

EBA day 2012

Euro payments conference and exhibition
www.ebaday.com

15 - 16 MAY 2012, EDINBURGH INTERNATIONAL CONFERENCE CENTRE, EDINBURGH



For information on
delegate, speaker and
exhibitor opportunities
email 2012@ebaday.com
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The seventh annual European payments forum – EBAday

"Good event for our business operation"
Arancha Rebollo
Perez, Systar



Payments professionals from across Europe will gather in Edinburgh in May for two days of intense networking and debate, organised by the Euro Banking Association and Finextra Research.

An influential panel of senior executives, practitioners and key stakeholders from across the payments industry will lead the discussions via a dynamic series of parallel streams, interactive workshops and open panel sessions. An exhibition floor, geared for maximum networking opportunities, will showcase payment processing services from leading banks, ACHs, technology vendors and consultancies.

"Good improvements to last year"
Mario Reichel,
ABK/ EFIS

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"MasterCard staff from our Madrid office mentioned the event was very interesting by the high number of interesting attendees and contents. They mentioned they would recommend the event as well"
Jean-Yves Bourgeois,
MasterCard Worldwide

Topics to be covered:

- Payments innovation
- Pan-European online and e-payments
- Trends in retail payments processing
- New regulatory challenges for banks
- Effective liquidity and cash management
- Business continuity and risk management
- Drivers in technology and standards



Seminar programmes and panel discussions

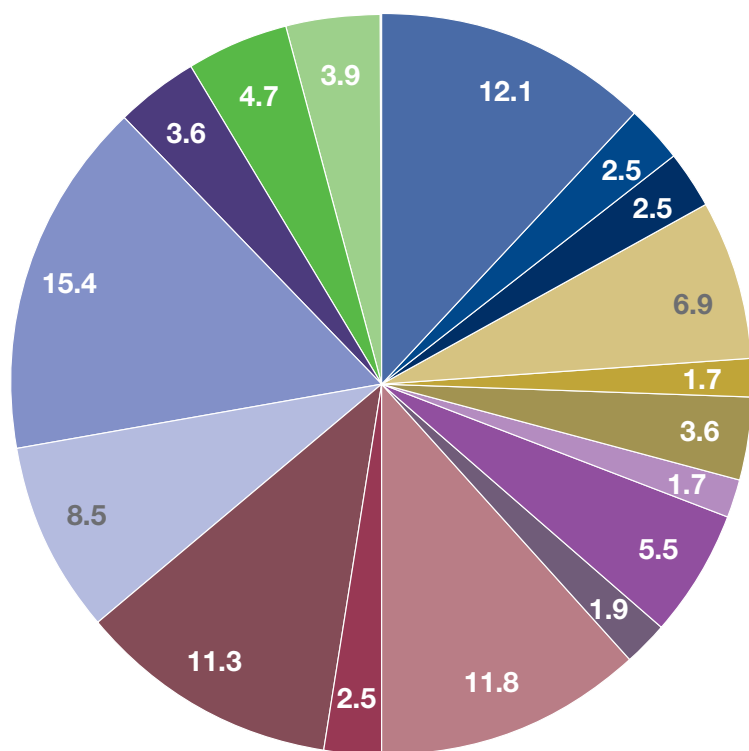
Selected EBA member institutions can take part in the seminar programme and panel discussions. Panels will also include an influential group of speakers drawn from the analyst, standards, technology and consulting communities.

Delegates from all over Europe

EBAday is attended by over 650 senior professionals from financial institutions, clearing houses and corporates from across Europe.



EBAday 2011 delegate mix



- | | | |
|------------------|---------------|---------------|
| ■ Austria | ■ Germany | ■ Sweden |
| ■ France | ■ Netherlands | ■ Finland |
| ■ Luxembourg | ■ Spain | ■ Italy |
| ■ Portugal | ■ Denmark | ■ Other |
| ■ United Kingdom | ■ Greece | ■ Switzerland |
| ■ Belgium | ■ Norway | |

"We had a lot of visitors to the stand and the meeting room right behind us was really effective. I thought the conference venue itself was very good and I thought the addition of EBAday TV was a very welcome new vehicle to keep the key messages turning over."

Clyde Muir, J.P. Morgan



Reasons to participate at EBAday 2012

Networking: Meet with over 650 leading senior payments executives from banks and corporate institutions from over 20 European countries. EBAday 2012 has built into the agenda dedicated time for delegates to take in the products and solutions on display at the show. This exhibition networking time will be in addition to the pre-set coffee and lunch breaks as well as the drinks reception, which are catered for directly on the exhibition floor.

Focused audience: EBAday offers great value for your time. It directly follows the EBA's Annual General Meeting in Edinburgh, assuring a high quality audience from across the European payments community.

Established: Now in its seventh year with successful previous host cities being Frankfurt, Rome, Helsinki, Vienna, Luxembourg and Madrid. EBAday is Europe's leading payments event.

Growth: Since its launch in 2006 EBAday delegate numbers have grown year on year and by a total of 400% from 2006 to 2012.

High-level support: Past and current sponsors include Deutsche Bank, J.P. Morgan, RBS, Intesa SanPaolo, Nordea, Pohjola Bank, RZB, OeNB, HSBC, ING, BCEE, BCL and Dexia.

"...the conference was very successful for us as we met a number of key contacts and even some potential new customers, and most importantly I really enjoyed it!"
Faye Whitear, ACI Worldwide

"Good organisation and great staff!"
Richard Liblanc, STET



New for 2012

- EBAday now extended to two full days with EBA AGM and EBA CLEARING SHM taking place on the afternoon before EBAday
- New exhibition stand system
- Increased networking and dedicated exhibition times
- EBAdayOnline and EBAday TV – dedicated event news, video interviews, analysis, pictures and social media updates direct from the exhibition floor
- Meeting rooms available for use by sponsors, off exhibition floor



Summary of options

		Corporate sponsor	Tier 1 exhibitor	Tier 2 exhibitor	Event supporters
Exhibition¹	Large exhibition stand	•	•		
	Small exhibition stand			•	Optional
	Partner discounts	•			•
	Exhibitor passes	6	5	3	
	Choice of stand position	•			
Seminar²	Seminar presentation	•			
	Panel session participation	•	Optional		
Branding	Pan-event branding	•			•
	Branding in exhibition hall	•			
Delegate awareness	Full page advert in show guide	•			Optional
	Enhanced show guide profile	•			
	Standard show guide profile		•	•	•
	Banner advert on web site	•			
	Profile on web site	•			•
	Web site listing	•	•	•	•
	Delegate bag insert	•			•
Delegates³ and guests	Ownership of delegate attendee list	•			
	Single usage of delegate attendee list		•	•	•
Cost		POA	€15,500	€13,500	POA

1) Exhibitors are responsible for sourcing their own IT equipment. 2) Panel session participation costs €6,000, speakers additionally receive a single-use list of seminar attendees. 3) Delegate list includes postal and email contact details and will be made available for pre- and post-event usage.



"Staff very attentive, responsive and friendly. Well run show"
Luis Rolim, Accuity



Euro Banking Association

The Euro Banking Association (EBA) is the pan-European network for payments practitioners with over 200 member banks and organisations from the European Union and across the world. The EBA plays a major role in the financial industry as a country-neutral forum for fostering and driving pan-European payment initiatives. It is therefore well-positioned to actively support banks in their continued migration to the Single Euro Payments Area (SEPA) and in other bank-driven initiatives requiring hands-on co-operation at a pan-European level. In this context, the Association is also exploring ways in which it can contribute to a pan-European approach to electronic invoicing.

Based on the support of its unique membership, the EBA contributes to the development and improvement of pan-European business practices in co-operation with regulatory and industry bodies. The communication and explanation of these business practices and other industry developments to its membership and to the wider industry constitute another important part of the EBA's mission.

www.abe-eba.eu | www.ebaportal.eu

Finextra Research

Finextra is the leading independent newswire and information source for the worldwide financial technology community.

Finextra publishes the most important and up-to-date technology news and features from the capital markets, investment banking, retail finance and corporate banking sectors. This information is accessed by more than 165,000 people a month on www.finextra.com and via free newsletters.

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EURO BANKING ASSOCIATION



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