



ELECTRONIC TRANSACTIONS ASSOCIATION

STRATEGIC

# Leadership FORUM

2010 ETA

Strategic Leadership Forum

October 26-28, 2010

THE BREAKERS • PALM BEACH

*The future of payments, today*



SPONSOR  
PROSPECTUS

# SPONSORSHIP OPPORTUNITIES

## Print Advertising

### PRINT ADVERTISING BENEFITS:

- Your ad appears in the publication and position listed below

Ad: Attendee List Inside Back Cover . . . . .	SOLD TO STRAWHECKER GROUP
Ad: Attendee List Inside Front Cover . . . . .	SOLD TO CHARGE ANYWHERE
Ad: Program Inside Back Cover . . . . .	SOLD TO MERCHANT'S CHOICE PAYMENT SOLUTIONS
Pocket Programs . . . . .	SOLD TO JAFFE

## Networking Functions

### NETWORKING FUNCTION SPONSORSHIP BENEFITS:

- Recognition in Meeting Program
  - Event signage
  - Clearance to use ETA name and logo on promotional items related to your event participation
  - Company listing on signage and on session slides
  - "Sponsor" ribbons for all company representatives
- |                                 |                          |
|---------------------------------|--------------------------|
| Opening Reception . . . . .     | SOLD TO DISCOVER NETWORK |
| Continental Breakfast . . . . . | SOLD TO MONERIS          |
| Morning Break . . . . .         | SOLD TO WELLS FARGO      |
| Networking Luncheon . . . . .   | \$ 13,000                |
| Afternoon Break . . . . .       | \$ 5,000                 |
| After Glow Event . . . . .      | \$ 15,000                |

## High-Visibility Items

### HIGH-VISIBILITY ITEM SPONSORSHIP BENEFITS:

- Recognition in Meeting Program
- Clearance to use ETA name and logo on promotional items related to your event participation
- Company listing on signage and on session slides
- "Sponsor" ribbons for all company representatives

Keynote Speaker: Morton Kondracke. . . . .	\$10,000
Wireless Internet Connectivity . . . . .	\$ 6,000
Image Magnification. . . . .	SOLD TO PAYMENT PROCESSING INC.
Lanyards . . . . .	SOLD TO DISCOVER NETWORK
Audience Response System . . . . .	SOLD TO COCARD
Live Video Streaming . . . . .	SOLD TO AMERICAN EXPRESS

## Attendee-Essential Items

### ATTENDEE-ESSENTIAL ITEM SPONSORSHIP BENEFITS:

- Recognition in Meeting Program
- Your logo on the item you are sponsoring
- Clearance to use ETA name and logo on promotional items related to your event participation
- Company listing on signage and on session slides
- "Sponsor" ribbons for all company representatives

Padfolios . . . . .	SOLD TO VISA
Water Bottles . . . . .	SOLD TO TRUSTWAVE

## Business Partner Displays

6' Table Top Spot . . . . . **\$ 4,000**

This is your opportunity to demonstrate your products and services, from POS payments to mobile payments or electronic business services. The cost is \$4,000 and is limited to one 6' table demonstration area per company. Displays will be located in the networking and session room. Display sponsorships **do not** include complimentary meeting registration.



## Networking Activities

### NETWORKING ACTIVITY SPONSORSHIP BENEFITS:

- Recognition in Meeting Program
- Event signage
- Clearance to use ETA name and logo on promotional items related to your event participation
- Company listing on signage and on session slides
- "Sponsor" ribbons for all company representatives
- 1 Complimentary Registration for the Networking Activity Sponsored

#### Wine and Cheese Tasting . . . . . **SOLD TO TSYS**

*Limit: 30 people*

Attendees will experience a one-of-a-kind opportunity for both wine aficionados and novices alike that will combine wine appreciation, education and the finer points of tasting wine. One of The Breakers' Master Sommeliers will discuss tasting techniques, food and wine pairing, terminology, appropriate care, storage and tips on wine selection while guests indulge with an assortment of cheese perfectly paired to their wine tasting experience.

#### Catamaran Cruise . . . . . **SOLD TO FIRST DATA**

*Limit: 35 people*

Cruise the majestic Southeast Florida waterways on a motor-powered catamaran. The cruise includes beverages (beer, water and soda), snacks, snorkeling gear, and music. Enjoy a guided three-hour cruise and see some of Palm Beach's historical landmarks from the water or just relax and enjoy the ride.

#### 9 Holes of Golf . . . . . **SOLD TO SECURITY METRICS**

*Limit: 40 people*

With fairways that weave between sandy hazards, the Breaker's Ocean Course rewards wit over power, challenging golfers to play the ball low on 140 acres overlooking the Atlantic. First laid out in 1896 by Alexander H. Findley, the Ocean Course was redesigned in 2000 by Brian Silva, Golf World's 1999 Architect of the Year. Combining a love of the game with technology, Silva preserved its unique attributes, while perfecting the course for the 21st century golfer.

## QUESTIONS?

If you are interested in becoming a sponsor or advertising in one of the LEADERSHIP IN PAYMENTS FORUM publications, please complete the Sponsorship and Advertising Request Form on the following page. If you have any questions, please contact Linda Hachero at [Lhachero@conferencemanagers.com](mailto:Lhachero@conferencemanagers.com) or call (703) 964-1240 ext. 13.



# SPONSORSHIP AND ADVERTISING REQUEST FORM

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Use this form to reserve your sponsorship or advertising for the *ETA Strategic Leadership Forum: The Future of Payments, Today*. Once ETA receives this completed form, an invoice and any related artwork specifications and agreements will be sent to you via e-mail.

**Please complete this form and return to:**

Linda Hachero, ETA 2010 Strategic Leadership Forum, 11260 Roger Bacon Drive, Suite 500, Reston, VA 20190 FAX: (866) 466-9187

**NETWORKING FUNCTIONS**

- Networking Luncheon . . . . . \$ 13,000
- Afternoon Break . . . . . \$ 5,000
- After Glow Event . . . . . \$ 15,000

**HIGH-VISIBILITY ITEMS**

- Keynote Speaker: Morton Kondracke . . . . . \$ 10,000
- Wireless Internet Connectivity . . . . . \$ 6,000

**BUSINESS PARTNER DISPLAY**

- 6' table-top spot . . . . . \$ 4,000

**TOTAL AMOUNT DUE: \$** \_\_\_\_\_

**PAYMENT INFORMATION:** \_\_\_\_\_

- Check in the amount of \$  
 (made payable to ETA) is enclosed.

**MAIL CHECK PAYMENTS TO:**

Electronic Transactions Association  
 ETA 2010 Strategic Leadership Forum  
 11260 Roger Bacon Drive  
 Suite 500  
 Reston, VA 20190

**QUESTIONS?** [Lhachero@conferencemanagers.com](mailto:Lhachero@conferencemanagers.com)