



# FINTECH LIVES HERE



**WOODRUFF ARTS CENTER | ATLANTA**  
**August 27-28, 2024**



# What is Fintech South?

Fintech South is the largest event in the South showcasing the best of financial technology from around the world. Join 1,000+ fintech leaders for a two-day celebration of innovation in ATL, home of 70% of all payment transactions and 200+ fintech companies.

Fintech South is produced and hosted by the Technology Association of Georgia (TAG) celebrating its 25th anniversary.



# Our Mission & Vision

## Mission

Fintech South is a global community and platform with its nexus in Atlanta. This annual event drives successful outcomes for all its fintech stakeholders and is a catalyst for a more inclusive, efficient financial system.

## Vision

To bring together global fintech leaders for one of the world's best fintech events - hosted by TAG for the benefit of the Georgia - with an innovative design that combines business-building, learning, and shared cultural experiences that embrace Atlanta's unique diversity, creativity, and favorable business climate.



# Who Attends Fintech South

Senior executives from across the ecosystem convene each year at Fintech South - fintech startups and investors, financial institutions, tech solution providers, professional services, policymakers, academia, media, and more.



# Deep Dive Content Tracks

Agenda sessions that take a deeper look at the trends shaping the future of financial services.

**AI**

**The Rise of Generational AI:**  
Navigating a New Era in Financial Services

**BANKING**

**Journey to the Planet of the APIs:**  
Opportunities in Open & Embedded Finance

**PAYMENTS**

**Modernizing Payments:**  
Instant, Interoperable, and Everywhere

**COMMERCE**

**Omnichannel Commerce:**  
Unpacking the Future of Shopping

**LENDING**

**Credit Where Credit is Due:**  
Innovations Driving the Future of Lending

**IDENTITY**

**The Technology of Trust:**  
Cybersecurity, Identity & Fighting Financial Crime

**REGULATION**

**Walking the Regulatory Tightrope:**  
Balancing Innovation & Consumer Protection

**WEALTH**

**Wealthtech & Welltech:**  
Empowering Financial & Personal Well-Being

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

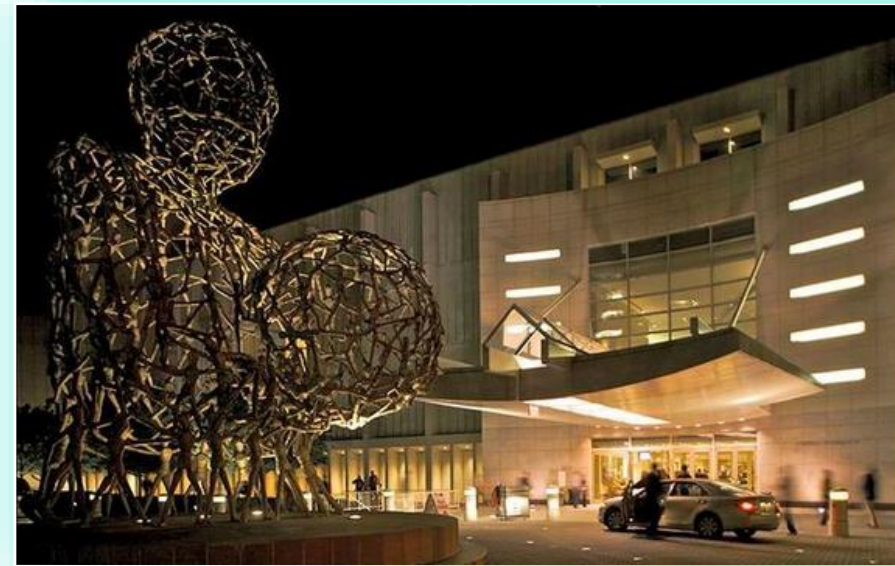
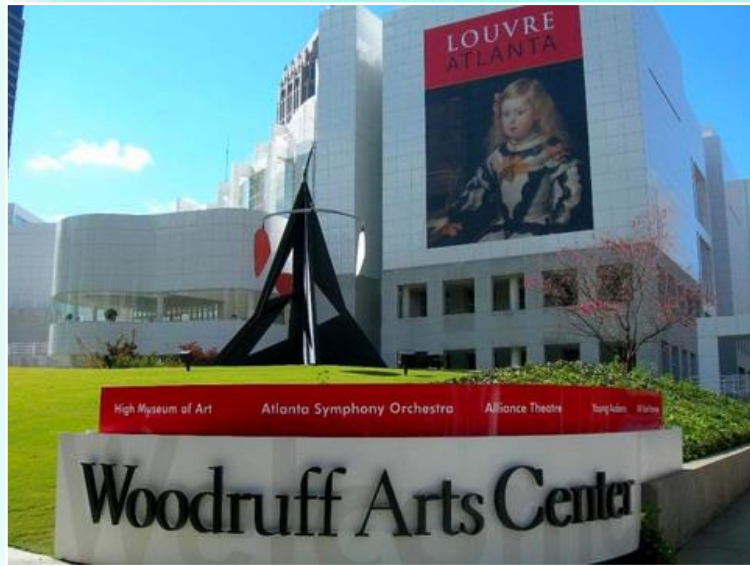


## Georgia Fintech Hall of Fame

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.



# Spectacular New Location



# Breakout Spaces



**CenterSpace**



**Center Room**



**Carr Room**



# Networking & Exhibit Spaces



**Azadi Galleria**

# VIP Spaces



**The Robert Shaw Room**



**Delta Lounge**

# Innovation Alley

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

# Why Sponsor Fintech South

**Enhanced Access** to hundreds of executives from top banks, leading payments companies, fintechs, investors, technology providers, and policymakers.

**Brand Awareness** that helps you stand out at the largest fintech event in the South.

**Lead Generation** via our newly reimagined expo and state-of-the-art mobile app.

**Thought Leadership** across thematic Deep Dive tracks, several beautifully appointed content theaters, and innovative new content formats.

**Media Opportunities** from leading national and local fintech media outlets.



# Diamond Title Sponsor

\$75,000 / EXCLUSIVE

**Exclusive Title Sponsor for Fintech South.** Elite sponsor branding prior to and during the event including ***“Fintech South, Presented by [Title Sponsor]”***, elite main floor 10x10 exhibit space, speaking roles, on the website and on-site signage. Includes VIP Club access.

## Access

- 25 conference passes for sponsor's staff or guests
- 10 of these passes include access to the VIP Club

## Brand Awareness

- Logo on event website
- Top-tier on-site branding including logo on signage
- Recognition as Title Sponsor in pre-event press release
- Recognition as a Title Sponsor in 4 TAG social media posts
- General session promo video (3 minute or less) to be provided by the sponsor

## Thought Leadership

- Brief opening remarks in the Day 1 general session in coordination with TAG
- 2 guaranteed speaking roles - topic, speakers, and format in coordination with TAG

## Lead Generation

- Elite main floor exhibit space (10 x 10)
- Access to the full attendee list post-event - name, title, and company



# Platinum VIP Club Sponsor

\$50,000 / EXCLUSIVE

**Exclusive sponsor for the Fintech South VIP Club** located in the beautifully furnished Delta Lounge. Top-tier sponsor branding prior to and during the event including in the VIP Lounge, premier main floor 10x10 exhibit space, speaking roles, on the website and on-site signage. Includes VIP Club access.

## Access

- 20 conference passes for sponsor's staff or guests
- 10 of these passes include access to the VIP Club

## Brand Awareness

- Logo on event website
- Top-tier on-site branding including logo on signage
- Logo in the VIP Club and the opportunity to bring in your own swag, collateral, or activation. Possibility to brand name the room in coordination with TAG
- Recognition as a Platinum Sponsor in 2 TAG social media posts
- General session promo video (1 minute or less) to be provided by the sponsor

## Thought Leadership

- 2 guaranteed speaking roles - topic, speakers, and format in coordination with TAG

## Lead Generation

- Premier main floor exhibit space (10 x 10)
- Access to the full attendee list post-event - name, title, and company



# Platinum Industry Night Party Sponsor

\$50,000 / EXCLUSIVE

**Exclusive sponsor for the Fintech South Industry Night Party.** Top-tier sponsor branding prior to and during the event including at the Industry Night Party, premier main floor 10x10 exhibit space, speaking roles, on the website and on-site signage. Includes VIP Club access.

## Access

- 20 conference passes for sponsor's staff or guests
- 5 of these passes include access to the VIP Club

## Brand Awareness

- Logo on event website
- Top-tier on-site branding including logo on signage
- Logo at the Industry Night Party and the opportunity to bring in your own swag, collateral, or activation
- Recognition as a Platinum Sponsor in 2 TAG social media posts
- General session promo video (1 minute or less) to be provided by the sponsor

## Thought Leadership

- Brief opening remarks at the Industry Night Party in coordination with TAG
- 1 guaranteed speaking role - topic, speakers, and format in coordination with TAG

## Lead Generation

- Premier main floor exhibit space (10 x 10)
- Access to the full attendee list post-event - name, title, and company



# Gold Networking Lounge Sponsor

\$35,000 / 2 available

**Sponsor a Fintech South Networking Lounge** located in the beautifully furnished Galleria alcoves. Premier sponsor branding prior to and during the event including in the Networking Lounges, premier 10x10 exhibit space, speaking roles, on the website and on-site signage. Includes VIP Club access.

## Access

- 15 conference passes for sponsor's staff or guests
- 2 of these passes include access to the VIP Club

## Brand Awareness

- Logo on event website
- Premier on-site branding including logo on signage
- Logo in the Networking Lounge and the opportunity to bring in your own swag, collateral, or activation. Possibility to brand name the room in coordination with TAG
- Recognition as a Gold Sponsor in 1 TAG social media post
- General session promo video (1 minute or less) to be provided by the sponsor

## Thought Leadership

- 1 guaranteed speaking role - topic, speakers, and format in coordination with TAG

## Lead Generation

- Premier networking lounge floor exhibit space (10 x 10)
- Access to the full attendee list post-event - name, title, and company





# Gold Innovation Challenge Sponsor

\$35,000 / 2 available

**Sponsor the Fintech South Innovation Challenge** showcasing early-stage Georgia-based startups. Premier sponsor branding prior to and during the event including Innovation Challenge events, premier exhibit space, speaking roles, on the website and on-site signage. Includes VIP Club access.

## Access

- 15 conference passes for sponsor's staff or guests
- 2 of these passes include access to the VIP Club

## Brand Awareness

- Logo on event website
- Premier on-site branding including logo on signage
- Recognition as a Gold Sponsor in 1 TAG social media post
- Recognition in Innovation Challenge press
- General session promo video (1 minute or less) to be provided by the sponsor

## Thought Leadership

- Brief opening remarks at Innovation Challenge pitch finals in coordination with TAG
- Serve as a judge or mentor for the Innovation Challenge program that runs prior to Fintech South
- 1 additional guaranteed speaking role - topic, speakers, and format in coordination with TAG

## Lead Generation

- Premier main floor exhibit space (6 foot table)
- Access to the full attendee list post-event - name, title, and company



# Gold ADVANCE Awards Sponsor

\$30,000 / EXCLUSIVE

**Exclusive sponsor for TAG's ADVANCE Awards Program** recognizing later-stage companies with Georgia ties. Premier sponsor branding prior to and during the event including Awards ceremony, premier exhibit space, speaking roles, on the website and on-site signage. Includes VIP Club access.

## Access

- 15 conference passes for sponsor's staff or guests
- 2 of these passes include access to the VIP Club

## Brand Awareness

- Logo on event website
- Premier on-site branding including logo on signage
- Recognition as a Gold Sponsor in 1 TAG social media post
- Recognition in ADVANCE Awards press
- General session promo video (1 minute or less) to be provided by the sponsor

## Thought Leadership

- Brief opening remarks at ADVANCE Awards ceremony in coordination with TAG
- Serve as a judge for the ADVANCE Awards selection committee
- 1 additional guaranteed speaking role - topic, speakers, and format in coordination with TAG

## Lead Generation

- Premier main floor exhibit space (6 foot table)
- Access to the full attendee list post-event - name, title, and company



# Gold Fintech Hall of Fame Sponsor

\$30,000 / EXCLUSIVE

**Exclusive sponsor for TAG's Georgia Fintech Hall of Fame Honoree.** Premier sponsor branding prior to and during the event – including Hall of Fame induction ceremony, premier exhibit space, speaking roles, on the website and on-site signage. Includes VIP Club access.

## Access

- 15 conference passes for sponsor's staff or guests
- 2 of these passes include access to the VIP Club

## Brand Awareness

- Logo on event website
- Premier on-site branding including logo on signage
- Recognition as a Gold Sponsor in 1 TAG social media post
- Inclusion in Georgia Fintech Hall of Fame press
- General session promo video (1 minute or less) to be provided by the sponsor

## Thought Leadership

- Brief opening remarks at Hall of Fame induction ceremony in coordination with TAG
- Meet and greet with the Georgia Fintech Hall of Fame honoree
- 1 additional guaranteed speaking role - topic, speakers, and format in coordination with TAG

## Lead Generation

- Premier main floor exhibit space (6 foot table)
- Access to the full attendee list post-event - name, title, and company



# Silver Future Talent Sponsor

\$25,000 / 2 available

**Sponsor Fintech South attendance by 25 Georgia university students (50 total)** via the Georgia Fintech Academy. Sponsor branding prior to and during the event including t-shirts worn by students, premier exhibit space, speaking roles, on the website and on-site signage. Includes VIP Club access.

## Access

- 10 conference passes for sponsor's staff or guests
- 1 of these passes includes access to the VIP Club

## Brand Awareness

- Logo on event website
- On-site branding including logo on signage
- Logo on the t-shirts worn by the students

## Thought Leadership

- Brief opening remarks with the Executive Director of the Georgia Fintech Academy to recognize the students in coordination with TAG
- Meet and greet with the Georgia university students attending Fintech South
- 1 additional guaranteed speaking role - topic, speakers, and format in coordination with TAG

## Lead Generation

- Standard exhibit space (6 foot table)
- Access to the full attendee list post-event - name, title, and company



# Silver Deep Dive Track Sponsor

## Main Stage

\$25,000 / 3 available

**Host for a Fintech South Deep Dive content track on Main Stage.** Sponsor branding prior to and during the event – including in the sponsored track, premier exhibit space, speaking roles, on the website and on-site signage. Includes VIP Club access.

### Access

- 10 conference passes for sponsor's staff or guests
- 1 of these passes includes access to the VIP Club

### Brand Awareness

- Logo on event website
- On-site branding including logo on signage
- Logo in the sponsored track on the Main Stage

### Thought Leadership

- Brief opening remarks for the sponsored Deep Dive track in coordination with TAG
- 1 dedicated session within the sponsored track - topic, speakers, and format curated by the sponsor in coordination with TAG

### Lead Generation

- Premier main floor exhibit space (6 foot table)
- Access to the full attendee list post-event - name, title, and company

# Silver Deep Dive Track Sponsor

\$20,000 / 5 available

**Host for a Fintech South Deep Dive content track.** Sponsor branding prior to and during the event including in the sponsored track, premier exhibit space, speaking roles, on the website and on-site signage. Includes VIP Club access.

## Access

- 10 conference passes for sponsor's staff or guests
- 1 of these passes includes access to the VIP Club

## Brand Awareness

- Logo on event website
- On-site branding including logo on signage
- Logo in the sponsored track

## Thought Leadership

- Brief opening remarks for the sponsored Deep Dive track in coordination with TAG
- 1 dedicated session within the sponsored track - topic, speakers, and format curated by the sponsor in coordination with TAG

## Lead Generation

- Standard exhibit space (6 foot table)
- Access to the full attendee list post-event - name, title, and company



# Bronze Coffee and Break Sponsor

\$17,500 / 3 available

**Sponsor for the Fintech South Coffee and Networking Breaks.** Sponsor branding prior to and during the event including at the coffee and break stations, on the website and on-site signage. Includes branding in and access to the luxurious Robert Shaw Room.

## Access

- 7 conference passes for sponsor's staff or guests
- All of these passes include access to the Robert Shaw Room

## Brand Awareness

- Logo on event website
- On-site branding including logo on signage
- Logo at the coffee and break stations
- Logo in the Robert Shaw Room and the opportunity to bring in your own swag, collateral, or activation.

## Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

## Lead Generation

- Access to the full attendee list post-event - name, title, and company



# Bronze Lunch Sponsor

\$17,500 / EXCLUSIVE

**Exclusive host for the Fintech South Lunch Reception on Day 2.** Sponsor branding prior to and during the event including at the lunch stations, on the website and on-site signage. Includes branding in and access to the luxurious Robert Shaw Room.

## Access

- 7 conference passes for sponsor's staff or guests
- All of these passes include access to the Robert Shaw Room

## Brand Awareness

- Logo on event website
- On-site branding including logo on signage
- Logo at the lunch stations
- Logo in the Robert Shaw Room and the opportunity to bring in your own swag, collateral, or activation.

## Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

## Lead Generation

- Access to the full attendee list post-event - name, title, and company



# Bronze Speakers Salon Sponsor

\$15,000 / EXCLUSIVE

**Exclusive host for the Fintech South Speakers Salon** where our 125+ high-profile speakers will check-in prior to going on stage. Sponsor branding prior to and during the event including in the Speakers Salon, on the website and on-site signage.

## Access

- 7 conference passes for sponsor's staff or guests

## Brand Awareness

- Logo on event website
- On-site branding including logo on signage
- Logo in the Speakers Salon and the opportunity to bring in your own swag, collateral, or activation. Possibility to brand name the room in coordination with TAG

## Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

## Lead Generation

- Access to the full attendee list post-event - name, title, and company



# Bronze CenterSpace Sponsor

\$15,000 / EXCLUSIVE

**Exclusive host for the Fintech South Meetings Space** in the beautiful CenterSpace room available to all conference attendees for networking, meetings, and breaks. Sponsor branding prior to and during the event including in the Meetings Space, on the website and on-site signage.

## Access

- 7 conference passes for sponsor's staff or guests

## Brand Awareness

- Logo on event website
- On-site branding including logo on signage
- Logo in the CenterSpace and the opportunity to bring in your own swag, collateral, or activation. Possibility to brand name the room in coordination with TAG

## Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

## Lead Generation

- Access to the full attendee list post-event - name, title, and company



# Bronze Registration Sponsor

\$15,000 / EXCLUSIVE

**Exclusive sponsor for Fintech South Registration** including on the website registration page and conference check-in kiosks. Sponsor branding prior to and during the event including on the website and on-site signage.

## Access

- 7 conference passes for sponsor's staff or guests

## Brand Awareness

- Logo on event website
- On-site branding including logo on signage
- Logo on the website registration page and the conference check-in kiosks

## Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

## Lead Generation

- Access to the full attendee list post-event - name, title, and company



# Bronze Mobile App Sponsor

\$15,000 / EXCLUSIVE

**Exclusive sponsor for the Fintech South Mobile App** for attendees to view the conference agenda, event announcements, and schedule meetings with other attendees. Sponsor branding prior to and during the event including on the mobile app, website and on-site signage.

## Access

- 7 conference passes for sponsor's staff or guests

## Brand Awareness

- Logo on event website
- On-site branding including logo on signage
- Logo on the mobile app

## Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

## Lead Generation

- Access to the full attendee list post-event - name, title, and company



# Bronze Swag Bag Sponsor

\$12,500 / EXCLUSIVE

**Exclusive sponsor for the Fintech South Swag Bag** provided to all conference attendees. Sponsor branding prior to and during the event including on the swag bag and one promotional item, the website and on-site signage.

## Access

- 7 conference passes for sponsor's staff or guests

## Brand Awareness

- Logo on event website
- On-site branding including logo on signage
- Logo on the swag bag and the opportunity to place one promotion item in the bag

## Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

## Lead Generation

- Access to the full attendee list post-event - name, title, and company



# Bronze Charging Station Sponsor

\$12,500 / EXCLUSIVE

**Exclusive sponsor for the Fintech South Charging Station** available to all conference attendees and located throughout the conference venue. Sponsor branding prior to and during the event including on the charging stations, website and on-site signage.

## Access

- 7 conference passes for sponsor's staff or guests

## Brand Awareness

- Logo on event website
- On-site branding including logo on signage
- Logo on the charging station

## Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

## Lead Generation

- Access to the full attendee list post-event - name, title, and company



# Bronze Hydration Station Sponsor

\$12,500 / EXCLUSIVE

**Exclusive sponsor for the Fintech South Hydration Station** available to all conference attendees and located throughout the conference venue. Sponsor branding prior to and during the event including on the hydration station, website and on-site signage.

## Access

- 7 conference passes for sponsor's staff or guests

## Brand Awareness

- Logo on event website
- On-site branding including logo on signage
- Logo on the hydration station

## Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

## Lead Generation

- Access to the full attendee list post-event - name, title, and company



# Affinity Exhibitor + Pitch Presenter

\$10,000 / 10 available

**Exhibitor sponsor at Fintech South and 1 of 10 Pitch Presenters** with sponsor branding prior to and during the event including an exhibit space, the website and on-site signage. Includes a 15-minute pitch presentation on Fintech South's new "Cool Stuff + Hot Seat" stage on Day 2.

## Access

- 5 conference passes for sponsor's staff or guests

## Brand Awareness

- Logo on event website
- On-site branding including logo on signage

## Thought Leadership

- Pitch presentation on our new "Cool Stuff + Hot Seat" stage in the Azadi Galleria on Day 2

**Format:** 10-minute presentation to present the sponsor's "Cool Stuff" + 5-minutes on the "Hot Seat" to respond to questions sourced from the audience

## Lead Generation

- Standard exhibit space (6 foot table)
- Access to the full attendee list post-event - name, title, and company





# Affinity Lanyard Sponsor

SOLD OUT

**Exclusive sponsor for the Fintech South Lanyard** provided to all conference attendees. Sponsor branding prior to and during the event including on the Lanyard, the website and on-site signage.

## Access

- 3 conference passes for sponsor's staff or guests

## Brand Awareness

- Logo on event website
- On-site branding including logo on signage
- Logo on the lanyard

## Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

## Lead Generation

- Access to the full attendee list post-event - name, title, and company

# Affinity Exhibitor Sponsor

\$7,500 / 5 available

**Exhibitor sponsor at Fintech South** with sponsor branding prior to and during the event including an exhibit space, the website and on-site signage.

## Access

- 5 conference passes for sponsor's staff or guests

## Brand Awareness

- Logo on event website
- On-site branding including logo on signage

## Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

## Lead Generation

- Standard exhibit space (6 foot table)
- Access to the full attendee list post-event - name, title, and company

# Affinity Corporate Sponsor

\$6,000 / 8 of 10 available

**Corporate sponsor of Fintech South** with sponsor branding prior to and during the event on the website and on-site signage.

## Access

- 5 conference passes for sponsor's staff or guests

## Brand Awareness

- Logo on event website
- On-site branding including logo on signage

## Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

## Lead Generation

- Access to the full attendee list post-event - name, title, and company



# Affinity TAG Fintech Society Sponsor

\$4,500 / 10 available

**Corporate sponsor of Fintech South** with sponsor branding prior to and during the event on the website and on-site signage.

## Access

- 3 conference passes for sponsor's staff or guests

## Brand Awareness

- Logo on event website
- Logo on TAG Fintech Society website

## Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

## Lead Generation

- Access to the full attendee list post-event - name, title, and company



# Affinity Staff Shirt Sponsor

\$4,500 / EXCLUSIVE

**Community sponsor of Fintech South** with sponsor branding prior to and during the event on the website.

## Access

- 3 conference passes for sponsor's staff or guests

## Brand Awareness

- Logo on event website
- Logo on staff shirts

## Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

## Lead Generation

- Access to the full attendee list post-event - name, title, and company



# Affinity Community Sponsor

\$3,500 / 9 of 10 available

**Community sponsor of Fintech South** with sponsor branding prior to and during the event on the website.

## Access

- 3 conference passes for sponsor's staff or guests

## Brand Awareness

- Logo on event website

## Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

## Lead Generation

- Access to the full attendee list post-event - name, title, and company



# Contact for Sponsorship

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# Contact for Content

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Fintech South 2024

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