The Power of Retargeting

INTRODUCTORY OFFER! Get in on the ground floor and become a premiere organization to initiate an intelligent marketing strategy from Nacha. Gain guaranteed digital reach with every Smarter Faster Payments 2020 attendee and Nacha website visitor.

Increase ROI with Payments 2020 Attendees & Industry Professionals
Retargeting campaigns diversify your reach and complement your exposure as a conference exhibitor. Why not make your exhibit experience even better by leveraging this tool to reach attendees. Make a special offer or promote new products that will be showcased within your booth.

Payments 2020 Attendees & Nacha Website Visitors by the Numbers
Payments attendees and website visitors are the decision-makers when it comes to purchasing payments and financial technology.

93% of attendees make or influence purchasing decisions
1M+ unique visitors go to Nacha.org annually
43% of smarter faster payments attendees were new in 2019
3.8M+ pageviews were collected on Nacha.org in 2019

11% of attendees are corporate end users
The Power of Ad Retargeting
We are not kidding! Direct results.

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 and Payments website visitors and conference attendees pre-conference, post-conference and year-round!

1. New and returning visitors come to the Smarter Faster Payments 2020 website and 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.

Quality Website Traffic - Delivered!
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 to your potential customers.

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.
Reserve now. Limited quantities available!
Leverage this marketing tactic for your event exposure.

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Duration</th>
<th>Dates</th>
<th>Impressions</th>
<th>Qty Available</th>
<th>Introductory Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payments Pre-Show</td>
<td>2 months</td>
<td>Feb. 22 – April 22</td>
<td>50,000</td>
<td>6</td>
<td>$3,000</td>
</tr>
<tr>
<td>Payments Post-Show</td>
<td>3 months</td>
<td>April 23 – July 23</td>
<td>50,000</td>
<td>6</td>
<td>$2,500</td>
</tr>
<tr>
<td>Quarter Program</td>
<td>3 months</td>
<td>April – June or July – Sept.</td>
<td>200,000</td>
<td>8</td>
<td>$2,500</td>
</tr>
<tr>
<td>Half Year Program</td>
<td>6 months</td>
<td>July – Dec. or Jan. - June</td>
<td>400,000</td>
<td>4</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

Utilize these campaign options to continue to reach your customers beyond the conference.

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

For questions, contact Holly Price, hprice@nacha.org • 703-561-3960
Exhibitor / Sponsor Information
Return this form to secure your digital ad retargeting position.

1. Sign-up for one of our retargeting campaign options

<table>
<thead>
<tr>
<th>Sign-up</th>
<th>Campaign Options</th>
<th>Duration Dates</th>
<th>Impressions</th>
<th>Introductory Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payments Pre-Show</td>
<td>2 months</td>
<td>50,000</td>
<td>$3,000</td>
<td></td>
</tr>
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☐ Please add this option and bill to our company’s current billing contact for Smarter Faster Payments 2020.

2. Include contact information. (All fields are required)

Advertiser Name: __________________________ Ad Agency: __________________________ (if applicable)
Contact Name: _______________________________
Phone: ___________________________ Email: __________________________

By signing below, advertiser gives consent to ads being used for retargeting campaigns on their behalf. Advertiser indemnifies Nacha and its associates/partners against any losses or liabilities that could arise from this advertising. I also authorize the fees to be paid by my company as outlined above. You must be a Smarter Faster Payments 2020 exhibitor or sponsor to participate.

Signature: ___________________________ Date: __________________

MATERIALS SHOULD BE EMAILED TO: cblevins@nacha.org. Ads must arrive no later than seven business days before the desired run date.

<table>
<thead>
<tr>
<th>ACH/EFT <em>Preferred</em> (non-wire, Domestic)</th>
<th>Online/Phone</th>
<th>Check</th>
<th>Wire (International)</th>
</tr>
</thead>
<tbody>
<tr>
<td>M&amp;T Bank</td>
<td>Login: nacha.org -or- Call: 703-561-1100</td>
<td>Nacha Attn: Accounting 2550 Wasser Terrace Ste. 400 Herndon, VA 20171</td>
<td>Call: 703-561-3954 for instructions</td>
</tr>
<tr>
<td>UPIC Rtn: 021052053</td>
<td>All major credit cards accepted</td>
<td>Nacha Acct: 59058945</td>
<td></td>
</tr>
<tr>
<td>UPIC Acct: 59058945</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For More Information
Nacha
Attn: Sales Department • Phone: 703-561-3901 • Fax: 703-787-0996 • Herndon, VA 20171