

Cardware 08

Sponsorship Prospectus

September 23 at the Hellenic Centre, Ottawa, ON, Canada

October 8 & 9 at the Waterloo Inn, Kitchener, ON, Canada

2 stakeholder events for 2 markets

Federal/Provincial Government in Ottawa

Financial Services & Retail in Kitchener-Waterloo (home of the chip trial)

Highlight Your Position as a Market Leader in Canada

- ☑ **Meet your contacts and prospects in one place; a cost effective, efficient way** to market your business
- ☑ **Grow your brand/name recognition** in this progressive market
- ☑ **Show your ongoing corporate and brand commitment to your customers and prospects** in this growing market
- ☑ **Align yourself with ACT Canada, and the 19th annual conference**, where stakeholders come to find information and contacts to pursue their goals.



Working with you as a partner: Helping you achieve your goals.

MARKET READINESS

- **The Financial sector** is concluding the market trial and rolling out EMV, contactless & mobile payments
- **Issuers, acquirers and transaction processors and retailers** are building business models to leverage EMV investments and revenue opportunities
- **Retailers and other Stakeholders** look for answers, partners and solution providers
- **Governments** pursue e-passports, identity management & biometrics for internal and external use
- **GTA fare card** continues to move forward as the largest smart fare project in Canada

Thank you for supporting ACT Canada, the stakeholder association.

Please review the following pages and be generous because sponsoring this event supports your market development

Your sponsorship helps us work on your behalf throughout the entire year.

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www.actcda.com

EVENT SPONSORSHIPS

<p>Premier Sponsor Reinforce your ongoing corporate and brand commitment</p> <ul style="list-style-type: none"> ▪ This exclusive position can be yours <i>if</i> you are the first premier sponsor in each city. You may choose the opportunity to moderate a session of your choice, giving you enhanced interaction with the delegates (first come, first choice basis) <p>Grow your brand/name recognition</p> <ul style="list-style-type: none"> ▪ Exclusive signage in stage area + all rooms (see contract for details) ▪ Logo on all pre and post conference related items (web marketing, press releases, e-signage during the event, etc) ▪ All Participants contact list (delegates <u>plus</u> exhibit hall visitors from the sponsored city) ▪ You can stay top of mind with delegates with a branded give-away (optional) ▪ First right of refusal for this sponsorship level at next year's conference 	<p>\$6000* per city</p>
<p>Platinum Sponsors Reinforce your ongoing corporate and brand commitment</p> <ul style="list-style-type: none"> ▪ The thought leadership position can be yours <i>if</i> you are one of the first two platinum sponsors in each city. You may choose the opportunity to moderate the plenary sessions (choice of morning or afternoon) (first come, first choice basis) <p>Grow your brand/name recognition</p> <ul style="list-style-type: none"> ▪ Signage in the plenary area (see contract for details) ▪ Logo on all pre and post conference related items (web marketing, press releases, e-signage during the event, etc) ▪ All Participants contact list (delegates <u>plus</u> exhibit hall visitors from the sponsored city) ▪ You can stay top of mind with delegates with a branded give-away (optional) 	<p>\$4000* or \$7000* for both cities</p>
<p>Gold Sponsors</p> <ul style="list-style-type: none"> ▪ Signage in the plenary room (see contract for details) ▪ Logo on all pre and post conference related items (web marketing, press releases, e-signage during the event, etc) ▪ Delegates contact list (from sponsored city) ▪ You can stay top of mind with delegates with a branded give-away (optional) 	<p>\$2500* or \$4250* for both cities</p>
<p>Silver Sponsors</p> <ul style="list-style-type: none"> ▪ Your company/brand will be showcased as your sponsorship is advertised to the delegates on site ▪ Delegate contact list (from the sponsored city) ▪ You can stay top of mind with delegates with a branded give-away (optional) 	<p>\$1500* or \$2500* for both cities</p>

**all fees are subject to 5% GST*

ASK HOW TO DOUBLE YOUR SPONSOR PROFILE WITHOUT INCREASING YOUR COST!

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INDIVIDUAL SPONSORSHIPS

<p>Oktoberfest Dinner – Kitchener-Waterloo Only</p> <p>Kitchener-Waterloo is not only the home to the EMV market trial, it's also home to the largest Oktoberfest celebration outside of Munich, Germany. Our event wraps up as this year's Oktoberfest begins. Treat the delegates to a Bavarian style dinner in honour of Oktoberfest!</p> <p>Reinforce your ongoing corporate and brand commitment</p> <ul style="list-style-type: none"> Take centre stage for your company as you welcome delegates at the dinner <p>Grow your brand/name recognition</p> <ul style="list-style-type: none"> Your company/brand is highlighted with signage at the dinner (see contract for details) Logo on all pre and post conference related items (web marketing, press releases, e-signage during the event, etc) All Participants contact list (delegates <u>plus</u> exhibit hall visitors from the sponsored city) You can stay top of mind with delegates with a branded give-away (optional) 	<p>\$5000* Kitchener-Waterloo Only</p>
<p>Networking Reception for Delegates & Speakers – Ottawa Only</p> <p>Reinforce your ongoing corporate and brand commitment</p> <ul style="list-style-type: none"> Take centre stage for your company as you welcome delegates at the reception opening <p>Grow your brand/name recognition</p> <ul style="list-style-type: none"> Your company/brand is highlighted with signage at the reception (see contract for details) Logo on all pre and post conference related items (web marketing, press releases, e-signage during the event, etc) All Participants contact list (delegates <u>plus</u> exhibit hall visitors from the sponsored city) You can stay top of mind with delegates with a branded give-away (optional) 	<p>\$3500* Ottawa Only</p>
<p>Conference Lunch</p> <ul style="list-style-type: none"> Your company/brand is highlighted with signage in the lunch area to acknowledge your sponsorship throughout the public hours Logo on all pre and post conference related items (web marketing, press releases, e-signage during the event, etc) All Participants contact list (delegates <u>plus</u> exhibit hall visitors from the sponsored city) You can stay top of mind with delegates with a branded give-away (optional) 	<p>\$3500* per city</p>
<p>Oktoberfest Beer/Wine – Kitchener-Waterloo Only</p> <p>Kitchener-Waterloo is not only the home to the EMV market trial, it's also home to the largest Oktoberfest celebration outside of Munich, Germany. Our event wraps up as this year's Oktoberfest begins. Treat the delegates to beer and wine at our Oktoberfest dinner!</p> <ul style="list-style-type: none"> Your company/brand is highlighted with signage Logo on all pre and post conference related items (web marketing, press releases, e-signage during the event, etc) All Participants contact list (delegates <u>plus</u> exhibit hall visitors from the sponsored city) You can stay top of mind with delegates with a branded give-away (optional) 	<p>\$3000* Kitchener-Waterloo Only</p>

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INDIVIDUAL SPONSORSHIPS CONTINUED

<p>Oktoberfest Band/Transportation – Kitchener-Waterloo Only</p> <p>Kitchener-Waterloo is not only the home to the EMV market trial, it's also home to the largest Oktoberfest celebration outside of Munich, Germany. Our event wraps up as this year's Oktoberfest begins. Treat the delegates to a Bavarian style band and bussing to & from the Oktoberfest dinner!</p> <ul style="list-style-type: none"> ▪ Your company/brand is highlighted with signage ▪ Logo on all pre and post conference related items (web marketing, press releases, e-signage during the event, etc) ▪ All Participants contact list (delegates <u>plus</u> exhibit hall visitors from the sponsored city) ▪ You can stay top of mind with delegates with a branded give-away (optional) 	<p>\$2500* Kitchener-Waterloo Only</p>
<p>Networking Breakfast</p> <ul style="list-style-type: none"> ▪ Your company will be highlighted through signage that will appear in the break area to acknowledge your sponsorship (provided by ACT Canada) ▪ Logo on all pre and post conference related items (web marketing, press releases, e-signage during the event, etc) ▪ Delegate contact list (delegates from the sponsored city) ▪ You can stay top of mind with delegates with a branded give-away (optional) 	<p>\$2000* per city</p>
<p>Networking Coffee Break</p> <ul style="list-style-type: none"> ▪ Your company will be highlighted through signage that will appear at Coffee tables (provided by ACT Canada) ▪ Your whitepaper or article featured in the delegate/attendee Cardware 07 Reference e-book ▪ Market to a qualified audience post conference with a Delegate list from the sponsored city ▪ You can stay top of mind with delegates with a branded give-away (optional) 	<p>\$1500* per city</p>
<p>Unique Sponsorship Opportunities: Your Choice – Go Wild!</p> <ul style="list-style-type: none"> ▪ To arrange for a sponsorship other than those listed above, please contact Andrea McMullen. Planning and expenses will be the responsibility of the sponsor. Benefits and fees will be determined by the type of sponsorship proposed. 	<p>\$1250* & up</p>

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Please contact Eileen Cassidy at 1 905 426-6360 ext 22 or Eileen@actcda.com

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SPONSORSHIP APPLICATION/CONTRACT

Sponsor

Company Name: _____

Address: _____

City: _____ Prov./State: _____ Postal/Zip: _____

Contact: _____ Title: _____

Telephone: _____ Fax: _____

Email: _____

Sponsorship Request

Sponsored Item (see pages 2 - 4)	City Sponsored (K-W, Ottawa or Both)	Sponsorship Fee	GST (5%)	Total
_____	_____	\$ _____	+ \$ _____	= \$ _____

Cheque

Visa

MasterCard

American Express

Please bill the following amount (includes GST) 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. 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. Andrea McMullen, 85 Mullen Drive, Ajax, ON, Canada, L1T 2B3

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