

The UK Gift Card & Voucher Association presents

## Gift Cards, Gift Vouchers, E-Vouchers - Capitalizing on the Upstream

Wednesday 21<sup>st</sup> April 2010 – Royal Lancaster Hotel, London

### CONFERENCE SPONSORSHIP

#### The Conference

Gift cards and gift vouchers represent the biggest sector in prepaid with UK annual revenues nearing £4bn. Representing all aspects of the value chain, the membership of the UK's representative trade body comes together every year to deliver the UK Gift Card & Voucher Association Conference. Both member and non member delegates attend from all areas of retail, leisure, corporate incentives, printers, card processors, card manufacturers and program managers. This ONE day event aims to deliver the latest industry developments along with clear guidance on entering the market and capitalizing on its increase; suitable for industry experts and beginners alike.

#### Why Sponsor?

The audience at the conference is very targeted, delegates are either already involved with gift cards or gift vouchers or are looking to enter the market. No other UK conference offers such a specific audience which means, as a sponsor, you get your brand in front of your key potential customers. With a range of benefits on offer the two sponsorships not only give profile on the day but also before the conference, via pre-conference marketing, web site presence, PR and opportunities to meet association members.

#### Who Attends?

In previous years the audience has been a 50:50 mix of both members of the UKGCVA and non-members, representing a variety of companies from high street retailers to restaurant chains; from gift card processors to voucher printers and from incentive agents to prepaid program managers.

The likes of Sainsbury's, Marks & Spencer, Debenhams, House of Fraser, Comet, John Lewis, Argos, ASDA, Boots, New Look, Next, Starbucks, Tesco, WHSmith, Ticketmaster, B&Q, Prepay Solutions, Stored Value Solutions, CPI Card Group, Thames Card Technology, Bemrose Booth, Ernst & Young, G-T-P, Capital Incentives, P&MM, Grass Roots, Red Letter Days & Countdown have been represented on the delegate list. In 2010 between 250 and 300 delegates are expected to attend.

#### Who Sponsors?

Any company looking to target such a very specific audience. With so many key players from prepaid gifting all in one room, on one day this is your opportunity to make sure it is your brand and not your competitors name in front of every delegate. Previous sponsors include G-T-P, Ernst & Young, Retail Decisions and Bemrose Booth.

## Available Sponsorship Opportunities

Two sponsorship opportunities are currently available for the conference. The sponsorship packages benefit from a range of pre-conference benefits as well as those offered on the day including a complimentary exhibition stand. Each individual package has specific benefits aimed to give you bespoke opportunities to display your branding and interact with the audience. The sponsorship packages are:

- Close the Conference & Host the After Conference Drinks Reception
- Brand & Host the Conference Breakout Room

All sponsorships benefit from the following:

Sponsorship Benefit
<b>Pre-Conference</b>
<ul style="list-style-type: none"> <li>• Your company profile on the official conference web site</li> <li>• Opportunity to provide news bytes for conference web site and main association web site (<a href="http://www.ukgcva.co.uk">www.ukgcva.co.uk</a>)</li> <li>• Your contact details on the conference web site</li> </ul>
<b>On the Day</b>
<i>Your company name displayed</i>
<ul style="list-style-type: none"> <li>• Your logo to appear on holding slides at the conference used between each session and during breaks</li> <li>• Your company profile in the delegate pack with your contact details</li> <li>• Your company information on each delegate seat in the conference room</li> </ul>
<i>Company representatives</i>
<ul style="list-style-type: none"> <li>• Representative from your company invited to join a panel session</li> <li>• Acknowledgement and thanks from the conference chair on the day</li> </ul>
<i>In addition</i>
<ul style="list-style-type: none"> <li>• Meet the audience, most importantly meet the 250 plus delegates attending the conference including retailers, leisure operators, processors, printers and incentive agents</li> <li>• Complimentary exhibition stand</li> <li>• Complimentary delegate places X 4</li> </ul>

**Additional Benefits below**

# Add Package 1 and Package 2 together and get both for £8500

## Package 1. Close the Conference & Evening Drinks Reception Sponsorship

<i>Additional benefits</i>	
<ul style="list-style-type: none"> <li>Your logo displayed at the post conference drinks reception</li> <li>Company representative closes the conference and invites audience to drinks reception</li> <li>Your contact details on the conference web site</li> </ul>	
<i>Costs</i>	
Member rate	£7500
Non member rate	£9500

## Package 2. Breakout Conference Room

<i>Additional benefits</i>	
<ul style="list-style-type: none"> <li>Your logo displayed on the breakout room stage set, your brand in front of delegates attending 4 breakout sessions through the day</li> <li>Company representative opens the conference break out session</li> </ul>	
<i>Costs</i>	
Member rate	£5250
Non member rate	£7250

All rates are quoted excluding VAT. Pre-conference benefits will commence as soon as sponsorship contract is signed, the sooner you confirm the more exposure your company will receive pre-conference. Any sponsors delegates will be responsible for manning your exhibition stand, additional delegate places can be purchased at a discounted rate.