PaymentsEd Forum

2027 PaymentsEd

Sponsorship Prospectus



August 9-11, 2027
San Diego, CA

DESIGNED BY MERCHANTS FOR MERCHANTS

www.paymentsed.org

§ 2027 PAYMENTSED FORUM

ABOUT US



Founded in 1989, a group of forward-thinking payments professionals set aside competition to pursue a bold, unprecedented goal: improving the payments environment for merchants through education and collaboration.

Today, the PaymentsEd Forum continues to evolve, serving digital and omnichannel payments professionals across online, mobile, and physical point-of-sale environments. The Forum delivers timely insights on industry trends, operational best practices, and meaningful networking opportunities that help shape the rapidly changing payments landscape.

Each year, hundreds of payments professionals, from seasoned experts to emerging leaders, gather to share knowledge, build connections, and drive progress across the industry. Formerly known as the Direct Response Forum, PaymentsEd has earned a decades-long reputation for delivering high-quality sessions that provide merchants with practical, actionable insights into innovation, digital commerce, and the future of money movement.

As the only trusted industry organization created by merchants, for merchants, the PaymentsEd Forum remains committed to supporting and empowering the merchant community through education, collaboration, and advocacy, helping practitioners navigate complexity, embrace innovation, and succeed in an ever-evolving payments ecosystem.

ABOUT THE 2027 FORUM

The 2027 PaymentsEd Annual Forum marks our 38th year of bringing together the payments and fraud community for merchant-led education, collaboration, and innovation. The Forum is uniquely designed to help payments professionals address today's most pressing challenges and prepare for the future, from operational best practices to emerging technologies and AI-driven solutions.

Because of our scale, the Annual Forum creates an environment that fosters meaningful connections and intimate discussions. Attendees consistently highlight the practical takeaways and faster implementation of strategies they gain, translating into immediate value for their organizations. Our Board Advisor and Forum Sponsors benefit from direct access to practitioners and decision-makers who are deeply engaged in advancing the payments ecosystem.

Over nearly four decades, the PaymentsEd Annual Forum has built a reputation as a unique event where payments professionals learn, connect, and share, delivering measurable ROI for attendees and partners alike.

OUR MISSION

Payments education is at the heart of what PaymentsEd is all about. Our merchant and advisor board members dedicate their time to providing practical education and networking through our annual Forum and year-round educational content and webinars.

> *a unique event where payments professionals learn, connect, and share.*

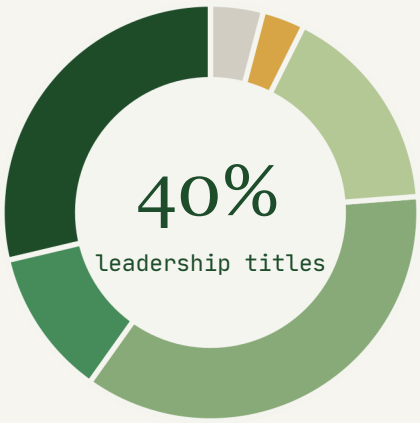


MEET THE PEOPLE BEHIND PAYMENTS

Connect with the people shaping how merchants manage payments, from payments and fraud specialists to finance, product, and senior leaders. PaymentsEd brings these professionals together to exchange ideas, tackle shared challenges, and build relationships across the payments community.

By Seniority Level

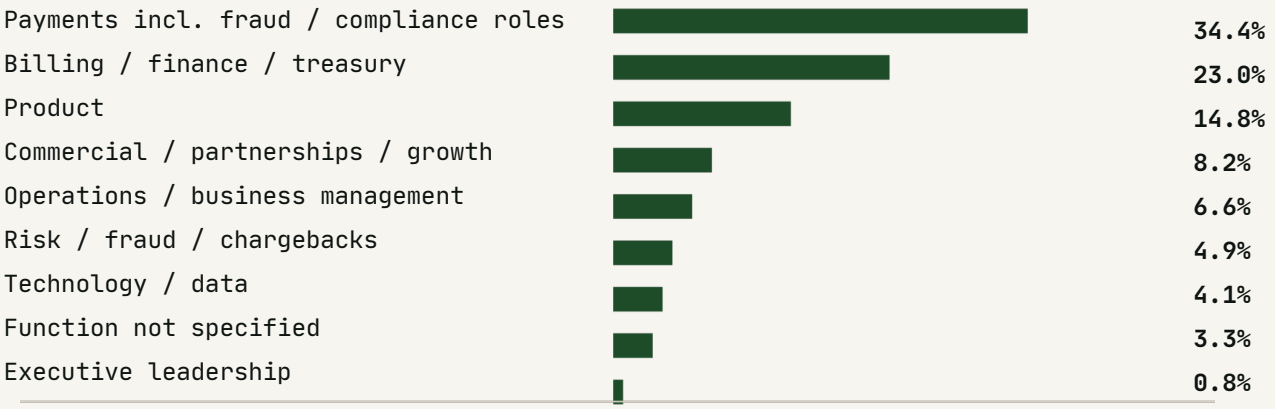
Merchant registrants | grouped from self-reported job titles



Director / Head / GM	28.7%
VP / C-suite	11.5%
Manager / supervisor	36.1%
Analyst / technical roles	16.4%
Consultant / advisor	3.3%
Level not specified	4.1%

By Job Function

Merchant registrants

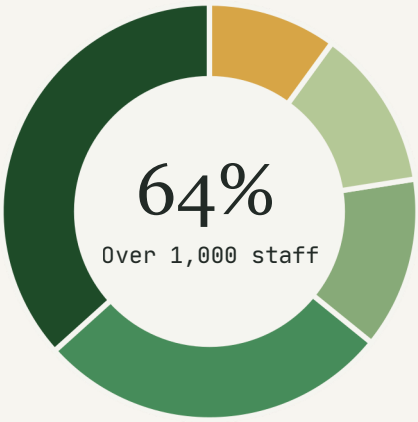


REACH MERCHANTS AT SCALE

Among 2026 merchant respondents, 64% reported employers with more than 1,000 employees, and 57% of those who disclosed company revenue reported annual revenue above $1 billion.

By Company Size

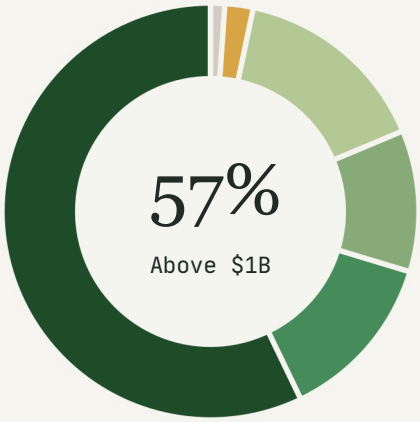
Merchant registrants



5,000 or more	36.7%
1,001-5,000	27.5%
501-1,000	13.3%
100-500	12.5%
Less than 100	10.0%

By Company Revenue

Merchant registrants



Above $1B	57.1%
$500M-$1B	13.2%
$100M-$500M	11.0%
$20M-$100M	15.4%
$5M-$20M	2.2%
Up to $1M	1.1%

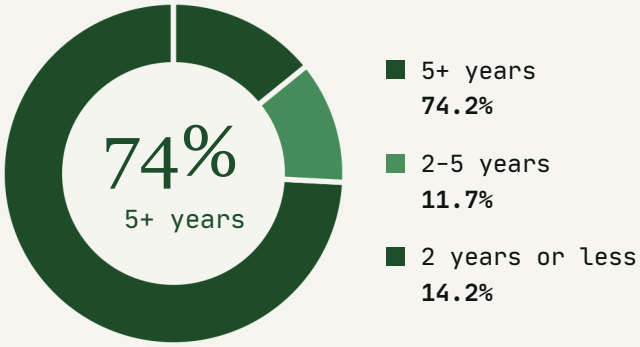
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MEET THE MERCHANT AUDIENCE

Experienced payments and fraud professionals, representing a broad mix of merchant businesses and subscription-based offerings.

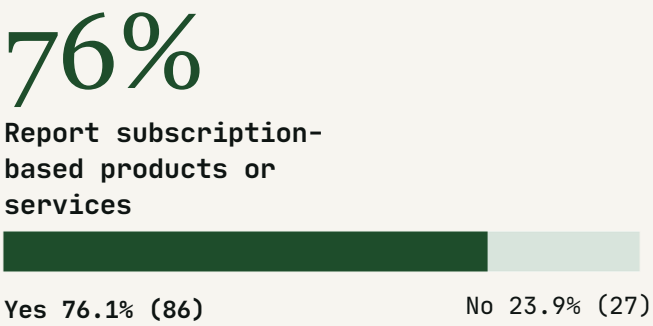
Payments and Fraud Experience

Merchant registrants



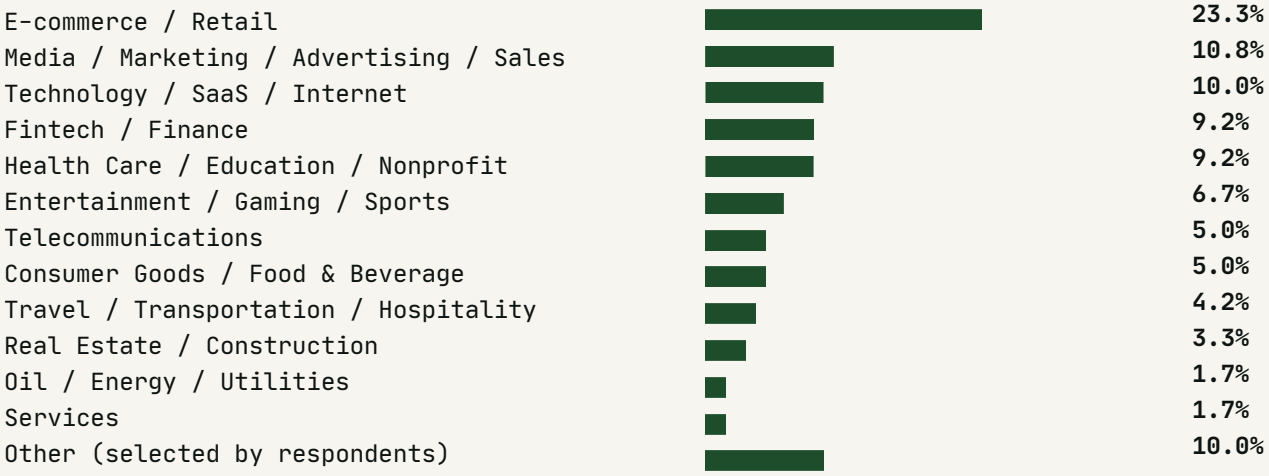
Subscription Business Models

Merchant registrants



Industries Represented

Merchant registrants



PaymentsEd Forum

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SPONSORSHIP PACKAGE

Put your brand in front of merchant payments professionals through a PaymentsEd Forum sponsorship package. Explore opportunities to build visibility, support practical education, and create meaningful connections with the people shaping payments.



Headshot Lounge

Help attendees refresh their professional image with headshots in your branded lounge.

$3,500

Package includes:

- Professional headshot sessions for attendees
- Company branding on lounge signage
- Year-round directory listing on the PaymentsEd website
- Mention in a social media post
- Company logo featured on the Sponsor wall



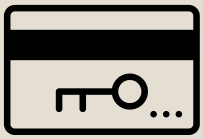
Official Forum Lanyard

~~$1,000~~ SOLD

Feature your logo on the official Forum lanyard, gaining continuous visibility throughout the event.

Package includes:

- Custom Forum Lanyard with your logo
- Year-round directory listing on the PaymentsEd website
- Mention in a social media post
- Company logo featured on the Sponsor wall



Keycards

$2,000

Put your brand in attendees' hands with custom hotel keycards throughout their stay.

Package includes:

- Branded hotel keycards
- Year-round directory listing on the PaymentsEd website
- Mention in a social media post
- Company logo featured on the Sponsor wall



Forum Bags

$5,000

Feature your logo on the official Forum bags for visibility throughout the event and beyond.

Package includes:

- Branded Forum bags
- Year-round directory listing on the PaymentsEd website
- Mention in a social media post
- Company logo featured on the Sponsor wall

Networking Hub Standard Table

Feature your brand and spark conversations in the Networking Hub at the Opening Reception.

$6,000

Package includes:

- 1 Table in the Networking Hub
- 1 Complimentary vendor registration
- Attendee QR code scanning
- Year-round directory listing on the PaymentsEd website
- Mention in a social media post

Networking Hub Premium Table

Everything in Standard, plus a complimentary webinar to share your expertise.

$7,500

Package includes:

- 1 Table in the Networking Hub
- 2 Complimentary vendor registrations
- 1 Complimentary webinar
- Attendee QR code scanning
- Year-round directory listing on the PaymentsEd website
- Mention in a social media post



Exclusive Forum Wi-Fi

Keep attendees connected with your brand as the official Forum Wi-Fi name and password.

Package includes:

- Branded Wi-Fi network name and password
- Year-round directory listing on the PaymentsEd website
- Mention in a social media post
- Company logo featured on the Sponsor wall

$9,000

Coffee Connect

Put your brand on the Forum coffee service with signage and branded sleeves.

Package includes:

- Official Sponsor for Coffee Connect
- Coffee Connect signage
- Coffee sleeves featuring your brand
- 1 Complimentary vendor registration
- Year-round directory listing on the PaymentsEd website
- Mention in a social media post
- Company logo featured on the Sponsor wall

$11,700





Room Drop

Deliver your message directly to attendees' hotel rooms with one sponsor-provided promotional piece.

Package includes:

- Delivery of 1 x promotional material to attendees' sleeping rooms
- Printed materials to be provided by the sponsor

$1,500

Webinar

This is a non-Forum item. Share your expertise with the PaymentsEd community.

Package includes:

- 1 x Webinar
- Webinar topic to be developed along with PaymentsEd
- 1 x LinkedIn post and 1 x email marketing promotion

$2,500









PaymentsEd Forum



Join us at the *2027 Forum*

Interested in sponsoring? Get in touch to explore available packages and find the right fit for your brand.

CONTACT US

Email Address
info@paymentsed.org