



# Smarter Faster Payments® 2025

April 27-30 • New Orleans, LA

## Exhibit & Sponsorship Prospectus

Exhibit.  
Sponsor.  
Advertise.



Learn More: [payments.nacha.org](https://payments.nacha.org)

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## Welcome to Smarter Faster Payments 2025

Meeting your customers where they are is invaluable; finding that venue can be challenging. If you're an innovator or disruptor looking to meet decision-makers who can benefit from your products and services, Smarter Faster Payments 2025 is that place.

Payments professionals from banks and credit unions, solutions providers and corporates have Smarter Faster Payments on their calendar for many reasons. Along with the unparalleled payments education and networking opportunities and a dynamic Exhibit Hall, they keep a sharp eye out for what's driving innovation. They want new solutions and services that offer value for their customers—which is why they should be your customers.

Smarter Faster Payments is the showcase annual event produced by Nacha, which governs the ACH Network. ACH is the powerhouse behind tens of billions of safe, fast electronic payments, including Direct Deposit, capable of reaching every U.S. bank and credit union account. Payments industry pros also know Nacha delivers quality education and accreditation programs, develops rules and standards, and provides industry solutions and advisory services.

Nacha is pleased to present this prospectus for our 2025 event. We invite you to take a closer look. You'll find exhibiting options as well as sponsorship, branding and advertising opportunities, that will complement your unique audience engagement strategy.

## Meet the Decision-makers Where They Are: In the Exhibit Hall

One of the best ways to be seen at Payments is with a booth in our dynamic exhibit hall. With thousands of decision-makers walking the floor, you'll have the opportunity to stop them in their tracks to showcase your products and services. The earlier you sign up, the better your placement.

### 2025 Booth Fees

per 10' x 10' Member: \$4,675 Nonmember: \$5,970	per 10' x 20' Member: \$9,355 Nonmember: \$11,940	per 10' x 30' Member: \$14,035 Nonmember: \$17,905
per 20' x 20' Member: \$18,710 Nonmember: \$23,875	per 20' x 30' Member: \$28,065 Nonmember: \$35,820	per 20' x 40' Member: \$37,420 Nonmember: \$47,760
per 30' x 30' Member: \$42,095 Nonmember: \$53,730	per 40' x 40' Member: \$74,840 Nonmember: \$95,520	

Visit <https://www.nacha.org/membershipfinder> to learn about membership opportunities with Nacha.

### Exhibit Space 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 Payments 2025 website and in the conference 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.  
Pre-con list includes: contact name, title, company, and mailing address.  
Post-con list includes: contact name, title, company and email address.



**Exhibit space does not include: Furniture, booth carpet or floor covering, booth cleaning, material handling, electricity, internet, storage. The complete exhibitor service kit with pricing will be available approximately six weeks prior to hall move in.**

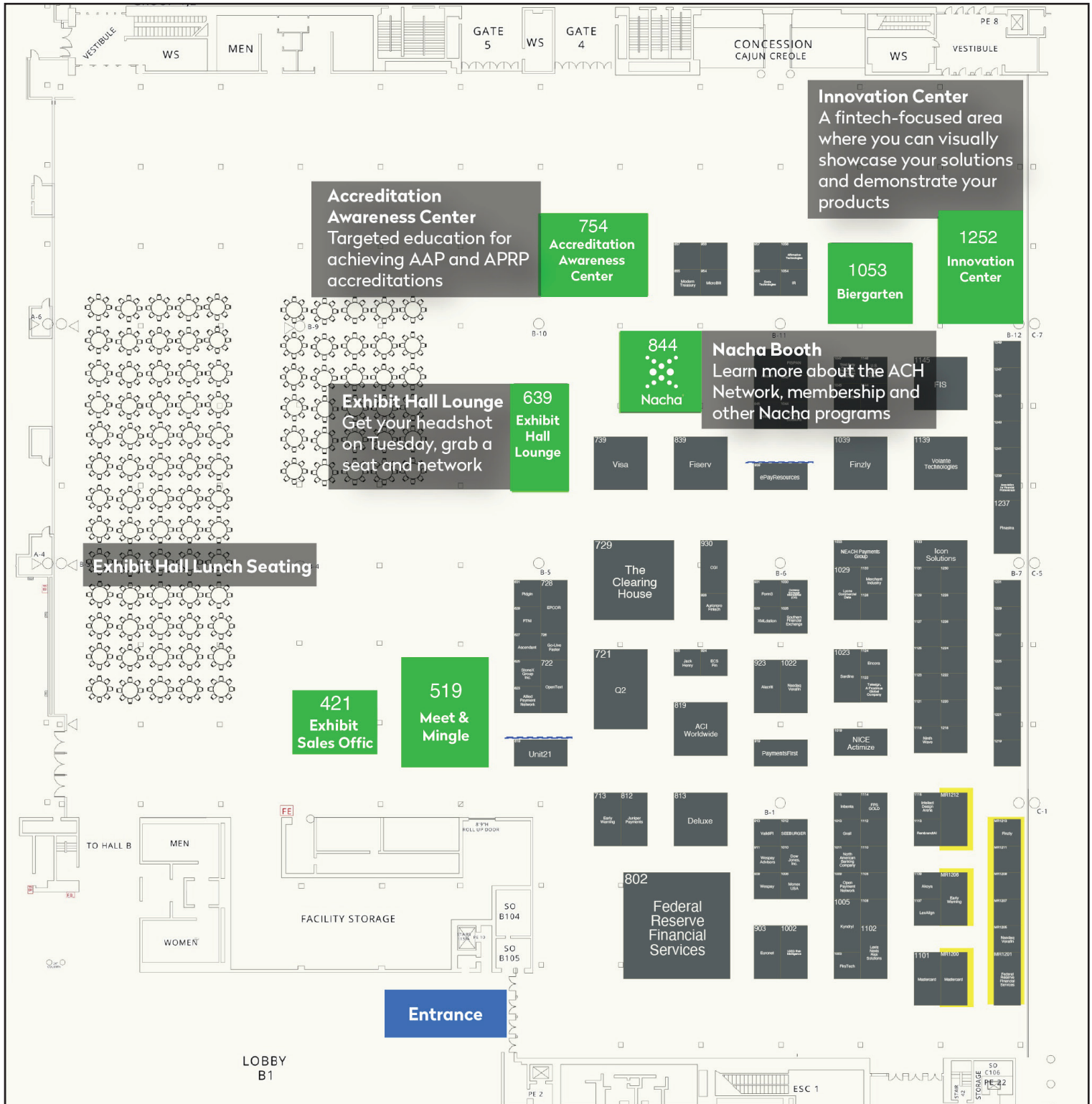
View our floor plan [here!](#)



# 2025 Exhibit Hall Floor Plan

## New Orleans Ernest N. Morial Convention Center - Hall B

Select your strategic booth location today!



## Highlight Your Booth With Advertising & Branding Opportunities

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.

- **Aisle Floor Graphics – \$500**

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

- **Keynote Promo Slides – \$1,000**

*Attract attendees to your booth with a visual graphic with your logo in the keynote sessions.*

- **Advertisement in Payments Email – \$1,250**

*Place your ad in an email from Nacha to the payments community.*

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

*Be one of 12 exhibitors that attendees will visit for their passport sticker.*

- **Meeting Rooms and Meeting Pods – starting at \$4,000**

*Private meeting areas are just the place to close the deal. Available in multiple sizes.*

- **Pre- and Post-Conference Emails to Attendees – \$2,500 - \$3,500**

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

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

*Demo your product in a 15-minute presentation to an audience in an exhibit hall feature area.*

- **Nacha Operating Rules & Guidelines Online Advertisement – \$5,000**

*Place your ad on the Nacha Operating Rules Online website.*

## Remote Connect Sponsorship Opportunities

Remote Connect offers marketing opportunities to maximize brand awareness and key engagement.

- **Sponsor PDFs posted to Remote Connect Platform – \$1,000**
- **Announcements on Remote Connect Conference Platform (multiple available) – \$1,500**
- **Remote Connect Time Block Education Sponsor (multiple available) – \$2,000**
- **Tuesday Remote Connect Welcome Sponsor – \$3,500**
- **Wednesday Remote Connect Welcome Sponsor – \$3,500**
- **Remote Connect Keynote Speaker - \$4,000**
- **Remote Connect Platform Sponsor – \$7,500**



## Sponsorship Level Benefits

Align your brand with payments industry influencers and demonstrate your thought leadership to achieve marketing goals.



### PLATINUM SPONSOR (\$40,000 and above)

- Opportunity for sponsor-created video to be posted on conference website and promoted via conference marketing email.
- 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 mailing.
- Logo on conference marketing materials and conference website.
- Logo and company description in sponsor section of mobile app.



### GOLD SPONSOR (\$28,000 - \$39,999)

- 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 mailing.
- Logo on conference marketing materials and conference website.
- Logo and company description in sponsor section of mobile app.



### SILVER SPONSOR (\$17,000 - \$27,999)

- 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 mailing.
- Logo on conference marketing materials and conference website.
- Logo and company description 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 mailing.
- Logo on conference marketing materials and conference website.
- Logo and company description 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 28, 2025.

## Educational Opportunities

Ultimate Thought Leadership and Branding

### Educational Focused Tracks GOLD • \$30,000 - \$32,000

The Payments Conference enjoys its reputation as the leader in payments education and a great part of this success is the track approach to creation, selection, and categorization of the sessions. Payments presenters and panelists are attuned to the latest developments and new advancements in the ever-changing payments world. 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. Offered again for 2025 will be the continuation of premier tracks (\$32,000) which hold a larger number of sessions per time block.

## Choose from available tracks:

ACH - **SOLD**   
BANK OF AMERICA

AI-Driven Innovations and Strategies

Compliance & Regulatory - **SOLD**

Cybersecurity & Risk 

Disruptive Ideas & Technologies 

Faster Payments Experience  The Clearing House®

Payments in Practice   
Verafin

Practical Strategies

Small to Large Business Perspectives Track - **SOLD**

Smarter Payments Experience 

 <https://payments.nacha.org/session-tracks>



## Educational Opportunities

Ultimate Thought Leadership and Branding

### **Nacha Update and Opening Keynote**



Payments 2025 will open with your company in the driver's seat, front and center, as you take the stage to kick off the conference. Your remarks may also include your company video. The opening general session is a focal point of Payments and it's your opportunity to be seen as the conference's premier sponsor.

**Benefits:** Display your company's logo on keynote signage and large screens onstage; brief remarks and video of up to three minutes; may provide a branded item or brochure.

### **Tuesday Luncheon Keynote**



The Tuesday Luncheon Keynote returns as the flagship, meal function at Payments. Full conference attendees will network and discuss sessions as well as hear from an engaging headline speaker. As the Tuesday Luncheon Keynote sponsor you will broaden your competitive edge by improving your company's image, prestige, and credibility with your support of the event. In addition, you'll go onstage to make brief opening remarks and introduce a company video.

**Benefits:** Your company's logo displayed on luncheon signage, including logo on large onstage screens; brief remarks and video of three minutes; may provide a branded item or brochure; reserved table available for sponsor; includes all Platinum sponsor benefits.

### **Industry Focus: Fighting Fraud Across the Globe: What Can the U.S. Learn from Other Geos?**

PLATINUM • \$40,000

Industry leaders come together in this main stage session to discuss topics of the utmost importance to the payments ecosystem.

**Benefits:** Display your company's logo on Industry Focus signage and large screens onstage; brief remarks and video of up to three minutes; may provide a branded item or brochure.

### **Smarter Faster Payments Zone**

The Smarter Faster Payments Zone is home to a wide range of sessions focusing on smarter solutions and faster payments education. Located in a private educational session room to bring focus to this specialty education.

**Benefits:** Your company's logo will be on the meter board at the entrance to the Smarter Faster Payments Zone; special email sent to attendees promoting the Zone will include your logo; present a 50-minute educational session in the Zone room; includes all Gold sponsor benefits.

## Educational Opportunitites

Ultimate Thought Leadership and Branding



The Accreditation Awareness Center in the exhibit hall features education targeted to attendees interested in taking steps toward obtaining an AAP, APRP or AFPP accreditation. Nacha will work with the sponsor to build the agenda and the sponsor is able to present all sessions in the Center.

**Benefits:** Sponsor's logo on overhead banner and entrance structure; includes all Silver sponsor benefits and complimentary registration for up to two speakers.



The George Throckmorton Innovation Center, named after Nacha's late Managing Director of Network Development, encompasses the pioneering and entrepreneurial spirit of its namesake. Located in the financial technology focused exhibit hall, the Innovation Center features demonstrations of solutions, technology, and products of interest to financial institutions and companies involved in payments, payments processing, and financial and data security. Cement your status as an innovator in your field and the payments sphere by sponsoring this can't-miss section of the exhibit hall.

**Benefits:** Your company's logo on the overhead banner as well as Innovation Center entrance structure signage; your logo connected to the Innovation Center schedule on the webpage and you may hold two 15-minute demonstrations; includes all Silver sponsor benefits.



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

**Benefits:** Your company's logo displayed on event signage; opportunity to introduce the sessions; includes all Silver sponsor benefits and complimentary registration for up to two speakers.



Make a good first impression! Nothing like kick-starting the best in payments education with the Kick-Start Sessions. By sponsoring, you'll see your name on the first day of Payments' complete education program and the refreshment break. It's essentially sponsoring an entire track on Monday, 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 Kick-Start Sessions promotional messaging; logo displayed on webpage; includes all Silver sponsor benefits.

## Educational Opportunities

Ultimate Thought Leadership and Branding



The Executive Series features philosophical discussions on strategy, overcoming challenges, and implementation targeted toward senior executives. 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 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; 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. Provide Nacha with your specific discussion topic and presenter.

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



Did you miss the Call for Presentations? Don't worry! We have a way for you to offer your thought leadership to Payments attendees as part of the educational program. Kick-Start Sessions afford you the ability to present and educate on a topic of your choosing (approval required) and as part of your desired educational track. These 50-minute sessions may also qualify for continuing education credits, and are promoted pre-conference and on-site, as well as on the Payments website and mobile app.

**Benefits:** Facilitate and define your own topic of discussion; your company logo displayed on event signage and your company name on the mobile app and website schedules; includes all Bronze sponsor benefits as well as one complimentary speaker registration per session.



# Tuesday Night Out

## Platinum



No one will be singing the blues about Tuesday Night Out at the House of Blues New Orleans. No hexes, just a great time, and your company can be a part of it. Tuesday Night Out offers the highest visibility and branding of any Payments sponsorship. 2025's main event will be in the Music Hall with live entertainment. There will also be access to multiple rooms, each offering unique musical entertainment.

**Individual Sponsorship Opportunities Available by room (Voodoo Garden and Restaurant & Bar, Music Hall, Parish Room and Foundation Room)**



## Music Hall

They've played with Beyonce, Paul Simon, Bob Dylan and others, and at Tuesday Night Out they'll play for you. Rockin' Dopsie Jr. & The Zydeco Twisters will be on the large concert stage in the two-level Music Hall. They were featured in the 2024 film "Road House," and share the joy of Zydeco with a soul-stirring, body moving, get on the dance floor performance. And along with a dance floor, the Music Hall has three large bars and unique décor.

**Benefits:** Capacity- 800, 1-2 concert posters (with sponsor logo) along the alley entrance, logo (or video) monitors with exclusive sponsor feed: 13 (number of monitors subject to change by the venue) and 2 custom painted chalkboard signs with sponsor logo.





## Voodoo Garden and Restaurant & Bar

The Voodoo Garden is the first stop for anyone entering the House of Blues from the alley, and what an impression it makes. From the renowned Blues God ceiling with bas-reliefs of 100+ blues legends, to the eclectic art throughout the restaurant and bar, it's quite the scene. The Jake Landry Trio will play a Top 40 selections from the 1920s to today with a New Orleans spin. The Voodoo Garden has a built-in stage, full bar, and is partially covered.

**Benefits:** Capacity- Voodoo Garden- 200, Restaurant & Bar- 300; 1-2 concert posters (with sponsor logo) along the alley entrance, logo (or video) monitors with exclusive sponsor feed: 1 in the Voodoo Garden, 4 in the Restaurant/Bar (number of monitors subject to change by the venue), 1 custom painted chalkboard sign with sponsor logo and Photo Booth with photo printed beads in the restaurant (sponsor logo on back side of photo medallion - capacity up to 600 bead necklaces).

## Foundation Room

Known for its style and sophistication, the Foundation Room delivers a more exclusive, VIP experience. The Foundation Room offers a small stage, large bar and three distinct seating and lounge areas. Featured entertainment includes The Nayo Jones trio, delivering a soulful, captivating performance featuring jazz, rhythm and blues.

**Benefits:** Capacity- 300, 1-2 concert posters (with sponsor logo) along the alley entrance, 1-2 additional posters at the Foundation Room entrance, logo (or video) monitors with exclusive sponsor feed: 2 (number of monitors subject to change by the venue), 1 custom painted chalkboard sign with sponsor logo, 10 glow cube centerpieces with sponsor logo on 2 sides.



## Parish Room

Forget the banjos, how about Dueling Pianos? And they take requests. In fact, this is an all-request show, and your sponsor logo will be displayed on the song request forms. The Parish Room is modeled after a cathedral in Essex, England. It features an ornately decorated bar, stained glass, hand-painted murals and outlining panels that were commissioned to depict interpretations of the seven deadly sins.

**Benefits:** Capacity-250, 1-2 concert posters (with sponsor logo) along the alley entrance, 1-2 additional posters at Parish Room entrance, logo (or video) monitors with exclusive sponsor feed: 3 (number of monitors subject to change by the venue), 1 custom painted chalkboard sign with sponsor logo, 10 glow cube centerpieces with sponsor logo on 2 sides, sponsor logo on song request forms.

## Attendee Access & Networking

Branding and Company Recognition for Sponsor

### **Exhibit Hall Networking Reception** SILVER • \$26,000

Host this party and have the theme, decorations, and food and beverage created and arranged for you. The 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. The vibrant and engaging theme provides the perfect atmosphere to inspire networking and excitement for attendees and exhibitors while ensuring your company is recognized as the event host.

**Benefits:** Your company's logo displayed on pre-conference promotions, reception signage, cocktail napkins and on exhibit hall entrance unit; you may provide themed and branded giveaway and company collateral for the reception tables; includes all Silver sponsor benefits.

### **Nacha Accreditation Reception** **Payments Associations Working Together**

AAPs, APRPs and AFPPs 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 to accredited AAP, APRP and AFPP 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.

### **Chairperson's Leadership Reception** **Early Warning®**

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; five invitations to the reception; includes all Silver sponsor benefits.

### **Lawyer's Reception**

Challenges and obstacles in the payments legal industry are consistently changing. Utilize this reception to spend time with other legal professionals to network, share experiences, and connect on common topics. This reception is open to all attorneys in the payments industry. The Lawyers Reception includes light hors d'oeuvres and beverages.

**Benefits:** Your company logo will be displayed on reception signage. Includes all Bronze sponsor benefits.

## Attendee Access & Networking

Branding and Company Recognition for Sponsor

### Exhibit Hall Lunch

When payments professionals arrive at the exhibit hall midday Monday, they'll be ready to enjoy lunch and meet with exhibitors. By sponsoring this luncheon, your organization's name will be connected with the exhibit hall and the networking, affording some excellent name recognition and exposure.

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

### Refreshment Breaks in Exhibit Hall



Ah, the pause that refreshes! When Payments 2025 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.

**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



### Smarter Faster Payments Podcasts **FORM3**

Payments SmartCast, Nacha's popular podcast channel, is the premier destination for insightful and engaging content on the latest Smarter Faster Payments conference sessions, keynote speakers, and industry events, bringing together thought leaders, innovators, and experts from various fields to share their knowledge, experiences, and visions for the future.

Sponsoring the wide array of Smarter Faster Payments related podcasts offers a unique opportunity to reach a dedicated and engaged audience of professionals, enthusiasts, and decision-makers who are passionate about staying ahead in their respective industries. By associating your brand with our high-quality content, you will benefit from continuous visibility and brand recognition throughout the year. Our podcasts feature in-depth interviews, panel discussions, and exclusive coverage of major conferences and events, ensuring your brand is always in the spotlight.

**Benefits:** Exclusive branding on our podcast episodes, dedicated sponsor segments, and prominent placement on our website and social media channels. Additionally, your brand will be featured in our promotional materials, further enhancing your visibility and reach. The sponsorship term will last through the end of Smarter Faster Payments: Remote Connect in June 202 and includes all gold sponsor benefits.



### Mobile App **TRUIST**

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 2025 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.



### Wireless Internet **MODERN TREASURY**

Wi-Fi is indispensable today. Gotta have it. Be the hero to all Payments 2025 participants by ensuring they have reliable Wi-Fi throughout the conference and coverage in educational session rooms and the exhibit hall. This is your opportunity to have your company logo featured as they log in to Wi-Fi. There will be a customized splash page plus you can create your own custom password (with Nacha's approval) that will be included in signage and the Mobile App.

**Benefits:** Branding with your company's logo and custom password; includes all Gold sponsor benefits.



### Badge Lanyards **PNC BANK**

Have your logo on the lanyard that everyone's wearing around their neck. It's literally a can't-miss branding opportunity. We'll even design and distribute at registration.

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



## Attendee Experience & Brand Recognition

### Exhibit Hall Lounge & Headshot Photo Sponsor **jack henry™**

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 advertising for the headshot photos.

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

### Mobile App Scavenger Hunt BRONZE • \$15,000



Attendees will be instructed to find five signs throughout the conference, located in high traffic areas with QR codes to scan that will unlock a five word phrase that the sponsor may choose. Each station sign will have your company logo and brief instructions. Once all five signs have been found, attendees will unlock a form to enter to win one of two prizes provided by the sponsor. Winner will be announced via mobile app push notification, with a shout out to the sponsor. Nacha will provide the names of two winners to the sponsor. Prize pickup from Sponsor will be coordinated prior to Smarter Faster Payments. Game will run from Sunday-Tuesday Exhibit Hall Lunch.

**Benefits:** Sponsor listed as Mobile App Scavenger Hunt sponsor in the mobile app sponsor section. Includes company description, logo and website. Slide during general sessions promoting the scavenger hunt with company logo. Includes all Bronze sponsor benefits.

### Meet & Mingle Area



A great place to meet in person! Hook up with fellow attendees in the coolest new hangout spot. Leverage the mobile app to arrange meet-ups with like-minded professionals to expand your networking experience. Interact with the next generation payments pros about the evolution of the industry; become study buddies with other folks interested in pursuing Nacha accreditations, or exchange ideas with other payments lawyers or regulators. Timed meet ups will be offered in this area.

**Benefits:** Includes all Bronze sponsor benefits.

### Registration Networking Area BRONZE • \$15,000 each (2 available)



Provide our attendees with power near the registration area! Appear on charging stations high boy tables and signage. Provide literature. Branding can include QR codes etc.

**Benefits:** Three charging stations with custom full-color logo; includes all Bronze sponsor benefits.

### Escalator Floor Sticker BRONZE • \$6,000 each (Multiple Available)



**Volanté** 

Raise your booth visibility and presence at Payments with an escalator floor sticker, located at the escalator entrances and exits.

**Benefits:** Your logo and booth number on the floor sticker. Includes all Bronze sponsor benefits.

### Biergarten BRONZE • \$12,000 each (2 available)



**identifée**

The biergarten will be open from 1pm-4pm each of the exhibit hall days and includes beer and wine with a coupon from the sponsor.

**Benefits:** Includes all Bronze sponsor benefits.

### Mobile App Banner BRONZE • \$10,000 each (2 available)



**matera**

Boost your company's visibility with a captivating banner advertisement guaranteed to catch the eye of Nacha members.

**Benefits:** Includes all Bronze sponsor benefits.

## Attendee Experience & Brand Recognition

### **15 Under 40** **M&T Bank**

Nacha's "15 Under 40" program is a prestigious initiative that seeks to identify and celebrate outstanding individuals under the age of 40 who have demonstrated exceptional leadership, innovation, and dedication to advancing the payments landscape. This unique program aims to support the next generation of thought leaders and trailblazers who will shape the industry's future through their visionary ideas and transformative projects. Following a nomination process, 15 finalists will be selected.

As the sponsor you (or your designee) will be onstage to announce the winner and can serve on the committee to select the finalists.

**Benefits:** Your logo will be included on each email sent promoting the program and will appear on the program's website.

### **Water Stations in the Exhibit Hall** **BRONZE • \$15,000**

Add your brand to the exhibit hall, 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.

**Benefits:** Your company's logo on all exhibit hall water station signage; includes all Bronze sponsor benefits.

### **Exhibit Hall Aisle Signs** **BRONZE • \$15,000**

Things are looking up--and so are 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.

### **Passport Program Portfolio Sponsor** **Volanté**

Be recognized as the overall sponsor of the popular Passport Program. Your logo is prominently displayed on the official passport document attendees will use to collect their stamps. When it's time for attendees to drop off their prize forms, your booth is the place they will visit.

**Benefits:** Passport Program collection drum placed within your booth, as well as recognized as the sponsor of the Passport Program Portfolio; includes all Bronze sponsor benefits.

### **Phone Charging Station Lounges** **BRONZE • \$15,000 each** *(2 available)*

Multi-task at the new lounge areas located at the New Orleans Convention Center! Attendees will be able to get a quick secure charge for their cell phone or small device while also taking a moment to relax or meet in small groups (seating for 12) at the charging lounges set up with your logo on signage as well as digitally displayed. Bonus: The charging unit will be outfitted with full multimedia capabilities and will rotate video and/or graphics to promote your products and services.

**Benefits:** Your logo on signage and charging unit monitor, may include your video if desired; all Bronze sponsor benefits.

### **Branded Water Bottles** **BRONZE • \$12,000**

Nacha provides branded water bottles to concurrent educational session speakers, with your company logo, which will be placed at the headtable in each session room for each speaker.

**Benefits:** Your logo on water bottles for speakers only in each concurrent session room; includes all Bronze sponsor benefits.

## Attendee Experience & Brand Recognition

### **Orientation & Coffee Reception** BRONZE • \$10,000

Nacha welcomes first-time attendees (and even some returning friends) with an overview and some helpful tips on navigating at our Orientation session.

**Benefits:** Your company logo on signage; opportunity to provide ready-to-distribute company collateral or giveaway at event to be picked up by attendees; includes all Bronze sponsor benefits, including the customized attendee email.

### **Directional Signage** BRONZE • \$12,500

Convention centers can be large, and directional signage is a great tool to lead you on your way. Payments 2025 will have additional signage to help you get around. Your logo can be included on signage produced and created by Nacha.

**Benefits:** Your logo on directional signage; all Bronze sponsor benefits.

### **Continental Breakfast** BRONZE • \$6,000 each



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.

### **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 will 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.

