



The Stakeholder Association Insights • Networking • Visibility

Tap into the resources of ACT Canada's network of stakeholders to **protect your interests and grow your business, all for a small annual retainer**. Be a key player in the Canadian market, no matter where your offices are located.

Membership includes having your own market expert on retainer year round, just a phone call away:

- Supporting you with timely insights into the market, the players and other key dynamics
- Connecting you with key contacts and arranging personal introductions
- Answering your questions
- Telling the market who you are and highlighting your expertise
- Showing others why they should work with you

As market specialists, our knowledge of the Canadian marketplace helps members discover hidden opportunities and issues that we can identify because of our history and market insight.

Citi Cards Canada Inc.:

Nino Di Teodoro, Vice President - Internet & Emerging Technologies

"ACT Canada is the first place I call when I'm trying to find the right person to contact to discuss card- or payments-related matters. Without a doubt, the time I save by going through ACT more than justifies our membership fees."

Connection through Association

Working as a partner to help you achieve your goals



INSIDE Contactless: Didier Serra, EVP Sales & General Manager for North America:

"ACT Canada has been an obvious and strategic choice of membership organisation for us. We have appreciated the quality work and level of involvement ACT Canada and its members have been putting in promoting Advanced Card technologies in Canada. As a leader and pioneer in the contactless marketplace, we hope to bring even more synergy to the organization."

EWA-Canada: Paul Zatychech, Director

"ACT Canada is the first stop organization I contact when I'm trying to find the answer to a who/what/when/where question related to the payment industry, either in Canada or globally."

The connections available through their contact base and their knowledge of the industry and in particular the Canadian market is credible, unparalleled and offers value worth many times what the reasonable membership fees."

I continue to be amazed at the things people tell me they learn at Cardware conferences and other networking opportunities that ACT facilitates. If you want to belong to only one association that can help you with all things chip related, ACT Canada is it."

ADDITIONAL MEMBERSHIP BENEFITS

Insights, Information & Professional Development

<p>Cardware ACT Canada's Annual Conference featuring Market Insights, Networking & Visibility</p>	<ul style="list-style-type: none"> ✓ Discounts for registration & exhibiting ✓ Preferred speaking opportunities ✓ Input into the program ✓ Special sponsor benefits (Principal Members)
<p>Consulting</p>	<ul style="list-style-type: none"> ✓ Discounts
<p>Education</p>	<ul style="list-style-type: none"> ✓ Speaker/Faculty Opportunities ✓ Promotion of member offered education
<p>Members Only Information</p>	<ul style="list-style-type: none"> ✓ Privileged access to the most important information
<p>Smart Card Technology International Journal</p>	<ul style="list-style-type: none"> ✓ The annual report on global activities, to help you keep updated
<p>Research</p>	<ul style="list-style-type: none"> ✓ Input to subjects ✓ Discounts on published works
<p>Industry Conferences, Events & Publications</p>	<ul style="list-style-type: none"> ✓ Save on registration through discounts that we negotiate on your behalf to select non ACT Canada industry events ✓ Enjoy complimentary or discounted subscriptions to select industry publications to help your employee training and professional development

ATB Financial: Greg Feniak, Senior Manager, Business MasterCard Marketing

"Being a member of ACT has provided us the resources and insight into technology changes and advances within the payments industry. This allows us to remain competitive and anticipate upcoming changes or shifts in technology. Further, the contacts that we have made and used as a result of our membership have made the investigation and adoption of new payment technologies much easier. Also, ACT Canada's ability to speak on behalf of its members to governments and trade associations providing us with a voice"

LoyaltyOne, AIR MILES Reward Program

Debbie Awde, Senior Manager, Sponsor Operations,
"The Merchant Strategic Leadership team sessions enable us to hear the concerns around EMV first hand from the organizations that are impacted. Hearing the issues and understanding what we need to do to resolve these issues will be a great asset to me in my role with our Sponsors who are faced with similar challenges. I do not know what the Merchant community would do if they did not have an organization such as ACT Canada to provide this forum to work through the key concerns and hopefully enable escalation of these issues to the key organizations that can influence the success of EMV in Canada."

LaserCard Corporation:

Stephen Price-Francis,
 VP - Business Development

"ACT Canada is the only impartial voice for advanced card technology in North America. We are proud to be a member of the ACT community."

Networking

Cardware Connections	✓ Popular ACT Canada events are often “Members Only”
ACTing on Your Behalf	<ul style="list-style-type: none"> ✓ Identification of people and organizations you want to meet ✓ Introductions ✓ We refer you to companies who contact us looking for the products and services you offer

Visibility

ACTION e-news	✓ Preferred access to news coverage in ACTION e-news, reaching more than 2500 subscribers globally
Strategic Leadership Teams See below for details	✓ Members participate in thought leadership teams and benefit from the results
Web Promotion	✓ Member Directory listing and marketing description on the ACT Canada website plus hotlink to make it easy for prospects to find you
Business Opportunity Bulletins	✓ Only Members receive these opportunity notices
Conferences	✓ Members are promoted in our booth when we exhibit

Strategic Leadership Teams

These teams help members drive their card/business goals forward and manage issues. We leverage our resources to efficiently monitor trends, strategize and plan the future.

The Merchants' Strategic Leadership Team launched www.emvcanada.com, a site to help merchants get answers to questions about EMV conversion. Canadian merchants are eligible to join the team to articulate their EMV conversion thoughts, needs and position: and to learn more about their short and long term options.

The Government Team is doing a gap analysis and conducting a global e-government scan to help Canadian governments learn what their international peers are doing, as well as to understand how those initiatives impact Canada.

The Mobile Strategic Leadership Team was launched Q1, 2009.

In the past, SLTs have provided valuable thought leadership.

The Financial Services Team delivered consumer research on chip awareness and acceptance and is contributed to an in-depth market report on mobile payments.

The Emerging Markets, Applications and Technologies (EMATs) Team developed a Contactless Privacy Impact Assessment Procedure and Design Tools for application designers.

Canada Post:

“As we work to earn our customer's business, ACT Canada has proven to be a very valuable resource in the advanced card technologies market.”

*Imagine the benefit of having **access to a market expert** every time you have a question, without incurring unplanned expenses. Someone who knows what has happened, most importantly, why and who understands how what you don't know might relate to your business. ACT offers members access to expert knowledge and an extensive network built over 20 years of specializing in this market.*

As a Member you are also eligible for:

- Serving as a voting member of the Board (does not apply to Associates)
- Participation in organization committees
- Participate in committees, work groups and councils with your peers and stakeholders
- One (1) vote in each Committee or team meeting, annual, general, and special meetings
- Access copies of all working documents, meeting minutes, Newsletter, and other general membership mailings

You will also benefit throughout the year from our work in:

- **Advocacy** advising governments and regulators to promote an understanding of applications, technology, issues and solutions
- **Networking** to bring stakeholders together in a neutral environment to support growth
- **Driving consumer desire** for the conveniences and security of advanced cards
- **Managing issues** such as Privacy and Identity Fraud & Protection and the role advanced cards play in the solution
- **Working with media** to build an open marketplace
- **Promoting members** at ACT Canada and external events, through the ACTion e-newsletter and many other programs

ACT Canada offers the following classes of Membership

CLASS	ANNUAL RETAINER	CLASS	ANNUAL RETAINER
Principal	\$7500 + 975.00**	Small to Med. Enterprises*	\$2995 + 389.35
General	\$3995 + 519.35	Research Subscription	\$3995 + 519.35
Government/Retailers	\$2995 + 389.35	Associate*	\$500 + 65.00

*See qualification rules below. **HST. Membership extends for 1 year from date of activation

Qualification Rules

SME Members - designed for wholly-owned Canadian organizations with annual funding/sales of less than twenty-five million dollars **Associate Status** - designed for organizations/individuals interested in advanced card technologies but who do not supply or purchase advanced card technology products or services; and have no more than 15 employees. Non-profit or industry associations whose members otherwise meet these qualifications maybe exempt from the 15-employee rule. This affiliation is also available to independent consultants (single person consultancies).

Collis: Berend Van Geffen, Vice President, Sales & Marketing

"ACT Canada has proven to be a valuable source of information. Collis has benefited from the membership in terms of information access, networking opportunities, conferences, resources and support. Since 2006 ACT Canada has allowed us to understand the Canadian advanced card technology market better than ever before."

Coinamatic: Richard Adamson, Former President

"Over the long term, only two things distinguish an enterprise: its people and the intellectual capital they possess. ACT is an important and unique asset in our relentless search for competitive advantage, by providing competitive intelligence, networking forums and opportunities to partner. ACT meetings provide me the discipline to get out of the office and think about the Key Factors for Success and Key Factors for Failure with our business model.

The value of any business asset lies in its ability to increase revenues, reduce costs, or reduce business risks. By that definition – the only true definition of business value – ACT is valuable to us. The specific assistance and help we receive from ACT in executing our Plans and providing a link to the outside resources we need is a bonus."

MEMBERSHIP CATEGORIES & ADDITIONAL LEVEL SPECIFIC BENEFITS						
All retainer fees subject to 13% Harmonized Sales Tax	Principal \$7500	General \$3995	SME \$2995	Gov't or Retail \$2995	Assoc. \$500	
ACT Canada Membership Level benefits are designed to suit the needs of the following types of organizations	<i>For key players with significant interests in advanced card applications and technologies</i>	<i>For active participants in the advanced card applications & technologies arena</i>	<i>For small to medium Canadian enterprises</i>	<i>For government or retail sector specific memberships</i>	<i>For organizations interested in advanced cards, but do not supply or purchase the products/services</i>	
Insights						
Representation on the President's Advisory Council An opportunity to have your organization's voice heard and influence association strategy	Yes	Not Applicable				
Eligible to run for Board of Directors	Yes					No
Cardware Conference	Exhibitor Discount	35%	25%	20%		
	Registration Discount	35%	25%	20%	20%	No Discount
	Double Sponsorship Benefits	Yes	Not Applicable			
Consulting Discount	35%	25%	20%	20%	10%	
Members Only Information	Unlimited access for Member staff					Access for 1 person
SCTI Journal	Yes					
Research	Discounts as negotiated by ACT Canada					
	Input on upcoming projects	Not Applicable				
Discounts on External Conference and Publications	Discounts as negotiated by ACT Canada					
Networking						
Cardware Connections – Members Only Access	Yes					
	Additional registrations					
ACTing on Your Behalf	Yes					
Visibility						
ACTion e-news – Preferred Coverage of Member's news	Yes					
Strategic Leadership Team Participation	Yes					
Web Promotion	Preferred placement + logo on web site	Listing				
Business Opportunity Bulletins	Yes					
Conferences – Member logo displayed in our booth at global events	Preferred placement of logo	Yes				

ACT Canada Membership Application Form



INSTRUCTIONS

Please fill in this form and fax to 905 619 3275. **The first year fee must accompany the application form.** Payment will not be processed until you are notified that your application has been accepted. If you are paying by cheque, your application will be held until payment is received and processed.

1. MEMBERSHIP LEVELS

ACT Canada offers the following levels at the following fee scale. Please check your selection. Please see the member brochures for more detailed information about the rights, privileges and benefits attached to each level of membership.

Level	Annual Dues <small>Note 1</small>	✓	Level	Annual Dues <small>Note 1</small>	✓
Principal	\$7500 + 975.00		Canadian Small to Medium Enterprises <small>Note 3</small>	\$2995 + 389.35	
General	\$3995 + 519.35		Retail	\$2995 + 389.35	
Government <small>Note 2</small>	\$2995 + 389.35		Associate <small>Note 4</small>	\$500 + 65.00	

NOTES:

1. All fees are quoted in Canadian dollars and are subject to 13% Harmonized Sales Tax. Currency conversion will be determined at time of payment.
2. Open to Federal, Provincial and Municipal government organizations, HST payable unless exempt
3. Open only to **wholly owned Canadian enterprises** with annual sales of under \$25 million Cdn.
4. Associate level is designed for organizations interested in advanced card technologies but who do not supply or purchase advanced card technology products or services; and have no more than 15 employees. Associations whose members meet the aforementioned qualifications are exempt from the 15-employee rule. It is also available to independent consultants who are not affiliated with a larger organization.

2. APPLICANT BUSINESS INFORMATION (*Mandatory fields)

Name of Company*:

Business Name (if different from above)*:

Applicant's Division / Dept. / Branch*

(not required for Principal members)

Address*:

Website*:

3. MEMBERSHIP CONTACT PERSON

Name*:				
Title*:				
Phone*:		email*		Fax

CONTACT PERSON FOR BILLING PURPOSES – Accounts Payable Manager

Name*:		Title*	
Phone*:	email*	Fax	

4. REFERENCES

- Please provide the names of two ACT Canada members with which you have done business or who otherwise know you. Please check ACT Canada's website www.actcda.com for a list of members.
- Also provide two references from **non**-members with whom you have advanced card related business.

Member References:

	Company 1	Company 2
Company Name		
Contact Name		
Title		
Phone #		
Email		

Non-Member References:

	Company 1	Company 2
Company Name		
Contact Name		
Title		
Phone #		
Email		

5. OTHER INFORMATION *

How did you find out about ACT Canada?

Please explain why you wish to join ACT Canada?

Please check all that apply

networking		introductions	market updates
information		advocacy work	education
other (please specify)			

What level of interest do you have in ACT Canada participation?

Please check all that apply

Strategic Leadership Teams participation		Board Participation	
Identity Management		Women in Payments Network group	
Issues		Conference speaking opportunities	
Merchant		Conference exhibiting opportunities	
Mobile		Sponsorship opportunities (conference and/or annual)	
Prepaid		Other (specify)	

6. PAYMENT DETAILS

METHOD OF PAYMENT:

Cheque (made payable to ACT Canada, mailed to 85 Mullen Drive, Ajax, ON, Canada, L1T 2B3)

Amex

MasterCard

Visa

Card#: _____ Expiry Date: _____

Signature: _____ Date: _____

Cardholder: _____

Amount: _____ HST: _____ Total: _____

7. TERMS AND CONDITIONS*

- I. Upon acceptance of membership, we agree to adhere to ACT Canada's Code of Ethics (see below), By-Laws and Rules and Regulations, which may be amended from time to time.
- II. If this application for membership is accepted, we agree that unless we otherwise advise ACT Canada in writing, ACT Canada may include information about us in ACT Canada mailings and in special offers provided by organizations selected by and cooperating with ACT Canada.

ACT CANADA CODE OF ETHICS

As a proud member of the Advanced Card Technology Association of Canada and to ensure that my association and the technology that it represents are held in the highest regard within business and public circles, I do hereby pledge to:

- Promote and encourage the highest level of ethics within the industry and profession that my association represents.
- Maintain the highest standards of professionalism and personal conduct in all my business dealings.
- Use every appropriate opportunity to promote and improve public understanding of the role of ACT Canada and its activities.
- Treat others with friendship, dignity and professional courtesy.
- Accurately represent my organization and personal qualifications and experience in all business relationships.
- Engage only in activities that are consistent with prevailing law and ACT Canada bylaws and regulations.

We hereby apply for membership in ACT Canada, agreeing to the above noted terms and conditions, and submit our first year fee:

Name of Company: _____

Signature of Authorized Representative: _____

Print Name of Authorized Representative: _____

Date: _____

ACT Canada hereby acknowledges receipt of this application:

Authorizing ACT Canada Representative: _____

Print Name of Authorized Representative: _____

Date: _____