

**“The Evolution of Electronic Payments”
21st Annual Conference
Thursday, December 15, 2011
The Wynfrey Hotel, Birmingham, Alabama**



**The Alabama ACH Association (ALACHA) &
Alabama Treasury Management Association (ATMA)**

**INVITE YOU TO PARTICIPATE IN
“THE EVOLUTION OF ELECTRONIC PAYMENTS”
21st ANNUAL CONFERENCE**

**Thursday, December 15, 2011
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 - ATMA's 21st 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!

**“The Evolution of Electronic Payments”
21st Annual Conference
Thursday, December 15, 2011
The Wynfrey Hotel, Birmingham, Alabama**

EXHIBITOR SCHEDULE

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

Wednesday, December 14	Exhibitor Set-Up	7:00 p.m. – 10:00 p.m.
Thursday, December 15 (Subject to Change)	Continental Breakfast	6:30 a.m. – 8:15 a.m.
	Refreshment Break	10:30 a.m. – 10:45 a.m.
	Lunch Break	12:30 p.m. – 1:30 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 21st** will be represented within all print and electronic marketing pieces ALACHA or ATMA distributes. While you may register after **October 21st** and as late as **December 9th**, you will not be represented within any collateral created and/or distributed prior to your registration date. **Register by October 21, 2011!**

Exhibitor Early Bird Registration:

Members: \$500

Non-Members: \$1000

After **October 21, 2011**, 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 \$130.
- Exhibitor recognition posters displaying company name.
- Company name in **all** conference marketing materials (*conference brochure, newsletters, mailings, online communications, and the ALACHA & ATMA websites, etc.*), if registered by **October 21, 2011**.
- Conference attendee list provided prior to event.

HOTEL INFORMATION: The Wynfrey Hotel, 1000 Riverchase Galleria, Birmingham, AL 35244, www.wynfrey.com; 205-987-1600 or 800-996-3739. We have reserved a block of rooms at a discounted rate of \$144 single or double/\$174 club level. All reservations must be received by **November 28, 2011**. **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.

Don't miss this exciting opportunity to participate in “The Evolution of Electronic Payments”, ALACHA - ATMA's 21st Annual Conference! If you have any questions, please call 205-733-0006 or 800-523-6003.

We look forward to seeing you in December!

Gai Craig
Executive Director, Alabama ACH Association

**“The Evolution of Electronic Payments”
21st Annual Conference
Thursday, December 15, 2011
The Wynfrey Hotel, Birmingham, Alabama**

**“The Evolution of Electronic Payments”, ALACHA - ATMA’s 21st Annual Conference
Exhibitor Registration Form
Register by October 21, 2011 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 _____

(Each additional person is \$130.00, includes access to all conference functions and meals.)

Representative #2 Contact Name _____

Phone Number _____ Fax _____ E-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 - Register Before October 21, 2011**

\$500 ALACHA Affiliate Members

\$1,000 Non-members

Additional Person(s): \$ _____

After October 22, 2011

\$600 and \$1,100

Sponsorship amount: \$ _____

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 _____

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

**“The Evolution of Electronic Payments”
21st Annual Conference
Thursday, December 15, 2011
The Wynfrey Hotel, Birmingham, Alabama**

**“The Evolution of Electronic Payments”, ALACHA - ATMA’s 21st Annual Conference
Sponsorship Opportunities
Register by October 21, 2011 to be listed in collateral**

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 21st** will be represented within all print and electronic marketing pieces ALACHA distributes. While you may register after **October 21st** and as late as **December 9th**, you will not be represented within any collateral created and/or distributed prior to your registration date. **Register by October 21, 2011!**

- Company name in **all** conference marketing materials (*conference brochure, newsletters, mailings, online communications, and the ALACHA & ATMA websites, etc.*), if registered by **October 21, 2011!**
- Signage & recognition for sponsoring the function
- Conference attendee list provided prior to event
- Sponsorship includes providing 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 1, 2011.
- 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)

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 21, 2011.