

CARDWARE 2011: PAYMENT INSIGHTS

The must-attend forum for movers, shakers and future shapers in mobile, NFC, loyalty, secure payments and leveraging EMV

Marriott Gateway on the Falls (formerly Sheraton Fallsview Hotel & Conference Centre)

Niagara Falls, Ontario, Canada

June 14-15, 2011



Exclusive sponsorship opportunities as unique as your business

Whether it's sponsoring a track, social event, keynote, or tailoring a custom opportunity to reflect your company's unique personality, your business will be recognized, respected and remembered by the "Who's Who" of the financial and retail communities as an affiliate of ACT Canada's Cardware 2011.

Our sponsors receive value for money. That's why 73% of our sponsors returned last year and we grew our sponsorship base by 36%. This is your chance to generate goodwill, deliver your core message and imprint your company's name directly into the hearts and minds of key influencers and decision-makers. Your sponsorship helps us support your causes and initiatives year-round.

"The exposure and recognition one gets from... this event is unparalleled and unique in North America."

Executive Vice President,
Sales & Marketing,
CPI Card Group –
Canada

Sponsorship Benefits

Here is just a taste of what you get as a sponsor, depending on what level you choose:

- Build brand identity with prominent branded signage
- Stand out from others with sponsor badges containing key information
- Include your logo in pre- and post-conference marketing materials
- First right of refusal for the same sponsorship at next year's event
- Extend your reach with branded giveaways to delegates
- Access delegate contact information for post-conference marketing

Presented by



ACT Canada is the internationally-recognized authority, trusted knowledge resource and catalyst for change in payments and secure identity, serving stakeholders from around the world. Visit our new and improved website at www.actcda.com to learn more about how ACT Canada can help you navigate the industry, promote your interests, grow the market and build your business.

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Premier Sponsor:



Platinum Sponsors:



Everyday Simply™



Sponsors:



Gala Evening Reception Sponsor

Networking Breakfasts Sponsor

Everyday Simply™
Payment Insights Track Sponsor



Keynote Luncheon Sponsor

Awards Luncheon Sponsor

EMV for the US Track Sponsor



Gold + Coffee Break Sponsor



Gold Sponsor



Gold Sponsor



Gold Sponsor



Coffee Break Sponsor



Coffee Break Sponsor



Coffee Break Sponsor



Award Sponsor



Award Sponsor



Media Sponsor



Media Sponsor



Media Sponsor

Smart Insights

Media Sponsor

Exchange Place Experts Include

3M Payment Component
 AJB Software
 Apriva
 Collis
 CPI Card Group
 Datacard Group
 Discover Network
 Everlink
 FIME

Giesecke & Devrient
 Hypercom
 ICC Solutions
 Ingenico
 M2M Group
 MoneyCell (DH International)
 Nagra ID Security
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Oberthur Technologies
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 Smart Card Alliance
 STJ Retail
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 Verisoft
 YESpay

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RESERVE YOUR SPONSORSHIP NOW!

Contact Eileen Cassidy at ACT Canada at +1 905 426 6360 x122 or Eileen@actcda.com
Or visit <http://www.actcda.com/calendar.html>

Cardware attendance grew by more than 60% last year, attracting delegates from Canada, the U.S. and worldwide.

Cardware proves its worth with delegates in cutting through market hype, scoring 4.3 out of 5 for networking & insight value.

New This Year!

EMV for the US:
Canadian insights for U.S. retailers, FI's & processors.

Global Prepaid Exchange presents the 4th Annual Gift & Prepaid Retreat North America.

The Exchange Place, for sit-down chats with EMV, mobile & NFC specialists.

FLEXIBLE PRICING OPTIONS TO SUIT ANY BUDGET

Premiere	\$10,000
Platinum, <i>SPONSORS INCLUDE CPI CARD GROUP</i>	\$ 7,500
Gold, <i>SPONSORS INCLUDE EWA-CANADA & ROYAL CANADIAN MINT</i>	\$ 3,000
Gala Reception, <i>SPONSORED BY GEMALTO</i>	\$12,000 SOLD
Keynote Luncheon, <i>SPONSORED BY GIESECKE & DEVRIENT</i>	\$ 7,500 SOLD
Awards Luncheon, <i>SPONSORED BY VISA CANADA</i>	\$ 7,500 SOLD
Payment Insights Track (2 days)	\$ 7,500 SOLD
EMV USA Track (1 day)	\$ 5,000 SOLD
Networking Breakfasts, <i>SPONSORED BY TD MERCHANT SERVICES</i>	\$ 5,000 (\$9,250 for 2) SOLD
Networking Coffee Breaks <small>(1 left)</small> , <i>SPONSORS INCLUDE INSIDE SECURE, MASTERCARD & MULTOS</i>	\$ 3,000
Custom Sponsor Package*	\$ 2,500

*To arrange for a sponsorship other than those listed above, or a custom sponsorship, contact Eileen Cassidy at +1 905 426 6360 x122 or Eileen@actcda.com. Planning and expenses for these items are the responsibility of the sponsor. Benefits and fees will be determined by the type of sponsorship proposed.

Don't miss the 4th Annual Gift & Prepaid Retreat hosted by **Global Prepaid Exchange**

This must-attend forum for movers, shakers and future-shapers in gift and prepaid is at Cardware 2011

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SPONSORSHIP APPLICATION/CONTRACT

Company Name: _____
Address: _____
City: _____ Prov./State: _____ Postal/Zip: _____
Contact: _____ Title: _____
Telephone: _____ Fax: _____
Email: _____

Sponsored Item (see page 2)	Where appropriate (1 Session or Both)	Sponsorship Fee	HST (13%)	Total
		\$ _____	+ \$ _____	= \$ _____
<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard	<input type="checkbox"/> American Express		<input type="checkbox"/> Cheque

Please bill the following amount (includes HST) to my credit card: Total Amount: \$ _____

Card #: _____ Expiration Date: _____

Name on Card: _____ Signature: _____

Application & Agreement:

The undersigned sponsor ("we") apply for sponsorship at the ACT Canada conference. We attach our full sponsor fee paid by credit card or by cheque made payable to ACT Canada. **Full payment must be received 2 weeks prior to the event.** We understand that failure to make payments in accordance with this payment schedule may result in the loss of our right to be acknowledged for our sponsorship. ACT Canada reserves the right to determine the location, quantity and size restrictions of all signage used at the event. ACT Canada signage will appear on podium. Any arrangements and/or costs for hanging signage is the sole responsibility of the sponsor.

Authorized Representative: _____ Date: _____

Name (please print): _____

Please complete application and fax to 1 905 619-3275, a photocopy of the cheque should be included as part of the application. Please mail cheques to ACT Canada, Attn. Eileen Cassidy, 85 Mullen Drive, Ajax, ON, Canada, L1T 2B3