

# European ATMs



## Marketing Opportunities for Exhibitors and Sponsors

10th and 11th June 2010  
Park Plaza Victoria Hotel, London

*Organised jointly by:*

**ATMIA**  
ATM INDUSTRY ASSOCIATION

**RB**

# European ATMs 2010

European ATMs 2010 is the region's premier ATM conference, bringing together banks, independent deployers, network processors, vendors and service providers at one event

## Europe's premier ATM event

European ATMs 2010 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 place where business relationships are initiated, developed and maintained. There simply is no more relevant ATM focused event.

The conference is able to provide your organisation with unprecedented exposure to:

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

## Unique marketing opportunities

Sponsoring and exhibiting at previous conferences has proved successful in bringing together senior decision makers and key industry players (e.g. banks, IADs, networks, processors, vendors) from across Europe – and the rest of the world – in a truly international event.

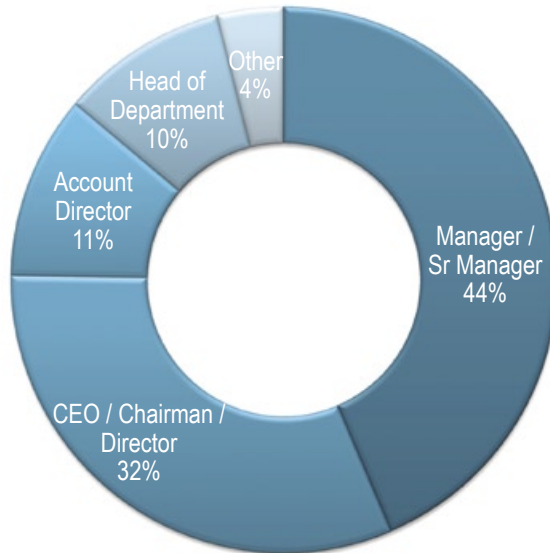
A portfolio of sponsorship and marketing opportunities follows, but this is by no means exhaustive. A tailor-made package can be created to suit your individual needs.

For further information, please contact Amanda Hardy on +44 1284 702575 [amanda@atmiaconferences.com](mailto:amanda@atmiaconferences.com) or Susie Lens on +44 20 8940 1398 [susie@rbrlondon.com](mailto:susie@rbrlondon.com)

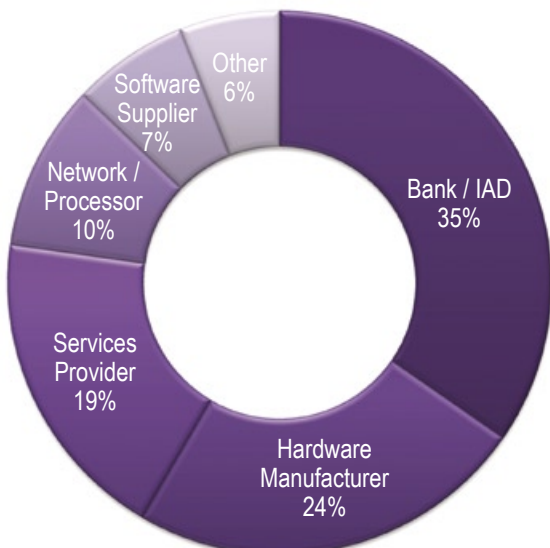
# Attendee Demographics

Over 300 senior executives from 41 countries attended European ATMs 2009

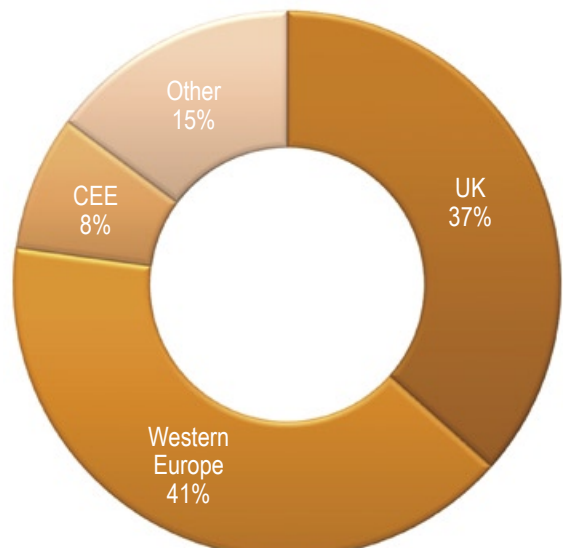
## Senior decision makers



## Well-attended by deployers and networks



## Strong pan-European representation



# Exhibition Booths

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

	DOUBLE BOOTH	STANDARD BOOTH
Booth space	6m x 2m	3m x 2m
Delegate passes	4	2
50 words on post-conference materials	✓	✓
Priority consideration for speaker slot <sup>1</sup>	✓	✓
50% discount on additional delegate passes	✓	✓
Discount for ATMIA members	✓	✓
Price <sup>2</sup> (ATMIA member price in brackets)	€10,100 (€8,800) £9,000 (£7,800) \$15,000 (\$13,000)	€6,100 (€5,100) £5,400 (£4,500) \$9,000 (\$7,500)
Number available	Maximum 8	Maximum 27

A standard booth measures 3m x 2m and comes with two delegate passes for the full conference. We also offer the option of a higher profile double booth, which comes with four delegate passes.

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.

Note: The following double booths are available (see floorplan page 10): 2-3, 5-6, 10-11, 15-16, 17-18, 19-20, 21-22, 23-24

# Premier Sponsorships

We offer three 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.

Gold, silver and bronze sponsors are all entitled to a 25% discount on exhibition booths

	GOLD	SILVER	BRONZE
Logo on marketing materials	✓	✓	✓
Logo on conference website	✓	✓	✓
Logo on conference emails	✓	✓	✓
Full page advert in conference programme	✓		
Half page advert in conference programme		✓	✓
Literature distribution to conference delegates	✓	✓	✓
Introduction by conference organisers	✓	✓	✓
Lunch sponsor (one day)	✓		
Breakfast sponsor (one day)		✓	
50 words on post-conference materials	✓	✓	✓
Priority consideration for speaker slot <sup>1</sup>	✓	✓	
Delegate passes	3	2	2
50% discount on additional delegate passes	✓	✓	✓
25% discount on exhibition booth	✓	✓	✓
Standard price <sup>2</sup>	€7,400 £6,600 \$10,900	€5,800 £5,200 \$8,600	€4,800 £4,300 \$7,100
ATMIA member price <sup>2</sup>	€6,400 £5,700 \$9,500	€5,100 £4,500 \$7,500	€4,200 £3,700 \$6,200
Number available	2	2	4

# Coffee, Drinks & Dinner Sponsorship

## Coffee breaks

There are three coffee breaks on each day of the conference. By sponsoring these breaks your company logo will be used on tea/coffee cups, napkins and on coffee tables, providing high visibility throughout the event.

## Drinks reception

At the end on 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.

## Conference dinner

On the evening of the first day there is the option of a conference dinner to which all conference delegates will be invited. Sponsorship of the conference dinner is a particularly prestigious partnership opportunity, highly appreciated by delegates. The conference organisers will work closely with the dinner sponsor to tailor the evening to the sponsor's preferences.

Coffee, drinks and dinner sponsors 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 short speech to the delegates to launch the drinks reception, and similarly at the dinner.

	COFFEE BREAKS	DRINKS RECEPTION	CONFERENCE DINNER
Introduction by organisers during conference	✓	✓	✓
Pre-reception/dinner speech to delegates	✓	✓	✓
Company branding during coffee breaks/drinks reception/dinner	✓	✓	✓
Logo on conference website	✓	✓	✓
Recognition on conference programme	✓	✓	✓
Delegate passes	2	3	4
Priority consideration for speaker slot <sup>1</sup>	✓	✓	✓
Additional reception/dinner passes		5 reception passes	6 dinner passes
Price <sup>2</sup> (ATMIA member price in brackets)	€6,900 (€6,100) £6,200 (€5,400) \$10,300 (\$9,000)	€9,300 (€8,100) £8,300 (€7,200) \$13,800 (\$12,000)	€19,000 (€17,000) £17,000 (€15,000) \$28,000 (\$25,000)
Number available	1	1	1

# Product Branding

We are offering numerous product branding opportunities at this event. Our regular branding options are conference bags and USB memory keys given to all delegates on arrival, pens and pads at each conference desk and on lanyards used for delegate name badges

We are always happy to consider alternative product branding opportunities, so please contact us with your suggestions and we would be pleased to offer you a quote.

	CONFERENCE BAGS	USB MEMORY KEY	PENS & PADS	LANYARDS
Introduction by conference organisers	✓	✓	✓	✓
Logo on conference bags	✓			
Logo and company materials on USB memory key		✓		
Logo on pens and pads			✓	
Logo on name badge lanyards				✓
Logo on conference website	✓	✓	✓	✓
Priority consideration for speaker slot <sup>1</sup>	✓	✓	✓	✓
Delegate passes	2	2	2	2
Standard price <sup>2</sup>	€7,000 £6,300 \$10,400	€6,600 £5,900 \$9,800	€6,200 £5,500 \$9,200	€5,800 £5,200 \$8,600
ATMIA member price <sup>2</sup>	€6,100 £5,400 \$9,000	€5,700 £5,100 \$8,500	€5,400 £4,800 \$8,000	€5,100 £4,500 \$7,500
Number available	1	1	1	1

# Literature Distribution & Advertising

## Literature distribution

Distribution of marketing material to delegates is possible either in the conference bags or by placing materials on conference desks. Companies purchasing literature distribution also receive one full delegate place at the conference.

## Advertising

We offer a limited number of advertising positions in the conference programme – these are offered on a first-come first-serve basis, so please book early.

	LITERATURE DISTRIBUTION	PROGRAMME ADVERTISEMENT
Literature distribution to all conference delegates	✓	
Full-page advert in conference programme		✓
Delegate passes		
Price <sup>2</sup> (ATMIA member price in brackets)	€3,500 (€3,000) £3,100 (£2,700) \$5,200 (\$4,500)	€950 (€800) £850 (£700) \$1,400 (\$1,200)
Number available	10	4

## Advertising specifications

- Artwork to be supplied electronically via email or CD-rom as a high resolution PDF (300+ dpi) – all fonts and pics embedded (unseparated)
- All graphics must be CMYK in either EPS or Tiff (no LZW compression)
- Full-page trim size (h x w): 297mm x 210mm
- Full-page bleed size (h x w): 303mm x 216mm
- Half-page trim size (h x w): 148mm x 210mm
- Half-page bleed size (h x w): 154mm x 216mm

# Marketing Opportunities Summary

MARKETING OPPORTUNITY	STANDARD PRICE <sup>2</sup>			ATMIA MEMBER PRICE <sup>2</sup>			NUMBER AVAILABLE
Double exhibition booth	€10,100	£9,000	\$15,000	€8,800	£7,800	\$13,000	Maximum 8
Standard exhibition booth	€6,100	£5,400	\$9,000	€5,100	£4,500	\$7,500	Maximum 27
Gold sponsorship	€7,400	£6,600	\$10,900	€6,400	£5,700	\$9,500	2
Silver sponsorship	€5,800	£5,200	\$8,600	€5,100	£4,500	\$7,500	2
Bronze sponsorship	€4,800	£4,300	\$7,100	€4,200	£3,700	\$6,200	4
Coffee breaks sponsorship	€6,900	£6,200	\$10,300	€6,100	£5,400	\$9,000	1
Drinks reception sponsorship	€9,300	£8,300	\$13,800	€8,100	£7,200	\$12,000	1
Conference dinner sponsorship	€19,000	£17,000	\$28,000	€17,000	£15,000	\$25,000	1
Conference bags branding	€7,000	£6,300	\$10,400	€6,100	£5,400	\$9,000	1
USB memory key branding	€6,600	£5,900	\$9,800	€5,700	£5,100	\$8,500	1
Pens & pads branding	€6,200	£5,500	\$9,200	€5,400	£4,800	\$8,000	1
Lanyards branding	€5,800	£5,200	\$8,600	€5,100	£4,500	\$7,500	1
Literature distribution	€3,500	£3,100	\$5,200	€3,000	£2,700	\$4,500	10
Programme advertisement	€950	£850	\$1,400	€800	£700	\$1,200	4

Notes: <sup>1</sup> The speaker programme comprises banks and other ATM deployers. We will consider speaker proposals from sponsors, exhibitors and branding partners that wish to speak at the event in conjunction with a bank (usually a customer). Speaker slots are not guaranteed.  
<sup>2</sup> Charges will be in \$, so € and £ amounts may differ with currency fluctuations.

## CONTACT DETAILS:

To discuss your requirements, please contact:  
 Amanda Hardy on +44 1284 702575 [amanda@atmiaconferences.com](mailto:amanda@atmiaconferences.com) or  
 Susie Lens on +44 20 8940 1398 [susie@rbrlondon.com](mailto:susie@rbrlondon.com)

# Park Plaza Victoria Hotel Floorplan

A modern and stylish venue in central London with excellent transport links

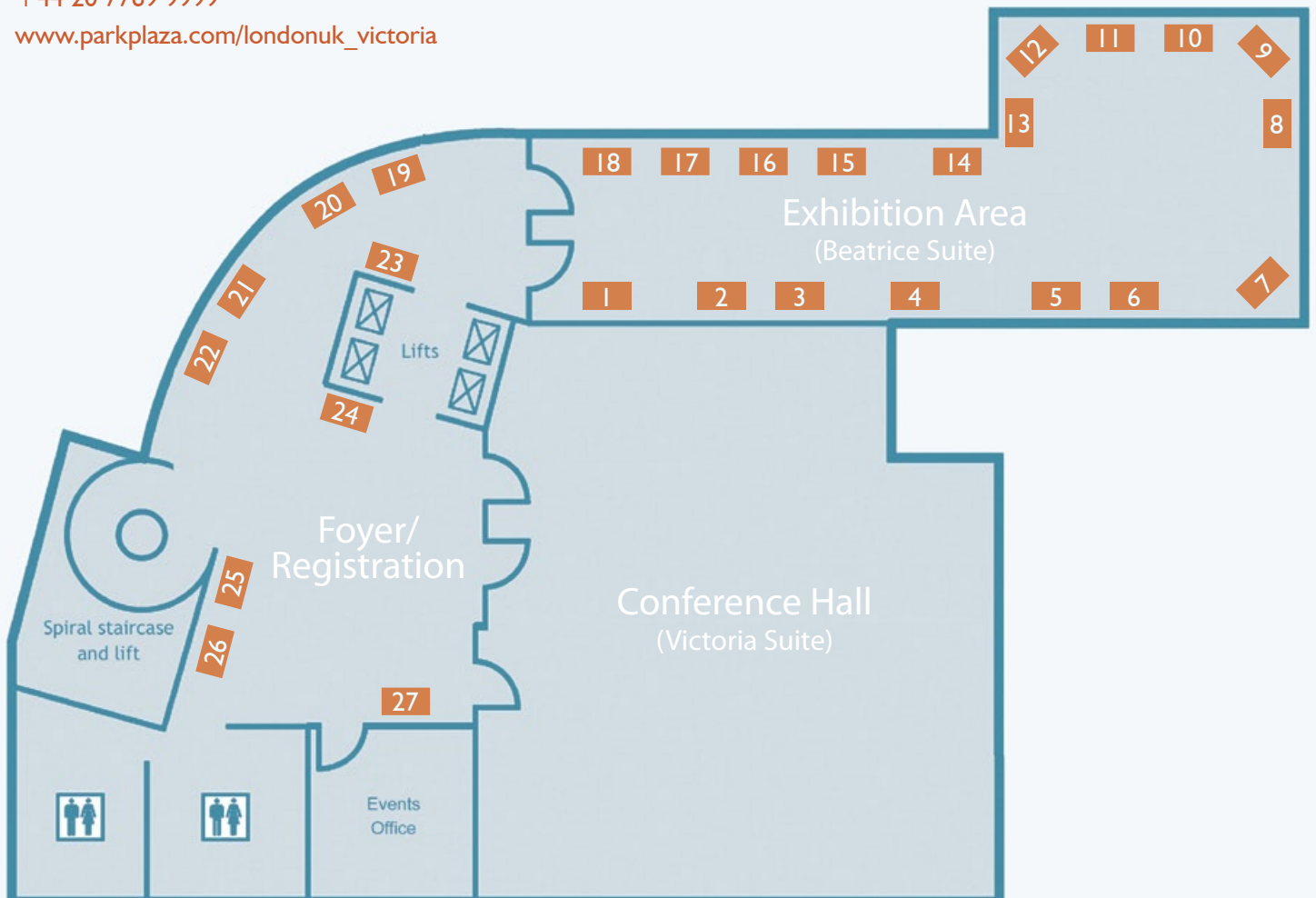
The conference and exhibition areas are self-contained, providing an ideal networking space for delegates and exhibitors

## Park Plaza Victoria Hotel

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[www.parkplaza.com/londonuk\\_victoria](http://www.parkplaza.com/londonuk_victoria)



Note: Booths 1-4 and 14-18 have a maximum height of 2.4m