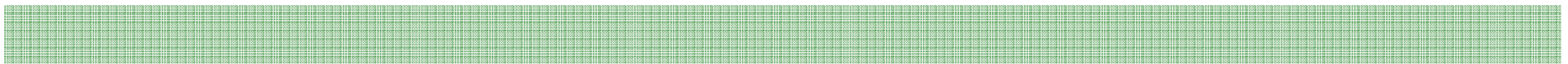




**Exhibit, Marketing &  
Sponsorship Opportunities**



# ATMs in Africa 2010

## Exhibit, Marketing, & Sponsorship Opportunities

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# The Premier ATM Event ~ Unique Marketing Opportunities

ATMs in Africa is the premiere African ATM Conference, bringing together ISOs, financial institutions, networks, processors, vendors, and service providers at one event.

*This event is able to provide your organization with unprecedented exposure to:*

- Showcase new products and services.
- Enhance brand recognition and reputation with key customer targets.
- Strengthen relationships and build loyalty with current customers.
- Meet new business contacts face to face.
- Keep up with the competition.
- Demonstrate thought leadership.

The ATMIA Conference offers you the chance to meet other industry experts, discuss hot new topics and exchange information and views, in a friendly and professional environment.

It is the also the place where business relationships are initiated, developed and maintained. There is simply no more relevant ATM focused event.

Sponsoring and exhibiting at ATMIA events has proved successful in bringing together senior decision makers and key industry

players from across Africa and the rest of the world – in a truly international event. This ensures that sponsors and exhibitors have the ideal forum to gain competitive advantage and business opportunities.

A portfolio of the marketing opportunities follows, but this is by no means exhaustive. A tailor-made package can be created to suit your individual needs. For any questions, please contact Dana Benson at ATMIA at +1 605-582-7058 or [dana@atmia.com](mailto:dana@atmia.com).

# Event History

## Past Exhibitors/Sponsors:

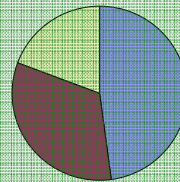
All aspects of the industry are represented at this event. Below are the past exhibitors and sponsors of the ATMIA Africa Conference over the years.

3 Plus  
Absolute Systems  
ACI South Africa  
Aris ATM Parts Company  
AST Secure Transaction Services  
ATM Solutions (Pty) Ltd  
Bank Machine Services  
Bankserv  
Biometric South Africa Pty, Ltd  
Cash Access Corp  
CR2  
Diebold  
Empilweni Payout Services  
Fair Isaac Corp  
First National Bank of South Africa  
Gijima  
GRG Banking Equipment  
Kaba AG

Money Automation  
Mosaic Software  
NCR South Africa  
NSSL Ltd  
Open Solutions Canada  
PIC Solutions  
Postilion International  
S1  
SecureWorx South Africa (Pty) Ltd  
South African Fraud Prevention Service  
SPL Group  
Smartec Technologies (Pty) Ltd  
Technology Associates – mTranZact  
The Kanderlane Group  
Tidel Engineering  
TMD Security  
Wincor Nixdorf International

## Attendee Profile

The ATMIA Conference allows you to showcase your products and services to the most comprehensive ATM audience. In 2008, the event attracted over 150 professionals from 65+ companies. The attendees are high level executives and decision makers within their organization and the industry. The following is a breakdown of the 2008 delegates.



- Executives (42%): President, CEO, Chairman, VP
- Management (39%): GM, Managers, Directors
- Other (19%): Sales, IT, etc.

# Premier Sponsorships

We offer four levels of Premier Sponsorship – these are the most comprehensive of the marketing options available and provide the greatest branding opportunities before, during and after the event.

Please review them and let us know which will work for you!

	<b>Platinum</b> <i>One (1) available</i>	<b>Gold</b> <i>One (1) available</i>	<b>Silver</b> <i>One (1) available</i>	<b>Bronze</b> <i>Unlimited available</i>
Exhibit Booth	2x6m	2x6m	2x3m	10'x10'
Full Conference Passes	8 <i>(does not include workshops)</i>	6 <i>(does not include workshops)</i>	5 <i>(does not include workshops)</i>	4 <i>(does not include workshops)</i>
Logo on lanyard		✓		
Logo on bag	✓			
Logo on pen			✓	
Coffee Break Sponsor			✓	✓
Breakfast Sponsorship Day 1	✓			
Breakfast Sponsorship Day 2		✓		
Full page color ad in Program of Events	✓	✓		
Half (1/2) page color ad in Program of Events			✓	✓
Marketing Distribution in attendee bag	✓	✓	✓	✓
50-word company description on secure attendee web page	✓	✓	✓	✓
Logo on marketing materials including emails	✓	✓	✓	✓
Logo on conference web site	✓	✓	✓	✓
Additional Passes at discounted rate	✓	✓	✓	✓
Attendee list containing full contact details	✓	✓	✓	✓
Event promotional emails to send to clients and contacts	✓	✓	✓	✓
<b>Price</b>	<b>\$6,800</b>	<b>\$6,000</b>	<b>\$5,500</b>	<b>\$4,600</b>

# Beverage Station and Reception Sponsor

**Beverage Station Sponsor:** When the exhibit hall is open on September 16 and 17, we will be serving various beverages. By sponsoring this area your company will gain exposure by signage on the tables. You will also be able to display your company's product and service information on a small table in the same area.

**Evening Reception:** There will be a reception in the exhibit on September 16<sup>th</sup>. It is always a popular sponsorship and well attended event providing your company with excellent visibility among the delegates. With this sponsorship your company will get your logo on signage at the reception, passes, recognition in the Program of events and much more...see below.

All sponsors of the event including the Beverage Station and Evening Reception Sponsors will be announced during the first day of the conference and throughout the event.

	<b>Beverage Station</b> <i>One (1) available</i>	<b>Evening Reception</b> <i>Unlimited available</i>
Exclusive Sponsor of Beverage Station Sept 16-17	✓	
Small table for company information	✓	
Partial Sponsor of Event Opening Reception		✓
Full Conference Passes	2 <i>(does not include workshops)</i>	2 <i>(does not include workshops)</i>
Half (1/2) page color ad in Program of Events		✓
Marketing Distribution in attendee bag	✓	✓
50-word company description on secure attendee web page	✓	✓
Logo on marketing materials including emails	✓	✓
Logo on conference web site	✓	✓
Additional Passes at discounted rate	✓	✓
Attendee list containing full contact details	✓	✓
Event promotional emails to send to clients and contacts	✓	✓
<b>Price</b>	<b>\$2,500</b>	<b>\$1,500</b>

# Product Branding Marketing Distribution Print Marketing Opportunities

We are offering numerous product branding opportunities at this event. Our regular items are listed here.

Please keep in mind that we are always happy to consider alternative product branding opportunities so please contact us with your suggestions. We would be pleased to offer you a quote

Options	Price
<b>Marketing Disbursement</b> – put your company material in the conference bag/packet to be given to all attendees (item to be supplied by company). Materials due to the hotel by September 13 <sup>th</sup> to guarantee they will get into the packets	\$500
<b>Lanyard Sponsorship</b> – your logo on the event lanyard	\$1,200
<b>Bag Sponsorship</b> – your logo on the attendee bag	\$2,000
<b>Pen Sponsorship</b> – your logo on the pen given to all attendees	\$1,000
<b>Note Pad</b> - your logo on the conference note pad	\$1,500
<b>Pocket Schedule</b> – your log on the popular pocket schedule	\$1,200
<b>Program of Events - Print Marketing</b>	
Full Page Print Ad (8.5"x11") – with booth	\$400
Full Page Print ad (8.5"x11") – without booth	\$500
Half Page Print Ad (8.5"x5.5") – with booth	\$300
Half Page Print Ad (8.5"x5.5") – without booth	\$400

### Print Marketing Specifications

Provide a high resolution PDF file with all the fonts and images embedded and setup CMYK.

#### Mac format:

- Publication Size: Full Page-8.5" wide x 11" high, Half Page-8.5" wide x 5.5" high
  - Bleed ad, please 1/8" to above dimensions
  - Non bleed full page ad size 7.5" wide x 10" high
  - Non-bleed half page ad size 7.5" wide x 4.75" high
- All Ads are full color
- Ad document must be created in Quark XPress 6.5 or older version, create ad at actual size (we will not enlarge or shrink the artwork)
- Photos must be Adobe Photoshop 8.0 or older, TIFF or EPS format, Bitmap is acceptable for black-only Photoshop artwork
- Illustrations/artwork Adobe Illustrator 11.0.0 or older, make sure any type is converted to outlines
- Ad can be sent on Zip disks or CDs (disks can be returned if needed). Emailed to Bob Kobernusz [bkobernusz@sio.midco.net](mailto:bkobernusz@sio.midco.net) or mailed to In2Design, 5205 S Galway Ave, Sioux Falls, SD 57106
- Include all fonts, photos, and artwork used to create ad and also include a color or B/W laser or inkjet printout

# Exhibition Booths

There is no better way of promoting your organization and demonstrating your company's products and services than an exhibition booth.

	Single	Double
Size	2x3m	2x6m
Full conference passes	2 <i>(do not include workshops)</i>	4 <i>(do not include workshops)</i>
ID Sign with company name	✓	✓
Wall shell	✓	✓
Electrical Plug	1	2
Spot light	2	4
1 table/2 chairs	✓	✓
50-word description in attendee web page	✓	✓
Additional passes at reduced rate	✓	✓
Attendee list with complete details	✓	✓
Company name and web link on conference web site	✓	✓
<b>Price</b>		
ATMIA Member (USD)	\$2,000	\$3,900
Non-Member (USD)	\$3,000	\$5,500

ATMIA members are entitled to a discount on exhibition booths as indicated.

Please note that the number of exhibition booths is limited and expected to sell out. Booths are allocated on a first-come first-serve basis, so book early to select your preferred location.

# Marketing Opportunities Registration & Agreement

By completing this registration form you are also agreeing to the Rules and Regulation on the following page. Please review them carefully.

Check which opportunity you would like to take advantage of & complete the form.

Marketing Opportunity	Price(USD)
Platinum Sponsorship	\$6,800
Gold Sponsorship	\$6,000
Silver Sponsorship	\$5,500
Bronze Sponsorship	\$4,600
Beverage Station	\$2,500
Evening Reception	\$1,500
Marketing Disbursement	\$500
Lanyard Branding	\$1,200
Bag Branding	\$2,000
Pen Branding	\$1,000
Note Pad Branding	\$1,500
Pocket Schedule Branding	\$1,200
Full Page Print Marketing – with booth	\$400
Full Page Print Marketing – without booth	\$500
Half Page Print Marketing – with booth	\$300
Half Page Paring Marketing – without booth	\$400
Single Booth	
ATMIA Member	\$2,000
Non-Member	\$3,000
Double Booth	
ATMIA Member	\$3,900
Non-Member	\$5,500

## Company Information:

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

Contact \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email Address \_\_\_\_\_

Web Site \_\_\_\_\_

Booth Location Preference: #1 \_\_\_\_\_ #2 \_\_\_\_\_ (layout is on page 11)

## Payment Method:

Please note: **Payment must be received to secure booth, sponsorship, or advertising space.**

Total Amount Due: \$ \_\_\_\_\_

Check - Payment (Payable to ATMIA) A deposit of \$1,000US is required to secure all sponsorships or booth locations. Please supply the credit card details below for deposit payment and an invoice will be issued for the balance.

Credit Card:

Visa  MasterCard  American Express  Diners Club  Discover Card  JCB

Amount \$ \_\_\_\_\_ Expiration Date \_\_\_\_\_

Card Number \_\_\_\_\_

Name (as it appears on card) \_\_\_\_\_

Signature \_\_\_\_\_

Card ID Number \_\_\_\_\_

## Return Registration Form & Payment to:

ATMIA, Africa Conference, Attn: Dana Benson, 2260 Byrum Circle, Brandon, SD 57005

Phone: +1 605-582-7058 Fax: +1 605-582-7071 [dana@atmia.com](mailto:dana@atmia.com) [www.atmiaconferences.com](http://www.atmiaconferences.com)

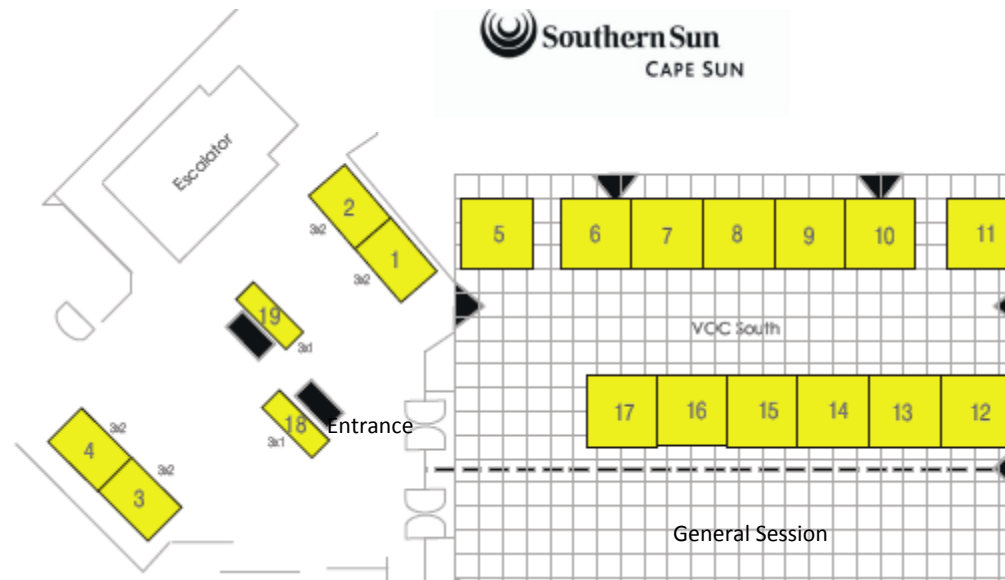
# Exhibit and Sponsor Agreement

## Exhibit & Sponsor Rules & Regulations

1. **Agreement:** Exhibitor hereby agrees to abide by these Rules & Regulations, together with such additional rules and regulations as may be adopted by ATMIA and provided to Exhibitor from time to time.
2. **ATMIA Memberships/Rate:** In order to receive the member rate on the exhibit booth, the company must be a member at the time of reserving the booth and at the time of the event.
3. **Exhibitor Manual:** An exhibitor manual will be emailed to the contact of each exhibiting company. This will contain deadlines for such items as registrations and ads, and contact details for the Exhibit Company and the Conference Venue. The Exhibitor must read the document and return all items on time to be included in all exhibitor benefits.
4. **Assignment of Exhibit Space:** As a general rule, ATMIA will assign booths on a first-come, first-serve basis. ATMIA reserves the right to assign or relocate exhibit areas or reconfigure the exhibition area for the betterment of the show or otherwise in its sole discretion. Exhibit space assignment shall be conditional on payment in full of all amounts due. The exhibit space assigned to exhibitor is for the use of the named exhibitor only. Exhibit space sharing in whole or in part with any third party is expressly prohibited.
5. **Exhibitor Badges:** All exhibitor badges issued by ATMIA for exhibitors shall be for the sole use of exhibitor personnel identified in advance to ATMIA. Sharing of badges is not allowed.
6. **Terms of Payment:** Any registration submitted to ATMIA must be accompanied by the appropriate payment based on the amount due. Returned checks will result in a \$50.00 returned check fee and all future payments by the exhibiting company must be by cash, credit card or certified check.
7. **Cancellation by Exhibitor:** If the exhibitor cancels from an event, the fees paid can not be transferred to another event or membership of ATMIA. The following refund policy will be enforced:

<u>Timeline:</u>	<u>Amount Refunded:</u>
90+ days prior to the event	\$300 administrative fee will be deducted
60-90 days prior to the event	75% of original payment
45-59 days prior to the event	40% of original payment
<44 days prior to the event	10% of original payment
8. **Event Cancellation by ATMIA :** In the event that ATMIA to cancel an event, ATMIA will refund only payment made directly to ATMIA and will not be held responsible for other costs of expenditure incurred by the sponsor/exhibitor/ advertiser. ATMIA will not refund payment or assume additional costs and liability that result from "acts of God" or criminal activity. All refunds will be issued within six weeks of receipt of written cancellation.
9. **Exhibitor Cancellation by ATMIA:** Exhibit space may be cancelled by ATMIA for failure to make payments when due or failure by exhibitor to comply with this Agreement or the applicable rules and regulations hereunder. If an exhibit space is cancelled by ATMIA, exhibitor shall forfeit all payments made and ATMIA shall have the right to rent such cancelled space to another exhibitor in its sole discretion without mitigation of such forfeited amounts.
10. **Attendance:** ATMIA uses reasonable efforts to market its events and attract attendees, but does not guarantee specific levels of attendance at the conference. ATMIA makes no representations or warranties, express or implied, regarding attendance levels at hosted events.
11. **Mediation:** If a dispute arising out of or related to this agreement cannot be settled through negotiation, then the parties shall first try in good faith to settle the dispute by mediation through a commercially recognized mediation body to be agreed upon by the parties before resorting to any other dispute resolution procedure including but not limited to arbitration or litigation. ATMIA will not be liable for any fees associated with mediation for the exhibitor.
12. **Insurance:** Exhibitor and its independent contractors each agree to obtain and maintain appropriate commercial liability insurance for the event to cover equipment, staff and any accidents that may happen involving exhibits.
13. **Operation of Exhibits:** Displays in exhibit spaces must be designed and operated in a manner that respects the rights of other exhibitors and attendees. Displays shall not be designed in a manner that will block a neighboring exhibitor. If this occurs, ATMIA reserves the right to remove that exhibitor.
14. **Security:** In no case will ATMIA be responsible for theft, loss or damage to exhibitor's products, exhibit space, or display. Exhibitor agrees that it is wholly responsible for protecting its property on and off the venue premises.

# Current Layout & Exhibitor List



<u>Booth</u>	<u>Company</u>
1	ATM Solutions
15-16	Diebold South Africa
6-7	Kaba
12-13	Nautilus Hyosung
3-4	NCR South Africa
8	Talaris
17	Testlink
14	TMD Security
9-10	Wincor Nixdorf