Who We Are

The Innovative Payments Association ("IPA") is a trade organization that serves as the leading voice of the electronic payments sector, including prepaid products, mobile wallets, and person-to-person (P2P) technology for consumers, businesses and governments at all levels. The IPA's goal is to encourage efficient use of electronic payments, cultivate financial inclusion through educating and empowering consumers, represent the industry before legislative and regulatory bodies, and provide thought leadership.
What We Do

THE IPA EXISTS FOR COMPANIES AND PROFESSIONALS LIKE YOU

Educate

We give stakeholders – consumers, government, businesses, third-parties, and the media – the tools and knowledge they need to make the most of prepaid.

Advocate

We advocate for benefits of the prepaid industry by working for fair regulations, fair media coverage, and prepaid’s fair share of attention from decision-makers.

Promote

We promote the unique value of prepaid payments for anyone who needs to make a payment, whether it be consumers, businesses, government agencies, or even devices.
IPA provides the opportunity to connect with peers and prospects throughout the industry through regularly scheduled and special calls, meetings, and webinars. The Association is committed to facilitating communication that grows the industry.

IPA provides programming like the Power of Prepaid, webinars, and newsletters to help industry members learn what they need to become more effective at their jobs.

IPA has successfully advocated for the industry in the face of potentially harmful regulations at both the state and federal levels. We continue that work every day both through direct action and helping other groups and companies formulate strategies.
Our Members Span the Payments Value Chain
Principal Members
Benefits of Membership
ADVOCACY: REGULATORY WINS FOR MEMBERS AND THE INDUSTRY

Federal

• Extended Effective Date (on two occasions) of CFPB Final Prepaid Accounts Rule. The current Effective Date is April 1, 2019.
• Changes to the application of Reg. E to Unregistered and Unverified Card Requirements.
• Advocated for “forced-pay” transaction exemption in final rule.

State

• Uniform Law Commission’s Unclaimed Property Act – 3 yr. waiting period for Payroll Cards
• New York Payroll Regulations – 3 comment letters influencing the rule
• Money Transmitter Legislation/Regulations – Opposing taxes on transactions

Members help to define and win these battles for a better environment for prepaid.
ADVOCACY: REGULATORY CHALLENGES CONTINUE FOR THE INDUSTRY

Federal
- FDIC’s Brokered Deposits FAQs
- Attempts to amend definition of “prepaid access” and classify prepaid products as “monetary instruments.”

State
- Unclaimed Property Legislation/Regulation
- Payroll Legislation/Regulation
- Money Transmitter Fee Legislation

Members help to define and win these battles for a better environment for prepaid.
Advocacy: On The Hill

Advocacy

• Bi-Weekly Government Update Newsletter
• Monthly Government Relations Working Group Calls
• As Needed Presentations by Regulatory and Compliance Experts
• Analysis and Updates as Issues Develop

Lobbying

• NBPCA-Led Comment Letters
• NBPCA Organized Visits to Regulators and Legislators
• Public Relations Efforts on Key Issues
• Help Shape Comment Letters and Position Statements
The IPA directly engages with the media to provide Op-Eds, letters to the editor and outreach to industry reporters to promote positive messages about prepaid cards as well as expressing our concerns about pending legislation or regulation.
Education

- Weekly Prepaid Update Newsletter on Payments Industry Developments
- Bi-Weekly Podcasts
- Monthly Financial Crimes Task Force Webinar
- Monthly Law Enforcement Alliance Program (Premium)
- Power of Prepaid Conference

Special Topics

- IPA-Led in-Person Sessions on Compliance and Industry Topics
- Webinars on Industry Topics (Quarterly and as Needed)
- White Papers and Research
Networking

**Online**

- Participation in Working Group calls
- Members’ Only Site & Resources
- Business Promotion through Newsletters, Webinars, Banner Ads, etc.

**In-Person**

- IPA Board and Member Meetings
- Meet with Peers and Business Partners
- Power of Prepaid Conference
Experience three days of cutting-edge content, discussions and enhanced networking as you engage directly with those leading the way in prepaid compliance, legislation, regulation and innovation.

### Registration Categories

<table>
<thead>
<tr>
<th>Registration Categories</th>
<th>EARLY BIRD</th>
<th>SAVER</th>
<th>STANDARD</th>
<th>FINAL</th>
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<tbody>
<tr>
<td>Government</td>
<td>$ 495</td>
<td>$ 595</td>
<td>$ 695</td>
<td>$ 795</td>
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<tr>
<td>NBPCA Board Member</td>
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<td>NBPCA member</td>
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<td>Nonprofit</td>
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**Expiration Date**

- Government: 12/21/2019
- NBPCA Board Member: 2/28/2019
- NBPCA member: 4/7/2019
- Non-Member: 4/7/2019
- Nonprofit: 4/7/2019

Register at [PrepaidEvent.com](http://PrepaidEvent.com)
MEMBERSHIP DUES

Top-Tier Principal Member: $50,000
Principal Member: $25,000
Associate Member: $10,000
## Membership Dues

<table>
<thead>
<tr>
<th>Membership Level</th>
<th>Primary Principal</th>
<th>Principal</th>
<th>Affiliate</th>
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<tbody>
<tr>
<td>Board of Directors Eligibility</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Executive Committee Eligibility</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Vote on Policy Positions</td>
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<tr>
<td>Working Group Eligibility</td>
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<tr>
<td>Power of Prepaid Registration Discount</td>
<td>X</td>
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<tr>
<td>Member's Only Web Site Access</td>
<td>X</td>
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<td>X</td>
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<tr>
<td>Newsletters (GU and Prepaid Update)</td>
<td>X</td>
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<td>X</td>
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<td>Webinar Access</td>
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<tr>
<td>Affiliate Board Seat</td>
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<td>Dues</td>
<td>$50K</td>
<td>$25K</td>
<td>$10K</td>
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**PROMOTE YOUR COMPANY**

- Customized To Fit Marketing Needs
- Connect With Members Who Utilize Your Products & Services &/Or Make New Connections

<table>
<thead>
<tr>
<th>Offering</th>
<th>Starting Member Rate</th>
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</thead>
<tbody>
<tr>
<td>Government Update Articles</td>
<td>$500/article</td>
</tr>
<tr>
<td>Prepaid Update Advertising</td>
<td>$2,500 and up</td>
</tr>
<tr>
<td>Job Postings (promotion in Prepaid Update &amp; Social)</td>
<td>$75 (with promotion $125)</td>
</tr>
<tr>
<td>Educational Webinars (not commercials)</td>
<td>$5,000</td>
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<tr>
<td>Email blasts &amp;/or Email Rentals</td>
<td>$2,500</td>
</tr>
<tr>
<td>Sponsored Sections of website</td>
<td>$5,000/year</td>
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<tr>
<td>Guest Blog Posts</td>
<td>$2,500/post</td>
</tr>
<tr>
<td>Member Receptions Outside of POP</td>
<td>$10,000+</td>
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<tr>
<td>Podcast Advertising</td>
<td>$1,500 per episode</td>
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<tr>
<td>Board Meeting Speakers</td>
<td>$5,000</td>
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<tr>
<td>Board Meeting Luncheon</td>
<td>$7,500</td>
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<tr>
<td>Social Media Advertising</td>
<td>$250 and up</td>
</tr>
</tbody>
</table>
Questions? Get in Touch!

Brian Tate  
President and CEO

Ben Jackson  
COO

Steffanie Housman  
Membership Marketing Manager

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Director of Finance

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