



! Navigating Payments 2021
RE!MAGINED

VIRTUAL CONFERENCE: September 15, 16 & 17

EXHIBIT AND SPONSORSHIP PROSPECTUS

VIDEO VENDOR SHOWCASE

Showcase your products / services through video to attendees prior to Navigating Payments on:

Conference website, mobile app and social media channels: Twitter, LinkedIn, Facebook and YouTube

- Top of Mind Awareness DURING the virtual conference: your video played during commercial breaks - Limited Availability - Register SOON!
- Get ahead of the game and allow potential customers a way to view your product info numerous times!

WHY VIDEO?

- Video is a powerful tool in our digital society it helps create stronger emotional connections, stronger consumer attention and higher engagement from your audience - Don't miss out on this amazing opportunity!

\$300

BRAND RECOGNITION | ONLINE VIDEO SHOWCASE

allows you to highlight your product on our social channels!





SPONSORSHIP BENEFITS BY LEVEL

DIAMOND SPONSORSHIP

- ✓ Two (2) complimentary registrations
- ✓ Opportunity to address attendees
- ✓ Brand Recognition in all marketing conference materials: website, mobile app, social media
- ✓ Five (5) social media posts prior to conference highlighting your company
- ✓ Logo prominently displayed during general sessions & breakout session introductions
- ✓ Conference attendee list prior to event*

\$5,000

**CONFERENCE RECOGNITION
MOST VISIBILITY**

PLATINUM SPONSORSHIP

- ✓ One (1) complimentary registration
- ✓ Opportunity to address attendees
- ✓ Brand Recognition in all marketing conference materials: website, mobile app, social media
- ✓ Four (4) social media posts prior to conference highlighting your company
- ✓ Logo prominently displayed during general sessions & breakout session introductions
- ✓ Conference attendee list prior to event*

\$3,000

**FEATURED SPONSOR
INDIVIDUAL IMPACT**

GOLD SPONSORSHIP

- ✓ Featured sponsor at a break with opportunity to address attendees
- ✓ Brand Recognition in all marketing conference materials: website, mobile app, social media
- ✓ Three (3) social media posts prior to conference highlighting your company
- ✓ Logo prominently displayed during general sessions & breakout session introductions
- ✓ Conference attendee list prior to event*

\$2,000

**FEATURED SPONSOR
INDIVIDUAL IMPACT**

SILVER SPONSORSHIP

- ✓ Brand Recognition in all marketing conference materials
- ✓ Two (2) social media posts prior to conference highlighting your company
- ✓ Logo prominently displayed during general & breakout session introductions
- ✓ Conference attendee list prior to event*

\$1,000 INDIVIDUAL IMPACT

BRONZE SPONSORSHIP

- ✓ Recognition in all marketing conference materials
- ✓ One (1) social media posts prior to conference highlighting your company
- ✓ Logo prominently displayed during general sessions & breakout session introductions
- ✓ Conference attendee list prior to event*

\$750 INDIVIDUAL IMPACT

*Attendee list to be used for a one-time marketing effort



SPONSORSHIP BENEFITS BY LEVEL

Sponsorship of Navigating Payments provides the branding, recognition and visibility your organization seeks. Your brand will be instantly recognized at the conference after having been on the website, mentioned in social. Choose the level of sponsorship that best fits your company's needs and call UMACHA today at (800) 348-3962 or email us at info@umacha.org

KEYNOTE SPONSORSHIP

- ✓ One (1) complimentary registration
- ✓ Featured sponsor for keynote session with opportunity to address attendees
company logo prominently displayed during keynote session
- ✓ Brand recognition as the keynote sponsor in all marketing conference materials:
website, mobile app, social media
- ✓ Conference attendee list provided prior to event*

\$3,000 | FEATURED SPONSOR | EXTENSIVE REACH

VIRTUAL RECEPTION SPONSORSHIP

- ✓ One (1) complimentary registration
- ✓ Sponsor leads the virtual happy hour with the opportunity to address attendees
(20 minutes screen time)
- ✓ Brand Recognition as the Reception Sponsor in marketing conference
materials, website,
mobile app, social media and signage
- ✓ Conference attendee list provided prior to event*

\$2,500 | FEATURED SPONSOR | EXTENSIVE REACH

*Attendee list to be used for a one-time marketing effort



SPONSORSHIP OPPORTUNITIES

SPONSORSHIP & BRANDING OPPORTUNITIES Get your companies name out there before, during and after the conference by sponsoring a promotional item or activity during Navigating Payments 2021!

MOBILE APP SPONSOR \$2,000 Your brand right in attendees hands as they utilize the mobile app before and during the conference	CERTIFICATION BREAKFAST SPONSOR \$2,000 Honor AAPs, APRP's and NCPs with a sponsorship of acknowledgment of their accreditation
GENERAL SESSION SPONSORSHIP \$2,000 Choose a General Session, where your logo will be prominently displayed during the session (5 available)	BREAKOUT SESSION SPONSORSHIP \$1,000 Choose a Breakout Session, where your logo will be prominently displayed during the session (6 available)
REFRESHMENT BREAK SPONSOR \$500 + Product Cost Keep attendees fueled by sponsoring a virtual refreshment break: Choose from granola bars, cookies or chips sent to attendees with your logo (2 available)	NETWORKING BREAK SPONSOR \$500 Sponsor a virtual networking break with your company logo prominently displayed (2 available)
EMAIL BLAST SPONSOR \$500 UMACHA will send one email blast on your behalf pre or post conference	SOCIAL MEDIA POSTS \$500 UMACHA will create one social media post for LinkedIn, Facebook and Twitter on your behalf pre conference. Choose your date from the social media calendar.
MOBILE APP AD SPONSOR \$500 Place an approved ad banner in the mobile app that links directly to your website	LUNCH SPONSORSHIP \$500 + Product Cost Help fuel Navigating Payments attendees during day 2 of their lunch break with your logo or approved sponsor video* displayed during the one-hour break *(video provided by sponsor)
REGISTRATION PAGE SPONSOR \$500 Reach Navigating Payments attendees and others with a digital ad displayed on the registration page leading up to the conference and company recognition during the conference	POLL SPONSORSHIP \$500 Have your company logo prominently displayed as we interact with attendees with polls prior to education sessions



TERMS & CONDITIONS

1. SET-UP

All required links and information to fulfill sponsorship deliverables will be requested once the sponsorship is confirmed. The information required will have deadlines for submission that must be met. Anything submitted after these deadlines will be accommodated as the event team is able. No day-of changes to the virtual booth space will be permitted. Sponsor is responsible for testing all booth links before the conference start to ensure everything is linked as intended. UMACHA will approve all linked material.

2. CANCELLATION OR RELOCATION OF CONFERENCE

If UMACHA fails to hold its conference as herein provided, including circumstances of Force Majeure, it shall refund to Exhibitor any charges paid hereunder. Such refund shall be accepted by Exhibitor in full settlement of any loss or damage suffered or claimed by Exhibitor.

3. CANCELLATION BY EXHIBITOR

If the Exhibitor notifies UMACHA in writing at least 60 days before the event that it will not partake in conference, all fees paid by the Exhibitor will be refunded, except a \$100 fee per cancellation. No refund of any fees will be made if such notice is received after that date.

PHOTO RELEASE NOTICE

From time to time, the Upper Midwest Automated Clearing House Association (UMACHA) will take candid and group photograph(s) of participants attending UMACHA sponsored meetings and other events. UMACHA will use and display these photos for educational and promotional purposes, including in UMACHA newsletters and promotional materials and on the UMACHA website. This would apply to screenshots of a Virtual Event. By attending the UMACHA meeting or event, you hereby grant to UMACHA, its agents, and employees all rights to exhibit and reproduce these photographs in print and electronic form publicly or privately, without compensation to you. You further agree that your name and identity may be revealed in descriptive text or commentary in connection with the photographs. You waive any rights, claims, or interest you may have to control the use of your likeness in such photographs regardless of media used. If you would like UMACHA to not use a photograph of you as described above, please send a statement in writing to "UMACHA, Photo Administrator" at info@umacha.org.