

**FIN
TECH
SOUTH**



TM

Produced by



TAG

Technology Association
of Georgia

GEORGIA WORLD CONGRESS CENTER | ATLANTA
SEPTEMBER 12-13

Fintech is evolving around us every day.

*At the forefront of the industry are the needs to ensure **RELIABILITY**, explore **OPPORTUNITY** born from innovation, and build trust through **TRANSPARENCY**.*

*In 2023, global leaders, data gurus, and fintech's top innovators will come together at **Fintech South** for a two-day deep dive into these concepts.*

2023 CONFERENCE PREVIEW

RELIABILITY | OPPORTUNITY | TRANSPARENCY

Fintech South 2023 is a world-class summit with its nexus in Atlanta live and in-person, a global financial technology hub that is home to more than 200 fintech companies. The top 15 public fintech companies in Georgia alone generate more than \$100 billion in revenues. On September 12th & 13th, 2023, at the Georgia World Congress Center, we welcome fintech leaders from around the world for an amazing experience designed to help you make the most of the opportunities of the fintech evolution.



More than **1,000** attend FTS every year:
Speakers, sponsors, exhibitors, partners &
media

The attendee mix is diverse and represents various public and private sectors that include:

- Education
- Policy-makers
- Corporate C-level executives
- Up-and-coming and mid-level tech leaders
- A wide range of exhibitors who support and/or lead in Georgia's

780+



Attendees

342



Companies

54



Sponsors

4



Keynotes

82



Speakers

16



Content
Sessions

2



Hall of Fame
Inductees

1



Innovation
Challenge Winner

5



ADVANCE
Award Winners

A man with a beard, wearing a light-colored blazer over a white shirt and dark trousers, stands on a stage. He is holding a small object in his hands. Behind him is a large screen displaying abstract red and green patterns. To the left, a transparent podium and a microphone stand are visible. A semi-transparent white box with a dark border is overlaid on the image, containing the text.

Global fintech leaders take the mainstage for unforgettable keynotes and conversations.

PAST NOTABLE SPEAKERS



Barry McCarthy
Deluxe



Jamila Abston
EY



Peter Lopez
Microsoft



Kathryn Petralia
Kabbage



Johnson Cook
Greenlight



Sherri Haymond
Mastercard

2023 TENTATIVE DEEP-DIVE TRACKS



Top-tier speakers representing the top companies in fintech globally come together at Fintech South to provide insights on the most important trends and how to thrive.

[RELIABILITY]



Open Banking



Retail & E-Commerce



Banking Revolution



Fintech Sustainability



Web3, Blockchain & DAO

[OPPORTUNITY]



The Future of Fintech



Women in Fintech



The “tech” in Fintech:
Innovations in the Fintech Industry



Financial Health & Inclusion



The Future of Cryptocurrency



Evolution of Payments

[TRANSPARENCY]



Identity & Cyber



AI & Machine Learning:
Ethics in Fintech AI



Mobile Payments & Digital
Banking



Regulatory Technology



Big Data in Fintech

RECOGNIZING & CELEBRATING INNOVATION



Innovation Challenge

Our cohort of Georgia-based fintech startups participate in a special showcase event where the founders made their pitch and received candid feedback from an all-star group of fintech VCs. Then, at Fintech South, our top 3 finalists compete on the Mainstage for a **\$25,000 cash prize!**



ADVANCE Awards

The TAG Fintech ADVANCE award program recognizes innovative U.S. fintech companies with ties to Georgia. The award is designed for growth-stage to larger, more established firms.



Georgia Fintech Hall of Fame

Starting in 2010 with retired Synovus Financial Corporation Chairman and CEO Jimmy Blanchard, the Technology Association of Georgia's Fintech Society has honored industry leaders who paved the way for Atlanta to be the global fintech hub it is today.

The background image shows an exhibition booth. On the left, a man in a grey suit jacket is seen from the back, looking towards the center. In the center, a woman in a yellow blazer is standing. To her right, a man in a blue checkered shirt and glasses is gesturing with his hands while speaking. Behind them is a whiteboard with the text 'TREASURY PRIME' and a diagram. To the right of the whiteboard is a tall blue banner with a logo and the word 'Office'. In the foreground, there are several white mugs with 'Build on' and 'Bank on' text, and a bottle of Minute Maid orange juice on a table.

Innovation Alley

*This exhibition showcases more than **50 companies**,
representing a wide array of technology
innovators, supporters and partners*



*Join us for an **unforgettable,**
immersive and inspiring conference
that connects technology executives,
innovators, leaders throughout **the**
fintech ecosystem in Georgia and
beyond.*



SPONSORSHIP OPPORTUNITIES

UPDATED 4/5/2023



TITLE SPONSOR \$55,000

EXCLUSIVE

SOLD

Join TAG in hosting Fintech South 2023 as the Title Sponsor with exclusive sponsorship benefits and access. As Title Sponsor, your company will be promoted prior, during and post event capitalizing on all promotional marketing of Fintech South.

Brand Awareness

- Logo on Reserved Tables
- Logo on signage
- Logo on event website
- Logo on event registration page
- Logo on eblast communications
- Logo on Registration signage
- Logo on all videos produced for the event (including Promo, Kick-Off, and Highlight videos)
- Logo on Event Thank You email
- General Session Promo Video (3 min or less)

Media/PR

- Inclusion as a co-host of the event with TAG
- Recognition in 4 TAG social posts
- Inclusion in PR and Marketing Collateral

Thought Leadership

- Speaking Opportunity on Main Stage giving introductory remarks
- 1 Individual speaker placement (topic, speaker and format in coordination with Content Chair)

Access to the event

- Two Reserved Tables (20 passes)

Lead Generation

- 1 Exhibit Space (10X10 Space)
- Access to the attendee list post event (pdf format - including name, title, company)

Platinum

PLATINUM SPONSOR \$45,000

3 OF 3 AVAILABLE

Be one of our Platinum Sponsors at Fintech South 2023 and take advantage of prime placement in promoting the event and marketing your brand to 1,300 Fintech professionals across multiple industries. As Platinum Sponsor, your company will be recognized in the ballroom where all attendees will be located for both days of content and festivities with keynote speakers, top innovative companies, and awards presentations.

Brand Awareness

- Logo on Reserved Tables
- Logo on signage
- Logo on event website
- Logo on eblast communications
- General Session Promo Video (1 min or less)

Media/PR

- Inclusion in PR and Marketing Collateral

Thought Leadership

- Speaking Opportunity on Main Stage giving introductory remarks
- 1 Individual speaker placement (topic, speaker and format in coordination with Content Chair)

Access to the event

- Two Reserved Tables (20 passes)

Lead Generation

- 1 Exhibit Space (6ft Table)
- Access to the attendee list post event (pdf format - including name, title, company)

Platinum

THEME SPONSORS \$35,000

3 AVAILABLE

Be one of our Platinum Sponsors at Fintech South 2023 and take advantage of prime placement in promoting the event and marketing your brand to 1,200 tech professionals across multiple industries. As the Theme Platinum Sponsor all sessions under the **Reliability | Opportunity | Transparency** theme will be powered by your company and will provide superior branding throughout the event.

RELIABILITY Sponsor

Brand Awareness

- Overall "THEME" Theme sponsor for the entire event
- Logo on Reserved Tables
- Logo on signage
- Logo on event website
- Logo on event registration page
- Logo on eblast communications
- General Session Promo Video (1 min or less)

Media/PR

- Recognition in 1 TAG social post

OPPORTUNITY Sponsor

Thought Leadership

- Speaking Opportunity on Main Stage giving introductory remarks
- 1 Individual speaker placement (topic, speaker and format in coordination with Content Chair)

Access to the event

- Two Reserved Tables (20 passes)
- 2 Passes to VIP Session

Lead Generation

- 1 Exhibit Space (6ft Table)
- Access to the attendee list post event (pdf format - including name, title, company)

TRANSPARENCY Sponsor



***Speaking opportunities can be introducing a keynote speaker or serving on a panel; DOES NOT guarantee a role as keynote speaker*

Gold

GOLD SPONSOR \$30,000

2 OF 3 AVAILABLE

Be one of our Gold Sponsors at Fintech South 2023 and take advantage of prime placement in promoting the event and marketing your brand to 1,200 tech professionals across multiple industries. As the Main Stage Gold Sponsor, the Main Stage will be referred to as (your company) Main Stage in the ballroom where all attendees will be located for both days of content and festivities with keynote speakers, top innovative companies, and awards presentations.

Brand Awareness

- Logo on Reserved Tables
- Logo on signage
- Logo on event website
- Logo on event registration page
- Logo on eblast communications
- Logo on Registration signage
- General Session Promo Video (1 min or less)

Media/PR

- Recognition in 1 TAG social post
- Inclusion in PR and Marketing Collateral

Thought Leadership

- Speaking Opportunity on Main Stage giving introductory remarks
- 1 Individual speaker placement (topic, speaker and format in coordination with Content Chair)

Access to the event

- Two Reserved Tables (20 passes)

Lead Generation

- 1 Exhibit Space (6ft Table)
- Access to the attendee list post event (pdf format - including name, title, company)

Gold

KICKOFF RECEPTION SPONSOR \$30,000

EXCLUSIVE

Welcoming remarks during the Kickoff Reception with Live Entertainment

Brand Awareness

- Logo branding at the venue, in all marketing for the Kickoff Reception
- Logo on event website
- Opportunity to provide branded tableware such as cups, as well as other branded marketing materiel (i.e.. Keychains, pens etc.) to be used during reception

Thought Leadership

- Speaking opportunity at Kickoff reception to welcome everyone

Access to the event

- Two Reserved Tables (20 passes)

Lead Generation

- 1 Exhibit Space (6ft Table)
- Access to the attendee list post event (pdf format - including name, title, company)



***Speaking opportunities can be introducing a keynote speaker or serving on a panel; DOES NOT guarantee a role as keynote speaker*

Gold

INNOVATION CHALLENGE SPONSOR \$30,000

2 OF 3 AVAILABLE

Brand Awareness

- Logo on Reserved Tables
- Logo on signage
- Logo on event website
- General Session Promo Video (1 min or less)

Media/PR

- Inclusion in PR and Marketing Collateral
- Inclusion on Press Release(s) for Innovation Challenge

Thought Leadership

- Speaking Opportunity on Main Stage giving introductory remarks
- Judging/Mentor Role on Innovation Challenge
- 1 Individual speaker placement (topic, speaker and format in coordination with Content Chair)

Access to the event

- Two Reserved Tables (20 passes)
- 2 Passes to VIP Session

Lead Generation

- 1 Exhibit Space (6ft Table)
- Access to the attendee list post event (pdf format - including name, title, company)



***Speaking opportunities can be introducing a keynote speaker or serving on a panel; DOES NOT guarantee a role as keynote speaker*

Gold

ADVANCE AWARDS SPONSOR \$30,000

2 OF 2 AVAILABLE

Brand Awareness

- Logo on Reserved Tables
- Logo on signage
- Logo on event website
- General Session Promo Video (1 min or less)

Media/PR

- Inclusion in PR and Marketing Collateral
- Inclusion on Press Release(s) for Innovation Challenge

Thought Leadership

- Speaking Opportunity on Main Stage giving introductory remarks
- Judging Role on Advance Awards
- 1 Individual speaker placement (topic, speaker and format in coordination with Content Chair)

Access to the event

- Two Reserved Tables (20 passes)

Lead Generation

- 1 Exhibit Space (6ft Table)
- Access to the attendee list post event (pdf format - including name, title, company)



***Speaking opportunities can be introducing a keynote speaker or serving on a panel; DOES NOT guarantee a role as keynote speaker*

Gold

INNOVATION ALLEY SPONSOR \$25,000

EXCLUSIVE

Brand the Innovation Alley area with your company's logo and be a part of the innovative technology being showcased by Innovative Companies.

Brand Awareness

- Logo on Reserved Tables
- Logo on signage
- Logo on event website

Thought Leadership

- 1 Individual speaker placement (topic, speaker and format in coordination with Content Chair)

Access to the event

- One Reserved Table (10 passes)

Lead Generation

- 1 Exhibit Space (10X10 Space)
- Access to the attendee list post event (pdf format - including name, title, company)

Silver

C-LEVEL RECEPTION SPONSOR \$20,000

EXCLUSIVE

Brand Awareness

- Logo on Reserved Tables
- Logo on signage
- Logo on event website
- Logo on event registration page
- Logo on eblast communications
- Logo on Registration signage
- Opportunity to provide up to two additional banner stand signs & branding material (company must provide)

Thought Leadership

- Speaking Opportunity in VIP Session**
- Opportunity to suggest speakers for VIP Session content consideration
- VIP invite list consisting of silver level sponsors and above, speakers, TAG board of directors, and C-Level executives and other VIP's

Access to C-Level Reception

- 10 Passes to C-Level Reception

Access to the event

- One Reserved Table

Lead Generation

- 1 Exhibit Space (6ft Table)
- Access to the attendee list post event (pdf format - including name, title, company)
- Access to final VIP Invite List (name, title, company)

Silver

BREAKOUT SESSION LEAD SPONSOR \$20,000

8 OF 12 AVAILABLE

Brand Awareness

- Logo on signage
- Logo on event website
- Breakout Session Promo Video (2 min or less)

Thought Leadership

- Speaking Opportunity in Breakout Session giving welcome or intro remarks (3 min or less)
- 1 Individual speaker placement (topic, speaker and format in coordination with Content Chair)

Access to the event

- 10 Event Passes

Lead Generation

- Access to the attendee list post event (pdf format - including name, title, company)

Silver

LUNCH SPONSOR \$17,500

2 OF 2 AVAILABLE

Brand Awareness

- Logo on signage
- Logo on event website
- General Session Promo Video (1 min or less)

Thought Leadership

- 1 Individual speaker placement (topic, speaker and format in coordination with Content Chair)

Access to the event

- 10 Event Passes

Lead Generation

- 1 Exhibit Space (6ft Table)
- Access to the attendee list post event (pdf format - including name, title, company)

Silver

FUTURE TALENT SPONSOR \$15,000

1 AVAILABLE

Recognized for sponsoring 20 USG or TCSG students who are following a Fintech to attend Fintech South – (Fintech emphasis – Future leaders)

Brand Awareness

- Logo on signage
- Logo on event website
- Logo on event registration page
- Logo on eblast communications
- Sponsor of Fintech Innovation Award

Access to the event

- One Reserved Tables (10 passes)
- 2 Passes to VIP Session

Lead Generation

- 1 Exhibit Space (6ft Table)
- Access to the attendee list post event (pdf format - including name, title, company)

Silver

MEDIA SPONSOR \$15,000

EXCLUSIVE

Brand Awareness

- Logo on signage
- Logo on event website
- General Session Promo video (1 min or less)

Thought Leadership

- 1 Individual speaker placement (topic, speaker and format in coordination with Content Chair)
- 1 live interview with a C-Level Executive for a segment on our live radio show

Access to the event

- 10 Event Passes

Lead Generation

- 1 Exhibit Space adjacent to Media Table
- Access to the attendee list post event (pdf format - including name, title, company)

Silver

BREAKOUT SESSION CONTRIBUTOR SPONSOR \$15,000

12 OF 12 AVAILABLE

Brand Awareness

- Logo on signage
- Logo on event website

Thought Leadership

- 1 Individual speaker placement (topic, speaker and format in coordination with Content Chair)

Access to the event

- 10 Event Passes

Lead Generation

- Access to the attendee list post event (pdf format - including name, title, company)



***Speaking opportunities can be introducing a keynote speaker or serving on a panel; DOES NOT guarantee a role as keynote speaker*

Bronze

SPEAKER GIFT SPONSOR \$10,000

(1 AVAILABLE)

Brand Awareness

- Logo mention on speaker gifts to be provided by TAG or opportunity for sponsor to provide speaker gifts (~100 speakers)

Logo Placement

- Event Website

Access to the event

- 6 Event Passes

Lead Generation

- 1 Exhibit Space (6ft Table)
- Access to the attendee list post event (pdf format - including name, title, company)

Bronze

EXHIBITOR SPONSOR \$9,000

MULTIPLE AVAILABLE

Brand Awareness

- Logo on signage
- Logo on event website

Access to the event

- 8 Event Passes

Lead Generation

- 1 Exhibit Space (6ft Table)
- Access to the attendee list post event (pdf format - including name, title, company)

Bronze

MEETING LOUNGE SPONSOR \$8,000

(1 OF 2 AVAILABLE)

Brand Awareness

- Logo on signage
- Opportunity to bring in additional signage with company branding (such as table tent cards, pop-up signs, cocktail napkins)

Logo Placement

- Event Website
- Lounge TV Screens

Access to the event

- 6 Event Passes

Lead Generation

- 1 Exhibit Space (6ft Table)
- Access to the attendee list post event (pdf format - including name, title, company)

Bronze

Registration Sponsor \$7,500

Exclusive

Brand Awareness

- Logo on signage
- Logo on event website
- Logo on Registration Page

Access to the event

- 10 Event Passes

Lead Generation

- Access to the attendee list post event (pdf format - including name, title, company)

Video Sponsor \$7,500

Exclusive

Brand Awareness

- Logo on signage
- Logo on event website
- Logo on all event videos

Access to the event

- 10 Event Passes

Lead Generation

- Access to the attendee list post event (pdf format - including name, title, company)

Bronze

Social Media Sponsor \$7,500

Exclusive

Brand Awareness

- Logo on signage
- Logo on event website

Media/PR

- Recognition in 4 TAG Social posts

Access to the event

- 10 Event Passes

Lead Generation

- Access to the attendee list post event (pdf format
- including name, title, company)

Charging Station Sponsor \$7,500

Exclusive

Brand Awareness

- Logo on signage
- Logo on event website

Access to the event

- 10 Event Passes

Lead Generation

- Access to the attendee list post event (pdf format
- including name, title, company)

Affinity

SOLD

Swag Bag Sponsor \$6,250

Exclusive

Corporate Sponsor \$6,250

Community Sponsor \$3,125

Brand Awareness

- Logo on signage
- Logo on event website
- Logo on SWAG Bag

Access to the event

- 10 Event Passes

Lead Generation

- Access to the attendee list post event (pdf format - including name, title, company)

Brand Awareness

- Logo on event website
- Logo on Signage

Access to the event

- 10 Event Passes

Lead Generation

- Access to the attendee list post event (pdf format - including name, title, company)

Brand Awareness

- Logo on event website

Access to the event

- 5 Event Passes

Lead Generation

- Access to the attendee list post event (pdf format - including name, title, company)

Affinity

Print Sponsor \$6,000

Exclusive

Brand Awareness

- Logo on event website

Access to the event

- 4 Event Passes

Lead Generation

- Access to the attendee list post event (pdf format - including name, title, company)

SOLD

Lanyard Sponsor \$4,000

Exclusive

Brand Awareness

- Logo on event website
- Logo with Fintech South logo on event lanyard

Access to the event

- 3 Event Passes

Lead Generation

- Access to the attendee list post event (pdf format - including name, title, company)

Staff Shirt Sponsor \$3,000

Exclusive

Brand Awareness

- Logo on event website
- Logo with Fintech South logo on staff t-shirts

Access to the event

- 2 Event Passes

Lead Generation

- Access to the attendee list post event (pdf format - including name, title, company)

International Pavilion

Consulate Company Pavilion \$25,000 *(Up to 5 companies)*

Brand Awareness

- 5 – 6ft Tables with 2 Chairs*
- Logo of Consulate on the website
- Logos of country companies on website
- Silver sponsor branding at the venue, in all marketing for the Fintech South event website

Access to the event

- 20 passes to event for Consulate and Company Representatives**

Lead Generation

- Access to the attendee list post event (pdf format - including name, title, company)

Consulate Company Pavilion \$15,000 *(Up to 3 companies)*

Brand Awareness

- 3 – 6ft Tables with 2 Chairs*
- Logo of Consulate on the website
- Logos of country companies on website
- Bronze sponsor branding at the venue, in all marketing for the Fintech South event website

Access to the event

- 12 passes to event for Consulate and Company Representatives**

Lead Generation

- Access to the attendee list post event (pdf format - including name, title, company)

Consulate Pavilion \$7,500

Brand Awareness

- 6ft Table with 2 Chairs*
- Logo of Consulate on the website

Access to the event

- 5 passes to event for Consulate and Company Representative**

Lead Generation

- Access to the attendee list post event (pdf format - including name, title, company)