

**IN-PERSON & VIRTUAL EVENT**

# Payments Management Conference **2022**

*New England's Headquarters for Payments Professionals*



**IN-PERSON  
& VIRTUAL  
EXHIBITOR  
AND SPONSOR  
PROSPECTUS**

**May 16–17, 2022 (In-person)**

**June 30, 2022 (Virtual)**



# Conference Details

The **2022 Payments Management Conference (PMC)** gets your brand in front of the right audience to showcase your products and services. Payments professionals from all over New England and surrounding states come together at the in-person Payments Management Conference while our virtual event draws participation from across the U.S. When you incorporate PMC 2022 into your marketing strategy you can expect to gain maximum brand exposure by directly reaching your target audience and generating traffic towards your organization.

Browse through our various sponsorship opportunities to create a package that matches your organization’s unique marketing goals. **For 2022 all sponsor and exhibitor packages are for both the in-person and virtual events — doubling your value!**

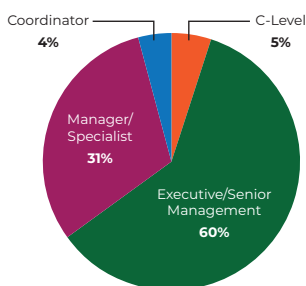
## Attendee Demographics

### PMC 2022 sponsors and exhibitors have access to:

- ▶ 94% of New England Banks
- ▶ 53% of New England Credit Unions
- ▶ 99% of New England Savings and Loans
- ▶ As well as dozens of financial institutions across the U.S.

### Schedule meetings with decision makers and stakeholders:

2021 PMC ATTENDEES BY JOB TITLE



## Learn Your Sponsor Perks

- ▶ 4000+ e-mail subscribers and social followers
- ▶ 400+ active and engaged financial institution members
- ▶ Connections to associate and corporate firms
- ▶ Business development and networking opportunities with payments professionals and decision makers
- ▶ Brand promotion in-person and virtually

**PLEASE NOTE:** Due to COVID-19 precautions, we are only accepting ten exhibitors for our in-person event. To take advantage of these limited spaces, please register as soon as possible.



# Sponsorship Levels

## Gold Sponsor *(Three available)*

**Member Price: \$2,995; Non-Member Price: \$3,595**

### In-Person Event Benefits:

- ▶ Two complimentary registrations
- ▶ 6' x 6' booth (includes draped table and two chairs)
- ▶ Present or moderate a 50-minute breakout session (topic must be approved by NEACH)
- ▶ Recognition of company in opening and closing remarks as a Gold Sponsor
- ▶ Rotating banner on NEACH's members-only community *Members Corner* for three months
- ▶ Logo (with link to company page) on the conference website (*pmc.neach.org*), all marketing (e-mails and conference brochure), mobile app, and signage
- ▶ Rotating banner (with link to company page) on the conference mobile app
- ▶ One dedicated eBlast to event attendees (e-mail copy must be approved by NEACH)
- ▶ Designed social media posts
- ▶ Interview with and article drafted by professional content development team

### Additional Virtual Event Benefits:

- ▶ Virtual booth
- ▶ Two complimentary registrations
- ▶ Professional recording of in-person event to be made available post show in NEACH's digital library
- ▶ Recognition of company in opening and closing remarks as Gold Sponsor
- ▶ Link to video/collateral in the virtual event resource section

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## Silver Sponsor *(Two available)*

**Member Price: \$1,995; Non-Member Price: \$2,595**

### In-Person Event Benefits:

- ▶ Two complimentary registrations
- ▶ 6' x 6' booth (includes draped table and two chairs)
- ▶ Recognition of company in opening and closing remarks as a Silver Sponsor
- ▶ Rotating banner on NEACH's members-only community *Members Corner* for one month
- ▶ Logo (with link to company page) on the conference website (*pmc.neach.org*), all marketing (e-mails and conference brochure), mobile app, and signage
- ▶ Rotating banner (with link to company page) on the conference mobile app

### Additional Virtual Event Benefits:

- ▶ Virtual booth
- ▶ Two complimentary registrations
- ▶ Recognition of company in opening and closing remarks as Silver Sponsor
- ▶ Link to video/collateral in the virtual event resource section

### Branding Opportunities for Silver Sponsors (select one):

- ▶ Lanyards\*
- ▶ Hand sanitizer\*

*\* Cost of item included in price*

## Bronze Sponsor

**Member Price: \$1,195; Non-Member Price: \$1,795**

### In-Person Event Benefits:

- ▶ One complimentary registration
- ▶ Recognition of company in opening and closing remarks as a Bronze Sponsor
- ▶ Logo (with link to company page) on the conference website ([pmc.neach.org](http://pmc.neach.org)), all marketing (e-mails and conference brochure), mobile app, and signage

### Additional Virtual Event Benefits:

- ▶ One complimentary registration
- ▶ Recognition of company in opening and closing remarks as Bronze Sponsor
- ▶ Link to video/collateral in the virtual event resource section

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## Exhibitor *(Five available)*

**Member Price: \$1,595; Non-Member Price: \$2,195**

### In-Person Event Benefits:

- ▶ Two complimentary registrations
- ▶ 6' x 6' booth (includes draped table and two chairs)
- ▶ Recognition of company in opening and closing remarks as an Exhibitor
- ▶ Logo (with link to company page) on the conference website ([pmc.neach.org](http://pmc.neach.org)), all marketing (e-mails and conference brochure), mobile app, and signage

### Additional Virtual Event Benefits:

- ▶ Virtual booth
- ▶ Two complimentary registrations
- ▶ Recognition of company in opening and closing remarks as an Exhibitor
- ▶ Link to video/collateral in the virtual event resource section

## Vendor Showcase *(Three available)*

**Member Price: \$750; For NEACH Members Only: Contact [membership@neach.org](mailto:membership@neach.org) for more information**

- ▶ 25-minute session on the first full day of the conference
- ▶ Opportunity to do a sales pitch for your company and services
- ▶ Professional recording of in-person event to be made available post show in NEACH's digital library
- ▶ Listed in Conference agenda and mobile app
- ▶ Logo (with link to company page) on the conference website ([pmc.neach.org](http://pmc.neach.org)), all marketing (e-mails and conference brochure), mobile app, and signage
- ▶ Link to video/collateral in the virtual event resource section

*\* Please note: Vendor showcases can be pre-recorded for the virtual event only.*

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## Mobile App Sponsor *(One available)*

**Member Price: \$1,595; Non-Member Price: \$2,195**

- ▶ One complimentary registration
- ▶ Company name/logo featured on all marketing promoting the mobile app, instructions on how to download, and shown prominently in e-mail communication announcing the mobile app is available for download
- ▶ Company recognized as overall mobile app sponsor with logo featured on app landing page
- ▶ Rotating mobile app banner link to company website
- ▶ Company to receive one push notification promoting company event supporter page to learn more about products/services
- ▶ Logo (with link to company page) on the conference website ([pmc.neach.org](http://pmc.neach.org)), all marketing (e-mails and conference brochure), mobile app, and signage
- ▶ Link to video/collateral in the virtual event resource section

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## Welcome Back Reception Sponsor *(One available)*

**Member Price: \$1,595; Non-Member Price: \$2,195**

- ▶ One complimentary registration
- ▶ Logo prominently displayed during the reception
- ▶ Logo (with link to company page) on the conference website ([pmc.neach.org](http://pmc.neach.org)), all marketing (e-mails and conference brochure), mobile app, and signage
- ▶ Link to video/collateral in the virtual event resource section

## Exhibitor Reception Sponsor *(One available)*

**Member Price: \$1,595; Non-Member Price: \$2,195**

- ▶ One complimentary registration
- ▶ Logo prominently displayed during the reception
- ▶ Logo (with link to company page) on the conference website (*pmc.neach.org*), marketing (e-mails and conference brochure), mobile app, and signage
- ▶ Link to video/collateral in the virtual event resource section

### **Additional Virtual Event Benefits:**

- ▶ Virtual Conference Reception Sponsorship

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## Day 1 Breakfast Sponsor *(One available)*

**Member Price: \$1,595; Non-Member Price: \$2,195**

- ▶ One complimentary registration
- ▶ Logo prominently displayed during breakfast
- ▶ Logo (with link to company page) on the conference website (*pmc.neach.org*), all marketing (e-mails and conference brochure), mobile app, and signage
- ▶ Link to video/collateral in the virtual event resource section

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## Day 2 Accreditation Recognition Breakfast Sponsor

*(One available)*

**Member Price: \$1,595; Non-Member Price: \$2,195**

- ▶ One complimentary registration
- ▶ Logo prominently displayed during breakfast
- ▶ Logo (with link to company page) on the conference website (*pmc.neach.org*), all marketing (e-mails and conference brochure), mobile app, and signage
- ▶ Link to video/collateral in the virtual event resource section

## Day 1 Lunch Sponsor *(One available)*

**Member Price: \$1,595; Non-Member Price: \$2,195**

- ▶ One complimentary registration
- ▶ Logo prominently displayed during lunch (and during virtual event lunch break)
- ▶ Logo (with link to company page) on the conference website ([pmc.neach.org](http://pmc.neach.org)), all marketing (e-mails and conference brochure), mobile app, and signage
- ▶ Link to video/collateral in the virtual event resource section

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## Day 2 Closing Lunch Sponsor *(One available)*

**Member Price: \$1,595; Non-Member Price: \$2,195**

- ▶ One complimentary registration
- ▶ Logo prominently displayed during lunch (and during virtual event lunch break)
- ▶ Logo (with link to company page) on the conference website ([pmc.neach.org](http://pmc.neach.org)), all marketing (e-mails and conference brochure), mobile app, and signage
- ▶ Link to video/collateral in the virtual event resource section

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## General Session Sponsor *(Three available)*

**Member Price: \$1,000; Non-Member Price: \$1,595**

- ▶ Company logo/name displayed during first minutes of the keynote speaker's presentation
- ▶ Recognition of company in remarks as speaker is introduced by NEACH staff
- ▶ 60–90 second video, produced by sponsor, providing an overview of services or customer testimonials, to be played prior to the start of the general session
- ▶ Logo (with link to company page) on the conference website ([pmc.neach.org](http://pmc.neach.org)), all marketing (e-mails and conference brochure), mobile app, and signage
- ▶ Link to video/collateral in the virtual event resource section

## Networking Break Sponsor *(One available)*

**Member Price: \$750; Non-Member Price: \$1,395**

- ▶ Logo prominently displayed during the networking break
- ▶ Logo (with link to company page) on the conference website (*pmc.neach.org*), all marketing (e-mails and conference brochure), mobile app, and signage
- ▶ Link to video/collateral in the virtual event resource section

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## Beverage Break Sponsor *(One available)*

**Member Price: \$750; Non-Member Price: \$1,395**

- ▶ Logo prominently displayed during the networking break
- ▶ Logo (with link to company page) on the conference website (*pmc.neach.org*), all marketing (e-mails and conference brochure), mobile app, and signage
- ▶ Link to video/collateral in the virtual event resource section

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## eBlast Sponsor

**Member Price: \$750; Non-Member Price: \$1,395**

- ▶ Opportunity to provide content for two eBlasts sent to all PMC 2022 attendees (both in-person and virtual attendees)
- ▶ First e-mail to be sent within three weeks of event; second e-mail to be sent within one week after event close based on sponsor's preferred timing (copy to be approved by NEACH)

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## Mobile App Ad Sponsor

**Member Price: \$500; Non-Member Price: \$1,195**

- ▶ Place an approved rotating banner ad on the conference mobile app that links to your website



## Sponsor Resources

We are busy planning the 2022 conference! Continue to check [pmc.neach.org](http://pmc.neach.org) as details will become available as we get closer to the show.

All show communications will be sent to the main contact listed on your registration form. If you would like additional contacts to receive our show communications, please e-mail us at [info@neach.org](mailto:info@neach.org).

## Important Dates

### MARCH 16

Sponsor payments due in full. Pre-show attendee list sent only if payment has been received. Materials due for app, pre- and post-show e-mail.

### MARCH 31

Sponsor materials due to NEACH. Links for dedicated event supporter page due to NEACH.

### Show Hours

Monday, May 16 from 7:30 a.m. – 6:30 p.m. EST  
Tuesday, May 17 from 7:30 a.m. – 2:30 p.m. EST

## Exhibitor Move-In

- ▶ Sunday, May 15 from 1:00 – 3:00 p.m. ET or Monday, May 16 from 7:00 – 7:30 a.m. ET
- ▶ Exhibitors MUST be set up by Monday, May 16 at 7:30 a.m. ET

## Show Hours

- ▶ Monday, May 16 from 7:30 a.m. – 6:30 p.m. ET
- ▶ Tuesday, May 17 from 7:30 a.m. – 2:30 p.m. ET
- ▶ Exhibitors MUST remain set up until 6:30 p.m. ET

## Electrical Orders

Electrical requests will be made directly through the hotel's A/V services. The electrical order form at <https://bit.ly/3AiKkic>. Please email the completed form to the directly to the contact listed at the top of the order form. **Orders must be received more than 10 days before the start of the event to receive advanced rates.**

## Overnight Accommodations

**Reservations must be made by April 22.** Please note, available inventory may sell out prior to cut off date. A block of rooms is available at the Foxwoods Resort Casino, at a rate of \$159 with a reduced resort fee of \$9.95 per room, per night. taxes. Reservations can be made at <https://book.passkey.com/go/NEACH 2022>.

Rates **cannot** be changed at check-in or checkout for guests who fail to identify their affiliation with at the time the reservation is made.

**Check-in time** is after 4:00 pm ET Monday thru Saturday and after 5:00 pm ET on Sunday. **Check-out time** is by 11:00 am ET.

**Foxwood's cancellation policy** requires guestrooms to be cancelled by 4:00 pm (2) two days prior to the date of arrival in order to avoid a cancellation penalty. Failure to give proper notification will result in the first night's room rate being charged to the guest. A valid cancellation number is necessary to avoid a no-show charge.

## Contract (Terms and Conditions)

**SECURITY:** NEACH will not provide guard service for the exhibit area. All meeting rooms will be locked at the end of the meeting day. Exhibitors/Sponsors are responsible for securing all items at the end of the day.

**LIABILITY:** The exhibitor/sponsor releases NEACH from liability for any expenses incurred or damage suffered by the exhibitor/sponsor if the 2022 Payments Management Conference is cancelled because of strike, riot, act of God, or any other cause beyond NEACH's control.

**INDEMNITY:** Exhibitor/Sponsor shall at all times protect, indemnify, save and hold harmless NEACH and the Foxwoods Resort Casino, their agents, employees and business invitees, against any and all losses, costs, damages, claims, liabilities or expenses arising out of or by reason of any accident or other occurrence to any person or entity, including the exhibitor/sponsor, arising out of exhibitor's/sponsor's occupancy and use of the assigned space rental premises or a part thereof. Exhibitor/Sponsor also agrees to abide by the rules and regulations of the Foxwoods Resort Casino. Exhibitor/Sponsor also agrees to abide by the rules and regulations of NEACH's virtual platforms.

## Event Supported Page

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 virtual conference starts to ensure everything is linked as intended. NEACH will approve all linked material. NEACH is not responsible for content creation nor any websites or content housed off the platform. All pages shall be operational throughout the entirety of the conference(s).

## Cancellation

Cancellation of sponsorship or exhibit space must be made in writing and sent to [info@neach.org](mailto:info@neach.org). In event of cancellation, the following fees or withholding of funds will apply. If the cancellation occurs between contract signature and March 15, 2022, the vendor pays 25% of total amount due; from March 15 – April 30, 2022, 50% of total amount due. No refunds will be given after May 1, 2022.

\_\_\_\_\_  
**ORGANIZATION NAME** (as it will appear in all Conference materials)

\_\_\_\_\_  
**CONTACT NAME**

\_\_\_\_\_  
TITLE

\_\_\_\_\_  
ADDRESS

\_\_\_\_\_  
CITY, STATE, ZIP

\_\_\_\_\_  
PHONE

\_\_\_\_\_  
FAX

\_\_\_\_\_  
E-MAIL

**On-Site Attendees**

\_\_\_\_\_  
**NAME**

\_\_\_\_\_  
TITLE

\_\_\_\_\_  
E-MAIL

\_\_\_\_\_  
**NAME**

\_\_\_\_\_  
TITLE

\_\_\_\_\_  
E-MAIL

\_\_\_\_\_  
**NAME**

\_\_\_\_\_  
TITLE

\_\_\_\_\_  
E-MAIL

- Gold Sponsor**
  - \$2,995 Member
  - \$3,595 Non-Member
- Silver Sponsor**
  - \$1,995 Member
  - \$2,595 Non-Member
- Bronze Sponsor**
  - \$1,195 Member
  - \$1,795 Non-Member
- Exhibitor**
  - \$1,595 Member
  - \$2,195 Non-Member
- General Session Sponsor**
  - \$1,000 Member
  - \$1,595 Non-Member
- eBlast Sponsor**
  - \$750 Member
  - \$1,395 Non-Member

- Vendor Showcase**
  - \$750 Member
- Mobile App Sponsor**
  - \$1,595 Member
  - \$2,195 Non-Member
- Welcome Back Reception**
  - \$1,595 Member
  - \$2,195 Non-Member
- Exhibitor Reception**
  - \$1,595 Member
  - \$2,195 Non-Member
- Networking Break Sponsor**
  - \$750 Member
  - \$1,395 Non-Member
- Mobile App Ad Sponsor**
  - \$500 Member
  - \$1,195 Non-Member

- Day 1 Breakfast Sponsor**
  - \$1,595 Member
  - \$2,195 Non-Member
- Day 2 Breakfast Sponsor**
  - \$1,595 Member
  - \$2,195 Non-Member
- Day 1 Lunch Sponsor**
  - \$1,595 Member
  - \$2,195 Non-Member
- Day 2 Closing Lunch**
  - \$1,595 Member
  - \$2,195 Non-Member
- Beverage Break Sponsor**
  - \$750 Member
  - \$1,395 Non-Member