

Media Kit



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:

Nacha Sales • O: 404-345-2550
sales@nacha.org

Nacha.org

ANNUAL CONFERENCE



**Smarter Faster
Payments® 2026**

April 26-29 • San Diego, CA

It's Time to Get Back Together Again

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

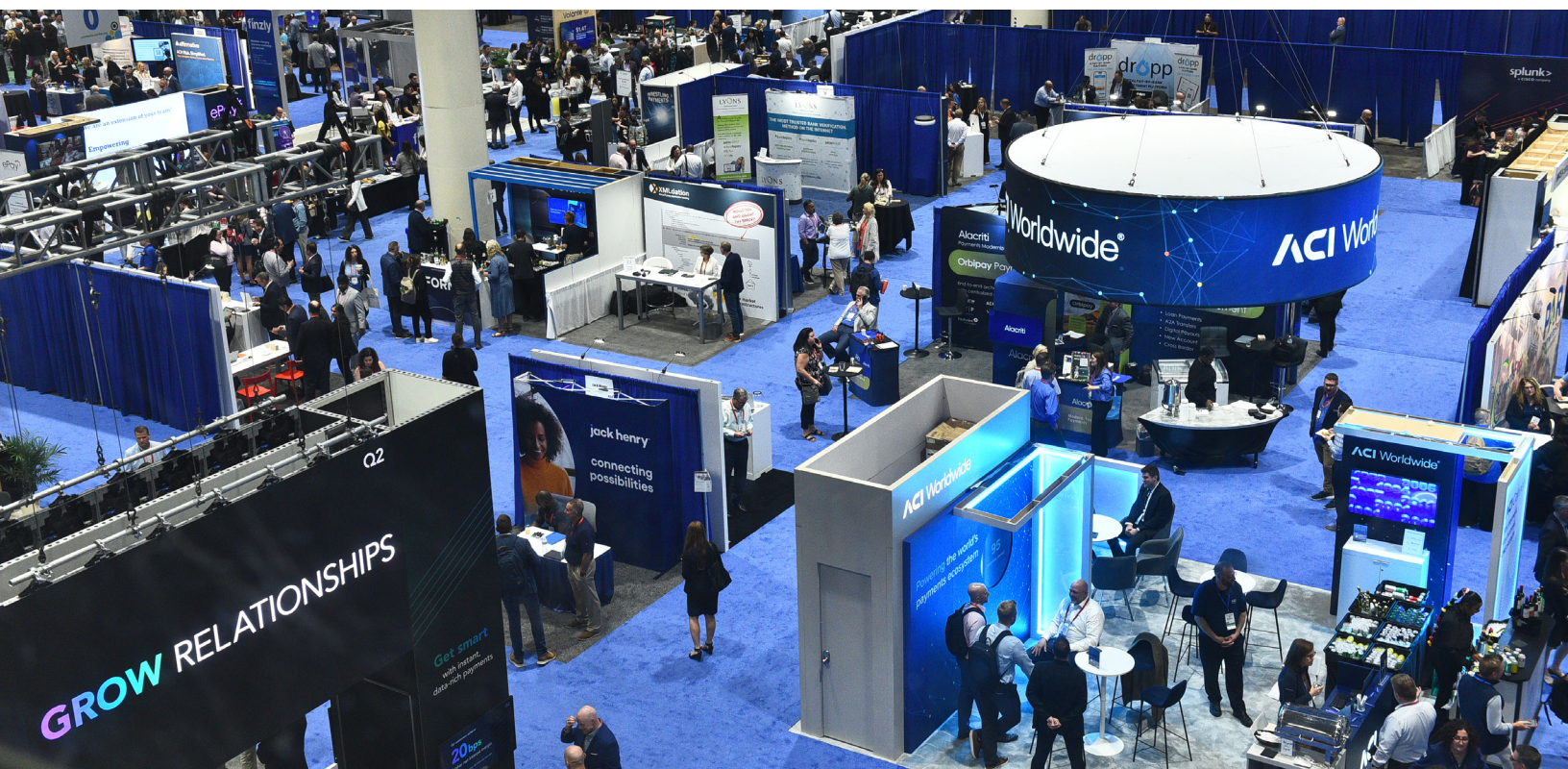
Exhibit to Increase Your Business Leads

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.

2026 BOOTH FEES

per 40' x 40'
Member: \$76,040
Nonmember: \$96,720

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
- 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, company description, and product categories in sponsor section of mobile app

★ GOLD SPONSOR (\$27,000 - \$36,999)

- 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, 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 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 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, 2025.

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

PAYMENTS INSTITUTE SPONSORSHIPS



Payments Institute Sponsorships

Nacha's Payments Institute and TPI Home School attract payments professionals from a wide range of positions at financial institutions, government agencies, businesses, and solution providers. These events offer participants an opportunity to engage with fellow payments pros, take part in collaborative activities, and gather valuable insights that will set them apart from the competition.

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

Payments Institute Sponsorship Opportunities

School of Study Sponsor • (Multiple Available) • \$4,500
Master's Program • \$4,500
Mobile App Sponsor • \$4,500
Opening Reception • \$2,000
Tuesday Night Social • \$1,500

TPI Home School Sponsorship Opportunities

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



RISK RETREAT SPONSORSHIPS



Nacha[®]

Risk Retreat

Aug. 5-6, 2025

Reston, VA

Nacha's Risk Retreat is an in-person event for payments risk and compliance professionals, where attendees can explore industry trends, attend advanced sessions, and network with peers. The Risk Retreat features strategic planning sessions that allow attendees to sharpen their approach to regulatory challenges and align with the latest best practices.

Become a Risk Retreat sponsor and promote your dedication to the regulatory landscape. As a sponsor of the retreat, your logo—with a link to your website will be on the Risk Retreat webpage. It will also appear in the mobile app or virtual platform app, and for onsite signage.

Risk Retreat Sponsorship Opportunities

Overall Sponsor Organization • \$7,500 • (1 Available)

Opening or Closing Remarks Sponsoring Organization • \$3,500 • (1 Available)

Supporting Sponsoring Organization • \$2,500 • (1 Available)



LEGAL & COMPLIANCE SPONSORSHIPS



Payments Legal & Compliance Summit

Dec. 3-4, 2025 • Virtual

Vital Business Summit for Legal and Compliance Professionals

Nacha will be hosting the Payments Legal & Compliance Summit Dec. 4 – 5, 2024. 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.

2025 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 PLCS 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



Payments Legal & Compliance Summit

Dec. 3-4, 2025 • Virtual

2025 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



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

2025 Sponsorship Opportunities

Payments Innovation Alliance Member Meetings

Feb. 26-28, 2025 • Dallas, Texas

May 19-20, 2025 • Amsterdam, Netherlands

Oct. 8-10, 2025 • Charlotte, North Carolina



SPONSORSHIP OPPORTUNITIES



2025 Sponsorship Opportunities

Payments Innovation Alliance Member Meetings

Feb. 26-28, 2025 • Dallas, Texas

May 19-20, 2025 • Amsterdam, Netherlands

Oct. 8-10, 2025 • Charlotte, North Carolina

U.S. Alliance Meeting Sponsorship Opportunities

Welcome Reception • \$5,500

Networking Reception • \$6,500

Lunch Sponsor • \$5,000

Mobile App • \$4,000

Wireless Internet • \$4,000

Buffet Breakfast • \$3,500

Afternoon Refreshment Break • \$3,000

Morning Coffee Break • \$2,000

Build Your Own • Contact us to discuss your ideas!

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.

International Meeting Sponsorship Opportunities

Due to the uniqueness of our international meetings, sponsorship opportunities vary.

Please contact us to discuss options for the May member meeting in Amsterdam, Netherlands!



George Bassous
Founder & Advisor
Affirmative Technologies

"The benefits Affirmative Technologies has gained as a meeting sponsor are multi-fold. The exceptional networking opportunities have allowed us to connect with industry leaders and like-minded professionals. These connections have been instrumental in fostering collaborations and opening new avenues for us to ultimately boost our customer base.

The ROI for our sponsorship over many years has been phenomenal. The visibility and recognition we gained have far exceeded our investment, making it a worthwhile decision. The Alliance has been a game-changer for us, and we look forward to participating for many years to come. Thank you for providing such a fantastic platform!"



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.

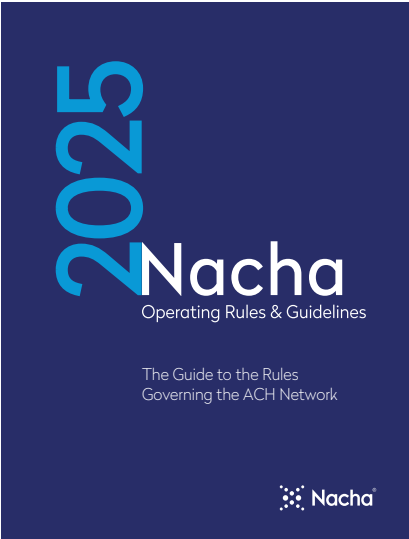
To be considered for Nacha Preferred Partner status, your organization must offer, or be planning to release, a solution/service to aid in one or more of the following categories: Account Validation, ACH Experience, Compliance, Fraud Monitoring, ISO 20022, Open Banking, Risk and Fraud Prevention.

For an annual fee, 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, podcast, coffee talk) and/or involvement in and promotion of collateral (e.g., Executive Briefing).
- Exposure to Nacha's community of payments experts from financial institutions, fintechs, and corporate end users.
- A dedicated Nacha support director 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
-  The Nacha Operating Rules Online Resource website received more than 124,000 visits in 2023.
-  Users of Nacha Operating Rules Online include financial institutions (**45%**), corporate end users (**25%**), solution providers and associations (**18%**), and legal or other (**12%**)
-  Total Nacha Operating Rules Online subscribers are over **30,000**, renewing annually

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		

Contact the publications team for more information on sponsorship opportunities in the printed publication.

DIGITAL/PRINT ADVERTISING

Nacha Operating Rules Online Resource Website

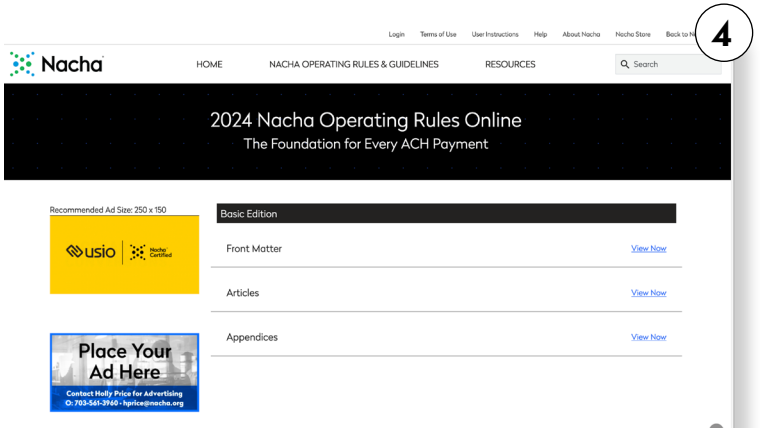
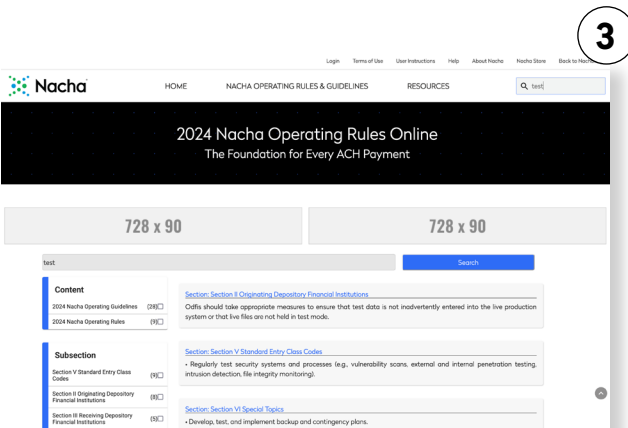
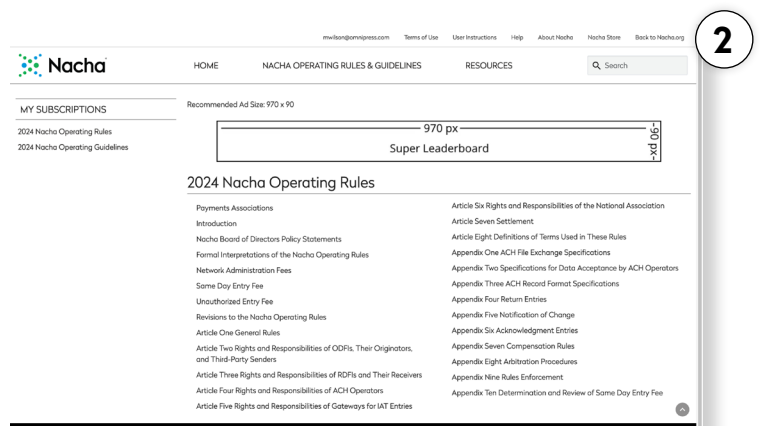
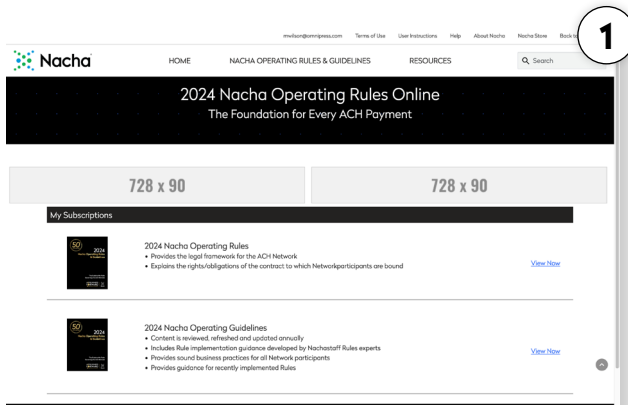
Pricing

Home, Basic and Search, and Content

	1 Full Access Main LandingPage (728x90 pixels)	2 Full Access Content Page (970x90 pixels)	3 Search Page (728x90 pixels)	4 Basic Access Landing Page (250x150 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.



CONTACT US

Nacha Sales

404-345-2550

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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May 2025