

**“The Evolution of Electronic Payments”  
19<sup>TH</sup> Annual Conference  
Thursday, December 10, 2009  
The Wynfrey Hotel, Birmingham, Alabama**



## **The Alabama ACH Association (ALACHA)**

**INVITES YOU TO PARTICIPATE IN**

**“THE EVOLUTION OF ELECTRONIC PAYMENTS”**

**19<sup>TH</sup> ANNUAL CONFERENCE**

**Thursday, December 10, 2009**

**The Wynfrey Hotel, Birmingham, Alabama**

You won't want to miss this opportunity to present your organization as a leader in the electronic payments industry! Payments professionals are constantly trying to stay current with critical payments systems changes, issues, and trends – the kind impacting their organization every day. We've seen a number of developments over the years and the industry continues to evolve. It is imperative that organizations are well versed on the latest applications and regulations. This conference will make payments systems understandable and help attendees achieve success in today's challenging environment. Our goal is to ensure they have access to the latest information needed to address the issues affecting their businesses.

Don't miss this exciting opportunity to participate in “The Evolution of Electronic Payments”, ALACHA's 19<sup>th</sup> Annual Conference! Complete the attached exhibitor registration and/or sponsorship opportunities forms and fax to the ALACHA Office today at 205-733-0606.

If you have any questions, please call 205-733-0006 or 800-523-6003.

We look forward to seeing you in December!

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**EXHIBITOR SCHEDULE**

The exhibitors are located in the same room as the continental breakfast and breaks.

Wednesday, December 9	Exhibitor Set-Up	7:00 p.m. – 10:00 p.m.
Thursday, December 10	Continental Breakfast	6:30 a.m. – 8:15 a.m.
	Refreshment Break	10:15 a.m. – 10:30 a.m.
	Lunch Break	12:00 p.m. – 1:00 p.m.
	Refreshment Break	3:00 p.m. – 3:15 p.m.
	Dismantle	By 7:00 p.m.

Register as early as possible to maximize your investment and exposure in ALACHA's conference marketing collateral. Exhibitor registrations received prior to **October 26th** will be represented within all print and electronic marketing pieces ALACHA distributes. While you may register after **October 26th** and as late as **December 4th**, you will not be represented within any collateral created and/or distributed prior to your registration date. **Register by October 26, 2009!**

**Exhibitor Early Bird Registration:**

**Members:** \$500

**Non-Members:** \$1000

After **October 26, 2009**, registration fee is \$600 for members and \$1100 for non-members.

**Registration fee includes:**

- 6 ft. draped/skirted table, electricity, wastebasket and 2 chairs
- 1 complimentary conference registration, which includes all events and meals. Each additional person who would like to attend the conference will be charged \$125.
- Exhibitor recognition posters displaying company name.
- Company name in **all** conference marketing materials (*conference brochure, newsletters, mailings, online communications, and the ALACHA website, etc.*), if registered by **October 26, 2009**.
- Conference attendee list provided prior to event.

**HOTEL INFORMATION:** The Wynfrey Hotel, 1000 Riverchase Galleria, Birmingham, AL 35244, [www.wynfrey.com](http://www.wynfrey.com); 205-987-1600 or 800-996-3739. We have reserved a block of rooms at a discounted rate of \$144 single/double. All reservations must be received by **November 23, 2009**. **Reservations received after this date will only be accepted on a space and rate availability basis.** So call and book your room(s) today. Event Name: ALACHA.

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We look forward to seeing you in December!

Gai Craig  
Executive Director, Alabama ACH Association

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**“The Evolution of Electronic Payments”, ALACHA’s 19<sup>th</sup> Annual Conference  
Exhibitor Registration Form**

**Register by October 26, 2009 to be listed in Conference Brochure**

Please complete all information in this section as it would appear in all conference materials.

Company Name \_\_\_\_\_

Website Address \_\_\_\_\_

Street Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Trade Show Contact

Name(s) \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Representative #1 Contact Name \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Mail \_\_\_\_\_

(Each additional person is \$125.00, includes access to all conference functions and meals.)

Representative #2 Contact Name \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Mail \_\_\_\_\_

Brief Description of Products/Services of your Company:

\_\_\_\_\_

Will your company contribute a door prize? (optional) Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please describe door prize: \_\_\_\_\_

Exhibitor Registration Fee\* \$ \_\_\_\_\_ **\*Early Pricing \$500 ALACHA Affiliate Members  
\$1,000 Non-members**

Additional Person(s): \$ \_\_\_\_\_ **Register Before October 26, 2009**

Sponsorship amount: \$ \_\_\_\_\_ **After October 26, 2009, \$600 and \$1,100**

Total \$ \_\_\_\_\_

**Payment Options : No Refunds ACH Debit and Credit Cards Accepted**

**Check**

**ACH Debit:** I authorize ALACHA to initiate a debit entry to the checking account designated below and the depository institution named below for the purpose of collecting the exhibitor registration fee.

Company Name \_\_\_\_\_

Depository Name \_\_\_\_\_

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ABA/RTN# (9 digits) \_\_\_\_\_ Account# (Not GL#) \_\_\_\_\_

By the Authority of \_\_\_\_\_ Phone \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Credit Card Number:** \_\_\_\_\_  **Visa**  **MasterCard**  **AMEX**  
**Name:** \_\_\_\_\_ **Signature:** \_\_\_\_\_ **Exp. Date** \_\_\_\_\_

Mail exhibitor application with check payable to: ALACHA  
2 Riverchase Office Plaza, Suite 111  
Birmingham, AL 35244

Fax exhibitor application to ALACHA at (205) 733-0606 Tax ID: 63-0725091

**SPONSORSHIP OPPORTUNITIES**

Sponsorship at “The Evolution of Electronic Payments” is an opportunity to enhance your visibility and promote your products and services! Sponsorships received prior to **October 26th** will be represented within all print and electronic marketing pieces ALACHA distributes. While you may register after **October 26th** and as late as **December 4th**, you will not be represented within any collateral created and/or distributed prior to your registration date. **Register by October 26, 2009!**

- Company name in **all** conference marketing materials (*conference brochure, newsletters, mailings, online communications, and the ALACHA website, etc.*), if registered by **October 26, 2009!**
- Signage & recognition for sponsoring the function
- Conference attendee list provided prior to event
- Sponsorship includes providing a brochure or flier about your company to be distributed to each attendee in their conference materials. Marketing materials must be provided to ALACHA no later than December 4, 2009.
- Recognition from podium at opening remarks

Please complete and fax this sheet in with the included registration page to sponsor.

Company Name \_\_\_\_\_ Contact Name: \_\_\_\_\_

Please indicate (with a check mark) the function(s) you wish to sponsor:

- Refreshment Breaks \$500 (Multiple Sponsorships Available)**
- Continental Breakfast \$500 (Multiple Sponsorships Available)**
- Luncheon \$1,000 (Multiple Sponsorships Available)**
- Lanyards \$300 (Provided by sponsor with your company logo) to all attendees for name badges.**

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If you are interested in sponsoring any of the above, please complete this form, along with the Registration Form and FAX to ALACHA at (205) 733-0606. Full payment must be received to reserve your sponsorship. To have your name in the conference brochure, please return the form with payment by October 26, 2009.