

2022 Sponsor and Exhibitor Opportunities



Macha
EVERYTHING PAYMENTS - EVERYWHERE

PAR
PAYMENT ADVISORY RESOURCE

2022 Electronic Payments Conference

October 11-13, 2022 | Middleton, Wisconsin

Fraud Day

September 22, 2022 | Live Virtual Event



Conference Theme

2022 Electronic Payments Conference

This October 11-13, we're Getting the Band Back Together!

Join us at the Madison Marriott West in Middleton, Wisconsin for our first in-person conference since the start of the COVID-19 pandemic! Become a conference sponsor or exhibitor and get your company's name out to payments professionals from across the industry! This packet provides all the information you'll need to choose the option that's right for you.

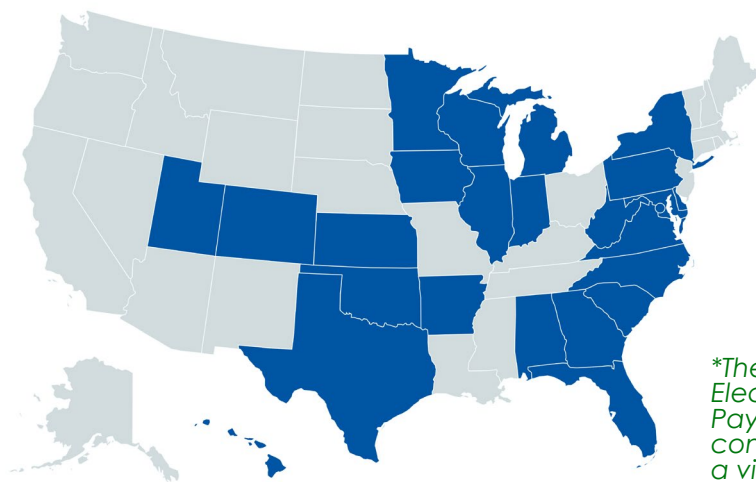
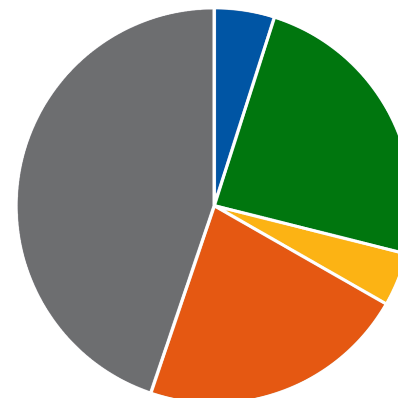
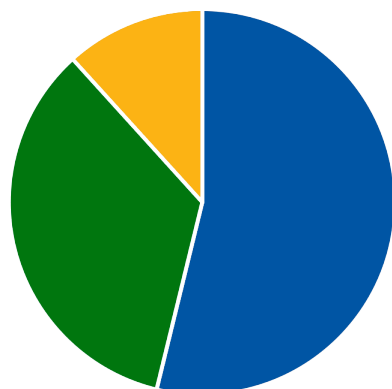
Rock on!

Become a conference sponsor or exhibitor to connect with:

Chief Executive Officers
Chief Financial Officers
Chief Operations Officers
Controllers and Comptrollers
Vice Presidents, Directors, and Senior Managers
Senior Payments Executives
Operations Officers and Managers
Fraud and Risk Managers
Compliance Officers
Auditors

BSA Officers
Treasury Management Officers
Government Payment Officials
Accredited ACH Professionals (AAPs)
Accredited Payments Risk Professionals (APRPs)
Certified Treasury Professionals (CTPs)
National Check Professionals (NCPs)
And others with a vested interest in the payments industry!





Exhibitor and Vendor Opportunities

Exhibitor Package	Vendor Showcases
\$795 Included in the Exhibitor Package, you will receive: <ul style="list-style-type: none">• Two (2) complimentary conference registrations, which include access to all conference events (additional exhibitor attendee registrations are \$350 per person);• Exhibit space in which to interact with attendees;• Your company name featured on all conference publications and marketing materials where possible;• A list of conference attendees provided two (2) weeks prior to the event; and• A complimentary text ad in our newsletter, NewsWave.	\$500 Act quickly to secure one of four concurrent 25-minute sessions during the first full day of the conference! Vendor showcases provide the opportunity to: <ul style="list-style-type: none">• Showcase your products and services;• Conduct a sales pitch; and• Educate conference attendees about the use and benefits of your products/services. <div>Limited number available</div>

Conference Sponsorship Tiers

Features	Diamond	Platinum	Gold	Silver	Bronze
	\$5,000	\$3,000	\$2,000	\$1,000	\$750
Complimentary registrations for your corporate customers	 3				
The opportunity to address conference attendees					
Complimentary staff registrations	 2	 1			
Recognition as a sponsor in marketing and conference materials					
A full-page color ad in the conference handbook (sponsor-provided; requires approval)					
A conference attendee list provided 3 weeks prior to the event					

Session Sponsorships

Features	Keynote	Lunch	Reception	General Session	Breakout Session	Accred. Breakfast
	\$2,500	\$2,500	\$2,500	\$2,000	\$1,000	\$1,000
Complimentary staff registration	★ 1					
Featured sponsorship during the session with the opportunity to address attendees	★					
Recognition as a session sponsor in marketing and conference materials	★	★	★			
A conference attendee list provided 3 weeks prior to the event	★	★	★			
Time to give a brief presentation during the session		★	★			
Prominent display of your logo during the session				★	★	★

Limited quantities available: Keynote (1), Lunch (1), Reception (2), Accreditation Breakfast (1)

Marketing Sponsorships

Mobile Site

\$1,500

Your branding will be visible to attendees using the mobile website prior to and throughout the conference.



Email Blast

\$500

Macha will send one (1) email blast to its membership on your behalf before or after the conference.



Social Media

\$500

Macha will create one (1) social media post for LinkedIn and Twitter on your behalf prior to the conference.



2022 Macha Electronic Payments Conference Sponsor/Exhibitor Registration Form

Select your exhibitor or sponsorship option:

Exhibitor Package	<input type="radio"/>	\$795	Vendor Showcase	<input type="radio"/>	\$500
Diamond Sponsor	<input type="radio"/>	\$5,000	Keynote Sponsor	<input type="radio"/>	\$2,500
Platinum Sponsor	<input type="radio"/>	\$3,000	Lunch Sponsor	<input type="radio"/>	\$2,500
Gold Sponsor	<input type="radio"/>	\$2,000	Reception Sponsor	<input type="radio"/>	\$2,500
Silver Sponsor	<input type="radio"/>	\$1,000	General Session Sponsor	<input type="radio"/>	\$2,000
Bronze Sponsor	<input type="radio"/>	\$750	Breakout Session Sponsor	<input type="radio"/>	\$1,000
Accreditation Breakfast	<input type="radio"/>	\$1,000	Mobile Site Sponsor	<input type="radio"/>	\$1,500
Email Blast Sponsor	<input type="radio"/>	\$500	Social Media Sponsor	<input type="radio"/>	\$500

Additional attendees:

For additional attendees, please complete and attach the following page with this registration form.

Do you agree to abide by the terms and conditions as outlined on pages 10-12?

Sign and date below to indicate agreement with these terms.

Tell us about your company:

Company name _____
Website _____
Mailing Address _____
City _____ **State** _____ **ZIP** _____

Complimentary registrations*:

**only available in certain packages.*

Name _____
Title _____
Phone _____
Fax _____
Email _____

Name _____
Title _____
Phone _____
Fax _____
Email _____

Tell us about you:

Name _____
Title _____
Phone _____
Fax _____
Email _____

Payment options:

Check

Please make checks payable to Macha, Inc.
W177N9856 Rivercrest Drive, Suite 105
Germantown, WI 53022

ACH debit

ABA#: _____
Account#: _____
Signed: _____
Date: _____

Credit/debit card

Full Name on Card: _____
Card #: _____
CVC Code: _____ Expiration Date: _____
Signed: _____
Date: _____

☐ Amex ☐ Mastercard ☐ Visa

2022 Macha Electronic Payments Conference

Additional Attendee Registration

\$350 per person | Please add the cost of these registrations to your sponsor or exhibitor payment.

Name _____
Title _____
Phone _____
Fax _____
Email _____

Name _____
Title _____
Phone _____
Fax _____
Email _____

Name _____
Title _____
Phone _____
Fax _____
Email _____

Name _____
Title _____
Phone _____
Fax _____
Email _____

Name _____
Title _____
Phone _____
Fax _____
Email _____

Name _____
Title _____
Phone _____
Fax _____
Email _____

PROHIBITED ACTIVITIES

Except where explicitly permitted, the following activities are prohibited by any Exhibitor:

- Sale of any gift;
- 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 Macha registrants to be present to win; or
- Distribution to delegates and visitors of printed matter, samples, souvenirs, and the like.

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.

FAILURE TO OCCUPY SPACE

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

SOCIAL FUNCTIONS

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

SECURITY

Exhibitors shall exercise reasonable care for the protection of their digital materials. Macha officers, directors, members and staff are not responsible for the safety of the property or the exhibitor, their 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.

CANCELLATION OF CONFERENCE

If Macha 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.

CANCELLATION BY EXHIBITOR

If the Exhibitor notifies Macha in writing at least 30 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.

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 thereof and (e) any other persons lawfully on or about the conference premises. Exhibitor agrees to indemnify and hold harmless Macha, 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, which may be imposed on, incurred by or asserted against Macha in any way relating to or arising out of this Agreement and/or Exhibitor's use of exhibit booths at the Exposition. The Exhibitor further agrees to obtain, maintain and pay for general insurance coverage in amounts sufficient to insure against liability assumed.

Introducing New Fraud Day Sponsorships!

Features	Gold	Silver	Bronze
Be recognized as a sponsor in marketing materials			
Receive the attendee list			
Receive copies of all materials provided to attendees			



Fraud Day Sponsor Registration Form

Tell us about your company:

Company name: _____

Website: _____

Address: _____

City: _____ State: _____ ZIP: _____

Tell us about you:

Name: _____

Title: _____

Phone: _____ Fax: _____

Email address: _____

Select your sponsorship level:

☐ Gold - \$1,000

☐ Silver - \$500

☐ Bronze - \$250

Payment options:

Check

Please make checks payable to Macha, Inc.
W177N9856 Rivercrest Drive, Suite 105
Germantown, WI 53022

ACH debit

ABA#: _____

Account#: _____

Signed: _____

Date: _____

Credit/debit card

Full Name on Card: _____

Card #: _____

CVC Code: _____ Expiration Date: _____

Signed: _____

Date: _____

☐ Amex ☐ Mastercard

☐ Visa