



UMACHA & THE FEDERAL RESERVE BANK OF MINNEAPOLIS PRESENT

NP2020 *Live*

MAKING PAYMENTS CLEAR FOR 35 YEARS | VIRTUAL CONFERENCE

NAVIGATING PAYMENTS 2020 LIVE
VIRTUAL CONFERENCE
SEPTEMBER 15-17, 2020

EXHIBIT AND SPONSORSHIP PROSPECTUS



WHY NAVIGATING PAYMENTS

WHO

Virtual Events Allow More Decision Makers to Attend Allowing for Greater Exposure!

Chief Executive Officers

Chief Financial Officers

Chief Operations Officers

Controllers & Comptrollers

Vice-Presidents, Directors & Senior Managers

Payments Executives

Fraud & Risk Managers

Compliance Officers

Auditors

Government Payment Officials

Accredited ACH Professionals (AAPs)

Accredited Payments Risk Professionals (APRPs)

National Check Professionals (NCPs)

ACH Sales Managers

Marketing, Product & Operations Managers

RDC Product Managers

Card Product Managers

BSA Officers

WHAT

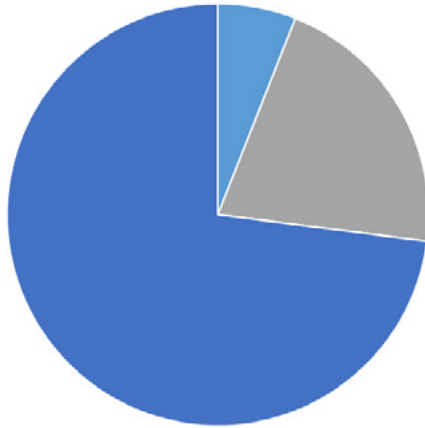
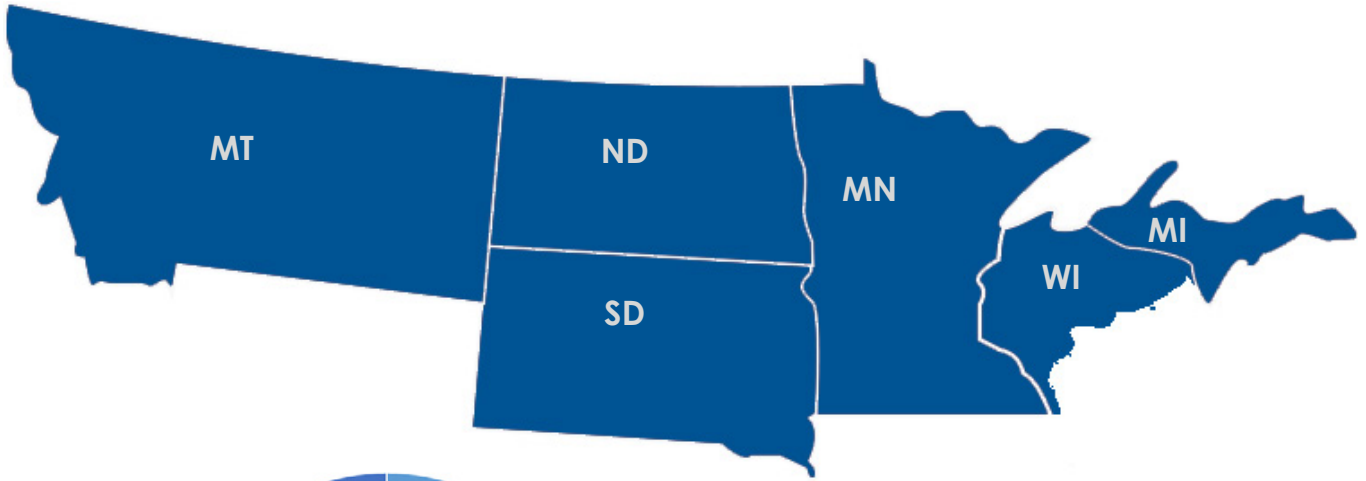
- Engaging sponsorship and exhibitor opportunities that will make a lasting impression
- Strategic brand opportunity to present services to a captive virtual audience of experts and professionals
- Take your event marketing to the next level with dynamic attendee engagement
- Push Notifications right to attendees phones alerting them of your sponsorship, virtual booth and sponsored giveaways
- Attendees who are in charge of purchasing decisions and looking for new services and products

WHY

- Virtually network with key electronic payments operations contacts in our virtual networking sessions, chat rooms and happy hour from hundreds of financial institutions in the Upper Midwest
- Educational sessions that attract senior staff from financial institutions and companies
- Dedication to the best use of electronic payments through education, information exchange and advocacy
- Ability to set up one-on-one networking opportunities via chat rooms or mobile APP

WHY NAVIGATING PAYMENTS

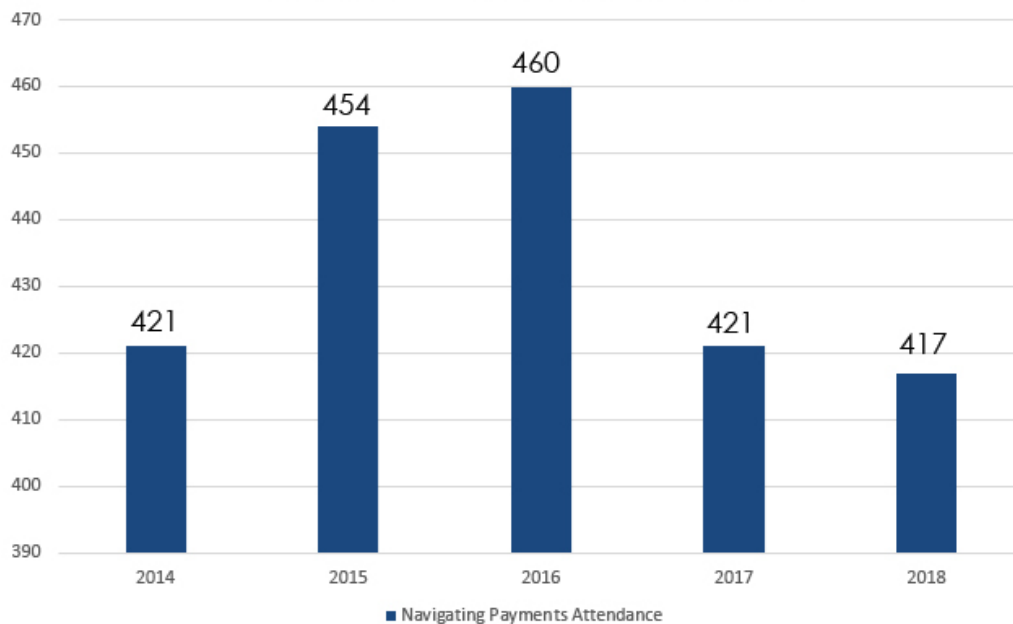
9TH DISTRICT FEDERAL RESERVE / UMACHA TERRITORY



MEMBER DEMOGRAPHICS

| | |
|--------------------------|------------|
| BANKS | 73% |
| CREDIT UNIONS | 21% |
| AFFILIATE MEMBERS | 5% |

NAVIGATING PAYMENTS ATTENDANCE



VIRTUAL EXHIBITOR

As an Exhibitor, your brand is displayed in all event marketing and an exciting individual opportunity to make an impact during the virtual conference

- Brand Recognition in all conference event marketing:
Pre, during & post event marketing: print, website, social channels, email & mobile APP
- Exhibitor Introduction
- Guaranteed Interaction with attendees through gamification
- Virtual Exhibit Space with the ability to meet with attendees one-on-one
- Two (2) complimentary registrations to Navigating Payments 2020
- Attendee list prior to event*

\$895

BUDGET FRIENDLY | ACCESSIBLE LEADS | NEW OPPORTUNITIES



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 to showcase your company and products!

\$300

BRAND RECOGNITION | ONLINE VIDEO SHOWCASE
allows you to highlight your product on our social channels!



View a sample vendor video at www.navigatingpayments.org





SPONSORSHIP BENEFITS BY LEVEL

DIAMOND SPONSORSHIP

- ✓ Two (2) complimentary registrations (**2 Registrations = 10 attendees!**)
- ✓ Opportunity to address attendees
- ✓ Brand recognition in all marketing conference materials: print, 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 **1 Registrations = 5 attendees!**
- ✓ Featured sponsor with opportunity to address attendees
- ✓ Brand recognition in all marketing conference materials: print, 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: print, 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

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



SPONSORSHIP BENEFITS BY LEVEL

SILVER SPONSORSHIP

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

\$1,000 | INDIVIDUAL IMPACT

BRONZE SPONSORSHIP

- ✓ Brand recognition in all marketing conference materials: print, website, mobile app, social media
- ✓ 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

KEYNOTE SPONSORSHIP

- ✓ One (1) complimentary registration **1 Registration = 5 attendees!**
- ✓ Featured sponsor for keynote session with opportunity to address attendees
Company logo prominently displayed during keynote session
(2020 keynote speaker: Lee Wetherington, Jack Henry & Associates)
- ✓ Brand recognition as the keynote sponsor in all marketing conference materials:
print, 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 **1 Registration = 5 attendees!**
- ✓ Sponsor leads the virtual happy hour with the opportunity to address attendees
(20 minutes screen time)
- ✓ Brand recognition as the virtual happy hour sponsor in all marketing conference materials:
print, website, mobile app, social media
- ✓ 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 2020!

| | |
|--|---|
| 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 (10 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 (4 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 | |



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 2020!

| | |
|---|--|
| LUNCH SPONSORSHIP \$500 + Product Cost | REGISTRATION PAGE SPONSOR \$500 |
| 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 <i>(video provided by sponsor)</i> | 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 |
| SWAG BAG SPONSOR \$500 + Bag Cost | NOTEPAD SPONSOR \$500 + Product Cost* |
| Every attendee will receive a swag bag sponsored by you and they will recognize your branding on the bag | Attendees will recognize your brand each time they jot down notes during the conference in the notepad they will receive prior to the conference |
| PEN SPONSOR \$500 + Product Cost* | POLL SPONSORSHIP \$300 |
| Pens displaying your logo will be frequently used and shared during and after the conference with the pen they will receive prior to the conference | Have your company logo prominently displayed as we interact with attendees with polls prior to education sessions |

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 with virtual signage throughout the conference. Choose the level of sponsorship that best fits your company's needs and call UMACHA today at (800) 348-3962 or email info@umacha.org



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. 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.

3. 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. In the terms of a virtual event, this means that if the requested materials are not provided by the instructed deadlines, and the UMACHA team the booth is too incomplete to share, the virtual booth may be removed or reassigned. **RECORDING:** No recording of conference material will be permitted without express written permission of UMACHA. This includes, but is not limited to, General Sessions, breakouts, sponsored sessions, lunches and breaks. No recording may be made nor distributed in any way without UMACHA's knowledge and permission.

4. 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.

5. 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.

6. 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 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, 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. 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.