



Exhibitor & Sponsorship Prospectus

2024



A Letter from Macha/PAR's President & CEO, Mary Gilmeister, AAP, NCP



Imagine unlocking a world of possibilities, where your support not only transforms lives but also shapes a future filled with innovation, impact, and endless potential in the payments industry. We, at Macha, invite you to become a vital part of our upcoming events in 2024, where your sponsorship will not just make a difference in the industry but create a legacy for payments professionals in the Mid-Atlantic, Midwest, and Hawaii.

At Macha, we share a common strategy with our membership in the pursuit of maximized business efficiencies, improved and evolving payment processes, reduced risk and cost, and increased participant satisfaction. With the support of dedicated partners like your organization, we can amplify our impact and reach new heights. Interested? Check out our events for 2024:

- **MID-ATLANTIC PAYMENTS FORUM: JUNE 13, 2024, LINTHICUM HEIGHTS, MARYLAND**
- **ELECTRONIC PAYMENTS CONFERENCE: SEPTEMBER 16-17, 2024, PEWAUKEE, WISCONSIN**
- **FRAUD DAY: NOVEMBER 6, 2024, VIRTUAL**
- **HAWAII FRAUD DAY: NOVEMBER 12, 2024, HONOLULU, HAWAII**
- **HAWAII PAYMENTS UNIVERSITY: NOVEMBER 13-14, 2024, HONOLULU, HAWAII**

Your involvement will not only enhance the overall experience but also contribute significantly to the impact we aim to make in the payments industry. **We are pleased to offer a variety of sponsorship packages that we can tailor specifically for your organization's unique needs.**

Attached is a detailed breakdown of our sponsorship packages for our events in 2024. If you have any questions or would like to discuss any aspect further, please do not hesitate to reach out to Trish Conte, Director of Membership at either membership@macha.org or (800) 453-1843. You can also visit www.macha.org or www.macha.org/conference_home_page to view our current and prior events.

Thank you for considering this partnership with Macha. We are excited about the prospect of working together!

A handwritten signature in blue ink that reads "Mary Gilmeister". The signature is fluid and cursive, with a large, stylized initial 'M'.

Mary Gilmeister, AAP, NCP
President & CEO
Macha/PAR

Sponsorship Opportunities

MID-ATLANTIC PAYMENTS FORUM

JUNE 13, 2024

LINTHICUM HEIGHTS, MARYLAND

2024 ELECTRONIC PAYMENTS CONFERENCE

SEPTEMBER 16-17, 2024

PEWAUKEE, WISCONSIN

Contact us
about our
multi-event
sponsorship
package!

FRAUD DAY

NOVEMBER 6, 2024

VIRTUAL EVENT

HAWAII FRAUD DAY

NOVEMBER 12, 2024

HONOLULU, HAWAII

IN-PERSON & VIRTUAL

HAWAII PAYMENTS UNIVERSITY

NOVEMBER 13-14, 2024

HONOLULU, HAWAII

IN-PERSON & VIRTUAL

Why Sponsor and Exhibit at Macha's Events?



Participating in Macha's events ensures your brand reaches the ideal audience to spotlight your products and services. Our events attract payments professionals from the Mid-Atlantic, Midwest, and Hawaii. Integrating any of our events into your marketing strategy promises optimal brand exposure, directly engaging your target audience and driving traffic to your organization.

Explore our diverse sponsorship opportunities to craft a package aligning with your organization's distinct marketing goals.

What are the benefits to sponsoring a Macha event?

- Over 5,000 email subscribers and social media followers
- Established connections with associate and corporate firms
- The ability to promote business development and networking prospects with payments professionals
- Variety of promotional options to assist your organization

Quotes from prior sponsors & exhibitors:

"Midwest Printing Services has exhibited at the Macha's Electronic Payments Conference every year starting with their first year. The 2023 Electronic Payments Conference is one of the best that we have attended, since they are very vendor-friendly, allowing us ample time to meet with all the attendees. We cultivate many leads and strengthen our bonds with existing customers every year, thanks to the team at Macha." - [Sandy Wagie-Troemel, Co-Owner, Midwest Printing Services](#)

"Macha has been a trusted partner for Johnson Financial Group (JFG) for years, whether it be for general questions, audits or training needs, they have been a tremendous support resource. It only makes sense for JFG to sponsor an event at the Electronic Payments Conference to support them and also to promote our own brand amongst our industry peers." - [Cathy Housaman, AAP, SVP, Vendor Relationship Management, Johnson Financial Group](#)

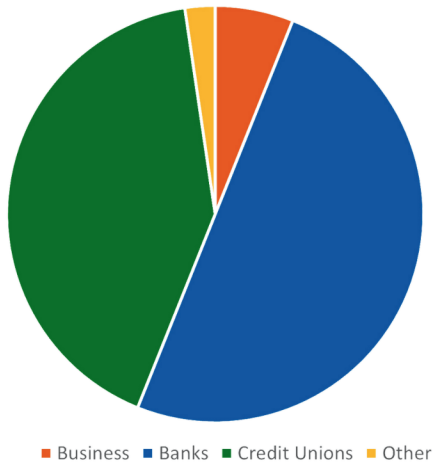
Who Attends Macha's Events?

Below are a few demographic charts to provide a visual snapshot of the key characteristics of the individuals who attended our events in 2023.

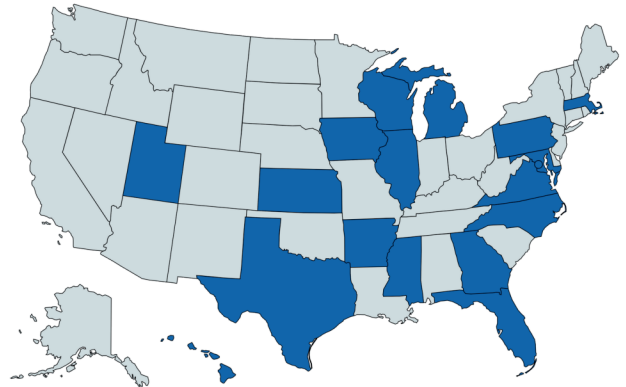
2023 Attendance by the Numbers:

- Mid-Atlantic Payments Forum: 65
- Electronic Payments Conference: 210
- Fraud Day: 140
- Hawaii Fraud Day: 130
- Hawaii Payments University: 70

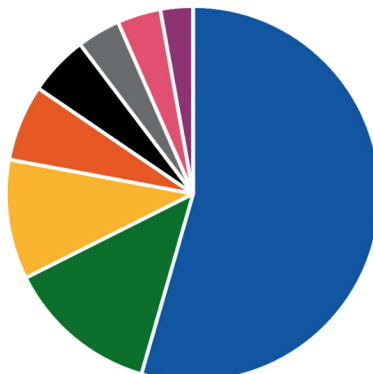
Organization Type



States Represented



Job Type



- Operations
- Senior Management
- Other
- Customer Service
- Treasury Management
- Information Technology
- Audit/Risk/Compliance
- Accounting



Mid-Atlantic Payments Forum

JUNE 13, 2024

LINTHICUM HEIGHTS, MARYLAND



Mid-Atlantic Payments Forum

Sponsorship Opportunities

We're bringing back the Mid-Atlantic Payments Forum!

Attendees will interact with and learn from industry experts on a number of timely payments topics.

Features	Platinum* \$3,000	Gold \$2,000	Silver \$1,000	Bronze \$500
Complimentary registrations	2	3	1	
Exhibitor table included		✓		
Logo prominently displayed at event	✓	✓	✓	
Sponsorship featured in marketing materials	✓	✓	✓	
Receive attendee list before and after event	✓	✓	✓	✓
Receive copies of all materials provided to the attendees	✓	✓	✓	✓

*Only one available

Exhibit with Macha

Price: \$595

Take advantage of the opportunity to showcase your solutions, services, and products to attendees at Macha's Mid-Atlantic Payments Forum.

- Two (2) complimentary registrations
- Exhibit space to interact with attendees
- Company name featured in all conference publications & marketing materials
- A list of attendees provided before and after event

Mid-Atlantic Payments Forum

Sponsorship & Exhibitor Registration Form - Page 1

Tell Us About Your Company:

Company Name: _____

Website: _____

Address: _____

City: _____ State: _____ Zip: _____

Tell Us About You:

Name: _____

Title: _____

Phone: _____

Email: _____

I will be attending as a complimentary registrant

Select Your Sponsorship Level:

SOLD OUT Platinum \$3,000

Gold \$2,000

Silver \$1,000

Bronze \$500

Exhibitor \$595

Payment Options:

ACH Debit:

Routing Number: _____

Account Number: _____

Signed: _____

Date: _____ / _____ / _____

Credit Card:

Full Name on Card: _____

Card Number: _____

Billing Street Address: _____

City: _____ State: _____ Zip Code: _____

Signed: _____

Date: _____ / _____ / _____

American Express

Mastercard

Visa

Please send pages 1 and 2 to membership@macha.org

2024 Mid-Atlantic Payments Forum

Sponsorship & Exhibitor Registration Form - Page 2

Complimentary Registrations*:

Sponsorship Level: Diamond (5), Gold (3), Silver (1), Exhibitor (2)

**Only available with certain packages*

Name: _____

Title: _____

Phone: _____

Email: _____

Name: _____

Title: _____

Phone: _____

Email: _____

Name: _____

Title: _____

Phone: _____

Email: _____

Name: _____

Title: _____

Phone: _____

Email: _____

Name: _____

Title: _____

Phone: _____

Email: _____

Please send pages 1 and 2 to membership@macha.org



2024 Electronic Payments Conference

SEPTEMBER 16-17, 2024
PEWAUKEE, WISCONSIN



2024 Electronic Payments Conference

Sponsorship Opportunities

Join us at the Ingleside Hotel in Pewaukee, Wisconsin for our **2024 Electronic Payments Conference!** Become a conference sponsor or exhibitor and get your company's name out to payments professionals from across the industry.

Features	Diamond \$5,000	Platinum \$3,000	Gold \$2,000	Silver \$1,000	Bronze \$750
Complimentary registrations	3	2	1		
Opportunity to address conference attendees	✓				
Color ad on conference mobile website*	✓				
Exhibitor table included	✓				
Social media shout out on Macha's social channels	✓	✓	✓		
Recognition as a sponsor in marketing & conference materials	✓	✓	✓	✓	
Conference attendee list before and after event	✓	✓	✓	✓	✓
Logo displayed at conference	✓	✓	✓	✓	✓

*Ad is provided by sponsor and must be approved by Macha



2024 Electronic Payments Conference

Session Sponsorship Opportunities

Keynote Sponsor

Price: \$2,500

- One (1) complimentary registration
- Featured sponsorship during session with the opportunity to address attendees
- Recognition as a session sponsor in marketing and conference materials
- A conference attendee list provided before and after the event

Lunch Sponsor **SOLD OUT**

Price: \$2,500

- Recognition as a session sponsor in marketing and conference materials
- A conference attendee list provided before and after the event
- Time to give a brief presentation during the session

Reception Sponsor

Price: \$2,500

- Recognition as a session sponsor in marketing and conference materials
 - A conference attendee list provided before and after the event
 - Opportunity to address attendees
- 

2024 Electronic Payments Conference

Session Sponsorship Opportunities

General Session Sponsor

Price: \$2,000

- Prominent display of your logo during the session

Breakout Session Sponsor

Price: \$1,000

- Prominent display of your logo during the session

Accreditation Breakfast Sponsor **SOLD OUT**

Price: \$1,000

- Prominent display of your logo during the session



2024 Electronic Payments Conference

Marketing Sponsorships

Mobile Site **SOLD OUT**

Price: \$1,500

Your branding will be prominently displayed to attendees on the mobile website before and during the conference.

Email Blast

Price: \$500

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

Social Media

Price: \$500

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



2024 Electronic Payments Conference

Exhibitor & Vendor Opportunities

Exhibit with Macha

Price: \$995

Take advantage of the opportunity to showcase your solutions, services, and products to attendees at Macha's Electronic Payments Conference.

- Two (2) complimentary registrations
- Exhibit space to interact with attendees
- Company name featured in all conference publications & marketing materials
- A list of conference attendees provided before and after event

Vendor Showcase **SOLD OUT**

Price: \$500

Make the most of this chance to thoroughly present and promote your product to a captivated audience at a scheduled time in the agenda. Enjoy a dedicated 30-minute slot in your own breakout room, featured prominently in the conference agenda alongside other concurrent Vendor Showcases.

Limited Number Available

Interested in exhibiting at more than one of our events? Contact us at membership@macha.org for more information!



2024 Electronic Payments Conference

Sponsorship & Exhibitor Registration Form - Page 1

Tell Us About Your Company:

Company Name: _____
Website: _____
Address: _____
City: _____ State: _____ Zip: _____

Tell Us About You:

Name: _____
Title: _____
Phone: _____
Email: _____

I will be attending as a complimentary registrant

Select Your Sponsorship Level(s):

Diamond*	\$5,000	SOLD OUT	Vendor Showcase	\$500	SOLD OUT	Accreditation Breakfast	\$1,000
Platinum	\$3,000		Keynote	\$2,500	SOLD OUT	Mobile Site	\$1,500
Gold	\$2,000	SOLD OUT	Lunch	\$2,500		Email Blast	\$500
Silver	\$1,000		Reception	\$2,500		Social Media	\$500
Bronze	\$750		General Session	\$2,000			
Exhibitor*	\$995		Breakout Session	\$1,000			

*The Diamond sponsorship level includes an exhibitor booth

Please send pages 1 - 4 to membership@macha.org

2024 Electronic Payments Conference

Sponsorship & Exhibitor Registration Form - Page 2

Complimentary Registrations:*

**Only available in certain packages*

Name: _____

Title: _____

Phone: _____

Email: _____

Name: _____

Title: _____

Phone: _____

Email: _____

Name: _____

Title: _____

Phone: _____

Email: _____

Name: _____

Title: _____

Phone: _____

Email: _____

Name: _____

Title: _____

Phone: _____

Email: _____

[Additional registrations are available on the next page \(optional\).](#)

Please send pages 1 - 4 to membership@macha.org

2024 Electronic Payments Conference

Sponsorship & Exhibitor Registration Form - Page 3

Additional Registrations:

\$350 per registrant | Please include the cost of these registrations to your sponsor or exhibitor payment

Name: _____

Title: _____

Phone: _____

Email: _____

Name: _____

Title: _____

Phone: _____

Email: _____

Name: _____

Title: _____

Phone: _____

Email: _____

Name: _____

Title: _____

Phone: _____

Email: _____

Name: _____

Title: _____

Phone: _____

Email: _____

Name: _____

Title: _____

Phone: _____

Email: _____

2024 Electronic Payments Conference

Sponsorship & Exhibitor Registration Form - Page 4

Do you agree to abide by the terms and conditions as outlined in the appendix?

Please sign and date below

Signature: _____

Date: _____

Payment Options:

ACH Debit:

Routing Number: _____

Account Number: _____

Signed: _____

Date: _____ / _____ / _____

Credit Card:

Full Name on Card: _____

Card Number: _____

Billing Street Address: _____

City: _____ State: _____ Zip Code: _____

Signed: _____

Date: _____ / _____ / _____

American Express

Mastercard

Visa



Fraud Day

NOVEMBER 6, 2024
VIRTUAL EVENT



Fraud Day

Sponsorship Opportunities

Financial fraud generates billions of dollars annually for bad actors. Join us for this unique virtual event to hear the latest information on financial and cyber payments fraud.

Features	Gold \$2,000	Silver \$1,000	Bronze \$500
Complimentary registrations	3	1	
Sponsorship featured in marketing materials	✓	✓	✓
Receive attendee list before and after event	✓	✓	✓
Receive copies of all materials provided to the attendees	✓	✓	✓



Fraud Day

Sponsorship Registration Form - Page 1

Tell Us About Your Company:

Company Name: _____

Website: _____

Address: _____

City: _____ State: _____ Zip: _____

I will be attending as a complimentary registrant

Tell Us About You:

Name: _____

Title: _____

Phone: _____

Email: _____

Select Your Sponsorship Level:

Gold \$2,000

Silver \$1,000

Bronze \$500

Payment Options:

ACH Debit:

Routing Number: _____

Account Number: _____

Signed: _____

Date: _____ / _____ / _____

Credit Card:

Full Name on Card: _____

Card Number: _____

Billing Street Address: _____

City: _____ State: _____ Zip Code: _____

Signed: _____

Date: _____ / _____ / _____

American Express

Mastercard

Visa

Please send Pages 1 and 2 to membership@macha.org

Fraud Day

Sponsorship Registration Form - Page 2

Complimentary Registrations*:

Sponsorship Level: Gold (3), Silver (1)

**Only available with certain packages*

Name: _____

Title: _____

Phone: _____

Email: _____

Name: _____

Title: _____

Phone: _____

Email: _____

Name: _____

Title: _____

Phone: _____

Email: _____



Please send pages 1 and 2 to membership@macha.org



Hawaii Fraud Day

NOVEMBER 12, 2024
HONOLULU, HAWAII
IN-PERSON & VIRTUAL



Hawaii Fraud Day

Sponsorship Opportunities

Financial fraud generates billions of dollars annually for bad actors. Join us for this unique in-person and virtual event to hear the latest information on financial and cyber payments fraud.

Features	Gold \$2,000	Silver \$1,000	Bronze \$500
Complimentary registrations	3	1	
Sponsorship featured in marketing materials	✓	✓	✓
Receive attendee list before and after event	✓	✓	✓
Receive copies of all materials provided to the attendees	✓	✓	✓



Hawaii Fraud Day

Sponsorship Registration Form - Page 1

Tell Us About Your Company:

Company Name: _____

Website: _____

Address: _____

City: _____ State: _____ Zip: _____

Tell Us About You:

Name: _____

Title: _____

Phone: _____

Email: _____

I will be attending as a complimentary registrant

Select Your Sponsorship Level:

Gold \$2,000

Silver \$1,000

Bronze \$500

Payment Options:

ACH Debit:

Routing Number: _____

Account Number: _____

Signed: _____

Date: _____ / _____ / _____

Credit Card:

Full Name on Card: _____

Card Number: _____

Billing Street Address: _____

City: _____ State: _____ Zip Code: _____

Signed: _____

Date: _____ / _____ / _____

American Express

Mastercard

Visa

Please send Pages 1 and 2 to membership@macha.org

Hawaii Fraud Day

Sponsorship Registration Form - Page 2

Complimentary Registrations*:

Sponsorship Level: Gold (3), Silver (1)

**Only available with certain packages*

Name: _____

Title: _____

Phone: _____

Email: _____

Name: _____

Title: _____

Phone: _____

Email: _____

Name: _____

Title: _____

Phone: _____

Email: _____



Please send Pages 1 and 2 to membership@macha.org



Hawaii Payments University

NOVEMBER 13-14, 2024
HONOLULU, HAWAII
IN-PERSON & VIRTUAL



Hawaii Payments University

Sponsorship Opportunities

Payments University is an intense, collegiate-style learning environment structured to provide holistic, concentrated payments education.

Features	Gold \$2,000	Silver \$1,000	Bronze \$500
Complimentary registrations	3	1	
Sponsorship featured in marketing materials	✓	✓	✓
Receive attendee list before and after event	✓	✓	✓
Receive copies of all materials provided to the attendees	✓	✓	✓



Hawaii Payments University

Sponsorship Registration Form - Page 1

Tell Us About Your Company:

Company Name: _____

Website: _____

Address: _____

City: _____ State: _____ Zip: _____

Tell Us About You:

Name: _____

Title: _____

Phone: _____

Email: _____

I will be attending as a complimentary registrant

Select Your Sponsorship Level:

Gold \$2,000

Silver \$1,000

Bronze \$500

Payment Options:

ACH Debit:

Routing Number: _____

Account Number: _____

Signed: _____

Date: _____ / _____ / _____

Credit Card:

Full Name on Card: _____

Card Number: _____

Billing Street Address: _____

City: _____ State: _____ Zip Code: _____

Signed: _____

Date: _____ / _____ / _____

American Express

Mastercard

Visa

Please send Pages 1 and 2 to membership@macha.org

Hawaii Payments University

Sponsorship Registration Form - Page 2

Complimentary Registrations*:

Sponsorship Level: Gold (3), Silver (1)

**Only available with certain packages*

Name: _____

Title: _____

Phone: _____

Email: _____

Name: _____

Title: _____

Phone: _____

Email: _____

Name: _____

Title: _____

Phone: _____

Email: _____



Please send Pages 1 and 2 to membership@macha.org

Macha Events

Terms and Conditions

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.

Continued on next page



Macha Events

Terms and Conditions (Continued)

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 & 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.

