



# ATMIA Sponsorship Opportunities

promoting ATM convenience, growth & usage worldwide

The ATMIA Sponsorship Program offers one of the highest visibility packages focused directly at your target audience – the ATM industry. The program is widely acclaimed for its success in recognizing and branding the leaders in the business.

These sponsorships are built to give maximum exposure throughout the year on ATMIA communications and marketing as well as at global and regional events. If you want to be recognized for your commanding position as a market leader in the ATM industry, you might want to consider our top levels. If you need brand recognition in specific regions you can achieve that as well through regional sponsorships.

Please read through the options and decide which sponsorship package works best for you. If you have any questions, please contact Dana Benson, Director of Conferences and Sponsorships at +1 605-582-7058 or [dana@atmia.com](mailto:dana@atmia.com).

BENEFIT	UNIVERSAL SPONSORSHIP	GLOBAL SPONSORSHIP	GLOBAL MARKETING SPONSORSHIP	REGIONAL SPONSORSHIP	REGIONAL MARKETING SPONSORSHIP
<b>Exclusive Co-Branding of Two ATMIA Conferences</b>	✓				
<i>See complete list of benefits on page 4</i>					
<b>Global Branding</b>					
Company logo & link (web pages, e-newsletters, etc)	✓ on all global communications	✓ on all global communications	✓ on all global communications	✓ On Regional communications	✓ on Regional communications
Company logo on conference marketing material ( <i>includes: brochures, web sites, print ads, email marketing, postcards, etc.</i> )	✓ for all Conferences	✓ for all Conferences	✓ for all Conferences	✓ for regional Conferences	✓ for regional Conferences
Full page color marketing piece in conference bags ( <i>item to be supplied by sponsor company</i> )	✓ for all Conferences	✓ for all Conferences	✓ for all Conferences	✓ for regional Conferences	✓ for regional Conferences
Conference Sponsor at ATMIA Conferences ( <i>coffee breaks, lunch or breakfast</i> )		✓ for all ATMIA Conferences	✓ for all ATMIA Conferences	✓ for regional ATMIA Conferences	✓ for regional ATMIA Conferences
Full-page online storefront showcasing products/services	✓	✓	✓	✓	✓
Company logo/link on ATMIA e-newsletters	✓ in all e-newsletters	✓ in all e-newsletters	✓ in all e-newsletters	✓ in Regional e-newsletters	✓ in Regional e-newsletters

BENEFITS (CONTINUED)	UNIVERSAL SPONSORSHIP	GLOBAL SPONSORSHIP	GLOBAL MARKETING SPONSORSHIP	REGIONAL SPONSORSHIP	REGIONAL MARKETING SPONSORSHIP
<b>Exhibit Booths</b>					
Number of Single booths <i>(to be used separate events)</i>	20x10 at two co-branded events	2		1	
First choice of Booth location at all events	✓	✓		✓	
<b>Conference Delegate Passes</b>					
Full conference passes	6 at two co-branded events	3 at which you exhibit	2 for 2 separate events	3 at which you exhibit	2 at Regional event
Exhibit Hall only passes when you use your complimentary booth at US event	5 if one of the co-branded events is in the US	10	2 at US event	5	2 at US event
Discount on additional Full Conference Passes	✓	✓		✓	
<b>VIP Benefits</b>					
Database of registered conference attendees for marketing purposes <i>(level of contact detail will depend on laws of country in which the conference or event is located)</i>	✓	✓	✓	✓	✓
ATMIA Sponsors appreciation private event <i>(to be held in conjunction with one ATMIA conference per year)</i>	✓	✓	✓	✓	✓
50% discounts on Program of Events Ads		✓		✓	
One Page Letter in Conference Program	One(1) at two(2) co-branded events				
One (1) full page color ad in program (provided by company)	One(1) at two(2) co-branded events				
<b>Membership Benefits, Industry Exposure, Influence &amp; Networking</b>					
Regional Board Member Seats	✓ All Regions	✓ All Regions	✓ All Regions	✓	✓
Member Benefits	membership benefits for all eight regions	membership benefits for all eight regions	membership benefits for all eight regions	membership benefits one region	membership benefits one region

BENEFITS (CONTINUED)	UNIVERSAL SPONSORSHIP	GLOBAL SPONSORSHIP	GLOBAL MARKETING SPONSORSHIP	REGIONAL SPONSORSHIP	REGIONAL MARKETING SPONSORSHIP
Opportunity to be represented on all ATM security and fraud prevention industry committees and to use the Cognito online system	✓	✓	✓	✓	✓
Free job postings on ATMIA "Members on the Move" web page and e-newsletters	✓	✓	✓	✓	✓
Publish press releases free on all ATMIA web sites	✓ all regions	✓ all regions	✓ all regions	✓ one region	✓ one region
Access to entire ATMIA member database	✓	✓	✓	✓	✓
One (1) article in the ATMIA e-newsletter	✓	✓	✓	✓ one region	✓ one region
Two (2) contacts listed per ATMIA Region on the member database	✓	✓	✓		
Permission to use ATMIA logo on all marketing materials and business cards	✓	✓	✓	✓	✓
Opportunity to post company newsletter on ATMIA web site	✓	✓	✓	✓	✓

For fees contact Dana Benson, Director of Conferences & Sponsorships  
+1 605-582-7058 or [dana@atmia.com](mailto:dana@atmia.com)

### GLOBAL SPONSORS


### US REGIONAL SPONSORS


## Universal Sponsor – Additional Benefits

*Effective June 1, 2009*

### **Exclusive Co-Branding of Two ATMIA Conferences:**

- The sponsor company will have one representative serving on the conference organizing committee who will provide assistance with the conference agenda and speaker selection.
- This is the only sponsorship that guarantees a speaking opportunity during each co-branded conference and a customized sponsorship marketing plan tailored to their needs (sales pitches discouraged)
- The marketing materials will be mailed/emailed by ATMIA at its expense to the company's clients and customers (up to 800).
- The company will be able to promote the Conference via its own channels and other industry publications determined in the company's sole discretion. ATMIA will provide promotional emails for the company to send out to all clients and customers.