SFE
Southern Financial Exchange
Your Payments Resource

Digital Directions 2027

Calm Waters, Clear Vision

Sponsorship Prospectus



Digital Directions

2027 *Calm Waters, Clear Vision*

April 5-7, 2027 — Perdido Beach Resort | Orange Beach, Alabama

37th Annual Conference

SFE™
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Under the theme *Calm Waters, Clear Vision*, **Digital Directions 2027** will bring together banking/credit union professionals, compliance/operations leaders, and industry partners for three days of focused education and conversations on payments modernization, fraud insights, and the compliance and risk landscape, all in a relaxed coastal setting.

Join us for this pivotal year as we welcome payments industry titan, veteran fintech executive, entrepreneur, influencer, and leader - **Joe Proto** - for an exciting and timely Keynote Session on what he has learned in his 45 year career that will guide us on what's next!

Exclusive Event: Welcome Bash & Beach Bonfire

Investment: $5,000

Our Welcome Bash & Beach Bonfire is a festive gathering on the opening night of the conference.

Guests will enjoy:

- Open bar and hors d'oeuvres on the beach deck
- Live music
- Digital photo booth fun
- Bonfire with S'mores on the beach beginning at dusk





Sponsor Levels At-a-Glance

	Welcome Bash & Beach Bonfire	Diamond	Gold	Silver	Luncheon	Bronze	Breakfast
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	✓	✓					
Exhibit Booth Space, including Vendor Cocktail Hour^ on Day Two	Premium Choice	Premium Choice	Premium Choice	Standard Choice		Standard Choice	
Attendee email list (email addresses for one-time use)	✓	✓	✓	✓	✓		
One-minute Fast Pitch on Day One	✓	✓	✓	✓	✓	✓	✓
Complimentary staff registration	3 attendees	3 attendees	2 attendees	2 attendees	2 attendees	1 attendee	1 attendee
$100 discount on staff registrations beyond complimentary ones	✓	✓	✓	✓	✓	✓	✓
Recognition in signage/materials	✓	✓	✓	✓	✓	✓	✓
Investment	$5,000 (Exclusive)	$4,000	$3,500	$3,000	$3,000	$2,000	$2,000

*Fulfillment at sponsor's expense ^New!

(Additional opportunities, next page)

Vendor Showcases are back!





Vendor Showcase

- Dedicated 25-minute agenda session on Day Two (running concurrently with just one other showcase)
- Pitch your solution live to a captive seated audience to maximize attention
- Recognition in signage/materials
- Six available

Investment Options:

$500 as an Add-On to Sponsorship

$1,000 as Vendor Showcase Only

(Additional opportunities, next page)

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Lanyards

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

Investment: $1,000

Refreshment Breaks

- 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



Miscellanous Sponsorships Available. We'd love to work with you!

New this year! Vendor Cocktail Hour



All attendees will enjoy a designated **Vendor Cocktail Hour** after concurrent sessions conclude on Day 2 of the conference. Drinks and hors d'oeuvres will be served, and attendees will get to spend additional time with Exhibitors and other vendors in the foyer.

Other details for Exhibiting Sponsors

- All Exhibiting Sponsors will receive complimentary wifi onsite.
- All Exhibit Booths will be in the main foyer outside of the ballroom for 2027. (Food buffets have been moved to allow for a more open space in the exhibit area)
- Exhibit Booth Set-up: Monday 04/05/2027 from 7:00 AM to 11:00 AM.
- Exhibit Boot Tear-down: Tuesday 04/06/2026 from 5:00 PM to 6:00 PM
- Other details will be confirmed directly with the Resort's Trade Show Coordinator.





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Partner With Us

Sponsoring Digital Directions 2027 positions your organization at the heart of a trusted and respected payments education conference. The best business conversations happen when people have room to talk, and this April 5-7 event at the Perdido Beach Resort on Alabama's Gulf Coast is built for exactly that. Visit sfedigital.org to view the conference agenda, resort info, and register your sponsorship, today.

Email: conference@sfe.org

Call: (800) 626-4733, Option 1

Visit: sfedigital.org