

PAYMENTS
PANORAMA
2012

THE CPA'S
BIENNIAL
CONFERENCE

6-8 JUNE
FAIRMONT
CHATEAU
FRONTENAC
QUEBEC CITY, QC
CANADA

« 2012 » « PAYMENTS » PANORAMA »

SPONSORSHIP
OPPORTUNITIES

The Canadian Payments System Conference, hosted every two years by the Canadian Payments Association (CPA), is the premier payments-related conference in Canada. Many of the issues and projects being addressed by the CPA have a direct impact on how we, as Canadians, conduct our financial affairs, both within Canada and abroad.

You are invited to participate in the CPA's Payments Panorama 2012 as a sponsor and/or exhibitor. This conference offers organizations the opportunity to seek brand exposure, to market your organization's products and services and to connect with key senior decision makers in the Canadian payments industry.

Why should your organization be a sponsoring partner of Payments Panorama 2012?

- To increase exposure to hundreds of senior-level payments industry decision makers
- To strengthen corporate relationships and expose delegates to your organization
- To learn about the latest trends, technology and processes in payments
- To receive recognition in collateral materials, including the conference website, programs, email marketing campaigns and signage at the conference
- Promote your organization's mandate and potentially increase sales and profile
- Confirm your participation early to maximize your level of exposure to the print and web collateral materials and marketing campaign.

Platinum Sponsor—\$25,000

2 Opportunities Only

Receive premium exposure and recognition as the exclusive Platinum Sponsor. Your company will receive the most prominent branding on all communications pieces during the lead-up and throughout the conference as per the Benefits shown below. This is a limited opportunity, available only to the first two companies who commit to this level!

Gold Sponsor—\$15,000

Silver Sponsor—\$10,000

Bronze Sponsor—\$5,000

Vendor Exhibit—\$3,500

Vendors Exhibits will be open at designated times during the Conference Program (morning and lunch health break, pre-lunch networking session) and will be hosted in the same location as health breaks and networking sessions. (Individual signage to be provided by exhibitor). Payments Panorama will provide:

- 10' wide x 8' deep per exhibit
- 8' high back and 3' high side rails, pipe and drape
- 1 x 6' skirted table
- 2 x chairs
- 1 x 750 watt electrical outlet
- 2 exhibitor-only badges

Additional Sponsorship Opportunities

Coffee/Refreshment Breaks	\$ 2,000
(four breaks at \$2,000 each)	
Networking Reception	\$ 3,500
(2 opportunities—prior to lunch Thu./Fri.)	
Promotional insert in the delegate kit (provided by the sponsoring company; all inserts require prior approval by the committee)	\$ 2,000

To discuss all opportunities, please contact the Conference Secretariat at:
annette@simplyeventful.com / T 604.738.8600

BENEFITS	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	VENDOR EXHIBIT
Recognition with sponsor logo on conference delegate bag** or name badge holder**	+				
Opportunity to send an electronic notice (via the Conference Secretariat) to registered delegates two weeks prior to the start of the conference**	+				
Opportunity to address the delegates at the Conference Opening (3 minutes max)	+	+			
Opportunity to host a Hospitality Event of your choice*: • Wednesday, June 6 – 12:00-3:00pm • Wednesday, June 6 – from 7:00pm • Thursday, June 7 – from 8:30pm	+	+			
Inclusion of corporate logo on the PP2012 program	front cover	inside front cover	inside front cover	inside back cover	inside back cover
Vendor exhibit booth space in a prominent area	2 complimentary	1 complimentary	50% discount	25% discount	+
Complimentary conference registration	4	2	1	1	1 + 1 at 50% off
Information promo piece in the delegate bag***	+	+	+		
Logo and weblink on the conference website and Facebook page	on homepage and sponsor page	on homepage and sponsor page	on sponsor page	on sponsor page	on sponsor page
Recognition on signage during the conference	+	+	+	+	+
Corporate slide to be shown at regular intervals throughout the plenary sessions	+	+	+	+	
Acknowledgement by the chairperson at the opening of the conference	+	+	+		
Acknowledgement in CPA's 2012 quarterly newsletter, FORUM Plus, opportunity to include an advertisement in FORUM	half page in 2 editions	quarter page in 2 editions	quarter page in 1 edition	quarter page in 1 edition	
Pre-conference electronic copy of the attendee list (name, company, city and province)	+	+			
Post-conference electronic copy of the attendee list (name, company, city and province)	+	+	+	+	+
Prices are quoted in CAD Dollars	\$25,000	\$15,000	\$10,000	\$5,000	\$3,500

*Room provided by CPA / Based on first-come first serve with priority going to Platinum sponsors / Catering, décor, etc at additional cost to the sponsor Event schedule may not conflict with the CPA Program
Inclusion of corporate logo on the Payments Panorama program

distributed to every attending delegate / * to be provided by sponsor

HISTORY

As Canada's payments system evolves, the CPA is committed to keeping those interested in payments system matters informed of developments. The role of the conference is to increase awareness of current and emerging developments that may impact payments and payments systems. Providing this value-added service is an integral component of the CPA's long-term strategic plan.

This 15th Payments Panorama Conference hosted by the CPA will explore a whole spectrum of issues that influence the future of payments policy, services and processing. This event represents the only comprehensive payments industry-specific conference hosted in Canada.

CPA Payments Panorama 2012 will be held from Wednesday, June 6 to Friday, June 8, 2012 at the Fairmont Château Frontenac in the heart of old Quebec City.

ATTENDANCE

The Conference typically attracts 300+ delegates, a large number of whom are key decision-makers within their organizations. We anticipate Quebec City to attract a higher-than-usual attendance at 500.

The typical delegate is at an executive or management level from the following types of organizations:

- CPA member financial institutions;
- major users of payment services including retailers and other corporations and government;
- financial services, payments services and schemes as well as network providers;
- professionals from sectors with an interest in the payments system, such as lawyers, accountants and academics; and
- foreign observers interested in developments of Canada's payments system.

In 2007, approximately 45% of attendees were representatives of CPA member financial institutions.

SPEAKERS

Featured speakers at CPAs Payments Panorama 2012 will include industry and government leaders, providing a strategic perspective and insight into the payments industry—for today and tomorrow.

2010 keynote speakers included the likes of the Honourable Jim Flaherty, Minister of Finance, Andrew Long, Head of Global Transaction Banking, HSBC and Steve Mott, business futurist and idea broker. In 2012, we will build on this history of including exceptional speakers. The program will feature sessions on regulatory changes affecting payments, interoperability and standards, keys to successful adoption of mobile payments and other issues facing the future of payments.

The CPA was created by an Act of Parliament in 1980 to establish and operate national clearing and settlement systems for cheques and various types of electronic payments, such as those made by wire transfer, debit cards, automated funds transfers, electronic data interchange (EDI), and on-line transactions.

CPA's legislated mandate includes:

- + facilitating the interaction of its clearing and settlement systems with other systems involved in the exchange, clearing or settlement of payments, and
- + facilitating the development of new payment methods and technologies
- + ensuring the safety and soundness of the national clearing and settlements systems owned and operated by the CPA.

On average, more than 24 million payment items, representing \$170 billion in transactions, were cleared and settled through the CPA's systems each business day during 2010.

The CPA's current members are banks, trust and loan companies, credit unions centrals, federations of caisses populaires, provincial savings offices, the Bank of Canada, certain other deposit-taking financial institutions and a securities dealer. Under the provisions of the Canadian Payments Act, life insurance companies and money market mutual funds are also eligible to be CPA members.