

# CARDWARE 2012: 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

Niagara Falls, Ontario, Canada

June 19-20, 2012



## 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 2012.

Our sponsors receive value for money. That's why 73% of our sponsors returned last year and we grew our sponsorship base by 31%. 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

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## 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

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Presented by



For more than 22 years, ACT Canada has been the internationally recognized authority in the market. As the eyes, ears and voice for stakeholders focused on secure payment, mobile, NFC, loyalty, secure identity, and leveraging EMV, we promote knowledge transfer, thought leadership and networking. We help members protect their interests, advance their causes, build their business and grow the market. We take a neutral and non-partisan approach to all issues, facilitating collaboration among issuers, brands, acquirers, merchants, regulators, solution providers, governments and other stakeholders. Over 50% of our members have been with us for more than 5 years, enjoying ongoing value from their affiliation with ACT Canada.

# Cardware 2012: Payment Insights



Premier Sponsor:



Platinum Sponsors:



Sponsors:



Gala Evening Reception Sponsor



Networking Breakfasts Sponsor



Payment Insights Track Sponsor



Merchant Track Sponsor



Keynote Luncheon Sponsor



Awards Luncheon Sponsor



Coffee Break Sponsor



Coffee Break Sponsor



Coffee Break Sponsor



Gold Sponsor



Gold Sponsor



Gold Sponsor



Gold Sponsor



Media Sponsor



Media Sponsor



Media Sponsor



Media Sponsor

## Exchange Place Experts Include:

- |                     |                       |                       |                          |
|---------------------|-----------------------|-----------------------|--------------------------|
| 3M                  | Aimia                 | Apriva                | Barnes International Ltd |
| Carta Worldwide     | Collis                | CPI Card Group        | Discover Network         |
| Everlink            | EWA-Canada Ltd.       | FIME sa               | Giesecke & Devrient      |
| ICC Solutions Ltd.  | Ingenico              | Oberthur Technologies | MSC                      |
| Nagra ID Security   | NBS Payment Solutions | NBS Technologies      | Quintin Manus            |
| R3D Consulting Inc. | Verisoft Canada Inc.  | YESpay International  | Marketing Group          |

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## RESERVE YOUR SPONSORSHIP NOW!

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

*Cardware attendance grew by more than 90% in the past two years, 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!

Multiple tracks geared towards technical & business interests

### Back by Popular Demand!

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

## FLEXIBLE PRICING OPTIONS TO SUIT ANY BUDGET

Premiere, sponsored by Gemalto	\$10,000
Platinum, sponsors include Giesecke & Devrient, Interac, TD Merchant Services & Visa Canada Inc.	\$ 7,500
Gold, sponsors include CPI Card Group, INSIDE Secure, Mercator Advisory Group & Torsys LLP	\$ 3,000
Gala Reception, sponsored by Gemalto	\$12,000
Keynote Luncheon, sponsored by Giesecke & Devrient	\$ 7,500
Awards Luncheon, sponsored by Visa Canada Inc.	\$ 7,500
Payment Insights Track (2 days), sponsored by Interac	\$ 7,500
Merchant Focused Track (1 day), sponsored by Discover Network	\$ 5,000
Technology Focused Track (1 day)	\$ 5,000
Networking Breakfasts, sponsored by TD Merchant Services	\$ 5,000
Networking Coffee Breaks (1 remaining), sponsors include Multos, NXP & Royal Canadian Mint	\$ 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](mailto: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.

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## SPONSORSHIP APPLICATION/CONTRACT

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

Sponsored Item	Where appropriate	Sponsorship Fee	HST	Total
_____	_____	_____	+	=
<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard	<input type="checkbox"/> American Express		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