



Smarter Faster Payments 2020™

April 19-22 • Washington, D.C.

SPONSORSHIP & MARKETING OPPORTUNITIES

payments.nacha.org



TABLE OF CONTENTS

- Payments by the Numbers.....3**
- Meet New Buyers5**
- 2020 Booth Fees7**
- Marketing Tools8**
- Floor Plan9**
- Sponsor Levels10**
- Access & Networking.....11**
- Educational Opportunities15**
- Attendee Experience & Brand Recognition20**
- Educational Track Descriptions23**
- Sponsorship at a Glance26**

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PAYMENTS BY THE NUMBERS

With more than 2,300 payments professionals in attendance, Nacha's annual Payments Conference is the premier venue for solution providers and financial institutions to maximize engagement and forge valuable relationships with some of the payments industry's best and brightest.

Who Are These Buyers?

Financial Institutions

Interact with the top financial institutions in the U.S. Plus, meet mid-sized and small institutions seeking solutions to better serve their customers and grow. All our decision-makers are in ACH and electronic transfer of money and payments. Meet influencers from treasury departments, technology, risk, compliance, accounting, and security professionals.

Corporate Buyers

Your booth will be a great meeting point/satellite location for companies seeking technology, ACH, accounting and cybersecurity software and solutions

Government Officials

Meet new people and form new future-forward relationships with government officials from federal, state, county, local and international agencies.

Attendee-Buyer Organization Type



38% • Financial institutions



33% • Fintech companies



11% • Corporate end-users



7% • Associations



7% • Federal/International Govt



4% • Other (Press, Network, Legal)

Purchasing Influencers

93%

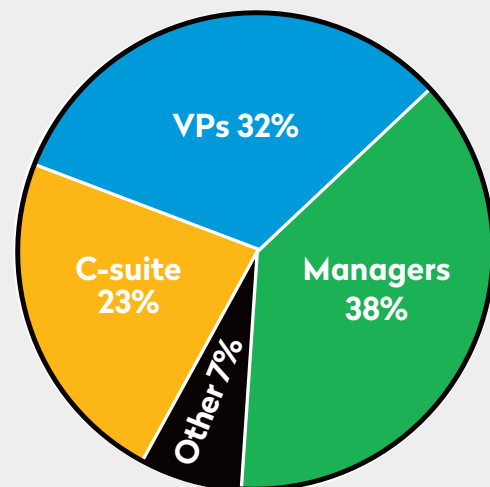
of Payments attendees are purchasing influencers:

55% make final purchasing decision

38% recommend purchases

ALL come to research new products

Attendee-Buyer Responsibility Levels



PAYMENTS BY THE NUMBERS

Top trending areas in which financial institutions are seeking solutions:

- 1 Banking solutions to solve for consumer access to data and compliance
- 2 Know Your Customer and Know Your Customer's Customer technology
- 3 Solution providers to partner with community banks and credit unions so they can compete with larger financial institutions in retaining and onboarding new customers
- 4 Partners who can help community banks and credit unions successfully compete with larger financial institutions in retaining and onboarding new customers
- 5 Introductions of new technology enhancements to serve customers and comply with regulatory requirements in the future
- 6 Solutions for financial institutions to better understand customers or prospects using AI
- 7 Providers that solve for payment channels in addition to ACH



340+ financial organizations represented



850+ financial institution employees



175+ end-user organizations represented

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MEET NEW BUYERS. GENERATE NEW LEADS. BUILD YOUR BRAND.

Participating in Nacha's Payments 2020 is smart, strategic marketing

This annual event draws nearly 2,300 buyers, recommenders and influencers—all with one thing in common: They're searching for innovative software, products and services benefitting payments professionals from financial institutions, corporate end-users, and governments.

Position your company in the center of the energy and innovation that this event generates!



MEET NEW BUYERS. GENERATE NEW LEADS. BUILD YOUR BRAND.

There are multiple ways to generate strong Return on Investment at Nacha's Payments 2020



CONNECT in the exhibit hall

Nacha has crafted a hybrid "exhibit hall" combining:

- **Innovation Hub**
- **Smarter Faster Payments Zone**
- **Corporate Learning Center**
- **Amazing companies introducing and demonstrating trending products**



EXHIBIT here for full event exposure

- **Exhibit to Influence – Showcase your Company and Products**

Two days to meet with 340 financial institutions from 2,300 qualified attendees

Bottom line - Excellent use of your time and marketing investment with high level prospects

- **Position for Maximum Traffic**

The Payments 2020 exhibit hall layout is formatted to make it easy for buyer-attendees to shop the aisles. Select your preferred booth location: Near a show floor feature • Near complimentary companies/products • Competitively in the buyer traffic flow

Location, location, location will help attract and guide buyers to you

- **Engage to Profit**

Now is the time to meet, greet, demo and build new relationships! You're at the right event, in the right place, at the perfect time and "the pool is open." Remember: Buyers come to Nacha's Payments 2020 seeking new solutions in the payments arena. They want the innovative products and solution driven technologies you offer. Get your share: Meet new purchasing influencers • Engage in meaningful dialogue • Determine post-Payments 2020 follow-up • Add these qualified leads to your sales pipeline

Buyers will attend seeking new solutions and partners – Be there to fulfill their challenges

This futuristic hub of Payments 2020 delivers high value experiences for attendees while connecting them to the exhibitors and sponsors who realize Nacha's influence in the industry.

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EXHIBIT TO INCREASE YOUR BUSINESS LEADS

2020 BOOTH FEES

per 10' x 10'

Member: \$4,220
Nonmember: \$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
Nonmember: \$10,770
Booth plus Affiliate Program Membership: \$9,390

per 10' x 30'

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

per 20' x 20'

Member: \$18,595
Nonmember: \$24,035

per 20' x 30'

Member: \$25,320
Nonmember: \$32,310

per 20' x 40'

Member: \$33,760
Nonmember: \$43,080

per 30' x 30'

Member: \$37,980
Nonmember: \$48,465

per 30' x 40'

Member: \$50,640
Nonmember: \$62,620

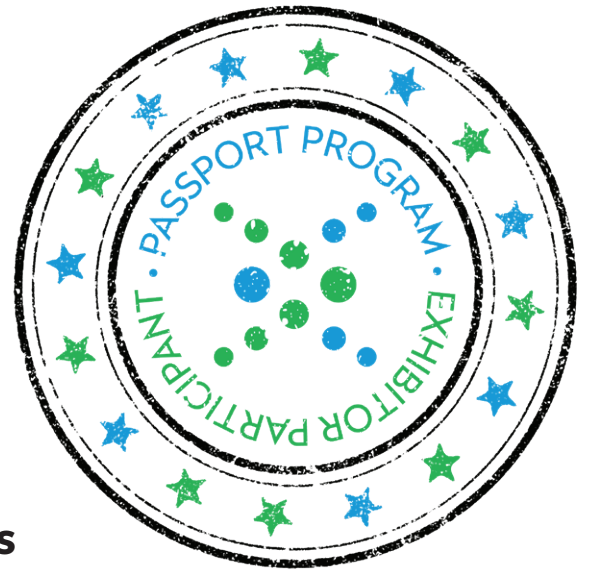
Booth Price Includes:

- 10'x10' exhibit space (8' back wall and 3' side walls with fabric drape, linear booths only)
- Online Exhibitor Directory and eBooth listing including company description, logo, contact information, social media, and website URL included on Payment 2020 website and in the mobile app
- One full-conference registration per 10'x10' (Includes: educational sessions and social events)
- Two exhibit hall-only (EHO) registrations per 10'x10' (Includes: Opening Keynote, The Payments Connection, Tuesday Keynote, Monday Lunch in the Exhibit Hall and Tuesday Night Out; Excludes: educational sessions and Nacha Payments Awards Luncheon)
- One-time use of two pre- and one post- conference attendee lists (List includes: contact name, title, company, and mailing address)



MARKETING TOOLS TO INCREASE VISIBILITY

- Aisle Floor Graphics
- Exhibitor Passport Program
- Product Demos in Exhibit Hall
- Meeting Rooms and Meeting Pods—available in multiple sizes
- Pre- and Post-Conference Emails to Attendees
- Email Signature Graphics and Banners

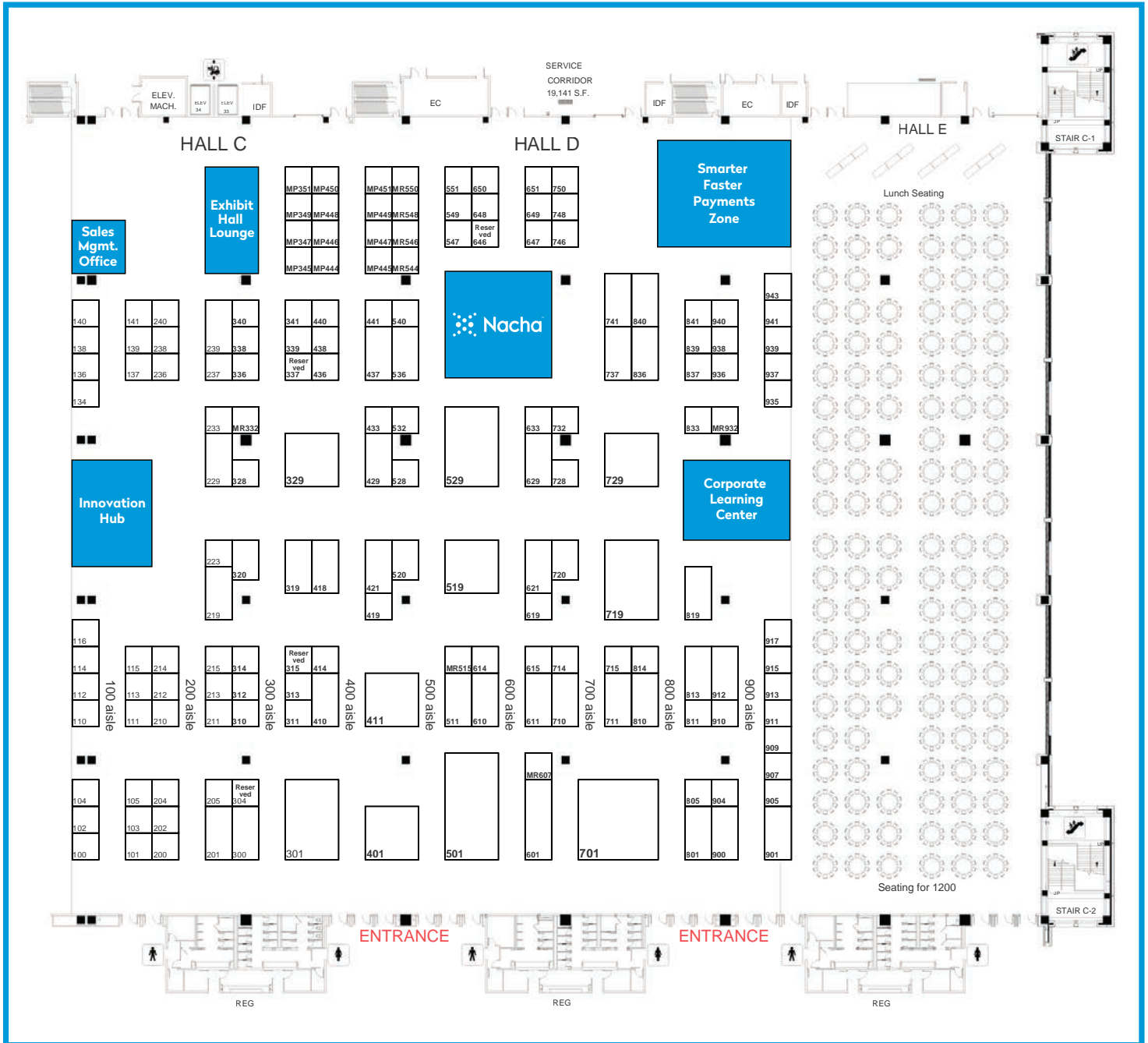


At Payments 2019, these were the top 10 categories that exhibitors self-selected:

B2B Payments & Information
Fraud Prevention & Detection
Same Day ACH
Payment Gateways/Hubs
Compliance
Risk Management
ACH Origination Enablement
Bill Payment & Invoicing
Cross-Border Payments
Core Transaction Processing

PAYMENTS 2020 FLOOR PLAN

Reserve the space that works for you!



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PAYMENTS CONFERENCE SPONSORS



PLATINUM SPONSOR (\$37,000 and above)

- Opportunity for sponsor-created video to be posted on conference website and promoted via conference marketing
- On show floor meeting room (includes logo)
- Logo on keynote walk-in slides
- Two invitations to Chairperson's Leadership Reception
- One educational session on select sponsorships – limited availability; sponsorship must be contracted and session title, content, and track selection submitted to Nacha's education department before Feb. 1, 2020, to receive this benefit
- 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 postal 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)

- On show floor meeting pod (includes logo)
- Logo on keynote walk-in slides
- One invitation to Chairperson's Leadership Reception
- One educational session on select sponsorships - limited availability and must be contracted and session title, content and track selection submitted to Nacha's education department before Feb. 1, 2020, to receive this benefit
- 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 postal 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 postal 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 postal mailing
- Logo on conference marketing materials and conference website
- Logo, company description, and product categories in sponsor section of mobile app

ATTENDEE ACCESS & NETWORKING

Branding and Company Recognition for Sponsor



Tuesday Night Out

PLATINUM* • Co sponsors include

CGI & NEACH Payments Group

Your company can bring the wow factor to THE event with the highest visibility and branding that a Payments sponsorship offers. Connections and learning happen during the day at the Payments Conference, and the networking and continued relationship building extends into the evenings with Payments produced receptions. Tuesday Night Out is THE pinnacle social function and it can be offered in your company's name.

Benefits: Your company represented as the sponsor; your company's logo displayed on pre-conference promotional materials, on-site signage, and cocktail napkins; you may provide branded giveaways; includes two guest tickets; includes all Platinum sponsor benefits.

**Co-Sponsorship Option Available at Silver Level*



2020 Nacha Tuesday Luncheon

PLATINUM • TD Bank

The 2020 Nacha Tuesday Luncheon sponsor will begin the program with a welcome and introduction and be part of the excitement on the main stage. Your company will give a brief welcome from the stage or in a prerecorded video, but that is not all. You will also be a part of pre-conference promotional mentions of the awards banquet and all on-site signage.

Benefits: Your company's logo displayed on event signage and professionally designed walk-in slides; provide a brief welcome statement while introducing the speaker (may be a prerecorded video); opportunity to place your company's branded item or brochure on attendee chairs; includes all Platinum sponsor benefits.



Payments Exhibit Hall Networking Reception

SILVER • \$25,000

Host this party and have the theme, guest list, decorations, and food and beverage created and arranged for you. The Payments 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 for a specialty beer or wine tasting. Nacha's event planning team will create the theme and an atmosphere to inspire networking and excitement for attendees and exhibitors while ensuring your name is branded as the host.

Benefits: Your company's logo displayed on pre-conference promotions, reception signage and cocktail napkins; you may provide themed and branded giveaways and company collateral for the reception tables and drink bars; opportunity to announce a prize giveaway from your booth; includes all Silver sponsor benefits.



ATTENDEE ACCESS & NETWORKING



AAP & APRP Reception

SILVER • Center for Payments

This group of distinguished professionals not only works hard to gain their certifications, they also excel at having a great time. This reception for accredited AAP and APRP professionals is always lively and they will appreciate your support. Connect your company name to the reception that electronic payments professionals earn the right to attend. This networking reception, complete with cocktails and hors d'oeuvres, is only open to accredited AAP and APRP professionals. As the sponsoring company, you will be able to attend and mingle with our industry's finest.

Benefits: Your company's logo will be displayed at Payments on reception signage and cocktail napkins; includes all Silver sponsor benefits.



Chairperson's Leadership Reception

SILVER • The SHAZAM Network

Take some time on Sunday, April 19, to meet with the leaders of the payments industry. The top executives from the heavily involved financial institutions and financial technology companies will interact and discuss payments strategies and goals as they begin their Payments Conference journey. You may have five representatives from your company attend to take part in these conversations in this relaxed reception

environment. Nacha leadership gathers for this invitation-only event on Sunday evening to commemorate and review another amazing year of progress in the payments industry. The top echelon of payments professionals attend this exclusive event - do not miss this chance to impress with your support of this premier gathering.

Benefits: Your company's logo will be displayed on event signage, including cocktail napkins; you may provide welcome remarks, including a brief statement; five invitations to the reception; includes all Silver sponsor benefits.



Monday Lunch in the Exhibit Hall

BRONZE • MUFG

As attendees enter the Payments exhibit hall luncheon it will be your company/brand that they will relate as the one that feeds the needs of the industry. Everyone attending, speaking, and exhibiting at Payments 2020 will grab a bite to eat and visit vendors in the exhibit hall on Monday. Do not miss your chance for name recognition and high-end exposure at a Bronze level price point.

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



ATTENDEE ACCESS & NETWORKING



Hotel Key Cards

BRONZE • Navy Federal Credit Union

Create a strong first impression by placing your brand in the hands of every Payments attendee from the moment they check in to the Gaylord National Resort & Convention Center and throughout the duration of their stay! All hotel rooms will come with a branded key card with your custom one color artwork included on it. This is inclusive of production and distribution.

Benefits: Your company's logo on all Payments 2020 attendees' hotel key cards; includes all Bronze sponsor benefits.



Orientation & Coffee Reception and Sunday Social

BRONZE • ePayResources

There are many options for attendees to schedule their time at the Payments Conference and NACHA helps by offering first-time attendees an overview of the conference and helpful tips. Be known as the company to welcome newcomers as the first supporting organization they encounter on-site at Payments.

Also on Sunday, the first day of engagement and learning will be capped off with the Sunday Social networking event. This informal reception is held in the hotel lounge and bar area. The Sunday Social was a highly attended, engaging affair in 2019 with over 100 participants. You will be highlighted throughout the day as the sponsor of these two events. It is two sponsorships in one.

Benefits: Your company's logo on signage for both events. Opportunity to provide company's collateral or giveaway to be placed at the events to be picked up by attendees as they exit; includes all Bronze sponsor benefits, including the customized attendee email.



Espresso Bar in the Exhibit Hall

BRONZE • \$8,500

Create buzz as well as name recognition and highlight your company by being the sponsor of the very popular Payments Exhibit Hall Espresso Bar. By adding your name to the espresso bar at Payments, attendees can talk with exhibitors while drinking an espresso that will have your name on the sleeve and be served to them by a barista wearing your company hat or button.

Benefits: Your company's logo on signage and displayed on coffee sleeves; you may provide a hat, visor or button for the espresso bar baristas to wear; includes all Bronze sponsor benefits.



Refreshment Breaks in Exhibit Hall (4 remaining)

BRONZE • \$6,000 each

An exhibit hall refreshment break and the food and beverage break stations are a great way for attendees and exhibitors to grab a snack and beverage using a napkin embossed with your company's name and logo. You'll get great visibility as the exhibit hall refreshment breaks are held when educational sessions are not in process. Choose from any of the following: Monday morning, Monday afternoon, Tuesday morning, or Tuesday afternoon. Refreshment stations with drinks and snacks are strategically located throughout the exhibit hall.

Benefits: Your company's logo will be displayed on signage near refreshment stations and will include your logo on the napkins; includes all Bronze sponsor benefits.

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ATTENDEE ACCESS & NETWORKING



Continental Breakfast (3 remaining)

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.



EDUCATIONAL OPPORTUNITIES

Thought Leadership and Branding



BRAND NEW: Braindate

PLATINUM • \$40,000

Matchmaking has evolved! We are creating a new way for Payments attendees to solve the greatest challenges they face in the payments universe and to learn from each other. The Payments Braindate platform provides an option for financial professionals with similar interests and objectives to get together in small groups and discuss topics of their choosing. As a sponsor, you will receive thought leadership and name recognition, as well as participant data and analytics on topics discussed.

Benefits: Your company's logo on all Braindate signage and inclusion on Braindate promotional announcements and communications; a 50-minute educational speaking session - developed and presented by the sponsor; logo presented on Braindate page of conference website and mobile app; and sponsorship included on walk-in loop for general sessions and awards luncheon; includes all Platinum sponsor benefits.



Opening Keynote

PLATINUM • Visa

Open the 2020 Payments Conference by taking the stage and introducing your company to the entire conference audience. Welcome the crowd and tell your story with a brief video. You will also gain logo exposure as part of this highly marketed general session.

Benefits: Your company's logo displayed on keynote signage, including logo on large onstage screens; able to show a brief corporate video and provide a brief statement; opportunity to leave your company's branded item or brochure on attendee chairs; includes all Platinum sponsor benefits.



Tuesday Morning Keynote

GOLD • ACH Network

Be the recognized benefactor of the Tuesday Morning Keynote as you announce the presenter and may highlight the strong attributes of your company.

Benefits: Your company's logo displayed on event signage including logo on large onstage screens; ability to make a brief comment and show a brief corporate video before the speaker; opportunity for sponsor representative to introduce the speaker and provide brief statement; opportunity to leave company's branded item or brochure on attendee chairs; includes all Gold sponsor benefits.



Educational Track Sponsorships (3 remaining)

GOLD • J.P. Morgan, Bank of America, Wells Fargo, Mastercard

Premier education, gaining knowledge from experts, and learning how to adapt to change are foremost at the Payments Conference. As an educational track sponsor, you are supporting the mission of the Payments Conference, Nacha, the ACH Network, and all professionals involved in the payments industry. There is no better way to bring name recognition, thought leadership and educational value to your company. You will also be able to design your own educational session.

***Six tracks from which to choose may include:**
ACH (SOLD) • Compliance & Regulatory • Corporate & End-User Perspective • Cybersecurity & Risk (SOLD) • Disruptive Ideas & Technologies (SOLD) • Innovations in Information (SOLD) • Practical Strategies, Real Results

Benefits: Your company's logo displayed on all session room signage and on the educational track pages of the Payments conference website, as well as your logo in marketing materials and the mobile app; includes all Gold sponsor benefits including an educational session.

EDUCATIONAL OPPORTUNITIES



Faster Payments Experience GOLD • \$28,000

Sponsor the Faster Payments Experience, covering highlighted educational sessions and solutions that focus on same-day, real-time/immediate, and other faster payments initiatives. Because the Faster Payments Experience spans the breadth of the conference program, encompassing several tracks, you can be a part of the unparalleled content for which the Payments conference is known. Brand your company as a leader in faster and smarter payments initiatives.

Benefits: Your company's logo displayed on all session 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; includes all Gold sponsor benefits including an educational session.

Smarter Payments Experience GOLD • MUFG

New smart technologies and tools are enabling financial institutions, fintechs and other providers to leverage rich information within and surrounding a payment throughout the end-to-end process. These capabilities instill greater intelligence that enhance decision-making and awareness, inform choices and actions, remove friction, strengthen security and confidence, and add value.

The Smarter Payments Experience track offers education and learning throughout the conference program, encompassing several tracks, giving attendees a comprehensive examination of smarter payments capabilities and solutions and how they benefit customers.

Benefits: Your company's logo displayed on all session room signage and on the education track pages of the Payments conference site, as well as your logo in marketing materials and the mobile app; includes all Gold sponsor benefits.

EDUCATIONAL OPPORTUNITIES

The Payments Connection (2 remaining)

SILVER • Fiserv, Finastra, The Clearing house
Nacha is offering you the chance to be one of five companies to present your product or solution to the Payments audience. These presentations will revolve around what is trending in the payments spectrum and the products or solutions that are of great value to the industry. You will present in front of all conference attendees in the main ballroom on Monday afternoon without other overlapping concurrent sessions or activities. As the sponsor, you must have an exhibit booth and agree to additional criteria.

Benefits: 10-minute presentation of your company's trending product or payments solution in the main ballroom for the conference; logo on large onstage screens and on-site signage; marketing of prerecorded webinar to present product or solution (held after conference and posted for 60 days on Nacha Distance Learning Center); includes all Silver sponsor benefits.

Innovation Hub in the Exhibit Hall

SILVER • \$26,000

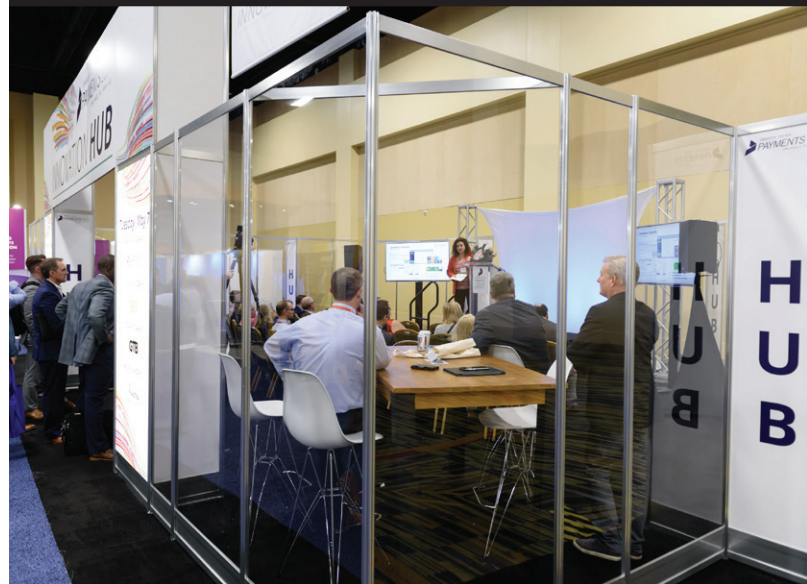
The Innovation Hub, located in the technology-heavy exhibit hall, attracts attendees to witness product and technology demonstrations of the latest in financial technology solutions. You can position your company as an innovator in your field and the payment sphere. This special area for cutting-edge demos comes complete with monitors, speakers and stylistic seating. As the sponsor, your company will be connected to the innovator sector of the payments industry and will have an opportunity to showcase and explain the features of your product or solution with your own Hub presentation.

Benefits: Your company's logo on the overhead banner as well as structure signage at the entrance to the Innovation Hub; your logo on the Innovation Hub webpage and includes your choice of a 50-minute educational session or a 15-minute product demo in the Hub; includes all Silver sponsor benefits.

Smarter Faster Payments Zone **SILVER • Fiserv**

The Smarter Faster Payments Zone, a highly visible education section inside the robust exhibit hall, is comprised of a presentation area set with monitors, sound system and seating for up to 75 people. The Zone features diverse sessions of smarter solutions and faster payments education.

Benefits: Your company's logo will be on an overhead banner and the structure signage at the entrance to the Smarter Faster Payments Zone as well as a 50-minute educational session in the Zone; includes all Silver sponsor benefits.



EDUCATIONAL OPPORTUNITIES



Collaboration Center

SILVER • Citi

This featured and promoted session space inside the exhibit hall will bring together industry stakeholders for an environment of learning, networking, and exchanging of ideas on valuable topics specific to a targeted audience. These groups will include fintechs, corporate end users, payments professionals with five years or less experience, small-to-medium sized financial institutions and government agencies. Conversations will be moderated by members of the Payments 2020 Conference Planning Committee and as the sponsor you will introduce the session monitor and for each segment.

Benefits: Your company's logo on an overhead banner and structure signage at the entrance to the Collaboration Center as well as 50-minute educational session; sponsor may introduce each session monitor, special naming rights as the presenting sponsor with commitment to a two-year contract; includes all Silver sponsor benefits.



Sunday Workshops

SILVER • EPCOR

Be the sponsor to kick off Payments with relevant education at the Sunday Workshops. You will be the sponsor of both workshop sessions during each of the two timeslots, as well as the refreshment break - in essence an entire track for Sunday. These workshops are in high demand because of the educational content and trending topics. You can enjoy an exclusive audience of deeply focused professionals.

Benefits: Your company's logo displayed on workshops and afternoon break signage and Sunday Workshops promotional messaging; opportunity to introduce workshops; logo displayed on workshop webpage; includes all Silver sponsor benefits.

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EDUCATIONAL OPPORTUNITIES

Spotlight Speaker Series SILVER • MineralTree

The Spotlight Speaker Series focuses on the challenges and opportunities that will shape the payments space of tomorrow. Sessions draw crowds of up to 400 participants in our largest session room with upgraded staging, stage furniture, and audio-visual equipment. You will be highlighted as the sponsor of this special series, and will introduce the sessions and speakers. This sponsorship includes the opportunity to present your own 50-minute educational session in an educational track.

Benefits: Your company's logo displayed on event signage; opportunity to introduce the sessions; list of Spotlight Speaker session participants; includes all Silver sponsor benefits.

Executive Session Series BRONZE • FIS

The Executive Session Series features relevant topics including strategy, overcoming challenges, and implementation. 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 session 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; list of session participants; includes all Bronze sponsor benefits.

Deep Dive Dialogue Room BRONZE • \$12,000

The Deep Dive Dialogue sessions give conference attendees the chance to discuss, ask questions, and engage at a detailed level for interactive, informative learning. You can be the sponsor of the room that will hold the Dive Dives. Sessions will be based around multiple topics across the payments spectrum, and your company name will

be associated as the provider of this knowledge. This bronze level opportunity will give you thought leadership visibility and show your company as a player in the payments field.

Benefits: Your company's logo displayed on all Deep Dive Dialogue 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; includes all Bronze sponsor benefits.

Topical Talks Sponsorship BRONZE • \$8,500 (6 available)

With a maximum audience of 30, your company's dynamic presenter will have a unique opportunity to interact and gain valuable feedback. Simply present Nacha with your specific discussion topic and conversation leader, and your Topical Talk will be promoted in our multimedia marketing, as are all Payments sessions. Talks will be on Monday and Tuesday.

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



ATTENDEE EXPERIENCE & BRAND RECOGNITION



Mobile App

GOLD • Transactis

Mobile app adoption is at an all-time high by all segments of our society and the Payments 2020 Mobile App is no different. Our mobile app is the source for all things Payments and is used by registrants for planning, on-site information gathering, and downloadable presentations after dynamic sessions. As sponsor of the mobile app you will enjoy strong recognition, branding and recall from this very important community of payments professionals. Last year's sponsor was marked as a favorite nine times more than any other sponsor. Your logo will greet users every time they open the mobile app.

Benefits: Your company's logo throughout the mobile app where the homepage includes your logo with link to company description or website; your logo on the mobile app FAQ page; includes all Gold sponsor benefits.



Badge Lanyards

SILVER • PNC

This is the sponsorship that places your company name in front of every conference attendee: on the

lanyards that hold the conference badges. We will design and distribute lanyards for all attendees.

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



Wireless Internet

SILVER • Alkami

Nacha now delivers the most robust education, schedules, events, listings, and more on the Payments 2020 Mobile App. Access to the mobile app is through dependable Wi-Fi at the Gaylord National Resort & Convention Center. The Wi-Fi sponsor gains credit and branding immediately every time a Payments attendee accesses the Wi-Fi for mobile app usage, browsing and more. Your company logo will pop up on every unique entry. Plus, your company and a branded password are marketed in many areas including the website, the printed conference map, on-site signage, badge copy and more. Wireless internet access will be provided in and around the educational session rooms and exhibit hall.

Benefits: Splash page branding with your company's logo and tagline; includes all Silver sponsor benefits.



ATTENDEE EXPERIENCE & BRAND RECOGNITION



The Payments Walking Competition

SILVER • \$18,000

The Payments Walking Competition uses an attendee wellness app to track the steps of attendees and exhibitors. Participants, utilizing their fitness tracker devices, will sign up and compete, step-to-step, against their peers for special prizes. As the sponsor, you can benefit from name recognition with your logo on all promotional signage, the digital leader board and competition webpage. If you are an exhibitor, you may be a step booster station driving participants to your exhibit booth.

Bonus: This silver level sponsorship includes a 50-minute speaking session as part of the package.

Benefits: A 50-minute educational speaking session as well as your company's logo displayed on the competition webpage, on-site signage and competition leaderboard and general session walk-in loops; includes all Silver sponsor benefits.



Exhibit Hall Lounge and Social Space

SILVER • \$17,000

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 and Social Sector. Attendees mingle, relax and socialize in this large, comfortably furnished area of the exhibit hall, where headshot photos will be taken on Tuesday. Your company logo will be noticeably displayed on signage for the headshot photos.

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



Conference Map

BRONZE • \$12,000

Gain name recognition and drive traffic to your booth by adding your name as the sponsor of the Conference Map. This map includes all relevant conference information such as exhibitors, educational sessions at-a-glance, Wi-Fi password, and is the entry form to be used by all attendees for the Passport Prize Program. Attendees will come to your booth to drop off their prize forms. Also, as the sponsor, you will have a prominent, full panel advertisement placed within the map.

Benefits: Your company's ad and logo on map, Passport Program collection drum placed within your booth, as well as listed as the sponsor of the Conference Map; includes all Bronze sponsor benefits.

ATTENDEE EXPERIENCE & BRAND RECOGNITION



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 be on the distribution bins throughout the conference.

Benefits: Your company will provide logo pens to be given out to attendees at registration and near educational sessions; large holding bin will also include your logo; includes all Bronze sponsor benefits.



Exhibit Hall Aisle Signs

BRONZE • Traxpay

Your company logo will highly visible as the exclusive sponsor of the directional aisle signs affixed to the ceiling in the exhibit hall above each aisle, prominently displaying your company logo and booth number.

Benefits: All aisle signs will feature your company's logo and booth number; includes all Bronze sponsor benefits.



Water Stations

BRONZE • Bill.com

Add your brand to the exhibit hall water stations, where your company logo will be visible on signage during all hours of the exhibit hall. Your potential customers or industry colleagues will be happy to have a drink on you throughout the run of the exhibit hall.

Benefits: Your company's logo at all water station signage and on the water cups themselves; includes all Bronze sponsor benefits.



CLE Provider Cont. Legal Credits

BRONZE • Kelley Drye & Warren LLP

CLE credits will be offered on qualifying legal focused sessions. As the sponsor of these CLE credits attendees and lawyers will associate your company as the provider and supporter of key legal knowledge and continuing education. This opportunity will give you thought leadership visibility and show your company as a player in the payments legal field.

Benefits: Your company's logo displayed on all session room signage where CLEs will be offered as well as educational track pages of the Payments Conference site, as well as your logo in marketing materials, mobile app, and on Lawyer's Reception onsite signage; includes all Bronze sponsor benefits.



EDUCATIONAL SESSION TRACK DETAIL

ACH

This annual event draws nearly 2,300 buyers, recommenders and influencers—all with one thing in common: They're searching for innovative software, products and services benefitting payments professionals from financial institutions, corporate end-users, and governments.

COMPLIANCE & REGULATORY

Rules and regulations are the bedrock of financial services and payments, and provide the necessary surety for transactions. Although often viewed simply as an area of compliance, developments here also encompass innovation, transaction quality, opportunity and financial reward. Understanding the most crucial concepts and innovations will lead to positive, competitive results.

CORPORATE & END USER PERSPECTIVE

At the end of the day, it is all about the customer. Payers and payees are why we are here. These sessions are for and by end-user clients — practitioners from corporate, business, state and local government, higher education, and charitable and religious organizations — that originate and receive payments. Content focuses on their experiences and needs, and the solutions and business practices to help them succeed.

CYBERSECURITY & RISK

As payment and operating systems evolve, new threats and risks are introduced nearly as quickly. Staying a step ahead of those interlopers or fraudsters is key to mitigating loss of revenue, reputation and customer relationships. Sessions focus on emerging threats and ways to recognize risks to prevent loss, as well as provide the necessary surety for transactions.



EDUCATIONAL SESSION TRACK DETAIL



DISRUPTIVE IDEAS & TECHNOLOGIES

New technologies, infrastructures, opportunities and threats, value chain democratization and the redefinition of the way parties interact and transact is portending a future quite different from today. There will be winners and losers. These sessions focus on the topics that threaten to disrupt the status quo, elicit controversy, and provoke debate in the industry.

FASTER PAYMENTS EXPERIENCE

With enhanced capabilities implemented to existing platforms and the introduction of new rails, faster payments is gaining adoption. Encompassing sessions and solutions that focus on same-day, real-time/immediate, and other faster payments initiatives, the Faster Payments Experience spans the breadth of the conference program, providing attendees with a complete and unparalleled examination of the rapidly emerging faster payments landscape.

INNOVATIONS IN INFORMATION

Payments is much more than the ability to exchange funds. In fact, the messaging that flows with payments, allowing receiving parties to reconcile data and use the information to better enable business practices, is what truly makes electronic commerce a thriving business. Sessions in this track focus on information flow and exchange of messages with payments, process improvements, and enhanced capabilities by using information with payments. Topics include: APIs enabling data and information exchange, A/R and A/P reconciliation, and ISO 20022 and other standards.

PRACTICAL STRATEGIES, REAL RESULTS

Sessions in this track focus on topics related to organizational goals, sound business practices, systems modernization, payments convergence and implementation planning for products, services and processes. Content includes research results, proven ideas and solutions, and future approaches to evolving workplace and industry needs.

EDUCATIONAL SESSION TRACK DETAIL

SMARTER PAYMENTS EXPERIENCE

New smart technologies and tools are enabling financial institutions, fintechs and other providers to leverage rich information within and surrounding a payment throughout the end-to-end process. These capabilities instill greater intelligence that enhances decision-making and awareness, informs choices and actions, removes friction, strengthens security and confidence, and adds value. The Smarter Payments Experience spans the breadth of the conference program, providing attendees with a complete and unparalleled examination of smarter payment capabilities and solutions and how they benefit customers.

SUNDAY WORKSHOPS

Covering a wide variety of payments industry topics, these two-hour workshops employ interactive training techniques that provide attendees with meaningful value and practical tools such as checklists and resource papers. These sessions take place Sunday, May 5.



SPONSORSHIP AT-A-GLANCE

Sponsorship	Sponsor Fee	Sponsor-Created Commercial or Video for Attendees	Logo on Walk-In Slides	On Show Floor Meeting Room	On Show Floor Meeting Pod	Chairperson's Reception Invitations	Educational Session on Select Sponsorships Only	Full Conference Complimentary Registrations	Attendee Email Outreach	Social Media Posts	Sponsor Wall Recognition	Exhibit Hall-Only Complimentary Registrations	2-Pre & 1-Post One-Time Mailing Lists	Logo on Conference Marketing Materials & PAYMENTS 2019 Website	50-word Company Description & Logo in Sponsor Section of Mobile App
PLATINUM (\$37,000 +)															
Tuesday Night Out	SOLD	★	★	★		2	★	3	★	★	★		★	★	★
2020 Nacha Tuesday Luncheon	SOLD	★	★	★		2	★	3	★	★	★		★	★	★
New! Braintdate	\$40,000	★	★	★		2	★	3	★	★	★		★	★	★
Opening Keynote	SOLD	★	★	★		2	★	3	★	★	★		★	★	★
GOLD (\$27,000 - \$36,999)															
Mobile App	SOLD		★		★	1	★	3	★	★	★		★	★	★
Tuesday Keynote	SOLD		★		★	1	★	3	★	★	★		★	★	★
ACH Track	SOLD		★		★	1	★	3	★	★	★		★	★	★
Compliance & Regulatory Track	\$28,000		★		★	1	★	3	★	★	★		★	★	★
Corporate & End User Perspective Track	\$28,000		★		★	1	★	3	★	★	★		★	★	★
Cybersecurity & Risk Track	SOLD		★		★	1	★	3	★	★	★		★	★	★
Disruptive Ideas & Technologies Track	SOLD		★		★	1	★	3	★	★	★		★	★	★
Innovations in Information Track	SOLD		★		★	1	★	3	★	★	★		★	★	★
Practical Strategies, Real Results	\$28,000		★		★	1	★	3	★	★	★		★	★	★
Faster Payments Experience	\$28,000		★		★	1	★	3	★	★	★		★	★	★
Smarter Payments Experience	SOLD		★		★	1	★	3	★	★	★		★	★	★
SILVER (\$17,000-\$26,999)															
Innovation Hub	\$26,000							2	★	★	★		★	★	★
Payments Connection (2 remaining)	\$26,000							2	★	★	★		★	★	★
AAP & APRP Reception	SOLD							2	★	★	★		★	★	★
Badge Lanyards	SOLD							2	★	★	★		★	★	★
Payments Exhibit Hall Networking Reception	\$25,000							2	★	★	★		★	★	★
Wireless Internet	SOLD							2	★	★	★		★	★	★
Smarter Faster Payments Zone	SOLD						★	2	★	★	★		★	★	★
Spotlight Speaker Series	SOLD						★	2	★	★	★		★	★	★
Collaboration Center	SOLD						★	2	★	★	★		★	★	★
Payments Walking Competition	\$18,000							2	★	★	★		★	★	★
Chairperson's Leadership Reception	SOLD							2	★	★	★		★	★	★
Exhibit Hall Lounge & Social Space	\$17,000							2	★	★	★		★	★	★
Sunday Workshops	SOLD							2	★	★	★		★	★	★
BRONZE (less than \$17,000)															
Executive Session Series	SOLD								★			1	★	★	★
Deep Dive Dialogue Room	\$12,000								★			1	★	★	★
Conference Map	\$12,000								★			1	★	★	★
Monday Lunch In Exhibit Hall	SOLD								★			1	★	★	★
Exhibit Hall Aisle Signs	SOLD								★			1	★	★	★
Hotel Key Cards	SOLD								★			1	★	★	★
Orientation & Coffee Reception & Sunday Social	SOLD								★			1	★	★	★
Espresso Bar	\$8,500											1	★	★	★
Topical Talks (6 available)	\$8,500											1	★	★	★
Conference Pens	\$8,000											1	★	★	★
Continental Breakfast (3 remaining)	\$6,000											1	★	★	★
Refreshment Breaks (4 remaining)	\$6,000											1	★	★	★
Water Stations	SOLD											1	★	★	★
Pay It Forward	SOLD											1	★	★	★
Legal CLE Provider	SOLD											1	★	★	★



Smarter Faster Payments 2020™

April 19-22 • Washington, D.C.

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