

# SPONSORSHIP OPPORTUNITIES

For over 20 years, VRL has been delivering a unique series of conferences and events to the financial services market. Sponsored by the major players in the industry, VRL conferences deliver focused and original content, with innovative first-time speakers and provocative sessions, exclusive research and a rich mix of delegates.

Facilitating industry-leading network opportunities, and 9 major conferences on the agenda in 2009 across Europe, Africa and the Middle East, each of which is a red letter date in the diaries of the world's top financial players.

## PLATINUM EXCLUSIVE POSITION



- A unique sponsorship position for a market leader
- Support and influence market development
- Build your image
- Network and generate new business

### Branding

- Platinum pop-up stand in the exhibition hall
- Full page, 4 colour advertisement, plus logo and 300 word profile in the conference programme distributed to all participants, speakers, press and available online
- Web banner on the event website
- Inclusion on all pre-forum promotional literature
- Company logo on the event web page with a direct link to your home page
- Platinum sponsor branding featured on all on-site banners and signage
- Verbal acknowledgement, where appropriate, in the chairman's remarks
- Provide a branded take-home gift for all delegates

### Delegate Contact

- Five complimentary event passes
- Pre-and post-conference delegate list
- 40% discount on additional conference passes
- Attendance throughout the conference including all networking and social functions

### Speaking opportunity

- 20 minute keynote speaking slot in the opening plenary session

## GOLD TWO POSITIONS AVAILABLE



- Key plenary speaking opportunity
- Build your image
- Network and generate new business

### Branding

- Pop-up stand in the exhibition hall
- Full page, 4 colour advertisement in the conference programme distributed to all participants, speakers, press and available online
- Inclusion on all pre-show promotional literature
- Company logo on the event web page with direct link to your home page
- Company logo in the conference programme
- Company profile (250 words) in the conference programme
- Gold sponsor branding featured on all on-site banners and signage
- Verbal acknowledgement, where appropriate, in the chairman's remarks

### Delegate Contact

- Four complimentary event passes
- Pre-and post-conference delegate list
- 40% discount on additional conference passes
- Attendance throughout the conference including all networking and social functions

### Speaking opportunity

- 20 minute keynote presentation during the plenary sessions

## SILVER TWO POSITIONS AVAILABLE



- The opportunity to debate on key topics in the panel session
- Build your image
- Network and generate new business

### Branding

- Pop-up stand in the exhibition hall
- Inclusion on all pre-show promotional literature
- Company logo on the event web page with a direct link to your home page
- Inclusion on all pre-show promotion
- Company logo in the conference programme
- Company profile (250 words) in the conference programme
- Silver branding at venue
- Verbal acknowledgement, where appropriate, in the chairman's remarks

### Delegate Contact

- Three complimentary event passes
- Pre-and post-conference delegate list
- 40% discount on additional conference passes
- Attendance throughout the conference including all networking and social functions

### Speaking opportunity

- Participate in a panel discussion

## EXHIBITOR SIX POSITIONS AVAILABLE

- Exhibition & key networking opportunities
- Build your image
- Network and generate new business

### Branding

- Pop-up stand in the exhibition hall
- Inclusion on all pre-show promotion and company logo on the event web page with a link to your home page
- Company logo in the conference programme
- Company profile in the conference programme (100 words)
- Verbal acknowledgement, where appropriate, in the chairman's remarks

### Delegate Contact

- Two complimentary event passes
- Pre-and post-conference delegate list
- 40% discount on additional conference passes

## NETWORKING FUNCTION PACKAGES

- Unique branding opportunities
- Build your image
- Network and generate new business

### The Cocktail Reception Sponsor

#### ONE POSITION AVAILABLE

- Host a cocktail reception at the end of day one of the conference
- Give a 5 minute speech at the start of the reception
- Provision of goody-bag take-home gift for all delegates (bag can also contain company literature) provided by the sponsor
- Branding and signage at reception provided by VRL
- The sponsor will receive a delegate pass for the conference & expo and two complimentary passes to the awards dinner

### The Luncheon Sponsorship Offer

- Host a lunch on day one and/or day two of the conference
- PA announcement of business card collection from delegates for prize draw from your allocated desk
- Opportunity for literature / gift giveaway from the same desk
- Branding on lunch table and discreet signage depending on space
- The sponsor will receive a delegate pass for the conference & expo

### The Coffee Break Offer

- Host the two coffee breaks on day one and/or day two of the conference
- Opportunity to display branding (in the form of A3 or A4 signage) during breaks
- Opportunity to place a discreet, contained leaflet display on drinks/ buffet tables during coffee breaks only
- The sponsor will receive a delegate pass for the conference & expo

## REPORT SPONSORSHIP

VRL reports provide in-depth research and analysis of the critical business issues affecting the following industry sectors:

- Asset finance**
- Cards, payments & consumer finance**
- Retail banking**
- Wealth management**

Written by industry practitioners and consultants who provide an expert overview of industry trends, VRL reports enhance your knowledge by combining premium quality original data with extensive case studies. Each report is the result of unique research into key issues and markets, offering actionable information unavailable anywhere else.

Companies have the opportunity to sponsor a particular report. Some of the reports due for publication in 2009 are:

- Understanding and retaining gift card customers
- Alternative payment systems
- Credit card retention strategies
- Debit card loyalty programmes
- Best practice in merchant acquiring
- Overview of prepaid cards

As sponsor, you would have the following opportunities:

- 200 word forward written by sponsor
- 2 full page colour adverts on the inside front cover and outside back cover
- Exclusive "sponsored by" or "in association with" logo on the front cover
- Sponsor logo included on all marketing material distributed (including email marketing to over 5,000 contacts)
- 2 complimentary copies of the research report for the sponsor
- Up to 10 discounted copies available for sponsor clients and partners

## AWARDS SPONSORSHIP

### The Awards Offer

Your organisation will receive:

#### Branding

The sponsor's logo will appear:

- On the glass award presented to the winner at the awards dinner
- On the presentation slides at the awards dinner
- In the awards section of the on-site guide
- In all awards advertising
- In the awards coverage in the relevant publication/s, along with a 100 word company profile
- The sponsor's name will be mentioned at the awards dinner, where appropriate
- The sponsor will receive a delegate pass for the conference and the awards dinner
- The sponsor's representative will have the opportunity to present the award being sponsored at the awards dinner.

**A table for 10 staff and/or guests is available for an additional fee.**

## SUPPLEMENT SPONSORSHIP

As part of the VRL brand, we publish focused supplements on various topics. Some of the proposed supplements being published in 2009 are:

#### Cards

- Prepaid cards
- Commercial cards
- Contactless cards
- Cards & payments processing
- Smartcard
- Electronic payments

#### Retail Banking

- Offshoring
- Core banking solutions
- Branch design
- Identity theft protection/online security
- ATMs (upgrades, delivery etc.)
- Mobile banking (m-banking) solutions
- Distribution – showcase/shop window of insurance and investment companies who want to sell products via banks

#### Asset Finance

- Technology
- Asset management
- Mergers & acquisitions in leasing
- New leasing legislation
- Regional supplements i.e. German/Italian/Hungarian markets

We are fully open to suggestions, for additional topics not listed that may interest you and your target audience please contact us.

- Includes 6 pages of exclusive advert/advertorial/editorial
- Q&A editorial with senior executive
- 4 page editorial guest column
- Exclusive colour "sponsored by..." logo on the front cover
- 200 run on copies to be used as sales collateral
- Pdf version of the report
- 1 month banner advert online

Full page adverts are also available in these publications.

## ON-DEMAND WEBCAST SPONSORSHIP

Last year, we introduced on-demand webcasts with our Prepaid Cards Summit 2008. On-demand webcasts offer extended shelf life and value to your sponsorship from one day to forever – and your brand will always be prominent whenever someone views the videos online.

What are the benefits of the presentations being placed online?

- Your event package will be enhanced and modernised – it is becoming standard to have a video element in a conference sponsors package
- You have immediately extended the shelf life of the event from one day to forever – and the sponsors brand will always be prominent whenever someone views the video online
- The sponsors will reach more than just attendees of the live face to face event – dependant on how active you are in marketing the videos individuals 'touched' by the content will be significantly higher
- Sponsors who have a speaking slot in their package will be able to link from their websites directly to their video presentations allowing them in effect to present (post event) to their potential customers in an independent trusted environment. This can only enhance your sales process
- Video adds more content instantly into your database, creating more 'opportunities to see' as more search engines will deliver more web eye-balls to view the event over time

## POST EVENT REFERENCE GUIDE

How many times have you attended conferences and taken notes of key insights, facts and figures presented? VRL are now going to make delegates lives easier with a key findings summary report post each event. Each report will capture the key facts, figures and information presented by speakers, conclusions, market data and essential commentary from our editors, and provide an on-going easy-to-use reference tool for delegates. The report will be the ideal tool for delegates to share with colleagues who could not make it to the conference, or to review themselves to find out about presentations made in concurrent sessions they could not attend. Containing key insights and understandings on their market the report will become a must-have reference tool for all attendees. The report will be given to all delegates and will also be downloadable from our web portal.

There is the opportunity to sponsor this report and included in the package will be:

- 200 word foreword written by the sponsor
- 2 full page colour adverts on the inside front cover and outside back cover
- Exclusive "sponsored by" or "in association with" logo on the front cover
- Sponsor logo included on all marketing material distributed (including email marketing)

## EDITORIAL BRIEFINGS/ROUND TABLES

The VRL breakfast briefings would be on invitation only and will bring together a targeted group of senior executives who will discuss a range of issues facing the industry.

The breakfast briefings' format ensures every opportunity to digest, dissect and discuss the formal presentations in a small group of delegates who are given the chance to discuss what they hear and to engage in frank discussions with the VRL editors and two more key note speakers, senior industry figures from the market. A nominated table spokesperson then summarises key points to the room, so opening discussion up to the speakers and floor.

The briefings are to be held in London, with a venue to be decided.

### Benefits of sponsorship:

- Access to exclusive cutting edge information and research from VRL
- Free attendance to both events
- Opportunity to network with other attendees
- Opportunity to provide a speaker at the event
- High calibre speakers that are really 'in the know' about what is happening in the market
- Brand recognition through press coverage in VRL publications, both in print and online and also the opportunity to gain coverage in the wider media outside of VRL's portfolio
- Exposure through email campaign to VRL's database
- Usage rights for attendees of the write up, presentation material and content for use on their corporate website and with other marketing collateral

Companies have the opportunity to sponsor these briefings – which could be breakfast, lunch or dinner.



## CONTACT INFORMATION

For a tailored sponsorship package and quote, please contact:

### Lesley Fryer

Telephone  
+44 (0) 207 563 5687

Email  
lesley.fryer@vrlfinancialnews.com

Fax  
+44 (0) 207 563 5601

### Xenia Dretaki

Telephone  
+44 (0) 207 563 5603

Email  
xenia.dretaki@vrlfinancialnews.com

Fax  
+44 (0) 207 563 5601

[www.vrlfinancialnews.com](http://www.vrlfinancialnews.com)

## FORTHCOMING EVENTS

### CARDS, PAYMENTS AND CONSUMER FINANCE

Cards & Payments Europe and Awards	18-19 June 2009	Prague
Prepaid Cards Summit	12-13 November 2009	Rome

### ASSET & AUTO FINANCE

Vendor Finance	early July 2009	Prague
Asset Finance Distribution and Awards	December 2009	Berlin
Motor Finance	March 2010	London

### RETAIL BANKING

Retail Banking Forum and Awards	April 2010	London
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# SPONSORSHIP PRICING

## CARDS & PAYMENTS EUROPE

18-19 June 2009 Prague

<b>PLATINUM</b>	£35,000
<b>GOLD</b>	£25,000
<b>SILVER</b>	£15,000
<b>EXHIBITOR</b>	£8,500
LANYARD & BADGE SPONSOR	£5,000
AWARD SPONSOR	£5,000 (per award)
COCKTAIL SPONSOR	£9,000
LUNCH SPONSOR	£7,500 for one day or £12,000 for both days
COFFEE BREAK SPONSOR	£5,000 for one day or £9,500 for both days
REPORT SPONSOR	£5,000
SUPPLEMENT SPONSORSHIP	£15,000 (exclusive sponsorship)
ON-DEMAND WEBCAST SPONSORSHIP	£9,000
POST EVENT REFERENCE GUIDE SPONSORSHIP	£9,000

## VENDOR FINANCE

July 2009 Prague

<b>PLATINUM</b>	£16,500
<b>GOLD</b>	£13,000
<b>SILVER</b>	£10,000
<b>EXHIBITOR</b>	£7,000
LANYARD & BADGE SPONSOR	£5,000
LUNCH SPONSOR	£7,500 for one day or £12,000 for both days
COFFEE BREAK SPONSOR	£5,000 for one day or £9,500 for both days
REPORT SPONSOR	£5,000
SUPPLEMENT SPONSORSHIP	£15,000 (exclusive sponsorship)
ON-DEMAND WEBCAST SPONSORSHIP	£9,000
POST EVENT REFERENCE GUIDE SPONSORSHIP	£9,000

## PREPAID CARDS SUMMIT

12-13 November 2009 Rome

<b>PLATINUM</b>	£35,000
<b>GOLD</b>	£27,500
<b>SILVER</b>	£16,500
<b>EXHIBITOR</b>	£9,500
LANYARD & BADGE SPONSOR	£5,000
COCKTAIL SPONSOR	£10,000
LUNCH SPONSOR	£7,500 for one day or £12,000 for both days
COFFEE BREAK SPONSOR	£5,000 for one day or £9,500 for both days
REPORT SPONSOR	£5,000
SUPPLEMENT SPONSORSHIP	£15,000 (exclusive sponsorship)
ON-DEMAND WEBCAST SPONSORSHIP	£9,000
POST EVENT REFERENCE GUIDE SPONSORSHIP	£9,000

## ASSET FINANCE DISTRIBUTION

December 2009 Berlin

<b>PLATINUM</b>	£16,500
<b>GOLD</b>	£13,000
<b>SILVER</b>	£10,000
<b>EXHIBITOR</b>	£7,000
LANYARD & BADGE SPONSOR	£5,000
AWARD SPONSOR	£5,000 (per award)
COCKTAIL RECEPTION	£9,000
LUNCH SPONSOR	£7,500 for one day or £12,000 for both days
COFFEE BREAK SPONSOR	£5,000 for one day or £9,500 for both days
REPORT SPONSOR	£5,000
SUPPLEMENT SPONSORSHIP	£15,000 (exclusive sponsorship)
ON-DEMAND WEBCAST SPONSORSHIP	£9,000
POST EVENT REFERENCE GUIDE SPONSORSHIP	£9,000