



THE PREPAID PRESS EXPO

THE SHOW FOR THE PREPAID SERVICES INDUSTRY

August 6-8, 2012 · Paris Hotel, Las Vegas



Exhibitor and Sponsor Information

tpp EXPO'12

THE PREPAID PRESS EXPO
WHERE PREPAID CONVERGES

THE PREPAID PRESS EXPO

THE SHOW FOR THE PREPAID SERVICES INDUSTRY

August 6-8, 2012 · Paris Hotel, Las Vegas

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, and today, on any consumer's handheld device, yet these segments are still approached as different industries. While other events tout "convergence," The Prepaid Press Expo is the only trade event today that focuses on the convergence of all prepaid products and services.

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

Why exhibit or sponsor

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 12/2012
- Media and PR campaign across all industry sectors
- Continual event exposure in *The Prepaid Press*
- Marketing via social networking sites, Facebook, Twitter and LinkedIn

"IF YOU ARE IN THE BUSINESS AND SELL TO CONSUMERS, YOU CAN'T MISS THIS EVENT. YOU FIND OUT WHAT IS HAPPENING NOW, WHAT IS DRIVING THE BUSINESS, AND EVEN MORE IMPORTANTLY, WHERE THE INDUSTRY IS HEADING AND WHAT IS REQUIRED TO BE RELEVANT IN THE SPACE AS THOSE CHANGES OCCUR."

Frank Squilla, SVP, Sales, InComm & Gold Sponsor

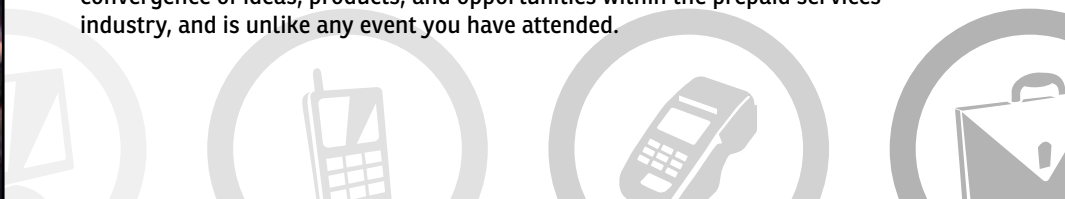
LEARN

Now in its fifth successful year, The Prepaid Press Expo 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.



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@prepaidpresseexpo.com or 866.203.2334 ext. 505.

International callers, dial us direct at 1.305.421.7209.

Exhibiting at tppEXPO

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 is the only event that bridges all sectors of the prepaid services industry, and all players within each sector.

By exhibiting at tppEXPO, you will network with customers across all distribution channels.

Don't miss your opportunity to reach these key prospects that you will not reach at any other event.

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)

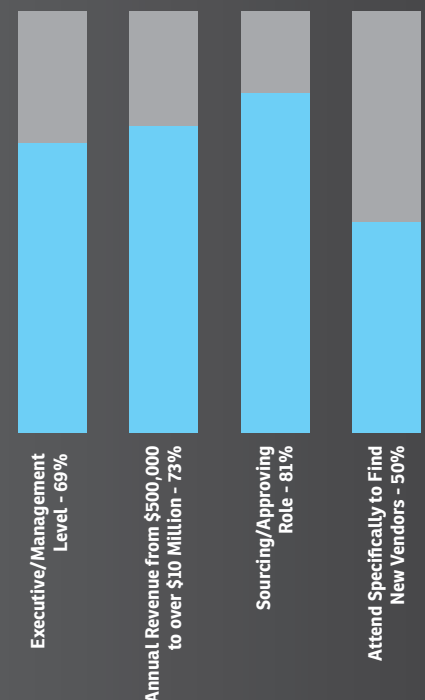
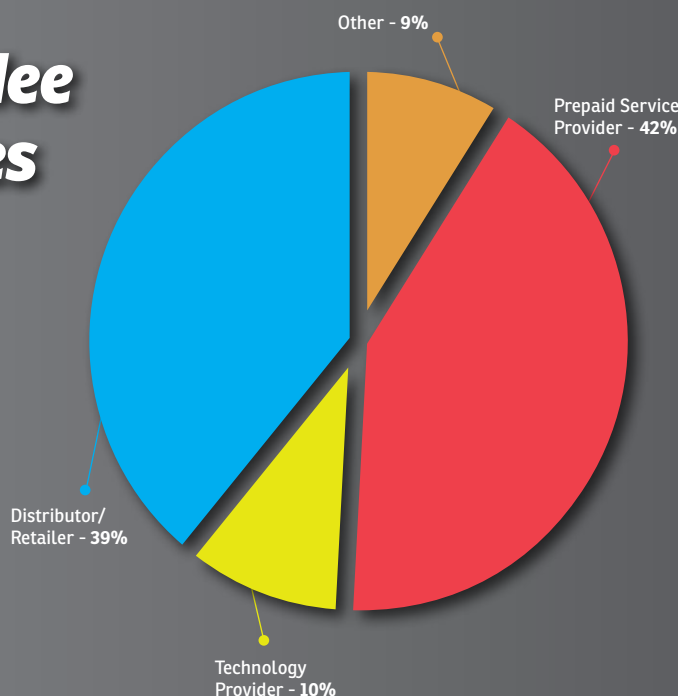
TECHNOLOGY PROVIDERS: Equipment manufacturers • Software developers • Processors • Network providers • MVNEs

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

“YOU DID A FANTASTIC JOB AT THIS YEAR’S SHOW IN VEGAS. I KNOW IT IS HARD TO COMPREHEND THE EFFORTS THAT GO INTO AN EVENT LIKE THIS, BUT IT IS INDEED APPRECIATED. THE ATTENDEES WERE THE RIGHT AUDIENCE AND THE SERVICE WAS GREAT TOO.”

Abe Greenfield, President, Dollar Phone & Exhibitor

Attendee Profiles



One event

MULTIPLE MARKETING CHANNELS

Through a wide variety of marketing media, tppEXPO 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 networking sites, Facebook, Twitter and LinkedIn

“THIS IS AN EVENT WHICH HAS GROWN IN POPULARITY AS THE TREND IN THE PREPAID WIRELESS INDUSTRY GROWS AND BECOMES MORE COMPETITIVE. THIS FORUM CONTINUES TO ALLOW US TO MEET WITH FELLOW ASSOCIATES LOOKING TO DRIVE THE FUTURE DIRECTION TO BENEFIT CONSUMERS.”

Louis Ferraro, CEO, Magicpins.com, LLC & Exhibitor

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 2012.

The tppEXPO 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 7,500 unique visitors per month, and 225,000 monthly hits, in 2011! Don't miss your opportunity to reach these key prospects that you will not reach via any other event or publication.

One event

MULTIPLE MARKETING CHANNELS

“WE HAD A GREAT EXPO, AND GOT AROUND 90 LEADS. THIS IS A GREAT START FOR CLEARLINE MOBILE, AND BY EXHIBITING AT TPPEXPO, WE ACHIEVED OUR GOAL, AND WERE ABLE TO POSITION CLEARLINE AS A MARKETING/TECHNOLOGY PROVIDER FOR THE PREPAID MARKET.”

Nate Moshkovich, VP of Business Development, ClearLine Mobile & Exhibitor

L'ARC DE TRIOMPHE

The Prepaid Press Expo show floor features a central meeting place, L'Arc de Triomphe, 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.

EXHIBITOR MEETING CAFES (\$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 PASSES

Exhibitor Passes

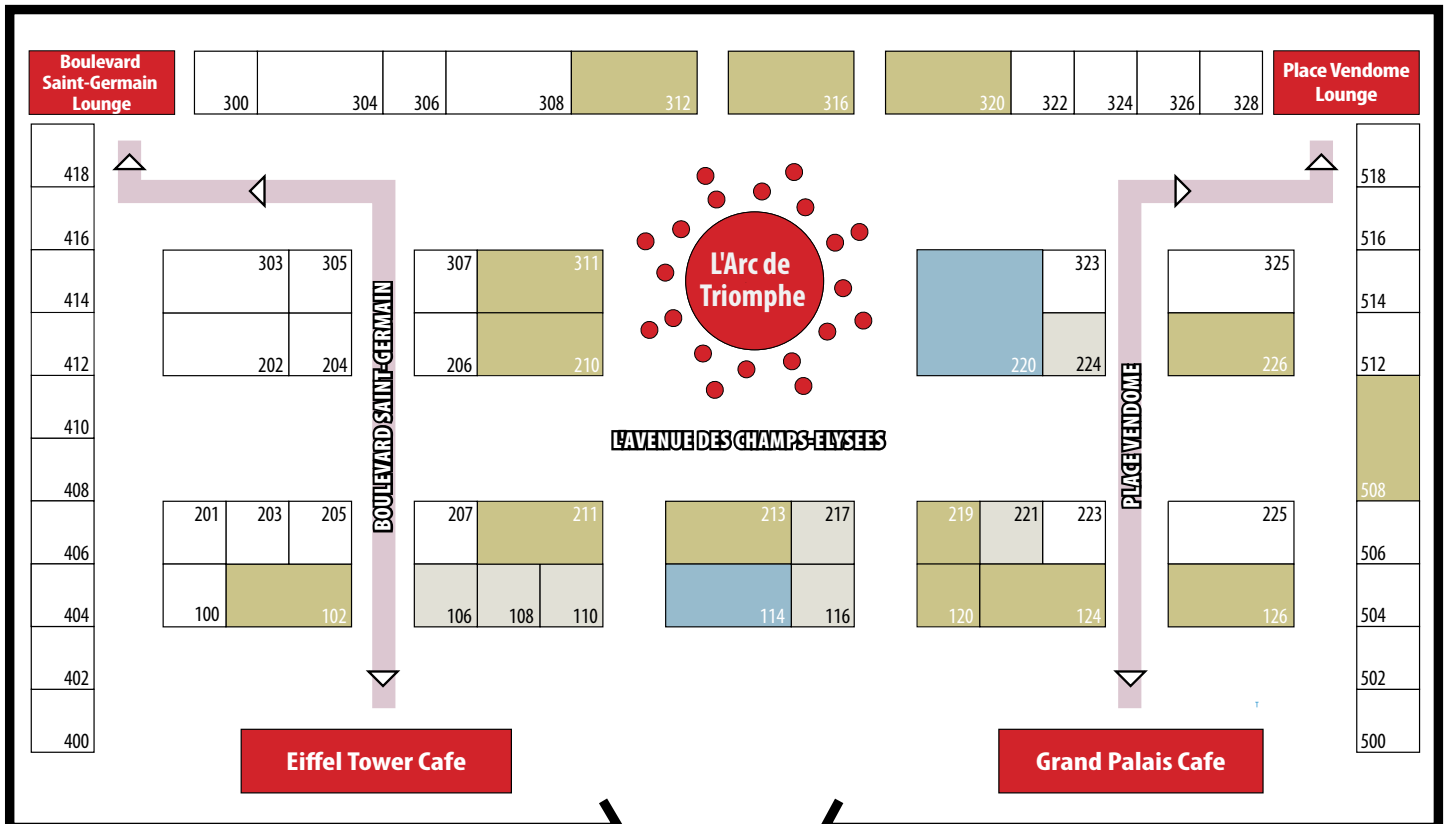
Full access to the Exhibit Hall, Conference Sessions, and Welcome to Paris Party: **Up to 6 Badges per 10'X10' space (\$4,050 value)**

Exhibit Hall Passes

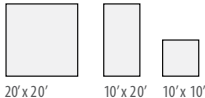
Access to Exhibit Hall and Floor Events:

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

PLEASE REFER TO CURRENT MAP FOR AVAILABILITY



BOOTH SIZES:



SPONSOR BOOTHS



Sponsorship Opportunities

LEVEL ONE SPONSOR PLATINUM

tppEXPO 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 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
- 24 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 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 '12 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 Platinum Sponsor position in the Virtual Exhibit Hall
- Company logo to be included on all tppEXPO marketing materials
- Inclusion in tppEXPO press releases distributed via Business Wire

PLATINUM SPONSORSHIP OPTIONS:

Limited to 3

- Welcome to Paris Party
- L'Arc de Triomphe (Center Hub) Sponsor
- Welcome Brunch (on show floor)

"VERY IMPORTANT EVENT FOR ME AS MY COMPANY OPERATES 100% IN THE INDIRECT DISTRIBUTION SPACE. THIS SHOW IS THE ONLY ONE THAT SEEMS TO FOCUS NEARLY EXCLUSIVELY ON THIS CHANNEL. GREAT SHOW."

Robert Santana, VP, Consumer Services, Qpay, Inc. & Attendee





**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.**

LEVEL TWO SPONSOR GOLD

- 10' x 20' booth in a premium location
- One half page advertorial on your company in the special tppEXPO 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 + 16 Full Conference Passes + 100 Free Exhibit Hall Passes
- Logo on select signage at the show
- Website mention (with link) on the tppEXPO 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
- Two pre-show emails 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 Gold Sponsor position in the Virtual Exhibit Hall
- Company logo to be included on all tppEXPO marketing materials
- Inclusion in tppEXPO press releases distributed via Business Wire

GOLD SPONSORSHIP OPTIONS:

Limited to 13

- Backpack Sponsor
- Lanyard Sponsor
- Badge Insert Sponsor
- Eiffel Tower Cafe Sponsor
- Grand Palais Cafe Sponsor
- Pen Sponsor
- Place Vendome Avenue and Lounge (with Caricature Artist)
- Boulevard Saint-Germain and Lounge (with H2O Lounge)
- Conference Sponsor (3 available)
- Logo Candy Sponsor (1 available)
- Lip Balm Sponsor (1 available)

LEVEL THREE SPONSOR SILVER

- 10' x 10' booth in a premium location
- One quarter page advertorial on your company in the special tppEXPO 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 + 6 Full Conference Passes + 50 Free Exhibit Hall Passes
- Logo on select signage at the show
- Website mention (with link) on the tppEXPO 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
- One pre-show email to pre-registered attendees (through a third party)

VIRTUAL EXHIBIT HALL

Running through December '12 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 Silver Sponsor position in the Virtual Exhibit Hall
- Company logo to be included on all tppEXPO marketing materials
- Inclusion in tppEXPO press releases distributed via Business Wire

SILVER SPONSORSHIP OPTIONS

Limited to 6

- Conference Day Notepad Sponsor (2 available)
- Conference Presentation Sponsor (1 available)
- Hand Sanitizer (1 available)
- Conference Day Coffee Break Sponsor (2 available)



the
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www.prepaid-press.com

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