



NachaTM

Media Kit



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 and in print. Turn the page to learn more.

WELCOME

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Nacha.org

IN-PERSON OPPORTUNITIES

Payments Conference Exhibitors and Sponsors

Nacha's Smarter Faster Payments Conference boasts of the true meaning of payments convergence—bringing together financial institutions and technology firms for a common goal.

At Payments, the seven tracks of current and relevant payments education—combined with launches and demonstrations of products, solutions, and technology—make this conference a yearly must for the financial and payments industry.

Payments provides exhibitors and sponsors with name recognition, branding, lead generation and networking. We reach more than 2,300 payments professionals from over 340 financial institutions, as well as end-user corporations, governments and fintechs. As an exhibitor, you will have the ability to showcase your company's products, solutions and experts in an exhibit booth of your creation. As a sponsor, you will showcase your name and brand in support of the payments industry.

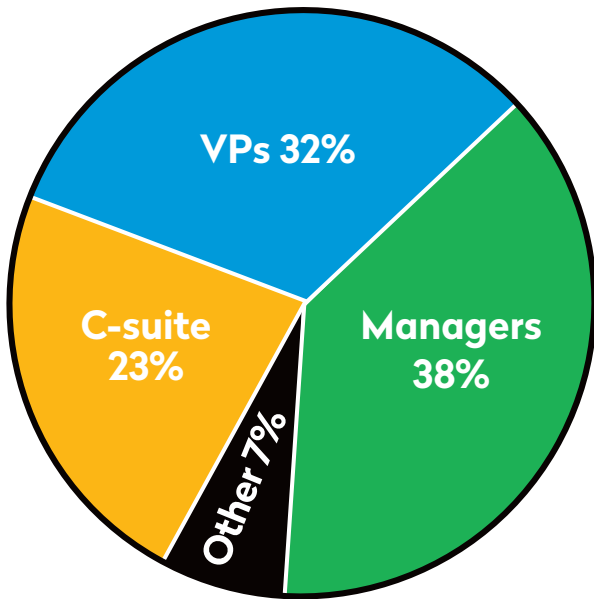


IN-PERSON OPPORTUNITIES

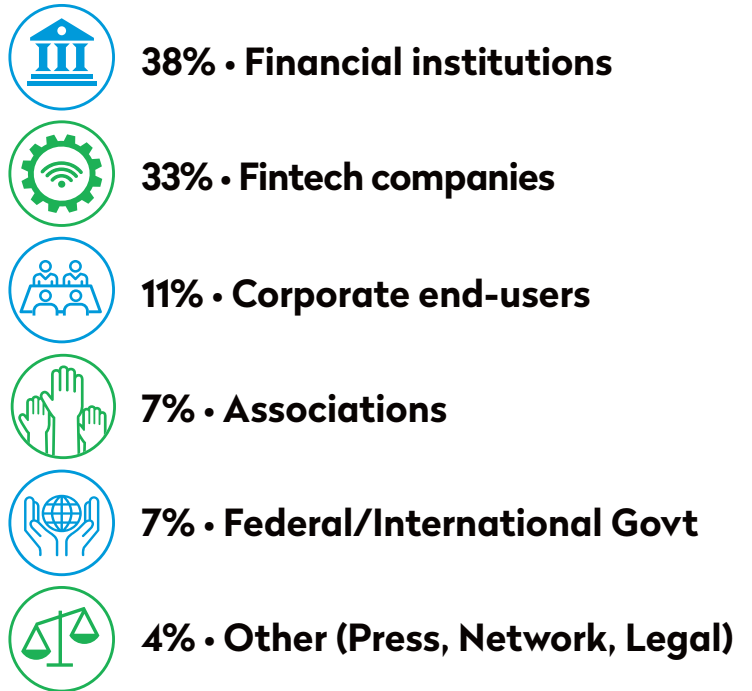
Meet the Decision-makers Where They Are

Everyone you need to know in the payments industry, all in one place. When you exhibit or sponsor at Payments, you'll interact with everyone from banks and fintechs to governments and corporate end-users. And you'll connect with the right people.

Attendee-Buyer Responsibility Levels



Attendee-Buyer Organization Type



IN-PERSON OPPORTUNITIES

Payments Conference Exhibitors

With an exhibit hall booth you will build brand awareness and generate leads among the many payments professionals who provide leadership and influence at their financial institutions and corporations. With dedicated exhibit hall hours and networking events, you'll have time to meet with both existing customers and prospects.

Small investment...medium investment...large investment: The choice is yours when you check out our floor plan and exhibit at Payments.

2020 BOOTH FEES

per 10' x 10'

Member: \$4,220
 Non-member: \$5,385
 Booth plus Affiliate Program Membership: \$5,170
 Booth plus Payments Innovation Alliance intro membership: \$6,720

per 10' x 20'

Member: \$8,440
 Non-member: \$10,770
 Booth plus Affiliate Program Membership: \$9,390

per 10' x 30'

Member: \$12,660
 Non-member: \$16,155
 Booth plus Affiliate Program Membership: \$13,610

per 20' x 20'

Member: \$18,595
 Non-member: \$24,035

per 20' x 30'

Member: \$25,320
 Non-member: \$32,310

per 20' x 40'

Member: \$33,760
 Non-member: \$43,080

per 30' x 30'

Member: \$37,980
 Non-member: \$48,465

per 30' x 40'

Member: \$50,640
 Non-member: \$64,620

Contact Holly Price, Director, Sales, at 703-561-3960 or hprice@nacha.org.



IN-PERSON OPPORTUNITIES

Payments Conference Sponsors

Sponsorship opportunities abound at Payments, with multiple benefits and commitment levels. These are a few of the numerous deliverables at each level. Choose additional options such as thought leadership, branding, and name recognition. All sponsorships above \$10,000 include your email to conference attendees.



PLATINUM SPONSORS (\$37,000 and above)

Benefits include your video posted on the Payments website and promoted through conference marketing; social media promotions; a meeting room in the exhibit hall; an educational session (select sponsorships with limited availability); sponsor wall recognition; invitations to the Chairperson's Leadership Reception; three conference registrations; and much more.



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

Benefits include social media promotions; a meeting pod in the exhibit hall; an educational session (select sponsorships with limited availability); sponsor wall recognition; an invitation to the Chairperson's Leadership Reception; three conference registrations; and much more.



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

Benefits include social media promotions; sponsor wall recognition; two conference registrations; logo and company description placement; and much more.



BRONZE SPONSORS (less than \$17,000)

Benefits include exhibit hall registration; attendee lists; logo and company description placement; and much more.

Ready to learn more about the opportunities available and the full range of benefits of each sponsorship level?
Contact Holly Price, Director, Sales, at 703-561-3960 or hprice@nacha.org.



IN-PERSON OPPORTUNITIES



Payments
Innovation Alliance™

Payments Innovation Alliance Patron

Growing and advancing payments and payments technology to better meet and serve the needs of the evolving industry. That's the goal of the Payments Innovation Alliance.

Comprised of almost 200 global companies and organizations from throughout the payments ecosystem, the Alliance meets three times per year to help shape the future of payments. Members learn, discuss, and debate to help advance payments technology.

Promote your Brand

As an Alliance member you have the unique ability to be a patron at Payments Innovation Alliance meetings. You'll be able to highlight your brand—creating both name and product awareness, and delivering an influential message that your company is a dedicated leader in the payments arena.

Contact Darryl Gole, Assistant Director, Sales, at 703-561-3907 or dgole@nacha.org.



IN-PERSON OPPORTUNITIES



Payments
Innovation Alliance™

Payments Innovation Alliance Patron

2020 Patron Opportunities

Payments Innovation Alliance Member Meeting
Las Vegas, NV, February 19-21, 2020
Atlanta, GA, November 4-6, 2020

Welcome Networking Reception • Sponsorship Fee: \$4,500

Networking Reception • Sponsorship Fee: \$4,500

Meeting Room Wireless Access • Sponsorship Fee: \$3,000

Breakfast (2 available) • Sponsorship Fee: \$2,500

Morning Coffee Breaks • Sponsorship Fee: \$1,000

Afternoon Refreshment Breaks (2 available) • Sponsorship Fee: \$1,500

Plated Lunch • Sponsorship Fee: \$3,500

Idea Labs – Meet the Innovators • Sponsorship Fee: \$3,000

Meeting Badges • Sponsorship Fee: \$1,500

Mobile App • Sponsorship Fee: \$2,000



10% discount offered on two or more meetings in 2020.

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IN-PERSON OPPORTUNITIES



Payments
Institute™

Payments Institute Sponsorships

Nacha's Payments Institute annually attracts payments professionals from a wide range of positions at financial institutions, government agencies, businesses, and solution providers. This four-day program offers participants a curriculum designed to meet their professional needs.

As a sponsor of the Payments Institute you can reach more than 200 payments industry professionals. Your logo—with a link to your website—will be on the Payments Institute webpage. It will also appear in the marketing brochure, mobile app, and on-site signage. You'll also have opportunities to distribute promotional materials to Payments Institute students and receive pre- and post-attendee lists for direct marketing.

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DIGITAL OPPORTUNITIES



Nacha Preferred Partners

Nacha supports sound services industry business practices, and is committed to innovation, safety, and soundness in the electronic payments system. But it takes strategic partnerships. Nacha's Preferred Partners are innovators providing technology solutions and other offerings aligning with Nacha's strategies, including greater adoption of electronic payments.

A Nacha Preferred Partner is a financial technology solutions provider recognized for its leadership and innovation in meeting Nacha goals. Preferred Partners offer products and services that increase or enhance the use of secure electronic payments, information and messaging by financial institutions and end-user entities.

Nacha provides unique exposure to the large and diverse payments community to allow Preferred Partners to showcase and promote their solutions. Preferred Partners are assigned a dedicated strategic relationship manager by Nacha to tailor branding, visibility and engagement opportunities. Nacha Preferred Partners are distinguished in the marketplace through the exclusive use of the Nacha Preferred Partner service mark.

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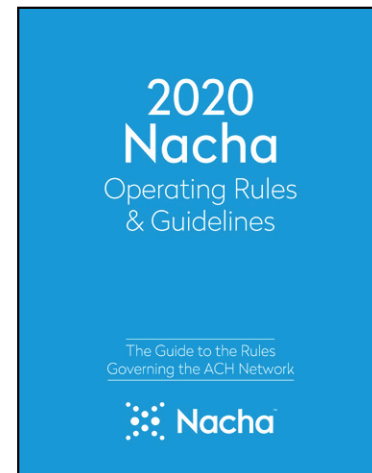


DIGITAL / PRINT OPPORTUNITIES









Nacha Operating Rules & Guidelines

The ACH Network is the driving force in new innovations and technology in the way consumers and businesses access, move and use their money. The “Nacha Operating Rules & Guidelines” is the foundation needed for every ACH payment. Understanding the Rules & Guidelines keeps an organization at the top of its field, ensuring efficient ACH payments, strengthening risk management practices and lessening returns and exceptions.

Nacha offers several options to advertise in print and online, including packages that include both. Because payments professionals depend on the Rules and refer to them often, you will gain year-round exposure.



By the Numbers

-  More than **22,000** printed copies of the “Nacha Operating Rules & Guidelines” are distributed annually
-  The Nacha Operating Rules Online Resource provides exposure to more than **29,000** payments professionals
-  Users of the Rules Online Resource include C-Level/EVP/SVP (**12%**) and VP, Directors (**16%**). Nearly a third of users are in banking and a quarter are at corporates.
-  Total ACH Rules Online sales **18%** increase over previous year
-  More than **600,000** page views and visitors in the past 12 months
-  **5.8** average minutes spent on site per session
-  **6.7** average page views per session
-  More than **40,000** new visitors in the past 12 months

Benefits

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

DIGITAL / PRINT OPPORTUNITIES

Nacha Operating Rules Online Resource Website

Pricing

Home and Basic Universal Pages

	Home Page (380x200 pixels)	Home Page Lower Tier (380x200 pixels)	Basic & Search Edition Page (620x150 pixels)	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.

Nacha Operating Rules & Guidelines Print Book

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		

Acceptable Formats

- High resolution PDF files preferred. We can also accept Adobe Indesign, Adobe Illustrator files in either Mac or Windows format.
- Please supply native designer files. Include fonts and native graphics (.eps, .jpg or .tif) in high resolution for print.
- (300 dpi or greater). Zip or package all files together when supplying.
- Four color art is to be supplied as CMYK.

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Ask about availability for a bonus ad on the 2020 Rules Digital Access.

BUNDLED OPPORTUNITIES

Nacha Engagement Bundles are an exclusive opportunity for year-round engagement within the Nacha community. You can promote your company and sell the benefits and features of your solutions and products with personal messaging, thought leadership and digital advertising to payments professionals.*

Here is just a sample of what you will receive in each of the five bundles available:

Bundle No. 1 (\$8,000)

- A 60-minute pre-recorded webinar offered to both Nacha members and non-members and displayed for 90 days
- The opportunity to provide content or place a digital ad in Nacha Member NewsLink, our semimonthly e-newsletter reaching some 2,000 engaged executives
- Sponsorship of the Nacha Operating Rules Online, including a three-month advertisement with the opportunity to email subscribers at the end
- Payments Institute sponsorship with your logo and hyperlink on the program's website and company description in the mobile app

Bundle No. 2 (\$8,000)

- Payments Institute sponsorship including an opportunity to market directly to payments professionals before and after the event, as well as to distribute promotional materials at the event
- A Nacha Operating Rules Online sponsorship with six months of advertising, Google Analytics performance metrics and the chance to email subscribers at the end

Bundle No. 3 (\$8,000)

- Sponsor the Welcome Reception at the Payments Innovation Alliance meeting
- A Nacha Operating Rules Online sponsorship with six months of advertising, Google Analytics performance metrics and the chance to email subscribers at the end

Bundle No. 4 (\$8,000)

- Be an Idea Labs sponsor at the Payments Innovation Alliance meeting
- A Nacha Operating Rules Online sponsorship with six months of advertising, Google Analytics performance metrics and the chance to email subscribers at the end
- A 60-minute pre-recorded webinar offered to both Nacha members and non-members and displayed for 90 days

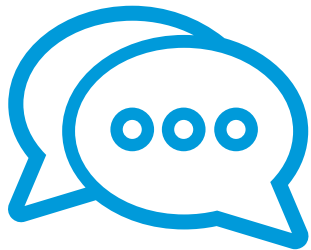
Bundle No. 5 (\$8,000)

- Sponsorship of the Nacha Operating Rules Online including a 12-month advertisement, Google Analytics performance metrics and the chance to email subscribers at the end
- A 60-minute pre-recorded webinar offered to both Nacha members and non-members and displayed for 90 days

Contact Darryl Gole, Assistant Director, Sales, at 703-561-3907 or dgole@nacha.org.

*Some bundles require membership in the Payments Innovation Alliance

CONTACT US



Contact us to learn more about any of the opportunities Nacha offers

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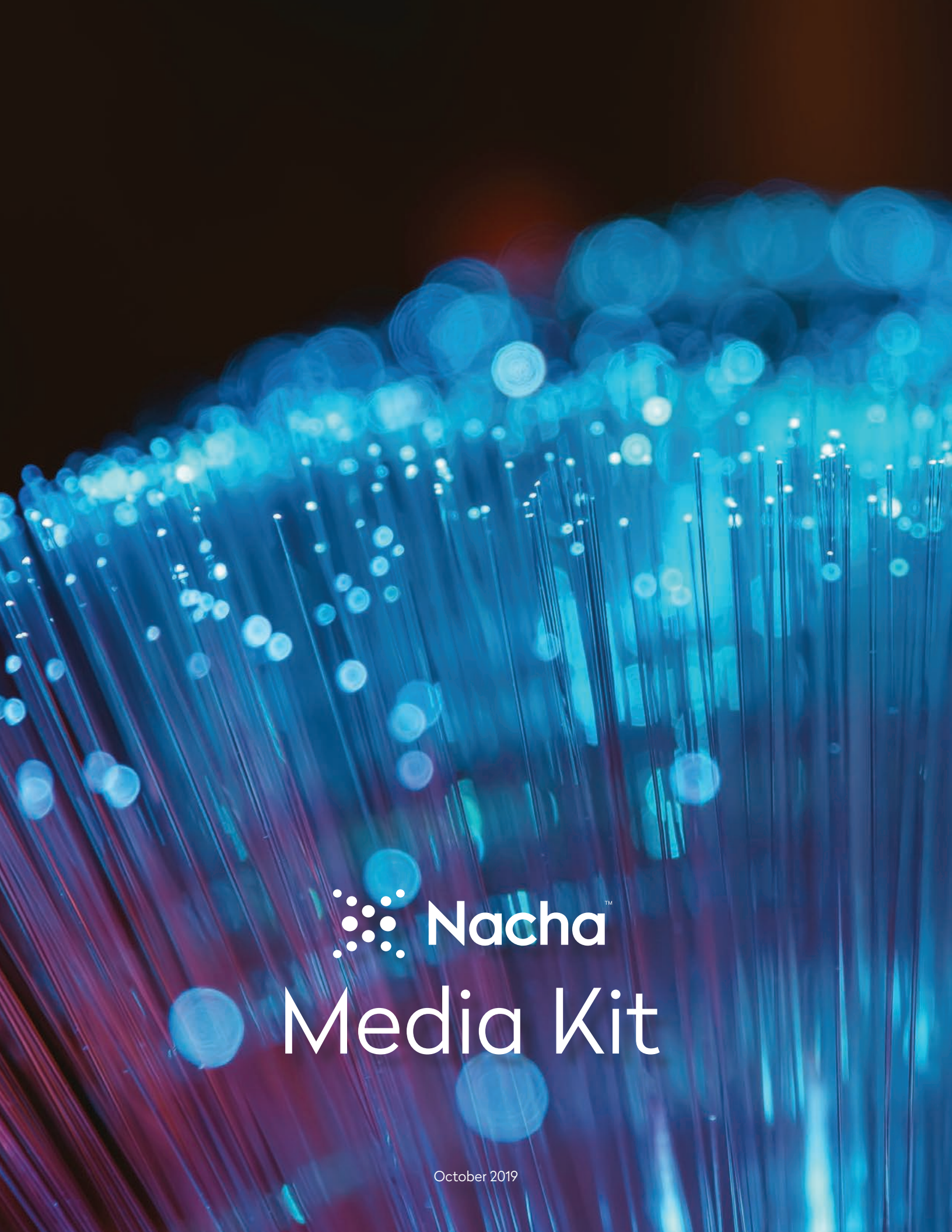
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