



# Attendee Email Advertising

Great Opportunity for Payments 2021 Exhibitors & Sponsors Only

## Option 1: Pre- and/or Post- Conference Customized Attendee Emails

This marketing opportunity enables you to send your own customized email to all Payments 2021 attendees and track the results through a real-time web page. Our preferred vendor, Event Technologies, will work with you to design your email and send it on an agreed upon day and time. Dates will be assigned first come, first served and opportunities are limited.

Email inclusions:

Your company name/logo (hyperlinked), booth number and your custom marketing message for Payments 2021 attendees. Opportunities to send an email before and/or after conference. Available to committed exhibitors and sponsors ONLY. Email addresses are not provided to exhibitors or sponsors.

## Option 2 : Pre- and/or Post- Sponsored Nacha Emails

Sponsor a Nacha marketing email leading into Payments 2021 and/or the conference recap email. These emails are sent to Payments 2021 attendees, members, and prospective attendees. The subjects of these emails vary and you can choose which email you want to sponsor. Limited opportunities!

Email inclusions:

Organization name/logo (hyperlinked) and a 50-word marketing message in dedicated area of email. Dates will be assigned on a first come, first served basis. Open to committed exhibitors and sponsors ONLY.

- Pre- Conference Attendee Customized HTML Email - \$3,000
- Post- Conference Attendee Customized HTML Email - \$2,500
- Pre- Conference Sponsored Nacha Email - \$1,000
- Post- Conference Sponsored Nacha Email - \$1,000

EXHIBITING COMPANY: \_\_\_\_\_ BOOTH NUMBER: \_\_\_\_\_

CONTACT: \_\_\_\_\_ SIGNATURE \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

### PAYMENT OPTIONS

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

PAYMENT TERMS: Full payment due with application.

Cancellation Policy - All sales are final. In the event of a cancellation, no refunds will be permitted and all paid funds will be forfeited.

Questions / availability? Contact Holly Price at: (P) 703-561-3960 or email: [hprice@nacha.org](mailto:hprice@nacha.org).

