

# EVENT PROSPECTUS



*12<sup>th</sup> - 14<sup>th</sup> JUNE 2012  
CIVIC CENTER, OZUMBA MBADIWE ROAD  
VICTORIA ISLAND  
LAGOS*

## Winning ePayment Ecosystem Dynamics



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## INTRODUCTION

Card, ATM and Mobile Expo is a leading international conference and exhibition in Africa. This event is hinged on envisioning the future for electronic payment as well as creating a road map in spite of the peculiarities of the African continent.

This event brings together payment processors, banks, card schemes and other stakeholders in Africa's card market.

Card, ATM & Mobile Expo focuses on everything this sector needs to know about:

- Upgrading Africa's card technology
- Card and payment regulations in Africa
- Implementing next generation payments
- Creating partnerships between banks and retailers
- Overcoming security concerns in Africa
- Achieving dynamism in the payment ecosystem
- Multiple payment channels

This event has undeniably established itself as the most appropriate platform to showcase innovative technology and envision the future for e-Payment across Africa. It attracts delegates and visitors from across the continent of Africa and globally. It has become an 'household name' in the industry, as practitioners and stakeholders look forward to this event annually even as they provide significant support for the event.

## **2.0 A Distinctive Opportunity**

Card, ATM and Mobile Expo is a unique platform to introduce your services, products, and innovations to a targeted audience. You may also launch/test your products or communicate the unique selling point to your prospective customers; thereby positioning yourself and demonstrating a market presence.

You can leverage on this platform to launch a new product/service or reintroduce a new selling point of an existing product/service.

The platform also provides opportunity for embarking on a massive consumer education campaign or awareness generation for specific and targeted market segments, to whom your products/services may appeal.

You may also take advantage of our road shows to carry out a sensitization campaign or even run a focused group survey.

At the exhibition, you can gauge the perception of your company/product/service by conducting a customer service study.

Our flexible approach gives you the opportunity to incorporate your marketing drive or campaign into the overall strategy of the event.

If you are in the business of providing world-class solutions you need to be here!

If you are serious about making an impact in the African markets, you need to book your stand!

### **3.0 Card, ATM and Mobile Expo 2012 Team**

<b>Olusola Abolaji</b>	Conference Director
<b>Ayoade O. Adeyemi</b>	Assistant Conference Director
<b>Ann Agbokhan</b>	Group Marketing Coordination
<b>Jerry Amos Nagwai</b>	Logistic Services
<b>Josephine Aleonoye</b>	Publicity Coordination
<b>Festus Afolabi</b>	Project Accountant
<b>Akpan Abijah</b>	IT Manager
<b>Izu Uwoma</b>	Web Consultant

The above team will be working with specialist marketing and communication companies to deliver the full benefits of the event in 2012.

A specialist one-to-one consumer marketing company has partnered with the event organization with the objective of ensuring that a minimum of 8,000 visitors attend the exhibition next year.

Another specialist corporate communication company has partnered with the event organizers to take the campaign far and wide so as to reach every potential consumer of epayment services in the continent.

#### **4.0 Background Of Event**

This event was originally established as Card Expo Africa ,11 years ago, at the Muson Centre, Onikan - Lagos, Nigeria with a turn-out of 20 sponsors and exhibitors and over 1,000 participants from the financial organizations and card companies from across West Africa.

In 2009, the focus of the event was expanded to recognize the growing significance of other epayment channels making waves in Africa. To reflect this new focus, it was rebranded Card, ATM & Mobile Expo.

This event has continued to enjoy huge media attention with publicity running on CNN, CNBC, National and Private television stations, popular radio stations as well as top national and ICT newspapers. It has also enjoyed the full support of the banking community in Nigeria and other parts of Africa.

The event has grown today to over 50 sponsors and exhibitors and over 4000 participants.

At one point or the other Card, ATM & Mobile Expo has played host to top dignitaries and executives from Nigeria, Africa and overseas such as the Governor of Lagos State, Minister of Finance, Governor of Central Bank of Nigeria, Managing Directors of banks and top executives of foreign organizations as well as managing directors and top executives in the global card industry.

Card, ATM & Mobile Expo highlights all the real, relevant and unique issues in the African market with a view to developing a blue print for a clear pathway on cards and channels in Africa.

## 6.0 The Card, ATM & Mobile Expo Advantage

Card, ATM and Mobile Expo is the place A-list business contacts are made and businesses are strategized and carried out. With a track record of over ten years, the event has unarguably established itself as a:

- Must-attend for decision makers and influencers;
- Easy to register: we provide multiple options for registration;
- Facilitates meetings between your sales force and key prospects;
- Extremely cost effective
- Offers sponsorship packages that create real value that impacts your bottom-line;
- Supported by an extensive multi-dimensional and integrated marketing communication campaign;
- Works with all parts of the business community to create a very special event;
- Positions your company in front of key buyers and showcase your company solutions for the communications sector in Africa;
- Minimizes risk of product rollout thereby ensuring return on your investment;
- The only event of its kind in Nigeria and Africa.

We can also work with you to create a customized value and advantage for your brand and your products/services.

## 7.0 Why attend Card, ATM & Mobile Expo 2012

Africa is a dynamic but complex market experiencing what we may term multiple layers of ecosystem. In lieu of this; banks, other financial institutions, manufacturers and customers need to understand the relevance of each payment platform in the African context and how each level affects the other. Most importantly, banks and other financial institutions that are buying and deploying these terminals must also understand the global and domestic trends in customer expectation with respect to new technologies across all channels, deployment/regulatory issues, ROI and profitability indices, etc.

It is in recognition of the above development which has implications on the growth of business on the African continent that the need for urgent action has become imperative. Hence this event aims at highlighting challenges associated with the operating environment; as a result of the ecosystem dynamics present in the African environment. The primary objective is to critically access core issues within the industry as we project into the future of electronic payment channels.

Your customers will come to the 2012 edition to learn:

- How to increase the Average Revenue and profitability;
- How to source the latest technology;
- How to ensure interoperability with all stakeholders in the ecosystem;
- How to create new business and revenue streams;
- How to assess and understand the latest regulation;
- How to maximize capability utilization on existing infrastructure;
- How the multiple payment channels can compete yet be as complimentary as possible;
- Have a better and firmer understanding of the rapid changes that have characterized the payment industry in the past 12 months, as emerging developments have been both rapid and complex.

And a whole lot more!

## 8.0 Who will attend

Card, ATM & Mobile Expo 2012 has something for everyone involved in the Africa Card, ATM & Mobile sector:

- Banking Supervision and Audit Managers
- Card Operations and Transaction Processing Managers
- ePayment Technology Services and Channel Managers
- Regulation and Process Compliance Managers
- Consumer Banking Managers
- Credit & Debit Card Managers
- Customer Service and CRM Managers
- IT and Support Services Managers
- Marketing & Product Development Managers
- Information Security and Data Managers

Delegates and visitors will come together at Card, ATM & Mobile Expo to network and learn about your world-class solutions. We specifically expect representatives from the under-listed sectors:

- Retail & Commercial banks
- Central Banks
- Retailers
- Telecommunications
- Card manufacturers & vendors
- Relevant Government Parastatals
- Solution Providers
- Airlines
- Foreign exchange bureaus
- Hotels
- Shopping centers
- ATM & POS Vendors from all over the globe

## 9.0 Who Should Sponsor

World-class solution providers who need to position their products and decision makers who work in the following industries:

- Card Issuing & Manufacturing Companies
- Transaction Processing and Switching Companies
- Mobile Payment Companies
- Banks
- Telecommunication Companies
- ATM & POS vendors and deployment Companies
- Cards hardware (readers/printers/writers/terminals & card testing equipment) Manufacturers
- Card Scheme Operators

.....and any other service providers in this sector.

## **10.0 Sponsorship packages**

Card, ATM & Mobile Expo 2012 offers a wide range of sponsorship packages which include exclusive packages tailored to suite specific participants as relevant to their products, services and target market.

These packages which are offered at competitive fees may include key positioning as a speaker during the opening ceremony of the event or during the technical sessions.

Please feel free to request for specific details of the packages that suite your budget from the under-listed categories:

**Platinum Sponsorship \$45,000**

**Gold Sponsorship \$30,000**

**Silver Sponsorship \$20,000**

**Industry Support \$18,000**

**e-Business Awards & Dinner \$40,000**

**VIP Networking Cocktail/Dinner \$25,000**

**Session Sponsorship \$7,500**

**Registration Sponsorship \$7,500**

**Lunch or Tea Break Sponsorship \$15,000**

**Exhibition \$2,500**

*For further details on the benefits, kindly contact Ayode on +234 70 4003 0407 or [ayo@intermarc-ng.com](mailto:ayo@intermarc-ng.com) and [intermarc@intermarc-ng.com](mailto:intermarc@intermarc-ng.com).*

## 11.0 About Intermarc Consulting

Intermarc Consulting Limited is an integrated consulting firm with focus on e-business, but with particular emphasis on e-banking and e-payment intermediation services. We are trusted e-business advisers to business leaders, governments and institutions.

Our services address a unique set of challenges, bringing together perspectives from a wide range of industries and business models by seeking a practical course of action, not an abstract conceptual model. This enables our clients get better results, faster.

We are proud of our creative people with their commitment to our clients. At heart, we are a network of people who are passionate about taking on immense challenges that matter to leading organizations. Our passion for achieving results for our client is what drives us.

### *Our area of focus includes:*

- ❖ Research
- ❖ e-Business/advisory services
- ❖ Consulting
- ❖ Media & Publication
- ❖ International Conference & Exhibition
- ❖ Corporate Social Responsibility

## **12.0 Other Events**

### **12.1 Annual e-Payment Breakfast Forum (Lagos)**

The e-payment breakfast forum is a platform created by InterMarc Consulting, where seasoned experts provide insightful analysis of industry events and happenstances of the previous year and project into the New Year with razor sharp precision to forecast scenarios that will play out

### **12.2 Annual e-Nigeria Summit & Exhibition (Abuja)**

e-Nigeria 2012 Summit seeks to evaluate the Nigerian ICT4D Plan as a time-sensitive action plan with realistic targets and benchmarks for sectorized applications of ICT for National Development.

### **12.3 Transaction Switching Africa (Ghana)**

The conference is geared towards assessing how people in Africa have embraced financial payment systems and ways of improving the payment systems in place.

### **12.4 Card & ePayment Awards Africa (Johannesburg-SA)**

The award is centered on recognizing excellence and best practice in the card payments market. The Card Awards are open in different categories to credit, debit, prepaid and charge card issuers, co-brands, and banking acquirers in the continent of Africa.

This is a great opportunity to showcase your company's achievements and demonstrate how you are raising standards across the industry.

### **12.5 Mobile Congress (Dubai)**

The maiden edition of the mobile congress will hold in the heart of Dubai. The event will be centered on opportunities and growth prospects of mobile payment in the Middle East and Africa.

It will also create a platform to strategize on ways to set electronic payment processes in the African continent at par with what is obtained in the western world latching on the emergence of mobile payment.

For further information on sponsorship or participation; please contact Olusola on +234 80 3331 0988, Ayoade on +234 704003 0407 or [olusola@intermarc-ng.com](mailto:olusola@intermarc-ng.com), [ayo@intermarc-ng.com](mailto:ayo@intermarc-ng.com) and [intermarc@intermarc-ng.com](mailto:intermarc@intermarc-ng.com).