ensure their organizations are applying best practices and picking up on the latest trends and innovations at the forefront of the industry.



Interact with Diverse Organizations

Meet organizations looking for the right fit for their strategic goals in 2023 and beyond. Regardless of size or type, attending organizations come to seek out what's new in the industry so they can better serve their customers and improve their processes by learning about the latest fintech solutions.



ANNUAL CONFERENCE

Exhibit to Increase Your Business Leads

Attracting payments decision-makers, you can't afford to miss out on the opportunity to extend your brand and ensure your company stands out. Obtain priority placement and maximize your marketing efforts by signing up early.

2023 BOOTH FEES

per 10' x 10' Member: \$4,325 Nonmember: \$5,520	per 10' x 20' Member: \$8,650 Nonmember: \$11,040	per 10' x 30' Member: \$12,975 Nonmember: \$16,560
per 20' x 20' Member: \$17,300 Nonmember: \$22,080	per 20' x 30' Member: \$25,950 Nonmember: \$33,120	per 20' x 40' Member: \$34,600 Nonmember: \$44,160
per 30' x 30' Member: \$38,925 Nonmember: \$49,680	per 30' x 40' Member: \$51,900 Nonmember: \$66,240	

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



ANNUAL CONFERENCE

Features of sponsorships by levels**

Learn how you can work with us to align your brand with our credibility and thought leadership to achieve your marketing goals.



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) available at discounted rate
- 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) available at discounted rate
- 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

*Session title, content and track selection must be approved by Nacha's education department at time of contracting and any session selected by the Conference Planning Committee during the normal selection process will fulfill this obligation. Unless otherwise agreed, sponsors will not receive additional speaking opportunities if one has already been accepted. No sponsorships will be awarded educational sessions or complimentary speaker registrations after February 15, 2023.

**Please note that pricing and benefits are subject to change.

TPI SPONSORSHIPS



Payments Institute Sponsorships

Nacha's TPI On Campus and TPI Home School both annually attract payments professionals from a wide range of positions at financial institutions, government agencies, businesses, and solution providers. These programs offer participants a curriculum designed to meet their professional needs.

As a sponsor of TPI On Campus or TPI Home School you can reach more than 200 payments industry professionals. Your logo—with a link to your website—will be on the TPI On Campus and/or the TPI Home School webpage. It will also appear in the mobile app or virtual platform app, and for TPI On Campus, on-site signage. You'll also have opportunities to distribute company collateral to students via the platform or on-site. As a sponsor you will also receive a mailing list of all attendees.

TPI On Campus Sponsorship Opportunities

- School of Study Sponsor** • (Multiple Available) • \$4,500
- Master's Program** • \$4,500
- Mobile App Sponsor** • \$4,500
- Opening Reception** • **SOLD**
- Tuesday Night Social** • **SOLD**

TPI Home School Sponsorship Opportunities

- Virtual Platform Sponsor** • \$3,000
- School of Study Sponsor**
(Multiple Available) • \$2,500



LEGAL & COMPLIANCE SPONSORSHIPS



**ACH Legal &
Compliance Summit™**

Nov. 29 – 30, 2023 • Virtual

Vital Business Summit for Legal and Compliance Professionals

Nacha will be hosting the ACH Legal & Compliance Summit Nov. 29 – 30, 2023. This two-day virtual symposium, taught by payment industry attorneys, attracts bar-admitted attorneys that serve as legal counsel for financial institutions and solution providers. The content is also relevant for professionals involved in risk and compliance of ACH payments, as well as government regulators.

Companies attending include financial institutions, as well as financial technology and solution providers. You can also connect with risk and compliance professionals charged with understanding and implementing risk mitigation, fraud prevention and compliance within their organizations.

Expand your Reach

Nacha is offering you a chance to promote your company name and to explain your brand and products to these legal, risk and compliance professionals. Sponsorships have been created to enhance awareness of your company, product offerings and thought-leadership education.

2023 Sponsorships Available

All sponsorships include these Value-Added Benefits in addition to the individual benefits for each package –

- Your company description and logo with link to your URL included in the sponsor section of the virtual event platform
- Ability to manage sponsor page content on virtual platform and upload up to two pieces of collateral
- Your logo linked to your URL on the ALCS homepage
- Revolving company logo on homepage of the virtual event platform
- Your company name or logo in marketing communications to attendees
- Pre-and Post-Conference attendee list (includes company and contact name, job title and mailing address)

Over-all Sponsor Organization • \$7,500 • 1 available

- Your company highlighted as the Overall Sponsor of the Summit with prominent logo placement on webpage, platform, and marketing materials
- Ability to introduce session of your choice (approved by director) with a brief 1-minute welcome statement
- Your company logo on dedicated slide template for the event
- **FOUR** complimentary registrations to Summit (for non-attorneys)
- **Above Value-Added Benefits**

LEGAL & COMPLIANCE SPONSORSHIPS



ACH Legal &
Compliance Summit™
Nov. 29-30, 2023

2023 Sponsor Opportunities

Event Platform Sponsoring Organization • \$5,000 • 1 available

- Your company will be announced as the sponsor of the platform facilitating the Summit
- Your company name on instructions sent to all attendees with the set up instructions for the platform
- Ability to introduce session of your choice (approved by director) with a brief 1-minute welcome statement
- **TWO** complimentary registrations to Summit (for non-attorneys)
- **Above Value-Added Benefits**

Opening or Closing Remarks Sponsoring Organization • \$3,500 • 1 available

- Be part of either the Opening or Closing Remarks section of the Summit
- Give a brief 1-minute welcome or thank you as part of the presentation
- Your company logo on dedicated slide template for the remarks
- **ONE** complimentary registration to Summit (for non-attorneys)
- **Above Value-Added Benefits**

Supporting Sponsoring Organization • \$2,500 • 3 available

- You can support and highlight your company as a Summit sponsor
- **ONE** complimentary registration to Summit (for non-attorneys)



SPONSORSHIP OPPORTUNITIES



**Payments
Innovation Alliance®**

The goal of the Payments Innovation Alliance is to grow and advance payments technology to better serve the needs of the evolving payments ecosystem. Its membership is comprised of industry thought leaders who are focused on fostering innovation to make payment options faster, safer and consumer-friendly.

Promote Your Brand

Align your brand with a one-of-a-kind program that is known for groundbreaking thinking, networking and community. Your sponsorship will allow you to highlight your company to active industry leaders, support the work of the Alliance and associate your brand with a best-in-class program.

Contact Jami Senter, Assistant Director, Payments Innovation Alliance
703-561-3953 • jsenter@nacha.org.

2023 Sponsorship Opportunities | Payments Innovation Alliance Member Meetings
Feb. 15–17, 2023 • Tempe, AZ
May 24–25 2023 • Lisbon, Portugal
Oct. 11–13, 2023 • Pentagon City, VA



SPONSORSHIP OPPORTUNITIES



Payments
Innovation Alliance®

2023 Sponsorship Opportunities | Payments Innovation Alliance Member Meetings
Feb. 15–17, 2023 • Tempe, AZ
May 24–25 2023 • Lisbon, Portugal
Oct. 11–13, 2023 • Pentagon City, VA

Alliance Meeting Sponsorship Opportunities

Welcome Reception • \$4,000

Networking Reception • \$5,000

Lunch Sponsor • \$3,500

Mobile App • \$3,000

Wireless Internet • \$3,000

Buffet Breakfast • \$2,000

Afternoon Refreshment Break • \$2,000

Morning Coffee Break • \$1,500

Save 10% when you sponsor more than one meeting.

Sponsor packages will include the following:

- Your company logo with link to your website on Payments Innovation Alliance web page & mobile app
- Your company description and logo included in the sponsor section of the mobile app
- Your company logo in marketing communications to members and on meeting agenda
- Your company logo on event signage and recognized as a sponsor during the meeting
- Table provided for your company collateral
- Additional benefits available for select opportunities.



PARTNERSHIP



Preferred Partner

When your organization becomes a Preferred Partner, it opens the door to Nacha's vast and diverse payments community—affording you the opportunity to be seen as a thought leader in the ACH space.

Preferred Partners must first meet two criteria:

1. Showing strategic alignment with Nacha's goals to advance the ACH Network.
2. Matching the organization's solution/service offering directly to a benefit for ACH Network users.

To be considered for Nacha Preferred Partner status, your organization must offer, or be planning to release,

a solution/service to aid in one or more of these categories:

Compliance – Complying with an existing, upcoming or planned ACH Rule.

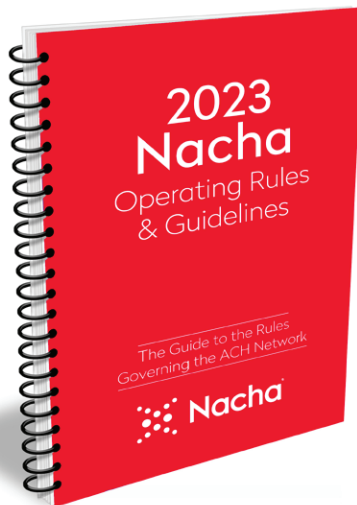
Risk and Fraud Prevention - Implementing industry best practices, or better practices, to mitigate ACH payment risk and fraud.

ACH Experience – Improving or removing friction for its customers when making or receiving ACH payments.

For an annual fee of \$20,000, Nacha's Preferred Partners receive visibility and numerous benefits. Below are a few:

- The ability to use Nacha Preferred Partner "mark" in collateral, customer and prospect communications, on partner's website, on company social, etc., thereby increasing new business relationships with potential clients by being recognized as a Nacha Preferred Partner.
- Recognition as a Preferred Partner in a joint press release and on Nacha's website. Nacha participation in and support for a partner-hosted virtual event (e.g., webinar, cocktail social, coffee talk) and/or involvement in and promotion of collateral (e.g., Executive Briefing, White Paper).
- Exposure to Nacha's community of payments experts from financial institutions, fintechs, and corporate end users.
- A dedicated strategic relationship manager to work with you to identify other co-branded marketing opportunities.

DIGITAL/PRINT ADVERTISING



Nacha Operating Rules & Guidelines

The ACH Network touches nearly all Americans, and the Nacha Operating Rules direct how the ACH Network is operated. Everyone using the Network, from financial institutions to businesses and governments follow the Rules to ensure that millions of payments occur smoothly and securely each day. Nacha offers several options to advertise in the Nacha Operating Rules in print, online or both. Because payments professionals depend on the Rules and refer to them often, you will gain year-round exposure.

By the Numbers



More than **18,000** printed copies of the “Nacha Operating Rules & Guidelines” are distributed annually



More than **77,000** visitors, who represent a variety of payments professionals, leverage the Nacha Operating Rules Online Resource website in the last 12 months.



Users of Nacha Operating Rules Online include financial institutions (**46%**), corporate end users (**32%**), solution providers (**10%**), and legal or other (**12%**)



Total Nacha Operating Rules Online subscribers are over **30,000**, renewing annually



More than **830,000** page views and visitors over the past 12 months



5.8 average minutes spent on site per session



6.7 average page views per session

Benefits

Advertise on the Nacha Operating Rules website and receive a quarterly report that includes Google analytic reports on pageviews.

Pricing

Print Specs

Inside Front Cover	Inside Back Cover	Both	Half Page	Full Page
Half Page • \$6,500	Half Page • \$5,500	Half Page • \$11,000	Size • 7.25 x 4.875 No bleeds Color • CMYK	Size • 8.5 x 11 No bleeds Live Area • 7.5 x 10 Color • CMYK
Full Page • \$12,500	Full Page • \$10,500	Full Page • \$20,000		

DIGITAL/PRINT ADVERTISING

Nacha Operating Rules Online Resource Website

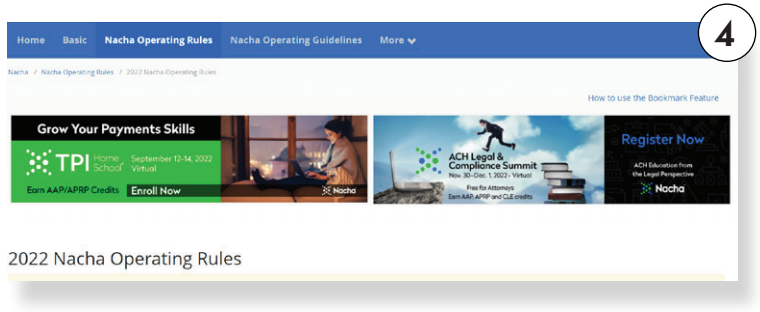
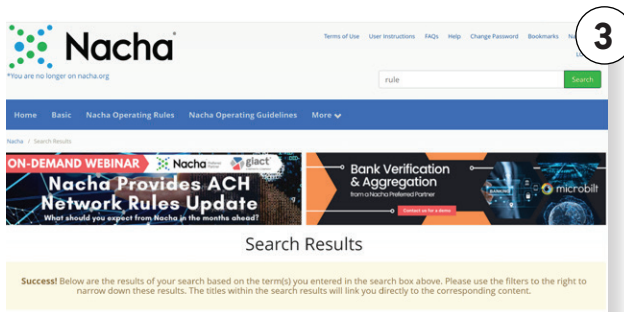
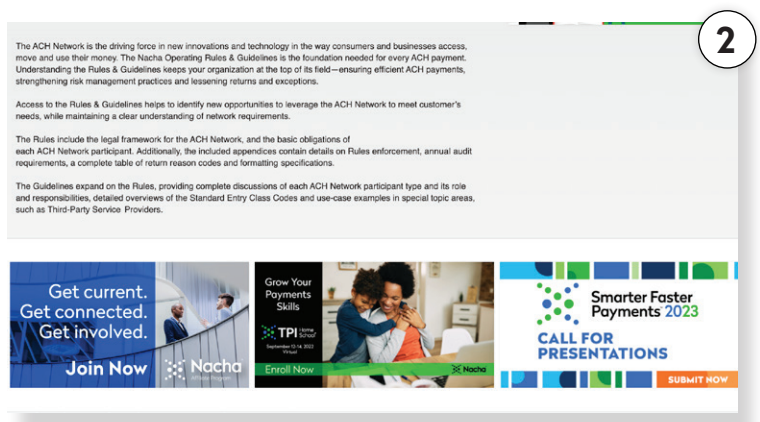
Pricing

Home, Basic and Search, and Content

	① Home Page (380x200 pixels)	② Home Page Lower Tier (410x216 pixels)	③ Basic & Search Edition Page (620x150 pixels)	④ Content Page (620x150 pixels)
3 months	\$5,000	\$4,500	\$2,000	\$5,500
6 months	\$7,000	\$6,500	\$3,550	\$7,500
1 year	\$9,500	\$8,500	\$6,500	\$10,500

Specifications

Digital ads submitted must be in (.jpg, .png, or .gif) format. 72 dpi.



DIGITAL ADVERTISING

Nacha Digital Ad Retargeting Campaigns

The Power of Retargeting • Direct. Intelligent. Trackable. Quantifiable.

Initiate an intelligent marketing strategy aimed at Nacha's large payments community. Gain guaranteed digital reach with our large number of website visitors. Ad retargeting directs sustained, specific exposure to the exact qualified audience you're trying to reach. No more guessing whether or not your ads are reaching the right people or if they're being seen by your potential customers.

Website Visitors by the Numbers

With just under two million unique visitors and just under four million pageviews collected in 2021 you can reach professionals and decision-makers involved in purchasing payments and financial technology solutions.

How it Works

Retargeting uses cookies to track visitors of one site and reach those same visitors with ads on other sites. Now you can retarget and **advertise directly** to Nacha website visitors year-round!

- 1 New and returning visitors come to the Nacha website.
- 2 Your ad campaign is activated and when a site viewer leaves our website, their unique identifier (cookie) allows your ad to be displayed.
- 3 Your ads are served to potential customers on thousands of websites they visit in their normal online daily browsing.

Get Quantifiable ROI

Detailed analytics and reporting allow you to see your ad campaign results in real time, including number of times your ad has been seen, number of clicks on your ad, and the geographical locations of where your ad has reached.

Digital Ad Sizes & Specifications

To get started, submit these three digital ad sizes in .jpg or .gif images only; no flash. Animated .gif images are also accepted. **(728 x 90 pixels • 160 x 600 pixels • 300 x 250 pixels 300 x 1050 animated gif • 970 x 250 animated gif • 970 x 90 animated gif)**

Reserve Now. Limited Quantities Available!

Campaign	Duration	Impressions	Qty Available	Rate
Quarter	3 months	50,000	6	\$5,000
Half Year	6 months	100,000	4	\$9,000

CONTACT US

Nacha Sales

703-561-3938

sales@nacha.org

Contact us to learn more about any of the opportunities Nacha offers as well as Nacha Promoted and Hosted Webinars.



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March 2023