

ATMs in Australia 2011

Exhibit & Sponsorship Opportunities

Do you wish to

- Maintain or establish yourself as a strong presence in ATM markets?
- Promote and sell your company's products and services?
- Strengthen relationships and build loyalty with current customers?
- Meet new business contacts face to face?
- Penetrate emerging markets?
- Launch a new product service?
- Keep up with the new competition?

The ATMIA conference can help any ATM business, whether deployers, manufacturers, network processors or service providers, make these objectives happen by offering companies the opportunity to sponsor or exhibit. In controlled, friendly, business-like environment, you can meet industry experts to discuss hot new topics, and exchange information and views. It is also the place where business relationships are initiated, developed and maintained.

Sponsoring and exhibiting at ATMIA events has proven to be successful for many companies. Senior decision-makers and key industry personnel are brought together from Australia and New Zealand. This ensures that sponsors and exhibitor have the ideal forum to gain competitive advantage and business opportunities.

A list of the marketing opportunities follows, but this is by no means exhaustive. A tailor-made package can be created to suit your individual needs and budgets. For any questions, please contact Amanda Hardy, amanda@atmia.com

Branding sponsorships

	Gold	Silver	Bronze
Logo on marketing materials	X	X	X
Logo on conference website	X	X	X
Logo on conference emails	X	X	X
Full page advert in conference programme	X		
Introduction by conference organisers	X	X	X
Lunch sponsor	X		
Breakfast sponsor		X	
50 word company description and logo in conference programme	X	X	X
50 words and logo on post conference materials	X	X	X
Delegate passes	4	3	2
Company marketing materials given to attendees	X	X	X
Price* (ATMIA member)	\$5,000	\$4,000	\$2,500
Price (non member)	\$6,200	\$4,900	\$3,200
Number available	2	2	4

We offer three levels of branding sponsorship – these provide a great opportunity for promoting your organisation before and during the event.

Product Branding

	Conference bags	Pens and pads	Lanyards
Logo on conference bags	X		
Logo on pens and pads		X	
Logo on lanyards			X
Logo on conference website	X	X	X
50 words and logo in conference programme	X	X	X
50 words and logo on post-conference materials	X	X	X
Delegate passes	2	2	2
Price* (ATMIA member)	\$3,000	\$3,000	\$3,000
Price (non member)	\$3,800	\$3,800	\$3,800
Number available	1	1	1

Please note the sponsor is responsible for production of the branded products and for delivering them to the conference venue.

Drinks reception sponsorship

Drinks reception	
Introduction by conference organisers	X
5 minute company speech to delegates	X
Company branding during drinks reception	X
Logo on conference website	X
Recognition on conference programme	X
Delegate passes	3
Additional drinks reception passes	5
Price* (ATMIA member)	\$5,000
Price (non-member)	\$6,200
Number available	1

At the end the first day of the conference there will be a fully waitressed drinks reception, including wine, soft drinks and canapés. This is always popular with delegates and a high profile sponsorship opportunity.

If your organisation sponsors the drinks reception, this will be announced during the first day of the conference and again at the end of the first day's conference proceedings. A company representative will be invited to give a five-minute speech to all delegates to kick-off the drinks reception.

Exhibition booths

	Exhibition booth	Exhibition booth ATMIA members
Booth space (3m x 2m)	X	X
50 word company description and logo in conference programme	X	X
Delegate passes	3	3
50 words and logo in post conference materials	X	X
Discount on additional delegate places	X	X
Price*	\$4,000	\$3,200

There is no better way of promoting your organisation and demonstrating your company's products and services than an exhibition booth. Each booth measures 3m x 2m and comes with three delegate passes for the full conference.

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

Literature distribution and advertising opportunities

	Literature distribution	Programme advert
Delegate passes	1	1
Literature distribution to all conference delegates	X	
Advert in conference programme (full page)		X
Price*	\$1,500	\$1,250
Number available	10	4

Literature distribution to delegates is available either in the conference bags or by placing materials on conference desks. Companies purchasing a literature distribution also receive one full delegate place at the conference.

We offer a limited number of full page advertisements in the conference programme – these are offered on a first-come first-served basis so please book early.

Advertising Specifications:

- v Create ads at actual size
- v PDF files must be at least 300dpi with all fonts embedded
- v Please include all fonts, photos and artwork used to create ad
- v Full page non-bleed ad 97mm x 284mm
- v Half Page bleed ad 221mm (w) x 152mm (h) Live area 190mm (w) x 136mm (h)
- v Full page bleed 221mm x 304mm Live area 190mm x 290mm Trim size 210mm x 297mm
- v Full page ads are portrait

* Please note all our prices are in US dollars