



**ANNUAL MEETING
& EXPO**

APRIL 17-19, 2012

**MANDALAY BAY RESORT
& CASINO**

LAS VEGAS, NV

SPONSORSHIP GUIDE

Whether you are a seasoned company or a startup, this guide features a variety of sponsorship options designed to suit your needs and your budget.

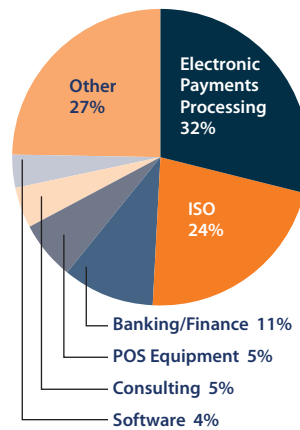
Join us at ETA's Annual Meeting & Expo and step into the spotlight.

2012 ETA ANNUAL MEETING & EXPO

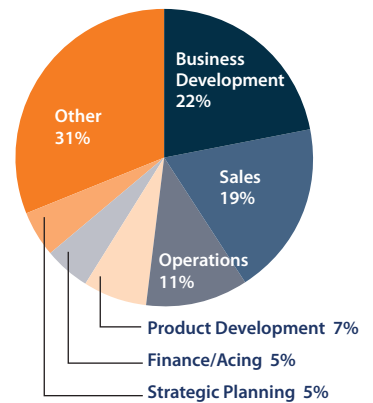


WHO ARE ETA'S ANNUAL MEETING ATTENDEES?

PRIMARY BUSINESS



PRIMARY JOB FUNCTION



Source: ETA 2011 Annual Meeting Attendee Data

ETA SPONSORSHIPS

The sponsorship opportunities available at the 2012 Electronic Transactions Association Annual Meeting & Exposition are listed on the following pages.

All sponsorship items (excluding advertisements) include:

- Recognition in official meeting program
- Event signage
- Clearance to use ETA name and logo on promotional items related to your participation at the Annual Meeting
- Company name listed on exhibit hall entrance unit and on all General Session opening PowerPoint presentations
- "Sponsor" ribbons for all company representatives

HELP YOUR BUSINESS GROW—ENSURE CONTINUED SUCCESS.


Although you are aware that your product lines are "top-notch" and your customer service is unparalleled, not everyone in the industry may know what your company has to offer. You may possess that loyal client base, but you really want to reach out to new customers. A surefire way to do that is to advertise, but you must ensure that you are using every tool available to reach the key decision makers you need to target. That's why industry leaders continually seek new forums to get their message and their company's name in front of the right people.

The 2012 ETA Annual Meeting & Expo offers numerous opportunities to help your business grow and ensure continued success in this ever-changing industry. By taking advantage of one of the sponsorship opportunities listed in this brochure, you will be able to demonstrate not only to buyers and "dealmakers" but also to your competition, that your company offers the latest products and services. Sponsorship provides the visibility that is crucial to remaining competitive in the electronic payments marketplace. Whether you are a seasoned company or a startup, this guide features a variety of sponsorship options designed to suit your needs AND your budget. Join us at ETA's Annual Meeting & Expo and step into the spotlight.

If you are interested in becoming a sponsor, please contact Jennifer Leo at etaexhibits@conferencemanagers.com or 703-964-1240 ext 21.



2012 ETA SPONSORSHIPS

NEW SPONSORSHIP OPPORTUNITIES IN LAS VEGAS!		SPONSORSHIP AMOUNT
Hangover Breakfast (Thursday)		
Help attendees revive and recover the morning after the annual party. Food stations will be placed in the sponsor's booth and attendees will be directed there! The following food stations are available for sponsorship:		
Bloody Mary Bar	AVAILABLE	\$4,000
Mimosa Bar	AVAILABLE	\$4,000
Tequila Sunrise Bar	AVAILABLE	\$4,000
Irish Coffee Station	SOLD - APRIVA	\$4,000
Bagel Bar	AVAILABLE	\$4,000
Breakfast Croissant Sandwiches	AVAILABLE	\$4,000
Fruits/Berries/Cream	AVAILABLE	\$4,000
Smart Phone App - Co-sponsor (2 spots)	FIRST SPOT - SOLD – 1ST MERCHANT FUNDING SECOND SPOT - AVAILABLE	\$5,000 \$5,000
The ETA Smart Phone App includes a digital business cards, daily show schedule, attendee networking/meeting scheduling, flight tracker, Las Vegas information, an interactive tradeshow map, a booth locator, exhibitor navigation and exhibitor profiles. The Co-sponsors appear on the first screen that appears for 5 seconds prior to the app being launched. Your company will be given one ad space on the app and will be listed as the official smart phone app co-sponsor.		
Smart Phone App - Supporter (9 spots)	5 SOLD, 4 AVAILABLE	\$500
Your company will receive a full screen ad that displays for 3 seconds whenever the app user clicks on a category, such as "Track Flight Information", "Exhibitor Virtual Map" or "Hotel Information". The ad will display for three seconds before proceeding to the desired page.		
BUZZ 'N CHILL "Buzz N' Chill" is a special area in the exhibit hall for attendees to relax and recharge. It will include a wireless hot spot, coffee bar and charging stations:		
WIRELESS HOT SPOT	AVAILABLE	\$7,500
Signs with "Wireless internet provided by Your Company" will appear on signs throughout the area.		
COFFEE BAR	AVAILABLE	\$7,500
Coffee and flavored shots are always popular with attendees. Your branded cups and napkins may be used instead of the hotel's.		
CELL PHONE CHARGING STATION	AVAILABLE	\$10,000
Kiosks with your company logo will allow attendees to recharge their smart phones and tablets — and they'll see your logo and message while they wait! Price includes 4 kiosks; additional kiosks can be added for a surcharge.		
Live Learning Center	AVAILABLE	\$10,000
All educational sessions at the Annual Meeting will be recorded and posted for sale on the Live Learning Center on the ETA web site. The sponsor will be recognized with logos and links on the site and in all electronic correspondence to members and attendees.		
NEW AND IMPROVED Mini Program	SOLD - TSYS	\$15,000
The 2012 mini program will include a large fold out map to help attendees navigate Las Vegas and the Resort & Casino! A valuable reference for attendees throughout the conference – this pocket sized schedule includes the sponsor's logo. Conveniently fits into attendees' badge holders and is carried throughout the conference.		
Boarding Pass Printing Stations	AVAILABLE	\$10,000
Help attendees get checked in for their return flight with boarding pass printing stations in the registration area. Sponsor logo will be prominently displayed near the terminals and your company web site will be set as the home page.		
Session Promotional Models	AVAILABLE	\$10,000
Models will be hired to walk around the exhibit hall and remind our attendees of the great educational sessions taking place. The trade show models can wear the sponsor's company shirt and will hand out flyers to attendees with the sessions listed and the sponsor's logo. Models will be present throughout the day on Wednesday and Thursday and will roam the floor multiple times each day.		

EVENT/FUNCTION		SPONSORSHIP AMOUNT
Theme Party	SOLD – DISCOVER	\$90,000
<p>This high-profile event celebrates the contributions and accomplishments of ETA members. Attendees look forward to this annual event to see old friends, make new acquaintances and extend the camaraderie of the opening reception. Sponsor representative will have a chance to make welcoming remarks and incorporate your logo/brand into the event's décor.</p>		
President's Dinner	SOLD – VISA	\$30,000
<p>Sponsor will receive recognition via signage at the event, and 4 company representatives may play in the tournament.</p>		
Opening Session Keynote Speaker	AVAILABLE	\$50,000 - \$150,000 <small>depending on selected speaker</small>
<p>The sponsor of this event can introduce the speaker and make welcoming remarks, and may also distribute literature at the session. Also included is a book signing by the speaker in the sponsor's booth, if permitted by the speaker.</p>		
Closing Lunch (Thursday)	SOLD – TRUSTWAVE	\$15,000
<p>End the conference with a bang by sponsoring the closing lunch in the exhibit hall. A boxed lunch will be served during the Technology Products Showcase (back by popular demand!).</p>		
Exhibit Hall Opening Reception	SOLD – MERCHANTS' CHOICE PAYMENT SOLUTIONS	\$15,000
<p>Join the attendees as we officially kick off the meeting with this well-attended, much anticipated annual event.</p>		
Lunch in Exhibit Hall (Wednesday)	AVAILABLE	\$15,000
Exhibit Hall Happy Hour (Wednesday)	SOLD – GLOBAL PAYMENTS, INC	\$13,000
<p>Networking is what the ETA Annual Meeting is all about. Attendees look forward to Wednesday's happy hour as a chance to unwind after a long day of meetings. Sponsor recognition includes signs, announcements and cups/napkins with sponsor logo.</p>		
Welcome Reception for New Members, First-Time and International Attendees	SOLD – NATIONAL PROCESSING COMPANY	\$10,000
<p>This reception, exclusively for new members and first-time attendees, is a great way to get acquainted with ETA's newest members and attendees. Sponsorship of this event includes all basic sponsorship benefits plus a welcome from one of your staff.</p>		
Continental Breakfast (Wednesday)	AVAILABLE	\$9,000
Exhibit Hall Beverage Break (Wednesday)	SOLD - ACI WORLDWIDE	\$8,000
Certified Payments Professionals (CPP) Lunch Or Reception	AVAILABLE	\$5,000 each
<p>This reception and lunch are invitation-only events for Certified Payments Professionals. The 2012 CPP reception and lunch will honor, recognize and congratulate the inaugural class of CPPs. The CPP program sets the standard for professional performance in the payments industry. It is a professional certification program signifying that a payments professional has demonstrated the knowledge and skills required to perform competently in today's complex electronic payments environment.</p>		
<p>Lunch will be held on Tuesday (this event will also include ETAU workshop attendees) and the reception will be held Wednesday evening (CPPs only).</p>		

SPECIAL ITEMS	SPONSORSHIP AMOUNT
<p>Meeting Bags</p> <p>SOLD – DISCOVER</p> <p>Conference bags are always one of the most prestigious, high-profile sponsorships at any conference! Every attendee is given a bag when they check in and your company’s visibility continues throughout the meeting, as these ubiquitous bags are carried throughout the conference.</p>	<p>\$30,000</p>
<p>Water Bottles</p> <p>AVAILABLE</p>	<p>\$25,000</p>
<p>Lanyards</p> <p>SOLD – TRANSFIRST</p>	<p>\$20,000</p>
<p>Hotel Key Cards</p> <p>SOLD – AMERICAN EXPRESS</p> <p>Be the first company to make an impression on attendees when they arrive in Las Vegas. Your company’s logo will be custom printed on all key cards given out to ETA attendees when they check in at the hotel. This is a high profile sponsorship and is sure to make a lasting impression!</p>	<p>\$20,000</p>
<p>Pens</p> <p>SOLD – CHINA UNIONPAY</p> <p>Pens branded with your company’s logo are a valuable, high-profile sponsorship item. One pen is included in every attendee’s bag, and extra pens are prominently displayed at registration and session rooms for attendees to take. Best of all, this is an item attendees will take home and use again and again.</p>	<p>\$15,000</p>
<p>Note Pads</p> <p>SOLD – MASTERCARD WORLDWIDE</p> <p>Note pads branded with your company’s logo will be included in every attendee’s bag, and extra pads will be prominently displayed at registration and in session rooms for attendees to take.</p>	<p>\$15,000</p>
<p>Exhibit Hall Map</p> <p>AVAILABLE</p> <p>The color-coded exhibit hall map will be a supplement to the regular exhibitor directory—attendees and exhibitors will be able to remove the folded map from the directory and carry it around with them at the conference. The exhibit hall floor plan will be color-coded based on type of business (i.e., processors in blue, acquirers in red, etc). It will also have a list of exhibitors, rendering it a useful and convenient reference for attendees. The map will feature the sponsor’s logo and the sponsor’s booth will be specially highlighted.</p>	<p>\$15,000</p>
<p>Directional Staff</p> <p>SOLD – FIRST DATA</p>	<p>\$15,000</p>
<p>Relaxation Center</p> <p>AVAILABLE</p> <p>Help attendees relax and unwind with a professionally staffed massage station in the exhibit hall. Massage therapists wear shirts with your company logo.</p>	<p>\$8,000</p>
<p>Email Update</p> <p>SOLD – EZIC, INC.</p> <p>A reminder will be sent each day to attendees reminding them of sessions and special activities with your company’s logo and link included.</p>	<p>\$5,000</p>

SESSION ROOMS		SPONSORSHIP AMOUNT
Session Rooms	SESSION ROOM 1 - SOLD – CONTROLSCAN SESSION ROOM 2 - SOLD – NATIONAL PROCESSING COMPANY	\$5,000 each

ETA's breakout sessions are held in rooms specially built on the show floor for maximum convenience and visibility. The sponsor's logo will be printed on the outside of the session room, on all signage related to that session room, and will be projected onto the screens in the room. Two meeting rooms are available for sponsorship.

SIGNAGE		SPONSORSHIP AMOUNT
Exhibit Hall Aisle Signs	SOLD - NATIONAL PROCESSING COMPANY	\$10,000
Welcome Banner	4 CORNERS AVAILABLE	\$5,000 per corner or \$19,000 for entire banner

PATRON SPONSORSHIP		SPONSORSHIP AMOUNT
Annual Meeting Patron	AVAILABLE	\$5,000
Annual Meeting Patron	CONFIRMED – MASTERCARD WORLDWIDE	\$5,000

Annual Meeting Patron sponsorship includes: Basic sponsorship benefits plus 8.5 "x 11 " insert in attendee bags (sponsor is responsible for printing and shipping inserts.) Available to an unlimited number of companies.

ADVERTISING OPPORTUNITIES		SPONSORSHIP AMOUNT
Advertisements (available to exhibiting companies only)		

ON-SITE PROGRAM

Back Cover	SOLD – NATIONAL PROCESSING COMPANY	\$1,750
Inside Back Cover	SOLD – CSRSI	\$1,500
Inside Front Cover	SOLD – USA ePAY	\$1,500
Internal Ad	UNLIMITED ADS AVAILABLE	\$1,500

ON-SITE EXHIBIT DIRECTORY/PRODUCT GUIDE

Back Cover	SOLD – USA ePAY	\$1,500
Inside Back Cover	SOLD – NATIONAL PROCESSING COMPANY	\$1,250
Inside Front Cover	SOLD – APRIVA	\$1,250
Company Name Divider	SOLD – CHARGE ANYWHERE	\$1,250
Product Divider	SOLD – CROSSCHECK	\$1,250

ON-SITE ATTENDEE LIST

Back Cover	SOLD – USA ePAY	\$1,500
Inside Back Cover	SOLD – POS PORTAL	\$1,250
Inside Front Cover	SOLD – GLOBAL PAYMENTS	\$1,250
Individual Name Divider	SOLD – DISCOVER NETWORK	\$1,250
Company Name Divider	SOLD – DISCOVER NETWORK	\$1,250



TUESDAY, APRIL 17, 2012

Sponsorship Opportunities

Compliance Day is a unique event which provides attendees an opportunity to hear representatives from the major card companies—Visa, MasterCard, American Express, and Discover—as they address complex issues and provide insight into the ever-changing payments industry. This forum is targeted at delivering current information on issues ranging from obligations and liabilities of banks, processors, ISOs and agents to key compliance issues such as sponsor and ISO registration, the due diligence process, merchant agreement requirements, risk monitoring, and PCI compliance.

ETA is pleased to offer the following sponsorship opportunities during the Compliance Day pre-conference event held in conjunction with ETA’s 2012 Annual Meeting. Sponsorship support is recognized in the meeting and on-site materials and on ETA’s web site at www.electran.org. ETA works with each sponsor to identify the opportunity that best fits the goals, objectives and resources available. We are committed to finding win-win opportunities for ETA attendees AND for your organization. If you have ideas or thoughts that are not reflected in the opportunities below, please let us know so that we can make the best match!

All sponsorships include a 6’ display table at the event.

Breakfast	SOLD - TRUSTWAVE	\$4,000
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Help Compliance Day attendees jump-start their day with breakfast! Sponsor will be recognized with special signage, in the printed program agenda, on screen during Compliance Day, and on the ETA website.

Lunch	SOLD - SECURITY METRICS	\$5,000
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Treat Compliance Day attendees to lunch! The 2010 Compliance Day lunch will be a boxed lunch. Sponsor will be recognized with special signage, in the printed program agenda, on screen during Compliance Day, and on the ETA website.

Breaks (2)	SOLD - SECURITY METRICS	\$2,000 each
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Sponsor a mid-morning or mid-afternoon beverage break for Compliance Day attendees. Sponsor will be recognized with special signage, in the printed program agenda, on screen during Compliance Day, and on the ETA website.

Handout Book	SOLD - CSRSI	\$5,000
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Sponsorship of the handout book includes company logo on the cover and agenda page of the handout book and signage at the event.



TUESDAY, APRIL 17, 2012

Sponsorship Opportunities

Whether you are a stakeholder in the payments supply chain or an investor looking to learn more about the players and potential, this event offers you unparalleled access, education and information on opportunities in the ever-expanding electronic transactions business.

All sponsorships include a 6’ display table at the event.

Lunch	AVAILABLE	\$5,000
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Treat Compliance Day attendees to lunch! The 2010 Compliance Day lunch will be a boxed lunch. Sponsor will be recognized with special signage, in the printed program agenda, on screen during Compliance Day, and on the ETA website.

Breaks (2)	AM Break - SOLD - NATIONAL MERCHANTS ASSOCIATION	\$1,000 each
	PM Break - SOLD - SUPER G FUNDING LLC	

Sponsor a mid-morning or mid-afternoon beverage break for ICF attendees. Sponsor will be recognized with special signage, in the printed program agenda, on screen during the event, and on the ETA website.

Handout Book	AVAILABLE	\$5,000
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Sponsorship of the handout book includes company logo on the cover and agenda page of the handout book and signage at the event.



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