



WHERE PREPAID CONVERGES

tpp **EXPO'10**

THE PREPAID PRESS EXPO
WHERE PREPAID CONVERGES

THE PREPAID PRESS EXPO

THE SHOW FOR THE PREPAID SERVICES INDUSTRY
August 24-26, 2010 · Caesars Palace, Las Vegas

EXHIBITOR AND SPONSOR INFORMATION

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WHY EXHIBIT OR SPONSOR AT TPPEXPO'10

The Prepaid Press Expo is the only event that gives you access to all sectors of the prepaid services industry, and all players within each sector. Some of the benefits of exhibiting are:

- Network with customers across all prepaid distribution channels
- Conduct face-to-face business with new prospects
- Reach prospects you cannot reach via any other medium
- Discounted rates for early sign ups
- Free admission to high level conference sessions
- Virtual Booth on www.prepaidpressexpo.com through 12/2010
- Media and PR campaign across all industry sectors
- Continual event exposure in *The Prepaid Press*
- Marketing via social networking sites, Facebook and Twitter



This event is truly focused on the prepaid industry. There's always consistent traffic on the show floor, and we appreciate having this great forum to meet with our customers. We closed three deals from the last show alone."

— Paul Amick, Executive Vice President, PhoenixSoft

LEARN

tppEXPO'10 offers the industry's most informative and most affordable conference program for prepaid services. These tracks were created specifically to provide you with the critical information you need to learn, adapt and thrive in today's competitive prepaid marketplace.

NETWORK

At the retail level, consumers are welcoming – even demanding – innovations in the prepaid space. Prepaid is no longer just for the credit challenged consumer; from calling cards to wireless services to payments, prepaid is for everyone.

The exhibit hall floor of The Prepaid Press Expo facilitates the convergence of ideas, products, and opportunities within the prepaid services industry, and is unlike any event you have attended.

The prepaid industry has grown in three distinct branches – calling cards, wireless, and gift cards/ alternative payments. These three diverse sectors converge at the retail level, but are still approached as different industries. The Prepaid Press Expo is the only trade event today that focuses on this convergence.

As a professional in the prepaid services industry, you no longer have to decide between different events that cover just part of the industry.

tppEXPO'10 is the must-attend event for anyone involved in producing or selling prepaid services.

RESERVE YOUR BOOTH TODAY!

Booth Prices, per 10'X10': \$3,999 until May 31, \$4,199 until June 30, \$4,399 thereafter.

Exhibit space and sponsorships are limited, so reserve your spot now: Contact Lisa Brown at expo@prepaidpressexpo.com or 866.203.2334 ext. 505. International callers, dial us direct at 1.305.421.7209.

WHY EXHIBIT AT TPPEXPO'10

In order to effectively market prepaid services at the consumer level, attendees need to know what you have to offer – and why you are the right company for them. tppEXPO'10 is the only event that bridges all sectors of the prepaid services industry, and all players within each sector.

By exhibiting at tppEXPO'10, you will network with customers across all distribution channels. Don't miss your opportunity to reach these key prospects that you will not reach via any other event.



The first Prepaid Press Expo [2008] was the rebirth of the industry. The attendance for the 2009 Prepaid Press Expo increased by more than a third! WOW!"

— Pete Pattullo, CEO of NetworkIP, and Sponsor of the Prepaid Long Distance Pavilion and Mythology & Martinis Party

PARTICIPANTS INCLUDE:

PREPAID SERVICE PROVIDERS

Wholesale carriers • Service bureaus • Calling card providers • Wireless resellers • Enhanced value providers • MVNOs • Open Loop debit card providers • Branded prepaid debit card providers • Gift card providers • Convenience card providers • Prepaid mall integrators • Emerging payment system providers • Wireless payment enablers • Acquirers • Issuers

DISTRIBUTORS/RETAILERS

Calling card distributors • Independent sales organizations • Wireless resellers • Mobile marketing organizations • Payroll/benefit service providers • Incentive/promotions companies • Retailers (Merchants)

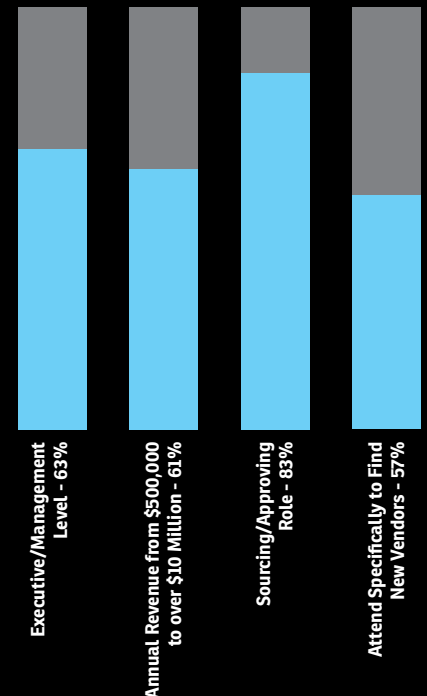
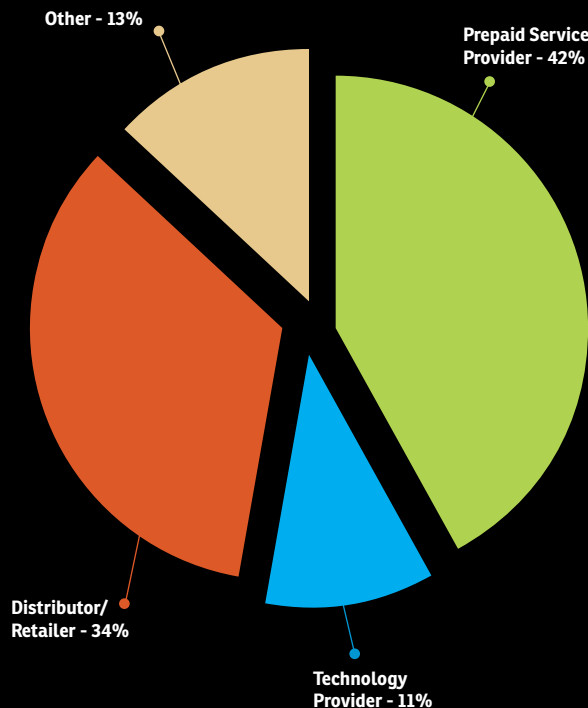
TECHNOLOGY PROVIDERS

Equipment manufacturers • Software developers • Processors • Network providers • MVNEs

OTHERS

Consultants/analysts • Investors • Public Relations Firms • Media • Graphic Designers • Printing/Packaging Vendors • More

ATTENDEE PROFILES



tpp EXPO'10

THE PREPAID PRESS EXPO
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ONE EVENT

MULTIPLE MARKETING CHANNELS

“The information we posted to our Virtual Booth on The Prepaid Press Expo website significantly added to our company exposure and click-throughs to our website. I encourage all participants exhibiting at the show to post as much product information as they are able to. This will help you reach new audiences your existing marketing may not be reaching; it also increases your page ranking to search engines and other Internet directory services.”

— Bruce Burke, Gulf Bay Consulting, & Exhibitor at tppEXPO'08 & tppEXPO'09

tppEXPO'10, through a wide variety of marketing media, reaches the buyers you seek, attracting them to participate and learn about your company and its offerings.

- High visibility advertising in leading trade publications, spanning all sectors of prepaid services
- Ongoing coverage in *The Prepaid Press*
- E-mail blasts to *The Prepaid Press* subscriber list, in addition to those of other publications
- Direct mail to a qualified audience
- Regional advertising to promote event and exhibitors
- PR dissemination via Business Wire, announcing exhibitors, sponsors, speakers, and events as they unfold
- Marketing exposure via social marketing sites, Facebook and Twitter

ADDITIONAL EXHIBITOR BENEFITS

VIRTUAL EXHIBIT HALL (\$5,000 VALUE)

In addition to highly visible marketing exposure, you will also increase your brand recognition and company awareness in our Virtual Exhibit Hall, located at www.prepaidpressexpo.com, which will offer continued coverage through December 2010.

The tppEXPO'10 Virtual Exhibit Hall is available to attendees and website visitors, and each Exhibitor will have space to display a logo and product images, with links to:

- Company information
- Product information
- News (up to 5 news items)
- Corporate literature (up to 5 PDFs)
- Contact information

The Prepaid Press Expo website averaged 7,000+ unique visitors per month, and 160,000 monthly hits, in 2009! Don't miss your opportunity to reach these key prospects that you will not reach via any other event or publication.



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ONE EVENT

MULTIPLE MARKETING CHANNELS

THE HUB

The Prepaid Press Expo show floor features a central meeting place, The Hub, where attendees engage in regularly scheduled prize drawings, get informed about Expo events, and are directed to various floor activities. All exhibits radiate around this space, facilitating maximum interaction between exhibitors and attendees. The buzz starts here and carries throughout each and every booth, conference, and event at tppEXPO'10.

“Thanks to The Prepaid Press Expo I have so many great leads that I can't even think straight... however that's a good thing!”

— Osvaldo Rodriguez, President/CEO, iPayStation LLC

THE EXHIBITOR MEETING PLACE (\$3,000 VALUE)

To maximize interaction and productivity, the Expo floor includes two sponsored meeting areas at the front of the hall, which are available for exhibitors to meet with attendees in a comfortable relaxed area for intimate conversations, away from the hustle and bustle of their exhibit space.

FREE TPPEXPO'10 PASSES

Exhibitor Passes

Full access to the Exhibit Hall, Conference Sessions, and Mythology and Martinis Party:

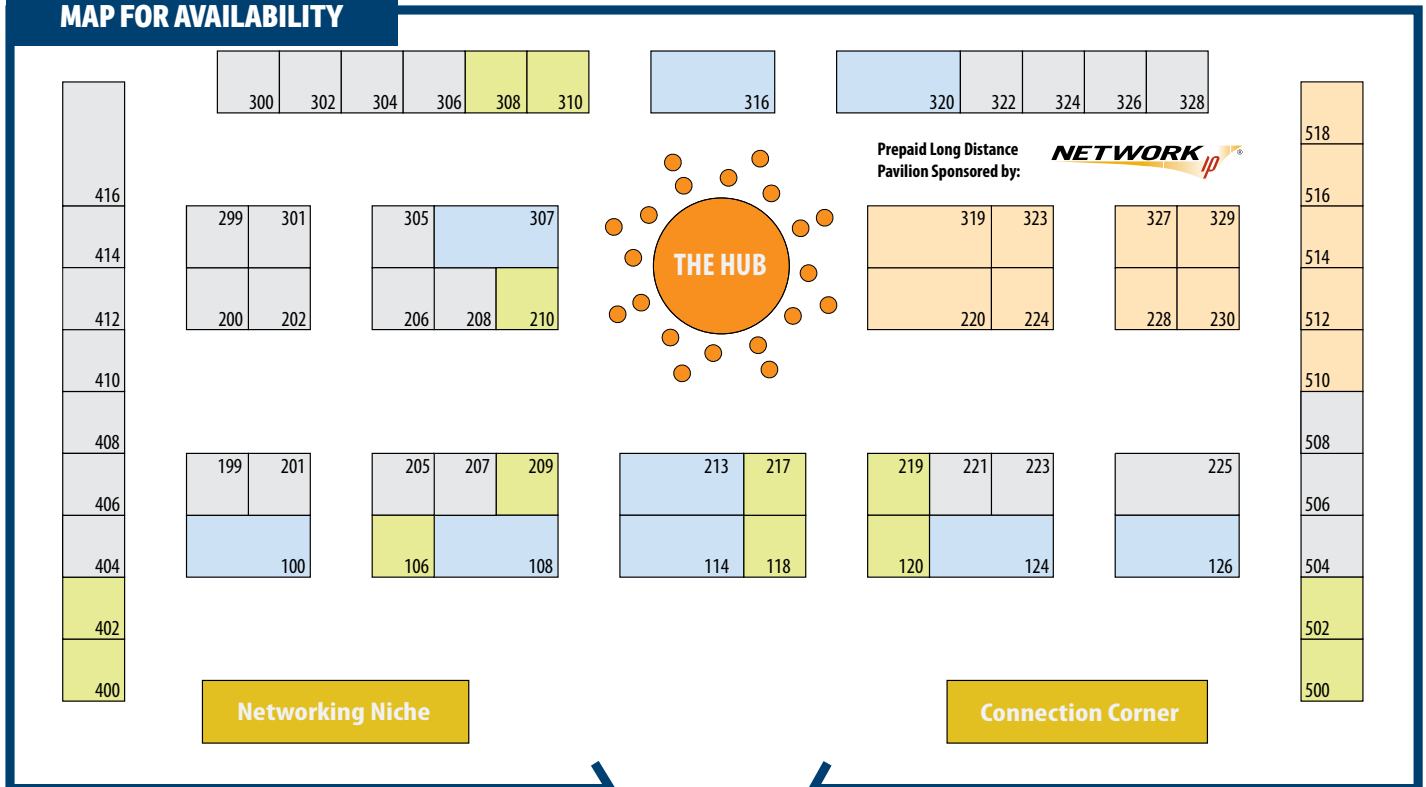
Up to 6 Badges per 10'X10' space (\$4,050 value)

Exhibit Hall Passes

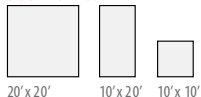
Access to Exhibit Hall and Floor Events:

25 Free Exhibit Hall Passes per 10'X10' space (\$1,500 value)

PLEASE REFER TO CURRENT MAP FOR AVAILABILITY



BOOTH SIZES:



SPONSOR BOOTHS



PREPAID LONG DISTANCE PAVILION

If you sell Prepaid Long Distance Services – from wholesale minutes to prepaid calling cards – this section is for you. Space is limited. So, don't wait, sign up today

RESERVE YOUR SPACE TODAY. CALL 866.203.2334 EXT. 505, OR EMAIL EXPO@PREPAIDPRESSEXPO.COM

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LEVEL ONE SPONSOR — EMPEROR

— SPONSORSHIP OPPORTUNITIES

tppEXPO'10 is pleased to offer specialized sponsorship opportunities to increase your exposure – before, during, and after the Expo. With three sponsor levels to choose from, we can custom tailor a program to fit any budget, and help ensure your company makes its mark on the dynamic prepaid services industry.

- Multiple booths in premium location
- Full page advertorial on your company in the special tppEXPO'10 promotional section of the show issue of *The Prepaid Press*
- One interview for "Sponsor Showcase," featuring your company and its people, done in an interview format and posted on the website for one month
- Company may provide information to be inserted in all attendee gift bags
- 36 Exhibitor Passes + 20 Full Conference Passes + 150 Free Exhibit Hall Passes
- Logo on select signage at the show
- Website mention (with link) on the tppEXPO'10 site
- Your logo or company name featured in all pre-show, show and post-show advertising (which may include newspaper, magazine, e-mail and web)
- One announcement during show each day directing people to your booth
- Logo will appear on the cover of the Show Guide
- Highlighted company listing in the Show Guide
- Your company's sponsorship prominently displayed in the Show Guide
- Four pre-show emails to pre-registered attendees (through a third party)

VIRTUAL EXHIBIT HALL

Running through December '10 on www.prepaidpressexpo.com, a Virtual Exhibit Hall will be available to attendees and website visitors. Each Sponsor/Exhibitor will have space to display a logo and product images, with links to:

- Company information
- Product information
- News (up to 5 news items)
- Corporate literature (up to 5 PDFs)
- Contact information

YOU WILL ALSO RECEIVE:

- Prominent Emperor Sponsor position in the Virtual Exhibit Hall
- Company logo to be included on all tppEXPO'10 marketing materials
- Inclusion in all tppEXPO'10 press releases distributed via Business Wire

EMPEROR SPONSORSHIP OPTIONS:

Limited to 2

- Mythology & Martinis Party
- Welcome Party

“ Through its unique setup, tppEXPO'09 was, once more, able to bring the best professionals in their respective fields together to share timely ideas and information, in order to guide us all thru the turbulent waters ahead. The 'Who You Know,' the 'What You Know,' the 'When You Know' were all covered in the 'Where,' that we all now know for the prepaid industry, The Prepaid Press Expo. Thank you TPP.”

— Oscar Muñoz, President, Uni-Mas Corp.



LEVEL TWO SPONSOR SENATOR

- 10' x 20' booth in a premium location
- One half page advertorial on your company in the special tppEXPO'10 promotional section of the show issue of *The Prepaid Press*
- Company may provide information to be inserted in all attendee gift bags
- 12 Exhibitor Passes + 15 Full Conference Passes + 100 Free Exhibit Hall Passes
- Logo on select signage at the show
- Website mention (with link) on the tppEXPO'10 site
- Your logo or company name featured in all pre-show, show and post-show advertising (which may include newspaper, magazine, e-mail and web)
- Logo will appear on the cover of the Show Guide
- Highlighted company listing in the Show Guide
- Your company's sponsorship prominently displayed in the Show Guide
- One pre-show email to pre-registered attendees (through a third party)

VIRTUAL EXHIBIT HALL

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- Company information
- Product information
- News (up to 5 news items)
- Corporate literature (up to 5 PDFs)
- Contact information

YOU WILL ALSO RECEIVE:

- Prominent Senator Sponsor position in the Virtual Exhibit Hall
- Company logo to be included on all tppEXPO'10 marketing materials
- Inclusion in all tppEXPO'10 press releases distributed via Business Wire

SENATOR SPONSORSHIP OPTIONS:

Limited to 7

- Backpack Sponsor
- Lanyard Sponsor
- Badge Insert Sponsor
- Networking Niche Meeting Area Sponsor
- Connection Corner Meeting Area Sponsor
- Pen Sponsor
- The HUB (Prizes, Entertainment, Meeting Area) Sponsor

LEVEL THREE SPONSOR CENTURION

- 10' x 10' booth in a premium location
- One quarter page advertorial on your company in the special tppEXPO'10 promotional section of the show issue of *The Prepaid Press*
- Company may provide information to be inserted in all attendee gift bags
- 6 Exhibitor Passes + 5 Full Conference Passes + 50 Free Exhibit Hall Passes
- Logo on select signage at the show
- Website mention (with link) on the tppEXPO'10 site
- Your logo or company name featured in all pre-show, show and post-show advertising (which may include newspaper, magazine, e-mail and web)
- Logo will appear on the cover of the Show Guide
- Highlighted company listing in Show Guide
- Your company's sponsorship prominently displayed in the Show Guide

VIRTUAL EXHIBIT HALL

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- News (up to 5 news items)
- Corporate literature (up to 5 PDFs)
- Contact information

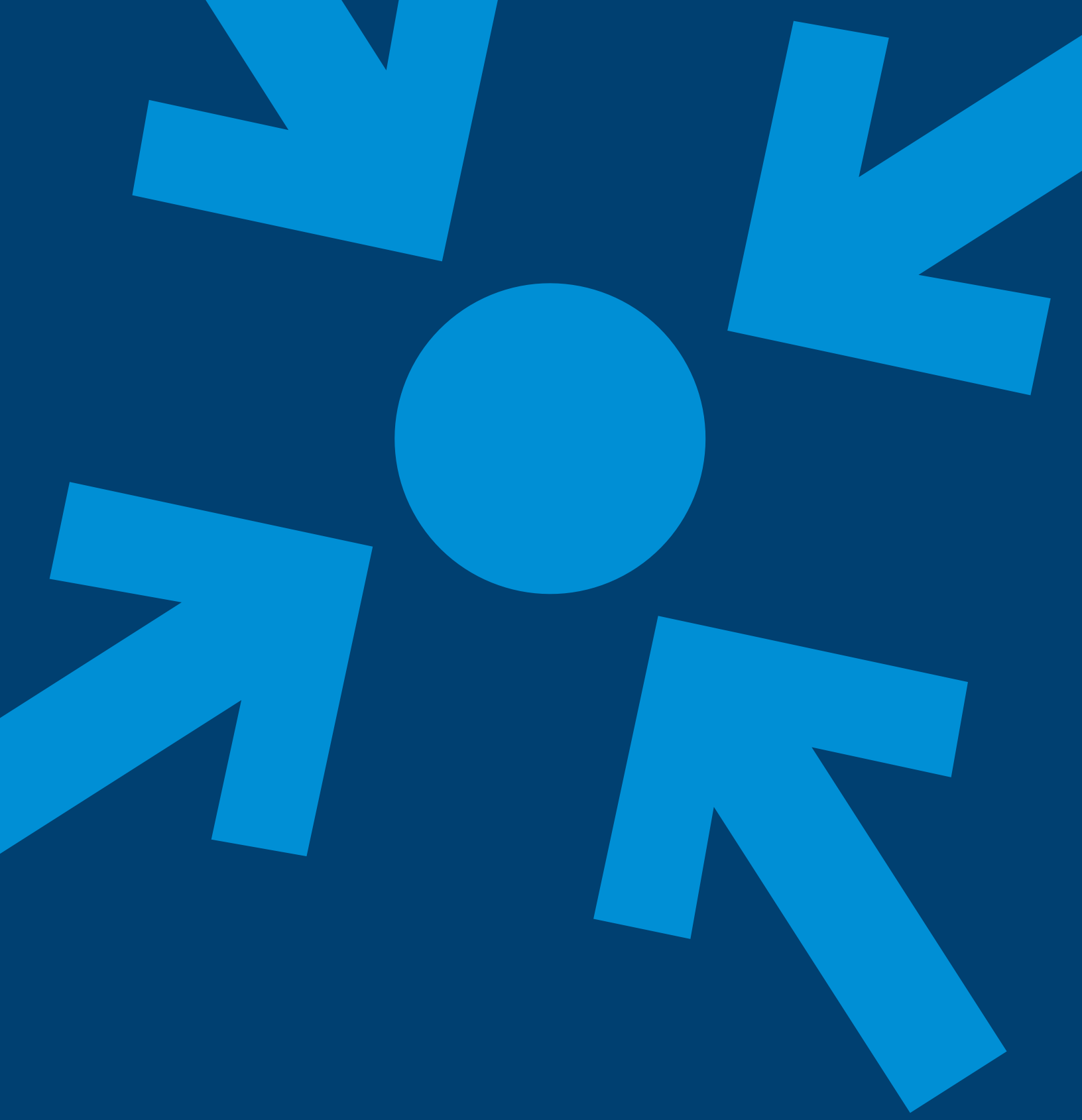
YOU WILL ALSO RECEIVE:

- Prominent Centurion Sponsor position in the Virtual Exhibit Hall
- Company logo to be included on all tppEXPO'10 marketing materials
- Inclusion in all tppEXPO'10 press releases distributed via Business Wire

CENTURION SPONSORSHIP OPTIONS

Limited to 13

- Hand Sanitizer (1 available)
- Conference Coffee Break (3 available)
- Conference Track Sponsor (3 available)
- Conference Notepad Sponsor (3 available)
- Conference CDROM Sponsor (1 available)
- Lip Balm Sponsor (1 available)
- Logo Candy Sponsor (1 available)



the
PrepaidPress

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