

Partner With  
PaymentsFirst,  
**An Industry  
Trusted Payments  
Association**



# 2026 Solutions Payments Conference Sponsorship Opportunities

**CONNECT YOUR BRAND WITH PAYMENTS PROFESSIONALS,  
DECISION-MAKERS, AND INDUSTRY LEADERS.**

 [www.paymentsfirst.org](http://www.paymentsfirst.org)

 866-993-3753

For additional information, including pricing, contact [membership@paymentsfirst.org](mailto:membership@paymentsfirst.org)

# A MESSAGE FROM OUR PRESIDENT AND CEO

On behalf of PaymentsFirst, I invite you to partner with us as a sponsor and exhibitor at our 2026 Solutions Conferences, where payments education meets meaningful engagement with industry decision-makers. The Solutions Conferences bring together a focused audience of payments professionals from financial institutions nationwide, creating a high-value environment for brand visibility and relationship-building.

For sponsors, this means direct access to the professionals who evaluate, influence, and approve payments solutions.

## Why Sponsor the Solutions Payments Conferences?

Sponsorship offers a strategic opportunity to align your brand with a trusted industry authority while engaging directly with your target audience. Key benefits include:

- Direct Access to Decision-Makers
- Enhanced Brand Visibility
- Meaningful Lead Generation
- Thought Leadership Opportunities

## Sponsorship Opportunities

Sponsorship packages are designed to deliver maximum value and may include:

- Exhibit booth space in a high-traffic environment
- Logo recognition across event materials, digital signage, website, and member communications
- Complimentary conference registrations for your team
- Sponsored meals or networking breaks
- Door prize recognition to drive engagement and leads

## About Our Attendees

Solutions Payments Conferences attract professionals invested in payments strategy and execution. These individuals shape payments decisions within their organizations and represent the current and future leaders of the payments industry.

We invite you to partner with PaymentsFirst to support the industry's growth while advancing your strategic marketing goals. A detailed sponsorship prospectus is attached, and we welcome the opportunity to discuss the option that best suits your organization.

Sincerely,

### Rich Leary

President/CEO, PaymentsFirst

[www.paymentsfirst.org](http://www.paymentsfirst.org)



# 2026 SOLUTIONS PAYMENTS CONFERENCE LOCATIONS



## TENNESSEE

August 24 – 26, 2026



## WISCONSIN

September 28 – 29, 2026



# TOP BENEFITS OF SPONSORING A SOLUTIONS CONFERENCE

Visibility

Engagement

Networking

Credibility

Sponsoring a PaymentsFirst Solutions Payments Conference positions your organization at the intersection of education, innovation, and payments decision-making. These conferences are designed to encourage learning, collaboration, and solution discovery, creating a high-impact environment for engaging a highly relevant audience.

## Direct Engagement with Payments Decision-Makers

Solutions Conferences attract professionals actively evaluating, selecting, and implementing payments solutions. Sponsorship provides direct access to individuals responsible for operations, risk management, compliance, and product strategy, ensuring every interaction is purposeful and relevant.

## High-Value Brand Visibility

Sponsoring aligns your brand with PaymentsFirst, a trusted resource for financial institutions with a growing national presence. Your organization benefits from consistent visibility throughout the conference experience, strengthening credibility and reinforcing brand recognition with payments professionals.

## Meaningful Lead Generation

Solutions Conferences offer a focused setting built for conversation and connection. Sponsors engage with attendees seeking practical insights and solutions, resulting in qualified leads and relationship-driven opportunities rather than passive impressions.

## Thought Leadership and Industry Influence

With a strong emphasis on education and solution discovery, the conferences provide opportunities for sponsors to demonstrate expertise and participate in informed discussions around key topics such as ACH, RTP, wires, cards, fraud mitigation, and emerging payments technologies.

## Alignment with Professional Development

Attendees participate to expand their knowledge and stay current on industry changes. Sponsoring allows your organization to align with continued education, professional growth, and best-practice sharing, reinforcing your position as a trusted industry partner.



# 2026 PREMIER SPONSOR PACKAGE

LIMITED TO 12 EXCLUSIVE SPONSORS | RESERVED ON A FIRST-COME, FIRST-SERVED BASIS



**Exclusive  
PaymentsFirst  
Member Webinar**



**Year-Long Scrolling  
Ad on PaymentsFirst  
Website**



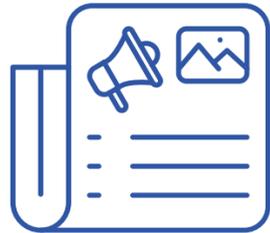
**Spotlight Month on  
PaymentsFirst Social  
Media & Newsletter**



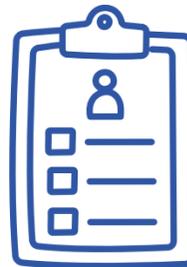
**Sponsorship & Booth at  
All 2026 Solutions  
Payments Conferences**



**Vendor Breakfast  
Roundtable  
Participation**



**Quarter-Page Ad in  
TN & WI Conference  
Handbooks**



**Attendee Lists Provided  
Before & After Each  
Conference**



**Recognition in  
Conference Materials &  
Marketing**



**Two Complimentary  
Registrations for Each  
Conference**

The Premier Sponsorship delivers year-round visibility, multi-conference exposure, and direct engagement with PaymentsFirst members, positioning your organization as a trusted industry partner. This top-tier package is designed for sponsors seeking elevated brand presence, thought leadership opportunities, and meaningful connections with financial institutions and payments professionals.

**For additional information, including pricing, contact [membership@paymentsfirst.org](mailto:membership@paymentsfirst.org)**

# PREMIER SPONSOR \$15,000

## Exclusive PaymentsFirst Member Webinar

- Host a dedicated webinar for PaymentsFirst members during a selected month in 2026
- Showcase your expertise through a product overview, solution demonstration, or thought leadership presentation
- Benefit from full promotion to the PaymentsFirst member network, including registration management and marketing support

## Year-Long Scrolling Ad on PaymentsFirst Website

- Sponsor-provided marketing slide featured on the PaymentsFirst homepage and all 2026 Solutions Conference webpages
- Year-round digital visibility with continuous rotation throughout 2026, maximizing brand exposure across multiple conferences

## Spotlight Month on PaymentsFirst Social Media & Newsletter

- Dedicated sponsor spotlight month in 2026 across all PaymentsFirst social platforms
- Expanded content exposure through sponsor-provided social posts and one featured article in a PaymentsFirst newsletter

## Sponsorship & Booth at All 2026 Solutions Payments Conferences

- Multi-conference exposure with exhibitor booth space at the Tennessee and Wisconsin Solutions Conferences
- Consistent brand recognition through logo placement on event webpages, onsite signage, and vendor showcase visibility where applicable

## Two Complimentary Registrations at Each Conference

- Two full conference registrations for the Tennessee and Wisconsin Solutions Conferences
- Complete access to general sessions, breakout sessions, meals, and networking opportunities

## Vendor Breakfast Roundtable Participation

- Hosted breakfast table with a designated sponsor-led discussion, providing a focused opportunity for direct networking and attendee engagement

## Quarter-Page Ad in TN & WI Conference Handbooks

- Professionally printed quarter-page advertisement
- Distributed to all attendees
- Sponsor provides artwork

## Recognition in Marketing & Conference Materials

- Inclusion in pre-conference digital promotions
- Recognition on printed and electronic materials
- Included in attendee email communications

## Logo Displayed Prominently at Each Conference

- Featured on signage, welcome slides, digital displays, and program materials

## Attendee Lists Provided Before & After Each Conference

- Pre-conference attendee list
- Post-conference attendee list
- Includes name, title, organization, and email (as permitted)

## Social Media Shout-Out During Conference Marketing

- Social highlight included in conference promotional campaigns

**Contact Shannon Wilkins or Mandy Herman for pricing and more information.**

**Shannon Wilkins – [swilkins@paymentsfirst.org](mailto:swilkins@paymentsfirst.org)**

**Mandy Herman – [mherman@paymentsfirst.org](mailto:mherman@paymentsfirst.org)**

**Limited to 12 sponsors | Reserved on a first-come, first-served basis**

Sign up early! Webinar, Social Media Spotlight, and Newsletter article assignments are first-come, first-served.



# SOLUTIONS CONFERENCE SPONSORSHIP OPPURTUNITIES

## GOLD

Up to 3 Opportunities Per Conference

**\$5,000**

### Premium Branding Opportunities:

- Handbook Sponsor – WI and TN
- Bag Sponsor
- Lanyard Sponsor

### Gold Benefits:

- Sponsorship & Exhibitor Booth
- Two Complimentary Registrations
- Vendor Breakfast Roundtable Participation
- Recognition in Marketing & Conference Materials
- Logo Displayed at the Conference
- Attendee List Provided

## SILVER

Up to 6 Opportunities Per Conference

**\$3,000**

### Silver Sponsor Benefits

- Premier Exhibitor Booth Placement
- 20-Minute Vendor Showcase Presentation
- Two Complimentary Registrations
- Vendor Breakfast Roundtable Participation
- Recognition in Marketing & Materials
- Logo Displayed at the Conference
- Attendee List Provided

## BRONZE

Up to 10 Opportunities Per Conference

**\$1,800**

### Bronze Sponsor Benefits

- Exhibitor Booth
- Five-Minute Booth Introduction During a Scheduled Meal
- One Complimentary Registration
- Vendor Breakfast Roundtable Participation
- Logo Displayed on Conference Materials
- Attendee List Provided

**Exhibit booth-only options available**

For additional information, including pricing, contact [membership@paymentsfirst.org](mailto:membership@paymentsfirst.org)



# DOLLYWOOD THEME PARK TICKET SPONSOR OPPORTUNITY

## Exclusive Dollywood Theme Park Ticket Sponsorship

Enhance your presence at the Solutions Payments Conference in Pigeon Forge, TN, hosted at Dollywood's HeartSong Resort and Lodge, by sponsoring the Dollywood theme park tickets for attendees. This opportunity aligns your organization with a memorable shared experience that extends engagement beyond the conference setting.

With only six ticket sponsorship opportunities available, this limited offering provides added visibility and a unique touchpoint with attendees in a relationship-focused environment.

### What This Includes:

- Recognition as a Dollywood Ticket Sponsor for the Solutions Payments conference in Pigeon Forge, TN.
- Brand acknowledgment in connection with the sponsored experience
- Association with a distinctive attendee event that extends engagement beyond conference sessions

**INVESTMENT: \$3,500**



For additional information, including pricing, contact [membership@paymentsfirst.org](mailto:membership@paymentsfirst.org)

# AMPLIFIED VISIBILITY BEYOND THE CONFERENCE

Sponsorship with PaymentsFirst extends well beyond the conference floor. As a trusted payments association, PaymentsFirst promotes Solutions Conferences and sponsors across established digital channels relied upon by financial institutions. This ensures your brand's visibility is delivered within a credible, industry-respected environment.

## LinkedIn Reach and Engagement

PaymentsFirst maintains an active and growing LinkedIn presence that engages payments professionals across financial institutions and the broader payments ecosystem, delivering consistent industry visibility through payments-focused content.



**2,693 followers and growing**



**110,000+ content impressions**



**3,300+ page views**



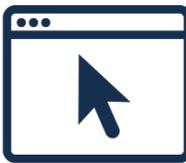
**4,400+ reactions, comments, and reposts**

## Sustained Website Exposure

The PaymentsFirst website serves as a trusted destination for payments education, industry updates, and event information, regularly visited by professionals seeking guidance and best practices.



**72,000+ active users annually**



**Above average engagement rate**



**203,000+ page views**



**595,000+ tracked interactions**

## What this means for sponsors and exhibitors

Your brand is showcased across trusted PaymentsFirst digital channels, delivering sustained visibility to a highly engaged, professional payments audience while reinforcing credibility through alignment with an established industry authority.

# NEXT STEPS FOR INTERESTED SPONSORS AND EXHIBITORS

To help us prepare for your sponsorship and marketing recognition, please email the following information to:  
**membership@paymentsfirst.org**

Please note: Sponsorship registration is completed through the official online registration form located on the [PaymentsFirst website](#) under the Events tab.

## Primary Representative Information

- Name
- Title
- Phone
- Email

## Company Information

- Company Name
- Primary Contact
- Company City, State, and Zip

## Sponsorship Details

*Conference(s) location you are interested in sponsoring:*

- Tennessee
- Wisconsin

*Sponsorship level:*

- Premier Sponsorship (limited to 12)
- Gold
- Dollywood ticket Sponsor (limited to 6)
- Silver
- Bronze
- Exhibit Booth Only



# 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;
- Raffles, lotteries, or prize drawings are not permitted unless entry is free for all registrants.
- Drawings that require PaymentsFirst 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 PaymentsFirst approves delayed occupancy in advance, any exhibit booth not occupied by the assigned exhibitor by the designated setup time may be reassigned without refund.

Exhibitors must provide PaymentsFirst a copy of any function announcement or invitation at least two weeks prior to mailing or distribution.

## Security

Exhibitors shall exercise reasonable care for the protection of their digital materials. PaymentsFirst 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 PaymentsFirst 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 PaymentsFirst 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 PaymentsFirst, 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 PaymentsFirst 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.



# SEE THE SOLUTIONS CONFERENCE IN ACTION



Holly Bogle  
Attendee

[Watch Video](#)



# PARTNER WITH PAYMENTSFIRST AND CONNECT YOUR BRAND TO THE FUTURE OF PAYMENTS

Have questions? Reach out to us  
anytime at [info@paymentsfirst.org](mailto:info@paymentsfirst.org)

