

Euro payments conference and exhibition

26 – 27 MAY 2010, LUXEMBOURG CONGRÈS, LUXEMBOURG



www.ebaday.com

For information on delegate,
speaker and exhibitor opportunities
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Fifth annual European payments forum

Payments professionals from across Europe will gather in Luxembourg in May for two days of intense networking and debate at the fifth annual EBAday forum, organised by the Euro Banking Association and Finextra Research.

Building on the success of last year's conference in Vienna, EBAday 2010 will look beyond the practical compliance requirements of operating in a Single Euro Payments Area and deal with the critical strategic questions that banks must address if they are to prosper in the new business environment.

An influential panel of senior executives, practitioners and key stakeholders from across the payments industry will lead the discussions on the conference floor via a dynamic series of parallel streams, interactive workshops and open panel sessions.

The top-level seminar programme at EBAday is complemented by a bustling exhibition floor, showcasing the complete spectrum of payment processing services from leading banks, ACHs, technology vendors and consultancies.

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Speaker and exhibitors' information

Value for time

EBAday offers great value for time. By timing it to coincide with the EBA's Annual General Meeting in Luxembourg, the event is assured a high quality audience from across the European payments community and a strong turn-out.

Seminar programmes and panel discussions

Selected EBA member institutions will be invited by the EBA to take part in the seminar programme and panel discussions, alongside an influential group of speakers drawn from the analyst, standards, technology and consulting communities.

The programme comprises a scene-setting global plenary, two simultaneous seminar streams and a final panel discussion drawing together the different themes to emerge from the debate.

Agenda

The full agenda will be published in April 2010, after the speakers are confirmed.

Topics to be discussed

- Adapting to a changing business environment
- Migration to PE-ACH
- Update on SEPA Credit and Debit Transfers
- Evolving bank requirements for payment solutions
- The use of new payment technologies
- Gaining competitive edge through innovation
- E-SEPA and E-invoicing
- Effective liquidity management
- Managing operational change
- Global trends in payments clearing and settlement

Payments solutions and services exhibition

EBAday is expected to feature more than 30 exhibitors showcasing the latest payments services technology and solutions, including interactive demos and product launches.

EBAday uses pre-built exhibition stands on an arrive-and-drive basis to ease pre-event management and to ensure all exhibitors present their offerings on equal terms. The organisers take care of all exhibition stand graphics and physical setup/break-down; exhibitors need only bring their own marketing materials and IT equipment.

Exhibition Networking Time

EBAday 2010 will set aside dedicated time for delegates to take in the products and solutions on display at the show, encouraging maximum interaction between the banking and vendor communities. This Exhibition Networking Time will be in addition to the pre-set coffee and lunch breaks that are catered for directly on the exhibition floor.

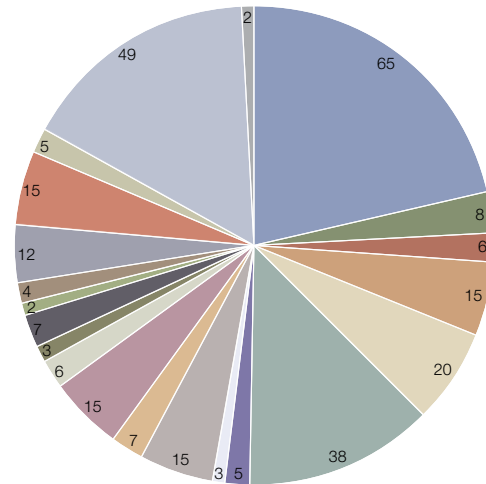


Delegates from all over Europe

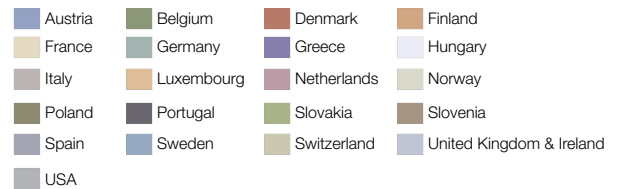
EBAday is attended by over 600 senior professionals from financial institutions, clearing houses and corporates from across Europe.

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EBAday 2009 delegate mix



EURO BANKING ASSOCIATION



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	2	
	Choice of stand position	•			
Seminar²	Seminar presentation	•			
	Panel session participation	•	Optional		
Branding	Pan-event branding	•			•
	Ceiling/wall banners in exhibition hall	•			
Delegate awareness	Full page advert in show guide	•	Optional	Optional	Optional
	Enhanced show guide profile	•			
	Standard show guide profile		•	•	•
	Banner advert on web site	•			
	Profile on web site	•			•
	Web site listing	•	•	•	•
Delegates³ and guests	Delegate bag insert	•	Optional	Optional	•
	Ownership of delegate attendee list	•			
	Single usage of delegate attendee list		•	•	•
Cost		POA	□14,500	□12,500	POA

1) Exhibitors are responsible for sourcing their own IT equipment. 2) Panel session participation costs EUR 5,500, 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.



Below is a sample of EBAday 2009 attendees.

COMPANY	JOB TITLE
Erste Group Bank AG	Senior Vice President, Head of Group Operations
Oesterreichische Nationalbank	Head of International Payments
Raiffeisen Zentralbank Österreich	CEO
UniCredit Bank Austria	Head of Global Product & Network Management
Fortis Bank	Head of Network Management
European Commission	Policy Officer
Jyske Bank	Head of International Payments
Sydbank	Vice President
Nordea Bank	Head of Payment Infrastructure
OP-Pohjola Group Central Cooperative	Head of Payment Services
BNP Paribas	Head of Cash Management
Crédit du Nord	Head of Payments Projects - Banking Operations
Société Générale	Head of Payment Services
Commerzbank	Head of Payment and Cash Management
Deutsche Bank	Head of GTB
National Bank of Greece	Head of Payment Systems
Bank of Ireland	Executive Head of Group Payments
Banca d'Italia	Head of the Payment System Department
Unicredit	Head of Product & Network Management
Dexia Banque Luxembourg	Senior Vice President
Banque et Caisse d'Epargne de l'Etat Luxembourg	Executive Vice-President
ING Bank	Global Head Payments and Cash Management
Rabobank Nederland	Senior Product Manager Market Infrastructures
DnB NOR Bank	Senior Vice President
Bank BPH S.A.	Managing Director
Banco Espirito Santo	Executive Vice President
CEC Bank	CEO
Tatra banka	Head of Payments
Banco Popular Español	Head of Operations
Swedbank	Head of Clearing and Settlement
Credit Suisse	Head of Cash & Treasury Services - GTB -
Citi	Vice President and SEPA Market Manager
J. P. Morgan	Chairman
Mashreqbank	General Manager
Royal Bank of Scotland	Head of Network Management

Reasons to participate at EBAday 2010

Networking: Meet with over 600 leading senior payments executives from banks and corporate institutions from over 20 European countries

Focused audience: EBA AGM is integrated into EBAday programme guaranteeing senior audience from within the EBA community attend the event

Established: Now in its fifth year with successful previous host cities being Frankfurt, Rome, Helsinki and Vienna. Firmly established at Europe's leading payments event

Growth: Since its launch in 2006 EBAday delegates numbers have grown year on year and by a total of 350% from 2006 to 2009

Lead generation: Via sponsorship and exhibitor opportunities meet with new prospects or catch up with existing clients and prospects

Thought leadership: Speaker opportunities enable sponsors and exhibitors to be positioned as industry thought leaders

Stake holder input: EBAday is created by the banks for the banks – stake holder input from senior industry leaders help to shape the agenda, content and direction of the event creating a platform for networking, debate, dialogue and positive industry change

Branding and awareness: Sponsor and exhibitor packages are designed to generate maximum brand and product exposure to the attending delegates

High-level support: Past and current sponsors include Deutsche Bank, JPMorgan, Intessa SanPaolo, Nordea, Pohjola Bank, RZB and the OeNB.

Targetted: Provides sponsors and exhibitors with a proven lead generation, thought leadership, networking and brand raising platform and a forum to discuss the major issues facing their bank and corporate customers in a strategic and focused environment

Cost effective: Arrive and drive exhibition system and sponsor packages significantly reduces the spend on the event making the event a cost effective platform giving it a higher ROI than other industry events

What they said about EBAday 2009

“From our point of view the event was a success and we had a constant flow of visitors.”

Peter Cremona, Dovetail Systems

“Thank you for making Deutsche Bank’s participation at EBAday a great success”

Nicole Gruen, Deutsche Bank

“Great event”

JP Arens, Logica

“A great venue, beautiful city. Good forum to reinstate old discussions, meet clients”.

Matt Burns, Fundtech

Euro Banking Association

The Euro Banking Association (EBA) is an industry forum with over 200 member banks and organisations from the European Union and across the world aimed at fostering and driving pan-European payment initiatives.

The initiation of cost-effective and efficient euro clearing infrastructures are among the EBA's key achievements and have led to the creation of Europe's leading private large-value clearing system EURO1, the payment system STEP1 for commercial transactions and the first PE-ACH (pan-European automated clearing house) STEP2.

As the largest network of payment practitioners with a pan-European mindset and vision, the EBA provides a country-neutral forum for discussing and driving payments initiatives. 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.

Moreover, the EBA is actively involved in the work of the European Payments Council and in the area of e-invoicing, as well as in the larger information and communication process on SEPA.

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