



sponsorship
guide

2010 ETA Annual Meeting and Expo



APRIL 13-15
Mandalay Bay
Resort & Casino
Las Vegas, NV

Whether you are a seasoned company or a new 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.

2010 ETA ANNUAL MEETING & EXPO



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.

ETA SPONSORSHIPS

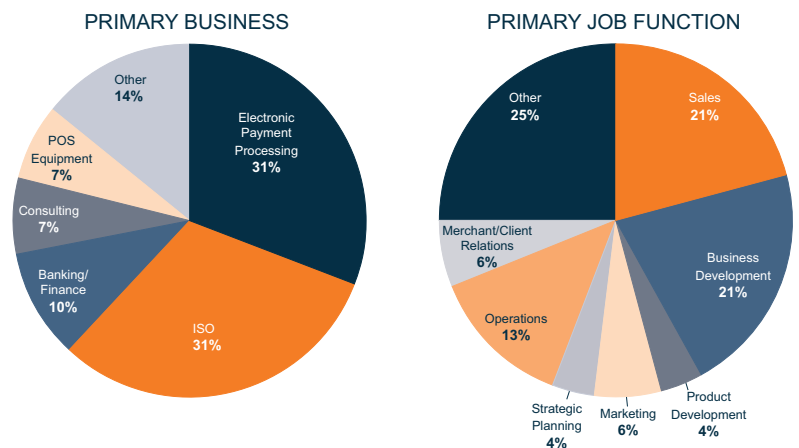
The sponsorship opportunities available at the 2010 Electronic Transactions Association Annual Meeting and Exposition are listed on the following pages.

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

The 2010 ETA Annual Meeting and 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 new startup, this guide features a variety of sponsorship options designed to suit your needs AND your budget. Join us at ETA’s Annual Meeting and Expo and step into the spotlight.

Who Are ETA’s Annual Meeting Attendees?



Source: ETA 2009 Annual Meeting Attendee Data



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

2010 ETA SPONSORSHIPS

EVENT/FUNCTION		SPONSORSHIP AMOUNT
Theme Party	SOLD – DISCOVER	\$90,000
President's Dinner	SOLD – FIRST DATA	\$30,000
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.		
Golf Tournament	SOLD – SECURITY METRICS	\$20,000
Sponsor this attendee favorite, to be held at the TPC Las Vegas course! Sponsor will receive recognition via signage at the event, and 4 company representatives may play in the tournament.		
Opening Session Keynote Speaker	SOLD – EPSON AMERICA, INC.	\$12,000
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 applicable.		
Closing Lunch (Thu)	AVAILABLE	\$15,000
End the conference with a bang by sponsoring the closing lunch in the exhibit hall. A box lunch will be served during the Technology Super Session (<i>back by popular demand!</i>).		
Exhibit Hall Opening Reception	SOLD – AMERICAN EXPRESS	\$15,000
Join the attendees as we officially kick off the meeting with this well-attended, much anticipated annual event.		
Lunch in Exhibit Hall (Wed)	SOLD – MASTERCARD WORLDWIDE	\$15,000
Exhibit Hall Happy Hour (Wed)	SOLD – CYNERGY DATA	\$13,000
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.		
Welcome Reception for New Members, First-Time and International Attendees	AVAILABLE	\$10,000
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.		
Continental Breakfast (Wednesday)	SOLD – MONERIS SOLUTIONS	\$9,000
Continental Breakfast (Thursday)	SOLD – NORTHERN LEASING SYSTEMS	\$9,000
Exhibit Hall Beverage Break (Wed)	SOLD – TSYS	\$8,000
Exhibit Hall Beverage Break (Thurs)	AVAILABLE	\$8,000

SPECIAL ITEMS		SPONSORSHIP AMOUNT
Meeting Bags	SOLD – VISA USA	\$30,000
Water Bottles	SOLD – TRANSFIRST	\$25,000
Lanyards	SOLD – DISCOVER	\$20,000
Hotel Key Cards	SOLD – NETWORK MERCHANTS, INC.	\$20,000
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!		
Member Area Espresso/Cappuccino Stations	AVAILABLE	\$20,000
Help attendees keep their caffeine buzz going all day long! Attendees will appreciate the free coffee courtesy of your company. Sponsor may provide napkins and cups with company logo to be used in lieu of the hotel's for extra branding.		
Mini Programs	AVAILABLE	\$15,000
A valuable reference for attendees throughout the conference – this pocket sized schedule includes the sponsor's logo. Conveniently fits into attendees' badge holders so is carried throughout the conference.		

continued on page 4

2010 ETA SPONSORSHIPS continued

SPECIAL ITEMS <small>continued</small>		SPONSORSHIP AMOUNT
Pens	<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 for attendees to take. (NOTE: Pens in the educational session rooms will be provided by another sponsor.) Best of all, this is an item attendees will take home and use again and again.</p>	\$15,000
Exhibit Hall Map	<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>	\$15,000
Directional Staff	<p>SOLD – FIRST DATA</p> <p>ETA will be hiring staff whose sole purpose is to direct attendees to ETA exhibit and meeting functions. These staff members will be outfitted with shirts that feature the sponsor’s logo!</p>	\$15,000
Attendee Internet Services	<p>SOLD – COCARD</p>	\$13,000
Image Magnification	<p>SOLD – NATIONAL PROCESSING COMPANY</p>	\$13,000
Live Learning Center	<p>AVAILABLE</p> <p>All educational sessions at the Annual Meeting will be recorded and posted to 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..</p>	\$10,000
ACM (Automated Charging Machines)	<p>AVAILABLE</p> <p>This is a great way to offer convenience to attendees. Your logo and a video about your firm will play on two stations located in the exhibit hall. Stations are capable of rapidly charging 12 different types of mobile devices - cell phones, PDAs and iPhones,</p>	\$9,000
		
Relaxation Center	<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>	\$6,000
Show Daily	<p>AVAILABLE</p> <p>Sponsor a one page flyer per day with the day’s schedule and a brief description of your company at the top. Two issues: Wednesday and Thursday..</p>	\$5,000
Email Update	<p>AVAILABLE</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>	\$5,000

2010 ETA SPONSORSHIPS *continued*

SIGNAGE		SPONSORSHIP AMOUNT
Escalator Runner	4 SPOTS AVAILABLE	\$5,000 per sponsor (4 available) or \$20,000 for entire banner
Exhibit Hall Aisle Signs	SOLD - FIFTH THIRD PROCESSING SOLUTIONS	\$10,000
Welcome Banner	ONE SOLD - ELAVON ; 3 SPOTS AVAILABLE	\$5,000 per corner

PATRON SPONSORSHIP		SPONSORSHIP AMOUNT
Annual Meeting Patron	CONFIRMED: MASTERCARD WORLDWIDE 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) <i>Available to an unlimited number of companies</i>	\$5,000

ADVERTISING OPPORTUNITIES

ADVERTISEMENTS <i>(available to exhibiting companies only)</i>		SPONSORSHIP AMOUNT
ON-SITE PROGRAM		
Back Cover	SOLD - NATIONAL PROCESSING COMPANY	\$1,750
Inside Back Cover	SOLD - USA ePAY	\$1,500
Inside Front Cover	SOLD - CHECKGATEWAY	\$1,500
Internal Ad	UNLIMITED ADS AVAILABLE	\$1,250
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	\$1,000
Product Divider	SOLD - CROSSCHECK	\$1,000
ON-SITE ATTENDEE LIST		
Back Cover	SOLD - USA ePAY	\$1,500
Inside Back Cover	SOLD - CARDWARE INTERNATIONAL	\$1,250
Inside Front Cover	SOLD - GLOBAL PAYMENTS	\$1,250
Individual Name Divider	SOLD - DISCOVER NETWORK	\$1,000
Company Name Divider	SOLD - DISCOVER NETWORK	\$1,000



COMPLIANCE DAY

An Electronic Transactions Association Signature Event

TUESDAY, APRIL 13, 2010 • LAS VEGAS, NEVADA

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 in November 2009. 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

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.

\$4,000

LUNCH

SOLD - SECURITY METRICS

Treat Compliance Day attendees to lunch! The 2009 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.

\$5,000

BREAKS (2)

SOLD - SECURITY METRICS

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.

\$2,000 each



PREPAID DAY

An Electronic Transactions Association Signature Event

TUESDAY, APRIL 13, 2010 • LAS VEGAS, NEVADA

SPONSORSHIP OPPORTUNITIES

Prepaid Day is a unique event which provides attendees an opportunity to hear from experts in prepaid and merchant acquiring and get a fresh look at the emerging products and services that are changing the industry. Topics include an overview of the prepaid industry, the legal landscape, real life case studies, trends, technologies and the products of tomorrow.

ETA is pleased to offer the following sponsorship opportunities during the Prepaid Day pre-conference event held in conjunction with ETA's 2010 Annual Meeting. Sponsorship support is recognized in the pre-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

Help Prepaid Day attendees jump-start their day with breakfast! Sponsor will be recognized with special signage, in the printed program agenda, on screen during Prepaid Day, and on the ETA website.

\$4,000

LUNCH

Treat Prepaid Day attendees to lunch! The 2010 Prepaid Day lunch will be a boxed lunch. Sponsor will be recognized with special signage, in the printed program agenda, on screen during Prepaid Day, and on the ETA website.

\$5,000

BREAKS (2)

MORNING BREAK SOLD –
WELLS FARGO MERCHANT SERVICES.
AFTERNOON BREAK AVAILABLE

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

\$2,000 each