

Celebrating SFE's
Golden Anniversary!



Digital Directions 2026

A Legacy of Trust.
A Future of Innovation.

Sponsorship Opportunities



April 7-9, 2026 – Perdido Beach Resort – Orange Beach, Alabama – 36th Annual Conference

Celebrating SFE's
Golden Anniversary!

Digital Directions 2026

A Legacy of Trust.
A Future of Innovation.



SFE  
Southern Financial Exchange
Your Payments Resource



SFEDigital.org

Digital Directions 2026: A Legacy of Trust. A Future of Innovation

April 7-9, 2026

Perdido Beach Resort

Orange Beach, Alabama

SFE invites you to join us as we celebrate 50 years of advancing payments education and innovation. Digital Directions 2026 will be an exciting event combining forward-looking discussions on faster payments, ACH modernization, and financial technology with a celebration of SFE's rich history and Member community.

Held at the beautiful Perdido Beach Resort on Alabama's Gulf Coast, our annual event brings together a diverse group of professionals - from banking and credit union staff to fintech providers and industry partners and more. Join us for education, networking, and collaboration in a relaxed coastal setting.



Sponsor Levels At-a-Glance (Additional opportunities, next page)

	50th Anniversary Golden Celebration & Fireworks	50th Anniversary Welcome Bash & Beach Bonfire	Diamond	Gold	50th Anniversary Lunch	Silver	Bronze	50th Anniversary Breakfast
Verbal recognition & one-minute remarks at 50th Anniversary Celebration	✓							
Pre- or post- email blast (by SFE)	✓	✓						
Opportunity to place give-away items on tables*	✓	✓			✓			✓
Special logo recognition in separate digital/physical signage	✓	✓			✓			✓
LinkedIn post from SFE	✓	✓	✓	✓		✓	✓	
Highlight in SFE Digital Digest email newsletter to all SFE members	✓	✓	✓					
Complimentary exhibit booth space	Premium Choice	Premium Choice	Premium Choice	Premium Choice		Standard Choice	Standard Choice	
Attendee email list (email addresses for one-time use)	✓	✓	✓	✓	✓	✓		
One-minute Fast Pitch	✓	✓	✓	✓	✓	✓	✓	✓
Complimentary staff registration	3 attendees	3 attendees	3 attendees	2 attendees	2 attendees	1 attendee	1 attendee	1 attendee
\$100 discount on staff registrations beyond complimentary ones	✓	✓	✓	✓	✓	✓	✓	✓
Recognition in signage/materials	✓	✓	✓	✓	✓	✓	✓	✓
<u>Investment</u>	\$7,500 (Exclusive)	\$5,500 (Co-Sponsors allowed)	\$4,000	\$3,500	\$3,000 (2 avail)	\$2,500	\$2,000	\$2,000 (2 avail)

*Fulfillment at sponsor's expense

Additional Sponsor Opportunities

➤ Refreshment Break

- Special logo recognition in separate digital/physical signage
- 1 complimentary staff registration
- \$100 discount on staff registrations beyond complimentary one
- Recognition in signage/materials
- Six available

Investment: \$1,500

➤ Lanyards **Sold!**

- Exclusive
- Special logo recognition on lanyards
- Recognition in signage/materials

Investment: \$1,000

➤ Miscellaneous

- Have another idea in mind? Contact us today!



Signature Event: Welcome Bash & Beach Bonfire

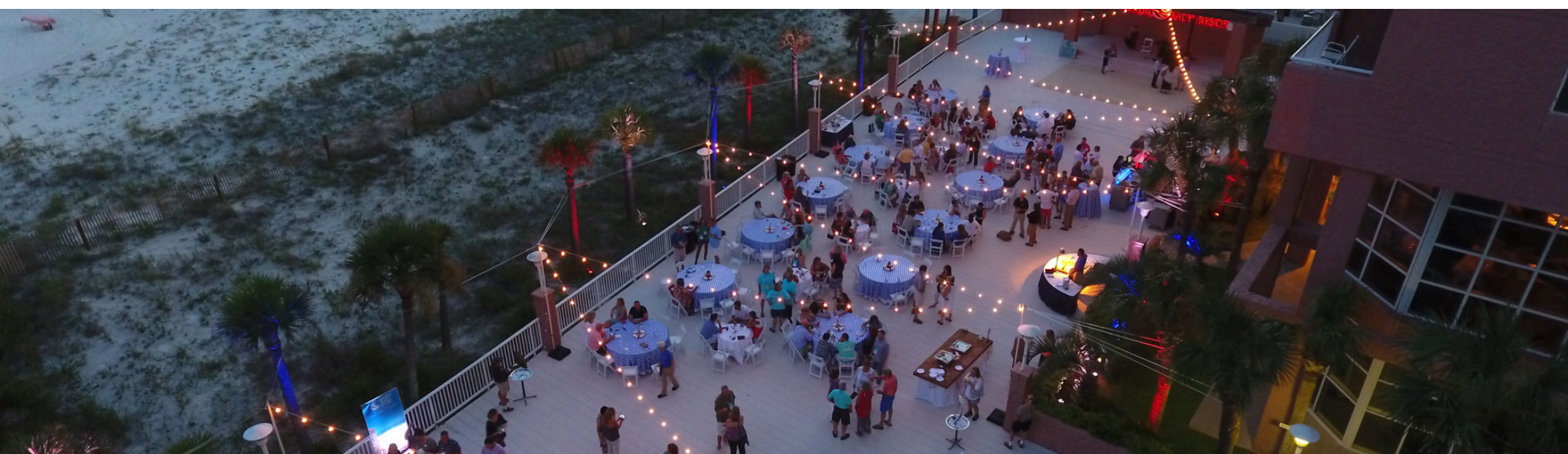
Our 50th Anniversary Welcome Bash is a relaxed gathering on the opening night of the conference. Guests will enjoy:

- Open bar and light hors d'oeuvres in the Grand Reef ballroom on the beach level
- Live music
- Digital photo booth fun
- Bonfire with S'mores on the beach beginning at dusk

Signature Event: Golden Celebration & Fireworks

Our 50th Anniversary Golden Celebration is a brand new evening event for Digital Directions 2026. Guests will enjoy:

- 30-minute cocktail welcome
- Reception on the festive Beach Deck overlooking the Gulf
- Spotlight on the history of SFE
- Brief award presentation honoring contributions to the payments industry
- Beachfront fireworks display to commemorate SFE's 50-year Anniversary after sundown





Partner With Us for a Historic Year

Sponsoring Digital Directions 2026 positions your organization at the heart of a trusted and respected payments education conference. Visit sfedigital.org to view the conference agenda, which includes Opening Keynote Session by Jane Larimer, Nacha's President & CEO.

Together, we'll celebrate five decades of progress and help shape the next fifty years of payments innovation.

Email: conference@sfe.org

Call: (800) 626-4733

Visit: sfedigital.org