

INTERNATIONAL ACQUIRING: THE NEW FRONTIER

2015 SPONSORSHIP OPPORTUNITIES

Join **CEO and Executive Level professionals** from all sectors of the electronic payments acquiring business at the second Global Acquiring Conference (formerly known as the International Acquiring Forum or IAF). The two-day conference and pre-event reception will provide ample opportunity to interact with payments experts to discuss strategic issues, trends and future opportunities in the rapidly changing and expanding global payments marketplace.

The **GAC offers you a great venue** for developing new and renewing existing business relationships, while capitalizing on the knowledge and experience of hundreds of frontline leaders, business visionaries, C-level and Senior Executives who are advancing the payments industry. Attendees and speakers are key executives at the apex of payments, processing, adoption and integration of the latest technologies and processes for mobile POS, e-commerce and alternative channel acceptance. The agenda of topics also include discussions regarding criteria for boosting revenues and valuation of PSPs and companies looking to expand to the next level of business, as well as discussions regarding the continued shifts in network rules, technology support and legal/regulatory issues. Join in on this unique opportunity to explore the theme of the GAC 2015: **International Acquiring: The New Frontier** and to learn about the opportunities for expanding your business around the world.

The 2015 GAC two-day event includes very interactive and informative plenary sessions, a reception and ample networking opportunities.

ABOUT THE GAC FOUNDERS

Global Vision Group, a global consulting company in electronic payments led by Dr. Thomas A. Layman, provides consulting expertise to create workable and innovative solutions for enterprises involved in the global electronic payments value chain. With offices located in Europe and the United States, Global Vision Group serves financial institutions, Payment Service Providers, ISOs, merchants, technology providers and start-ups seeking advice and support to excel in electronic payments. See: www.gvgroup.net.

Linda S. Perry, a payments industry expert consultant and former Senior Vice President and Head of Acquiring and Processing at Visa, Inc., brings her 30+ years of experience in banking, acquiring and payments. She was named one of the 20 Most Influential Women in Payments by *PaymentsSource* in March 2013 and 2014.

Sponsorship opportunities are limited. Secure your package today!

Kevin Atwood: atwood@globalacquiringconference.com

Linda Perry: perry@globalacquiringconference.com

Tom Layman: tlayman@globalacquiringconference.com or call 650.349.1536

GAC BACKGROUND AND OPPORTUNITY

The **Global Acquiring Conference** is the second global gathering of C-level payments industry executives focused exclusively on exploring the rapid globalization and expansion of the electronic payments acquiring industry. The 2015 GAC will be held in London England, May 7-5, 2015 at the Millennium Gloucester Hotel and Conference Center. The 2015 GAC will bring together the international acquiring community in a convenient and comfortable setting focused on the theme: **International Acquiring: The New Frontier.**

The 2015 GAC will reflect the many opportunities and challenges facing acquirers, processors, ISOs payment service providers (PSPs) and merchants as they maximize revenues and profits from global business expansion. The 2015 GAC will bring together industry leaders to network and learn from each other as speakers, panelists and delegates to discuss important topics facing the industry. As merchants look to maximize growth on a global basis, they are looking to the acquiring community for solutions to simplify and provide cost effective and secure payment processing and acceptance services, not only locally but also globally.

The 2015 GAC two-day event includes very interactive and informative plenary sessions, a reception and ample networking opportunities within the well-appointed Millennium Gloucester Hotel and Conference Center, set in exclusive South Kensington. A block of rooms at the hotel have been reserved for hotel accommodations. The 2015 GAC represents a proven opportunity for company executives to meet and promote their brand with decision makers from all over the world, who represent all facets of the international acquiring community, and to develop new and renew existing business relationships in one convenient location.

The opportunity is based on the overwhelming success of the International Acquiring Forum (IAF) held in September 2013 in London. That event attracted over 120 C-level and Senior-level electronic payments professionals from 82 organizations, representing 22 countries involved in all aspects of the global acquiring value chain. Given the overwhelming success of that event, the 2015 GAC is expanding to accommodate an increased number of attendees, sponsorship opportunities and company representatives.

The expanded 2015 GAC audience will include 180+ C- and executive-level industry delegates, representing more than 130 organizations from all regions of the world. Presenters and attendees are industry experts, electronic payments acquirer professionals and merchant representatives from every aspect of the global payments value chain. And each attendee brings their unique experience and vision about issues facing the global acquiring business. This event is a **must** attend for all key players in the electronic payments acquiring space.

**Develop new
business
relationships and
capitalize on the
knowledge and
experience of
hundreds of
frontline leaders.**

THE GAC LONDON 2015 OFFERS

- General session presentations, keynote speakers and panel discussions
- Comprehensive coverage of the international electronic payments acquiring industry for each region of the world
- Trends in traditional, alternative and emerging payment technologies and products
- Challenges and opportunities regarding regulatory and competitive issues across the globe
- Informal networking opportunities during breaks, meals and receptions

Don't miss this opportunity to showcase your services and interact with key players in the acquiring, processing and merchant space!

Previous GAC Sponsors

- International Payment Networks
- Global Processors
- International ISOs
- International Law Firms
- Electronic Payments Vendors and Services Providers

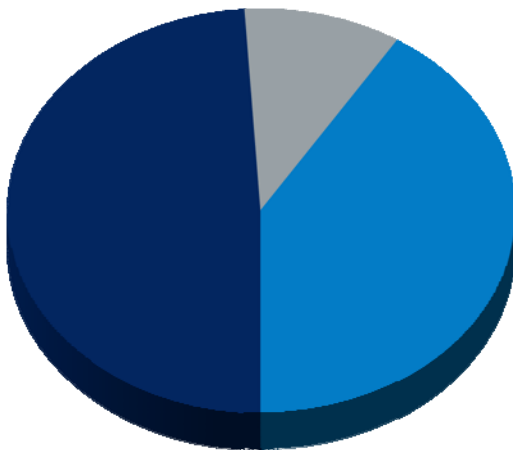
The sooner you commit the more visibility you will have!

EXPECTED 2015 GAC ATTENDEE PROFILE

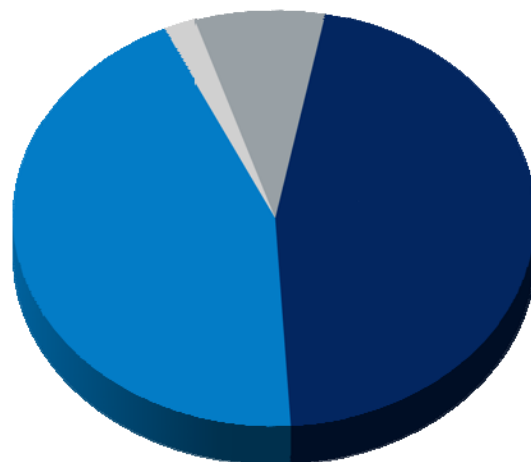
MEET THE DECISION MAKERS!

Over 90% of the attendees at the GAC in 2015 are expected to be heads of business, CEOs or executives in senior management positions in their respective payments related companies. These include heads of marketing and merchant segments, Managing Directors, EVP, SVP or directors with responsibility for the acquiring and processing of merchant payments transactions as well as heads of payments for key merchants from around the world. Other attendees are expected to have lead positions in product, operations, marketing or sales. Based on the success of the 2013 IAF, attendees for the 2015 GAC are expected to fall into the following distributions:

Expected 2015 Attendees by Organizational Level and Geographic Distribution



- CEO, Managing Director
- Executive Level
- Other Senior

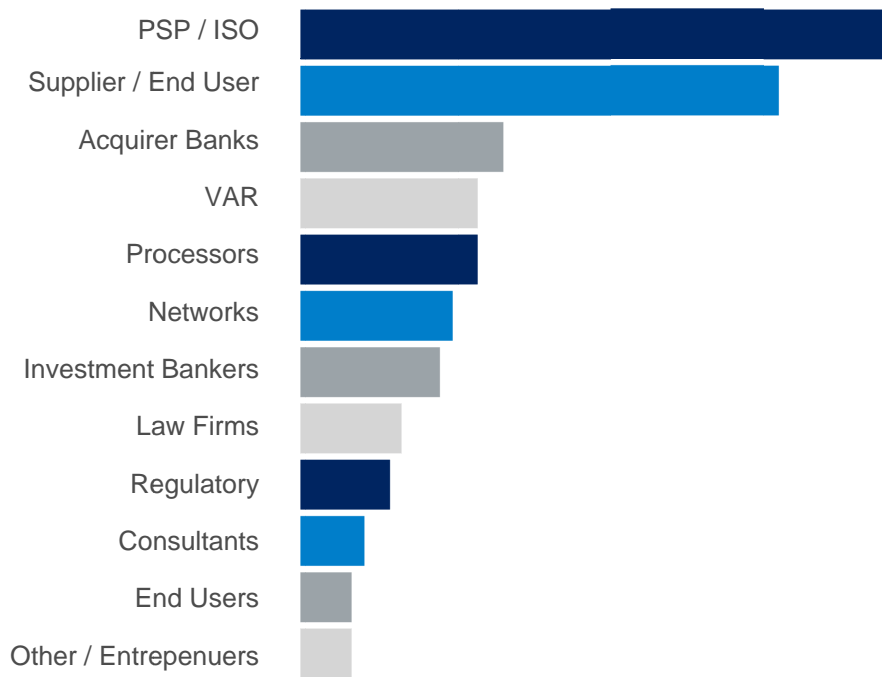


- Europe / EU
- North America
- Latin America / Caribbean
- Asia Pacific

Attendees by Organizational Level

The majority of attendees of the 2015 GAC will represent acquiring banks, payment service providers, processors, ISOs, VARs, and other stakeholders involved in the merchant acquiring value chain. The 2015 GAC will also include limited participation by representatives from supplier and merchant partners to increase the exposure and provide an opportunity for interaction with prospects and customers with whom sponsors may want to interact.

Expected 2015 GAC Attendees by Organization Type



THE GAC DATABASE

The GAC continues to build an extensive global database of qualified electronic payments acquiring professionals that will grow over time. All of the major players in the acquiring industry are expected to be represented and the database will be regularly updated. Sponsors will have unique opportunities to increase their presence with this target audience through exposure on the GAC website and via other media-related GAC partnerships and opportunities, such as sponsored white papers and more.

The GAC staff and media partners will be communicating with the electronic payments acquiring industry throughout the year, leading up to and beyond the 2015 GAC. This outreach will include regular marketing emails, news bulletins and other targeted communications from GAC and media partner databases of electronic payments and acquiring industry professionals across all channels of the international payments community.

The sooner you sign up as a sponsor, the greater the potential for your brand and services to be at the forefront to reach a targeted, global audience in the lead up to the 2015 GAC.

**Sponsorship of
GAC London 2015
is an unparalleled
opportunity to
reach your target
market, before,
during and after
the event!**

2015 GAC SPONSORSHIP OPPORTUNITIES

The 2015 GAC is offering an expanded, but limited number of sponsorship opportunities. The 2015 GAC London agenda is content-rich and the forum will be very interactive, providing a limited number of companies the opportunity to increase their brand awareness through sponsorship packages.

The 2015 GAC offers many sponsorship opportunities for your organization at various levels and package benefits to enhance your brand presence on the GAC website, the venue and beyond. Sponsorship opportunities include:

Continuing Founding Sponsor **US\$20,000**

These premier sponsorship packages are very limited and will provide you an opportunity to introduce and present on one of the panels at the GAC while including other valuable branding benefits. Your designation as a Continuing Founding Sponsor and logo will be prominent on all 2015 GAC marketing and promotional collateral and your brand presence at the GAC will be very visible. The benefits include exposure via a pre-event and a post-event emailing, your logos and sponsorship designation on GAC marketing materials, our website and in the onsite guide. As a Continuing Founding Sponsor, you will also receive complementary admissions for an attendee and presenter, as well as attendance fee discounts for up to 2 additional attendees.

Gold and Silver Level Sponsorships **Gold US\$15,000 | Silver US\$10,000**

These levels of sponsorship offer your organization the ability to promote your brand within the conference room and include your logo displayed on the GAC website and on all 2015 GAC conference brochures, advertisements and other GAC marketing materials. The higher the level of sponsorship the more prominent your brand visibility will be. Gold

Sponsors, for example, will get a pre-event and a post-event emailing and both levels will have their logos and sponsorship designation on our website and in the onsite guide. Gold and Silver Sponsors will receive attendee fee discounts depending upon the sponsorship level.

GAC Mobile Application Sponsor **US\$10,000**

This is the primary advertising opportunity to showcase the mobile meeting application. Attendees will load the app, use it before and after the event. The sponsor's banner graphic will be displayed with the GAC banner. In addition, the sponsor's banner graphic will be prominently displayed at the bottom of the Mobile App and promoted prior to and following the 2015 GAC for several months. The Mobile App sponsor will also receive one free sponsored app alert.

Internet WiFi Conference Room Sponsor **US\$8,000**

This sponsorship category includes your organization brand prominently displayed at the registration table as the WiFi sponsor. Additionally, your brand will appear as the internet sponsor in all GAC London 2015 marketing materials.

2015 GAC HOSTING AND BRANDING OPPORTUNITIES

Cocktail Networking Reception **US\$25,000**

The 2015 GAC will offer up to 2 sponsorships for hosting a reception and networking opportunity. This is a unique opportunity to play host to the entire international delegation of electronic payments experts by hosting this popular event. The opening cocktail networking reception will be held on Tuesday evening, May 5 to kick off the event in the beautiful Conservatory Room of the Gloucester Millennium Hotel. The event will be extremely lively and well attended, and is one of the highlights for networking opportunities at the 2015 GAC event. Your package will allow you to make a welcoming speech of up to ten minutes' duration. You will be acknowledged throughout the following day as the networking reception host. The benefits include exposure via a pre-event and a post-event emailing, your logos and sponsorship designation on 2015 GAC marketing materials, our website and in the onsite guide. As the Cocktail Reception Sponsor, you will also receive complimentary admission for an attendee and fee discounts for up to 2 additional attendees.

Luncheon Hosts **US\$12,000**

Act as sponsor and host at one of the two lunches for this executive-level delegation of acquiring industry professionals. Your logo will be prominently displayed throughout the buffet and exhibition area

as the luncheon host, and you will be acknowledged from the stage before and after lunch as the luncheon host. The package also allows for a five-minute welcoming address by your organization. Other benefits include exposure via a pre-event emailing, your logos and sponsorship designation on GAC marketing materials, our website and in the onsite guide. As a Luncheon Host Sponsor, you will also receive fee discounts for up to two attendees.

Coffee and Break Hosts **US\$5,000**

There are a total six coffee break hosting opportunities available during the 2015 GAC London event, with coffee, tea and pastries/snacks included. Sponsoring a coffee break will increase your brand awareness during prime-time networking. During the break, you will have prominent signage and be acknowledged from the stage before and after the break as the host. Other benefits include pre-event exposure and logos on GAC marketing materials, our website and in the onsite guide. As a coffee break host sponsor you will also receive a fee discount for one attendee.

Flash Drive Branding Sponsorships **US\$5,000**

Your company logo will be imprinted on the GAC flash drive that will be distributed to all forum attendees. The flash drive will contain the presentation slides from each speaker.