



UMACHA

NAVIGATING PAYMENTS 2019: GUIDING PAYMENTS SUCCESSFULLY

EXHIBIT AND SPONSORSHIP PROSPECTUS

For over three decades, UMACHA and the Federal Reserve Bank of Minneapolis have brought together payments and IT experts to provide attendees with quality education, valuable best practices, and useful networking opportunities. Each year, as the agenda is built, we strive to provide attendees with all the latest trends and information from today's payments industry. We work hard to bring the best of electronic payments to the Midwest through our sessions, speakers, and exhibitors.

LEADS

- Your chance to network with key electronic payments operations contacts from hundreds of financial institutions in the Upper Midwest
- Appealing professional development sessions that attract senior staff from financial institutions and companies
- Dedication to the best use of electronic payments through education, information exchange and advocacy

BUZZ

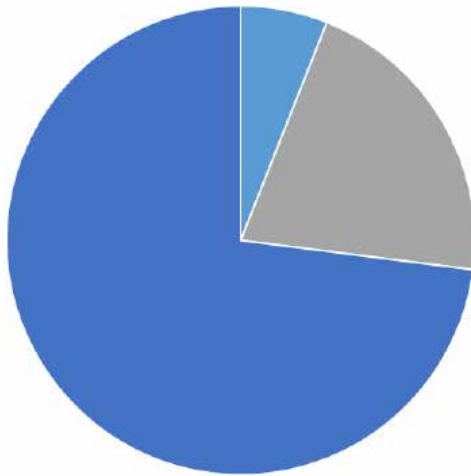
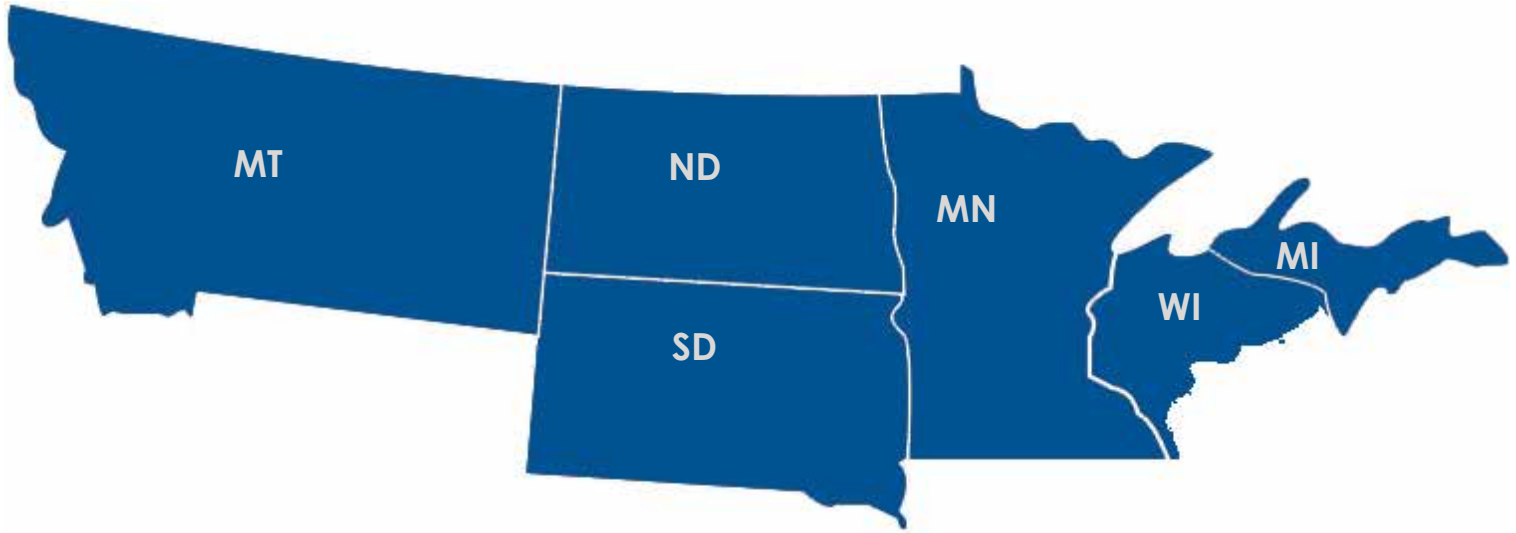
- Engaging sponsorship and exhibitor opportunities that will make a lasting impression
- A strategic brand opportunity to present services to a captive audience of experts and professionals
- Take your event marketing to the next level with dynamic attendee engagement
- Attendees who are in charge of purchasing decisions and looking for new services and products

EXPOSURE

Chief Executive Officers
Chief Financial Officers
Chief Operations Officers
Controllers & Comptrollers
Vice-Presidents, Directors & Senior Managers
Senior Payments Executives
Fraud & Risk Managers
Compliance Officers
Auditors
Government Payment Officials

Accredited ACH Professionals (AAPs)
National Check Professionals (NCPs)
ACH Sales Managers
Marketing, Product & Operations Managers
RDC Product Managers
Card Product Managers

9TH DISTRICT FEDERAL RESERVE / UMACHA TERRITORY



MEMBER DEMOGRAPHICS

BANKS	73%
CREDIT UNIONS	21%
AFFILIATE MEMBERS	5%

NAVIGATING PAYMENTS ATTENDANCE

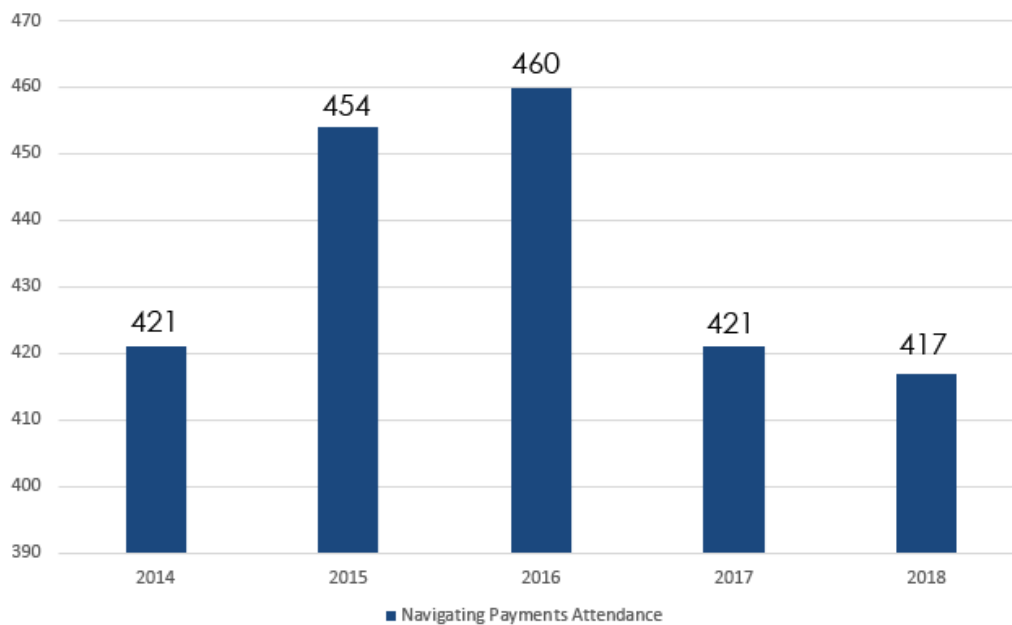


EXHIBIT BOOTH

Two (2) complimentary registrations to Navigating Payments 2019

Additional registrations at \$385 each

Company listed in all printed materials

8 x 10 Exhibit Space

Logo & Link on conference website and conference mobile app

Attendee list prior to event*

Opportunity to host a Product Showcase

\$795

BUDGET FRIENDLY

ACCESSIBLE LEADS

NEW OPPORTUNITIES



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

VENDOR SHOWCASE

- Showcase your products
- Conduct a sales pitch
- Educate Navigating Payments attendees on the features and benefits of your product

TO PARTICIPATE IN THE VENDOR SHOWCASE:

- You must be an exhibitor or sponsor at Navigating Payments
- The Vendor Showcase spots are limited and on a first-come first-served basis - so don't hesitate!

\$500

**SHOWCASE SPACE • BRAND RECOGNITION
CAPTIVE AUDIENCE**



VIRTUAL VENDOR SHOWCASE

- Reach attendees prior to the conference through multimedia channels including conference website, mobile app and social media channels: Twitter, LinkedIn, Facebook and YouTube
- Showcase your products through video and create interest before Navigating Payments begins
- This is a great tool to get ahead of the game and allows potential customers a way to view your product info numerous times!

TO PARTICIPATE IN THE VENDOR SHOWCASE

- You must be an exhibitor or sponsor at Navigating Payments

WHY VIRTUAL

- 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 to showcase your company and products!

\$300

**SHOWCASE SPACE • BRAND RECOGNITION
ONLINE SHOWCASE**

Virtual Showcase allows you to highlight your product on our social channels!





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 media and on signage throughout the conference. Choose the level of sponsorship that best fits your company's needs and call UMACHA today at (800) 348-3962.

DIAMOND SPONSORSHIP

- ✓ Two (2) complimentary registrations
- ✓ Opportunity to address attendees
- ✓ Recognition in all marketing conference materials: website, mobile app, signage
- ✓ Conference attendee list prior to event*

5,000
CONFERENCE RECOGNITION
MOST VISIBILITY

PLATINUM SPONSORSHIP

- ✓ One (1) complimentary registration
- ✓ Featured sponsor of a food function with opportunity to address attendees
- ✓ Recognition in all marketing conference materials: website, mobile app, signage
- ✓ Conference attendee list prior to event*

\$3,000
FEATURED SPONSOR
INDIVIDUAL IMPACT

GOLD SPONSORSHIP

- ✓ Featured sponsor at a break with opportunity to address attendees
- ✓ Recognition in all marketing conference materials: website, mobile app, signage
- ✓ Conference attendee list prior to event*

\$2,000
FEATURED SPONSOR
INDIVIDUAL IMPACT

SILVER SPONSORSHIP

- ✓ Recognition in all marketing conference materials: website, mobile app, signage
- ✓ Conference attendee list prior to event*

\$1,000
INDIVIDUAL IMPACT

BRONZE SPONSORSHIP

- ✓ Recognition in all marketing conference materials: website, mobile app, signage
- ✓ Conference attendee list prior to event*

\$750
INDIVIDUAL IMPACT

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



SPONSORSHIP BENEFITS BY LEVEL

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KEYNOTE SPONSORSHIP

- ✓ One (1) complimentary registration
- ✓ Featured sponsor for keynote session with opportunity to address attendees
- ✓ Recognition as the Keynote Sponsor in marketing conference materials, website, mobile app, social media and signage
- ✓ Conference attendee list provided prior to event*

\$2,500

FEATURED SPONSOR • INDIVIDUAL IMPACT

LUNCH SPONSORSHIP

- ✓ One (1) complimentary registration
- ✓ Featured sponsor for one of two lunches with opportunity to address attendees
- ✓ Recognition as a the Lunch Sponsor in marketing conference materials, website, mobile app, social media and signage
- ✓ Conference attendee list provided prior to event*

\$2,500

RECOGNITION AS LUNCH SPONSOR • INDIVIDUAL IMPACT

RECEPTION SPONSORSHIP

- ✓ One (1) complimentary registration
- ✓ Featured sponsor for the early evening reception with opportunity to address attendees
- ✓ Recognition as a 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



OPPORTUNITIES AT A GLANCE

SPONSOR & EXHIBITOR PRICING AT-A-GLANCE

See quickly what opportunities you have to get your brand and information out there at each sponsorship level

FEATURES	Diamond \$5000	Platinum \$3000	Keynote \$2500	Lunch \$2500	Reception \$2500	Gold \$2000	Silver \$1000	Bronze \$750	Exhibitor \$795
Two Comp Registrations	✓								✓
One Comp Registration		✓	✓	✓	✓				
Opportunity to address attendees	✓	✓	✓	✓	✓	✓			
Recognition as a Sponsor or Exhibitor in marketing conference materials, website, mobile app, social media and signage	✓	✓	✓	✓	✓	✓	✓	✓	✓
Featured sponsor at a food function with opportunity to address attendees		✓							
Featured sponsor for keynote session with an opportunity to address attendees			✓						
Featured sponsor for one of two lunches with an opportunity to address attendees				✓					
Featured sponsor for the early evening reception with an opportunity to address attendees					✓				
Featured sponsor at a break with opportunity to address attendees									
Conference attendee list provided prior to event*	✓	✓	✓	✓	✓	✓	✓	✓	✓
Booth Space for table-top display (includes table, trash can, and two chairs)	✓								✓



MORE SPONSORSHIP OPPORTUNITIES

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

MOBILE APP SPONSOR	Your brand right in attendees hands as they utilize the mobile app during the conference	\$2,000
KEY CARD SPONSOR	Your brand right in attendees hands as they utilize your hotel key card, a great opportunity to give a special message	\$2,000
AAP/APRP/ NCP BREAKFAST SPONSOR	Honor AAPs and NCPs with a sponsorship of starting their morning off with a hearty breakfast	\$1,500
TRACK SPONSOR	Choose a track: ACH, Card, Professional Development or one of the many others to sponsor during the conference	\$1,500
WIRELESS INTERNET SPONSOR	Make sure attendees have easy internet access with this sponsorship	\$1,500
RECEPTION ACTIVITY / ENTERTAINMENT SPONSOR	Have your logo displayed on posters promoting the entertainment or on items such as photos or drawings attendees walks away with from the Wednesday night reception	\$1,000
HYDRATION STATION SPONSOR	Keep attendees hydrated by sponsoring pitchers of water, including fruit infused water.	\$750
REFRESHMENT BREAK SPONSOR	Keep attendees fueled by sponsoring a refreshment break	\$750
MOBILE APP AD SPONSOR	Place an approved ad banner in the mobile app that links directly to your website	\$500
CHARGING STATION SPONSOR	Help attendees make sure their mobile device is fully charged	\$500
LOCATION MAP SPONSOR	Attendees will see your brand each time they refer to the displayed location map for directions to their next session	\$500
TOTE BAG SPONSOR	Every attendee will recognize your brand as it is carried from session to session	\$500,+ bag cost
NOTEPAD SPONSOR	Attendees will recognize your brand each time they jot down notes during the conference	\$500 + Product UMACHA will order product and invoice sponsor
PEN SPONSOR	Pens displaying your logo will be frequently used and shared during and after the conference	\$500 + Product UMACHA will order product and invoice sponsor
LANYARD SPONSOR	Attendees wear their badge everywhere, have your brand very visible to everyone on the lanyards for those badges	\$500 + Product UMACHA will order product and invoice sponsor



TERMS AND CONDITIONS

1. INSTALLATION & REMOVAL

No installation work will be permitted after the opening of the exhibit hall without consent of UMACHA. All exhibits shall be operational throughout the entirety of the conference. Thereafter, packing and removal shall be done as quickly as possible. Exhibitors shall not de-face or harm the property in which the exhibits are housed. Nothing shall be tacked, nailed or screwed to walls, floors, columns or other parts of the hotel without the permission of UMACHA and the hotel.

2. STORAGE, HANDLING and ON-SITE FEES

Storage and handling arrangements should be made through designated facilities at the appropriate hotel. Additional on-site charges may include but are not limited to shipping/handling fees, electrical fees and other rental fees.

3. USE AND CARE OF EXHIBIT SPACE

No part of the exhibit may be more than 8 feet in height, the sides and the front of the exhibit may be no more than 4 feet in height. No part of an exhibit shall obstruct the view of adjacent booths. Exhibits shall not be unduly noisy, glaring or otherwise objectionable. Audio-visual and other sound effects will be permitted only where and when they do not interfere with activities in adjacent booths. The Exhibitor shall maintain his exhibit in good order at his own expense. Exhibitors shall comply with any municipal, state, and federal laws, rules and regulations, including, but not limited to, fire and safety codes, building codes, the requirements of the Americans with Disabilities Act, and all laws relating to access by disabled persons.

4. PROHIBITED ACTIVITIES

Except within the rented booth area, the following activities are prohibited by any Exhibitor: sale of any gift or any intoxicating beverage; sale of goods or taking orders for sale of equipment, products, services or supplies; conducting lotteries, raffles or drawings except when gratis to persons registering; drawings that require UMACHA registrants to be present to win or distribution to delegates and visitors of printed matter, samples, souvenirs and the like.

5. SUBLETTING SPACE

Exhibitors may not sublet or assign any part of their booth space, nor advertise or display goods or services other than their own. Exhibition advertisements and display must conform to the statement in the Exhibitor's application describing displays.

6. FAILURE TO OCCUPY SPACE

Unless prior approval for delayed occupancy is received from UMACHA, any exhibit booth not occupied by the assigned Exhibitor by opening time of the exhibit hall at the appropriate conference, may be reassigned or used by UMACHA without refund to the Exhibitor.

7. SOCIAL FUNCTIONS

Exhibitors may not conduct social functions in the exhibit area or in public areas of the hotel during the conference. Exhibitors may conduct social functions in "hotel suites" with the written approval of UMACHA. Social functions shall be scheduled at a time which will not interfere with UMACHA's scheduled activities. UMACHA must receive a copy of the function announcement or invitation two weeks in advance of mailing.

8. SECURITY

Exhibitors shall exercise reasonable care for the protection of their materials and display in the designated hotel exhibit hall and/or concourse. UMACHA officers, directors, members and staff are not responsible for the safety of the property or the exhibitor, his agents or employees, or harm or damage to such persons resulting from theft, fire, accident or any other cause. Exhibitor is required to provide all insurance and/or policy riders necessary to cover all exhibits.

9. CANCELLATION OR RELOCATION OF CONFERENCE

If UMACHA fails to hold its conference as herein provided, or fails to furnish Exhibitor space as stated herein, 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.

10. CANCELLATION BY EXHIBITOR

If the Exhibitor notifies UMACHA in writing at least 60 days before the event that it will not occupy the exhibit space stated herein, 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.

11. LIABILITY AND INDEMNITY

Exhibitor agrees to assume sole responsibility and liability for all damages and injuries arising out of, resulting from, or in any manner connected with its exhibit (including installation and dismantling) that may be suffered by (a) Exhibitor and his employees and representatives (b) other Exhibitors and their employees or representatives, (c) conference participants, guests or visitors, (d) the hotel and the owners, employees and representatives there-of and (e) any other persons lawfully on or about the conference premises, to the extent such damages and/or injuries are caused by the actions of Exhibitor. Exhibitor agrees to indemnify and hold harmless UMACHA, its members, directors, officers, employees, agents, affiliates, successors and assigns, from and against any and all liabilities, obligations, losses, damages, penalties, actions, judgments, suits, costs, expenses, including reasonable attorneys' fees, or disbursements of any kind or nature whatsoever, (collectively, "Claims") which may be imposed on, incurred by or asserted against UMACHA in any way relating to or arising out of this Agreement and/or Exhibitor's use of exhibit booths at the Exposition to extent such Claims are caused by the actions of Exhibitor. The Exhibitor further agrees to obtain, maintain and pay for general insurance coverage in amounts sufficient to insure against liability assumed.

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. 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.