17th annual

**CARDS & PAYMENTS**

Middle East 2016

31 May – 1 June 2016
Dubai International Convention and Exhibition Centre, Dubai, UAE

**TRANSFORMING TRANSACTIONS**

INNOVATION DISRUPTION OPPORTUNITY

10,000 attendees | 300 exhibitors | 75 countries | 200 speakers | 27,000 sqm expo

Organised by

BOOK NOW FOR EARLY BIRD RATES

www.terrapinn.com/cardsme2016
I'm blown away by the number of people, 10,000 people and nearly 300 companies exhibiting here - what an event!

Osama Bedier, Founder and CEO, Poynt

""
THE CONFERENCE

TRANSFORMING TRANSACTIONS

Now in its 17th year, Cards & Payments Middle East is where smart card, payments and identification experts from all Arab states, The Indian Subcontinent, Central Asia and across the globe meet.

Over the last 16 years we have seen countless C level executives from all around the world joining us at an event packed with inspiration, ideas and networking at the very highest level.

We sit on the brink of a new dawn in payments. Now, more than ever, disruptive forces are reshaping the competitive landscape.

Cards & Payments Middle East brings together the biggest global innovators, trailblazers and gurus that have exploded onto the payments landscape in recent years to inspire you.

With 10,000+ attendees, including more than 1,000 CxOs, from 1,200 companies and 75 countries, Cards & Payments Middle East is critical to realising the disruptive ways in which consumers and businesses manage, spend and borrow money.

TOPICS COVERED INCLUDE

- Commerce disruption
- Predictive analytics
- Contactless
- Tokenization
- Cryptocurrencies
- Authentication
- Blockchain
- Biometrics
- M2M payments
- Fintech
- Remittances
- P2P
- Invisible payments
- BLE
- Wearables
- Social payments
- B2B
- Financial inclusion
- Contextual customer journey

EARLY BIRD TICKETS AVAILABLE NOW
PLUS MASSIVE SAVINGS FOR GROUPS www.terrapinn.com/cardsme2016
**FIRST 100 SPEAKERS ANNOUNCED**

### UAE

- Aly Muheisen, Group Chief Technology & Digital, Bank Alfalah, UAE
- Brian McFrides, Co-Founder & CEO, ASOS, UK
- Jaww Abdulrahman, Executive Director, STS PayOne, UAE
- Jan Metzler, Co-founder and Managing Director, PaymentNetwork, Germany
- Robert presidente, CEO & Founder, Tambac Global, Singapore
- Tim Poppins, CEO, Fiserv, USA
- Victor Al-Roumi, CEO & Founder, UnionPay International, UAE
- Joseph Yoles, Founder and CEO, Hong Kong Hong Kong Honk Kong
- Sarah Jones, Founder and CEO, Jamiyant
- Eddy Harahap, Co-Founder and CEO, Tailor & Wolf, USA

### Bank of America

- Michael Ralph, Director, UK
- David Henry, Global Head of Sales, Saudi Helthco Bank, UAE

### Other Speakers

- Dr. Menahel Alhadram Alkanoo, CEO, Al Madani Group, UAE
- Mohammed Alawi, Co-Chairman, MarkaVIP, Saudi Arabia
- Eddy Farhat, CEO & Founder, ExpatWoman. Middle East & Africa
- Usama Qasem, COO, Beehive, UAE
- Paul Boots, Director of Direct Marketing, HID Global, USA

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**FOR GROUP BOOKINGS**

See the registration page for details.

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**MASSIVE SAVINGS**

For Group Bookings
### AGENDA AT A GLANCE

#### WORKSHOPS & SUMMITS - MONDAY, 30 MAY 2016
- Delivery and Fulfilment Summit
- Omnicchannel workshop
- Internet of Things workshop
- Digital Banking workshop
- Ecommerce 101 workshop

#### DAY ONE - TUESDAY, 31 MAY 2016
- Official Exhibition opening
- Opening Keynote: The Commerce of things
- Accelerating Payments within Commerce
- Design and Touchpoints
- Acquisition and the Customer Journey
- Analytics and Data
- Multichannel Retailing
- Merchandising
- RounDTABLE DISCUSSION SESSION
  - Now’s your chance to get really interactive! Simply pick one of our roundtable topics and join the debate. Numbers will be limited at each table, to ensure everybody gets their chance to participate in the discussion.

#### DAY TWO - WEDNESDAY, 1 JUNE 2016
- Opening Keynote: The ultra-connected and socially savvy customer
- Fintech
- Security, Fraud and Regulation
- Experience and Service
- Merchandising and Pricing
- Loyalty and Marketing
- Device Management
- RounDTABLE DISCUSSION SESSION
  - Now’s your chance to get really interactive! Simply pick one of our roundtable topics and join the debate. Numbers will be limited at each table, to ensure everybody gets their chance to participate in the discussion.

#### DAY THREE - THURSDAY, 2 JUNE 2016
- Opening Keynote: The rise of omnicommerce
- Big Data workshop
- Social Media workshop
- Digital Payments workshop
- Analytics and Data
- User Experience and Engagement
- Fintech
- Mobile Payments and Wallets
- Design and Touchpoints
- Acquisition and the Customer Journey
- Analytics and Data
- Frictionless, Secure Payments
- Loyalty and Marketing
- Merchandising
- Device Management
- RounDTABLE DISCUSSION SESSION
  - Now’s your chance to get really interactive! Simply pick one of our roundtable topics and join the debate. Numbers will be limited at each table, to ensure everybody gets their chance to participate in the discussion.

#### Close of Conferences
- Exhibition Visit, Networking, Refreshments
**DAY ONE, TUESDAY, 31 MAY 2016**

### THE COMMERCE OF THINGS

**09.35**
**Commerce disruption**
- How are payments becoming inseparable from the wider commerce network?
- Utilising the vast range of technologies available for frictionless commerce
- How will biometrics, tokenisation, cloud and connected devices improve your services?
- How to stay ahead of changing consumer expectations, personalise, simplify, disappear
- Permitting customers to pay the way they want to pay and bank the way they want to bank
- Assessing the changing financial landscape in the age of global Fintech
- Can legacy banks sit at the forefront of Fintech innovation?

**10.05**
**Defining the future of digital payments**
- Preparing for the continuing digital transformation of merchant payments
- Overcoming the challenges global payment networks face as purchasing habits change
- Increasing ROI and improving customer retention with transactional flexibility
- Creating a cashless society in the dawn of connected commerce

**10.55**
**Accelerating payments within commerce**
- The role of banks in bringing commerce to life by providing and accepting alternative payments
- Centralising transactions to increase customer engagement
- Securing customer payment data
- How to move biometric security into the mainstream
- The technologies at play: rolling out mobile, social, wearable, in-app, TV and BLE payments
- Changing consumer and merchant expectations to slot alternative payments into day-to-day life

**12.25**
**The evolution of contactless payments**
- Allowing contactless to pave the way for mobile payments
- Integrating contactless payments into the mainstream market
- Banks own pay vs OEM pays (Apple, Samsung, Android, etc)
- Is VSB the meal for a successful mobile wallet?

**12.50**
**Roundtables**
- What is the future of loyalty in a mobile world?
  - Sabathin Ban Bakuimzai, Regional Product Manager, Ventone
  - Prepaid, preparing for mass adoption
  - Oleg Piatsinskii, Senior Business Consultant, BPC Banking Technologies
  - How will tokenisation evolve in the age of digital commerce?
  - Sebastian Imr, Head of Marketing, HPS
  - Preparing payments for wearables
  - Nicola Reffs, Head of Strategic Marketing & Innovation, Oberthur Technologies
  - Stepping up security for the mobile world

**14.30**
**Fireide Chat: Predictive analytics, privacy and big data**
- Doing more than simply collecting and analysing data
- Putting credit scoring and automated rule-based decisioning into practice
- Using data mining and predictive modelling to proactively manage and optimise risk
- Predict what can be offered in the future not what is happening now
- Creating timely and compelling offers with digital profile, behaviour and buying patterns
- Keeping private data private
- Diminishing the chance of data breaches

**14.55**
**Securing omnichannel payments**
- Bridging the gap between physical and digital
- Keeping security at the forefront of innovation
- Solving the identification and authentication challenges
- Offering simplified customer experience across channels

**15.15**
**Securing smart powered cards**
- Progressing from EMV to offer multi-application capabilities
- Integrating payment security, access control, loyalty and transport
- Adding security extras such as ultra-thin batteries, chips, mini screens and touch buttons
- Securing online commerce and banking through the generation of OTP (one time passwords)
- Banking case studies

**16.30**
**Harnessing the power of Blockchain technology**
- How can banks adapt the technology?
- Allowing consumers and suppliers to connect directly and form online networks, removing the need for middlemen
- Overhauling existing banking infrastructure, speed settlements and streamline stock exchanges
- Cutting out inefficient banking intermediaries to save billions for consumers and the financial services industry
- Integrating Blockchain technology to ease the settlement and transfer of payments
- How the Blockchain can create value for consumers
- Attracting investment into the ecosystem
- Scaling up Blockchain efficiently to meet the challenge

**17.15**
**Close of day one**

**19.30**
**6th annual Smart Card & Payments Awards at the Armani Hotel, Dubai**
THE ULTRA-CONNECTED AND SOCIALLY SAVVY CUSTOMER

09.00 The connected contextual customer journey
- Amazing your customers: give them what they want, when they want it, how they want it
- Viewing the customer journey as one fluid movement, free of channel restrictions
- Providing contextually relevant interactions throughout the journey
- Gaining a deeper understanding of the customer and form those insights
- Recognising the power of data and the fine line between ultra-convenience and privacy
- Eliminating customer confusion, removing inefficiencies and reduce costs

Sucharita Mulpuru, Vice President, principal analyst, Forrester Research, author, ‘The State of Retailing Online’

09.30 Predictive analytics
- Applying regression and data mining models on existing data to draw highly accurate statistical inferences about expected future behaviour
- Applying advanced analytics and machine learning to revolutionise your business
- Recommending the next best actions; reducing error in what would otherwise be prone to human judgement
- Data mining: sifting through large quantities of information on customer’s buying patterns to create timely and compelling offers
- Influencing every imaginable variable that impacts a customer’s decision to transact

Mark van Rijnenen, Best-Selling Author, ‘Think Bigger: Developing a Successful Big Data Strategy for Your Business’ and ‘top global Big Data influencer’

10.00 Millennials: the digital natives, the big opportunity
- Serving the heightened expectation of the connected and demanding consumer
- How to win over socially-conscious and less brand-loyal consumers
- Increasing the speed of service
- Generating content, social and digital media that drive millennial brand loyalty
- Hyper-relevancy: how to create tailored content to their individual interests

Reserved for IBM

10.20 Networking break

FINTECH

11.00 P2P Payments
- How will peer-to-peer payments affect your business?
- Anticipating consumer perceptions that are rapidly changing
- How to win back consumers who don’t want to pay for financial services anymore
- Can you serve your customers in a better way?
- Are banks having their Kodak moment?

Enquire now to sponsor this session

11.20 Remittances
- Discovering how fintech and mobile money is transforming lives, businesses and economies in developing countries
- Tactics to dominate the field: how to provide convenience
- Offshoring mobile-to-mobile transfers to reduce the risk of fraud
- Innovating for the sake of the customer
- Initiating cross border remittances and interoperability

Alix Murphy, Senior Mobile Analyst, WorldRemit

11.40 PANEL: The fintech revolution
- Building for the future
- The risk: fintech innovators can banish fees
- What will your customers need in five years’ time?
- Will the world’s largest bank in 2020 own no money?
- Debating the role of compliance
- Collaboration between banks, fintechs and regulators to reboot financial services

MIGRANT: Aijah Doshi, Founder, Fintrendly
Miguel Angel Garcia de la Vega, Innovation – Bank of Futures, Santander Group
Ambareen Musa, CEO, Snapmaling
Moussa Belal, Co-Founder and CEO, Bridg
David Mountain, Chief Commercial Officer, Network International
Liamer Vila, Co-Founder, Pempay

12.10 BLE and the Internet of Things
- Creating complete contextual awareness of your customer’s payment activity
- Integrating loyalty and payments to increase number of transactions
- How to win the confidence war
- Working with merchants to improve the customer experience and offer the right products at the right time
- Driving re-engagement using personalised, location-aware push messaging

Enquire now to sponsor this session

BOOK NOW FOR BEST RATES
www.terrapinn.com/cardsme2016
No other payment event creates a show entirely around making sure you meet the right people to grow your business. We attract the most senior representatives from banks, retailers, government, telecom operators and enterprise from across the Middle East, Africa, the Indian Subcontinent and Central Asia and have built hours of networking into the agenda.

ROUND TABLES
Where else can you sit down with CXOs from banks, retailers, government, telecom operators and enterprise? These interactive sessions are designed to introduce the new techniques and technologies being implemented to build innovation.

VIP PROGRAM
Each year we host senior executives from banks, retailers, government and telecom operators from across the region to the conference. Hundreds of VIPs attend, making Cards & Payments the best attended smart card, payment and ID event in the region.

SPEED NETWORKING
With hundreds of potential customers to meet, this is your chance to network with everyone in the room. Quick, efficient and fun, speed networking is a great opportunity to establish valuable relationships in a crowd of potential.

NETWORKING PLATFORM
Take control of your time at the show by proactively contacting fellow attendees and arranging meetings in advance with our online platform. With an inbuilt matchmaking feature, it’s easier than ever to find who you need to meet at the show and pre-arrange those vital meetings.

SMART CARD AND PAYMENTS AWARDS GALA DINNER
After a whirlwind first day at Cards & Payments, what better way to reinforce the new relationships you make than at an unforgettable evening filled with exquisite food, fantastic entertainment at the Armani Hotel in the iconic Burj Khalifa.
WORKSHOPS 30 MAY 2016

EVERYTHING YOU EVER WANTED TO KNOW ABOUT “OMNICHANNEL RETAILING”

SUMMARY
Omni-channel retailing is one of the most talked about developments in retail today. What does it really mean? Why is it important? Who is doing it well? Participants will be presented data on the nuances of omni-channel investments, where the biggest opportunities lie, and what pitfalls to avoid.

WORKSHOPS 2 JUNE 2016

PRE-EVENT WORKSHOPS | 10.00 - 16.00

4 TOP LEARNING OBJECTIVES
1. Understanding the various areas of omni-channel retailing
2. Learning about the best practices in omni-channel fulfillment
3. Discussing mobile as an omni-channel catalyst
4. Understanding the ROI of omni-channel investments

YOUR AGENDA
10.00-11.10 Overview of omni-channel
• What is omni-channel and where are retailers investing specifically?
• How does omni-channel relate to other digital investments?
11.30-12.30 Networking break
12.30-13.30 Lunch
13.30-14.30 The mobile store
• A discussion of digital innovation that helps stores connect with their best shoppers
• Drive incrementality
• How does omni-channel relate to other digital investments?

YOUR HOST
Capgemini

VERY LIMITED SPACES AVAILABLE FOR EACH WORKSHOP.

Book now call +971 (0) 4 440 2535

ENCHANTING OBJECTS

SUMMARY
Self-revealing feature roadmaps
• The craft of Kickstarting
• Playing nicely with other hubs and ecosystems

YOUR HOST
Sucharita Mulpuru, Vice President, principal analyst, Forrester Research and author: ‘The State of Crowdfunding Online’

very limited spaces available for each workshop.

Book now call +971 (0) 4 440 2535

DIGITAL BANKING WORKSHOP

SUMMARY
As digital technology rapidly evolves, today’s consumers have higher expectations from financial services and have more choices in meeting their banking needs through non-financial partners. This workshop aims to provide principles and tools in building a meaningful digital bank and to share the real-life examples of how one of the largest banks in South East Asia has built design capabilities to achieve a competitive advantage.

YOUR HOST
Jin Zweig, VP Experience and Design, DBS Bank

very limited spaces available for each workshop.

Book now call +971 (0) 4 440 2535

4 TOP LEARNING OBJECTIVES
1. Understanding the world of omni-channel
2. Discussing design tradeoffs between price, miniaturization, battery life, and encryption/ security protocols
3. Exploring new business models enabled by connectivity
4. Developing crowd-funding and strategic partnership deals for going-to-market with IOT at scale

YOUR AGENDA
10.00-11.10 What will you encounter?
• Psychology first: Learning from myths and fairy tales about latent human drives
• Self-revealing feature roadmaps
• Amazon, Google, Samsung, and the unicorns
11.30-12.30 Networking break
12.30-13.30 Lunch
13.30-14.30 How will your Enchanted Object be perceived and distributed?
• Freemium models for objects
• Partnering for distribution, brand, and scale
14.30-15.00 Networking break
16.00-18.00 A-crowdfounding and go-to-market strategies
• The craft of Kickstarting
• Self-revealing feature roadmaps

very limited spaces available for each workshop.

Book now call +971 (0) 4 440 2535

DIGITAL BANKING WORKSHOP

SUMMARY
Understanding the ROI of omni-channel
• Discussing mobile as an omni-channel catalyst

YOUR HOST
Christopher Durak, CEO, Silicon Valley Social, bestselling author: ‘Your World is Exploding: How Social Media is Changing Everything’

very limited spaces available for each workshop.

Book now call +971 (0) 4 440 2535

YOUR HOST
Now’s your chance to get really interactive. Simply pick one of our roundtable topics and join the debate. Numbers will be limited at each table, to ensure everybody gets their chance to participate in the discussion. Conquer your challenges, grab the opportunities and create the most efficient payment systems.

Roundtables take place Tuesday 31st May at 12:30 and Wednesday 1st June at 16:00.

| What is the future of loyalty in a mobile world? | 1  | 2  | Prepaid: preparing for mass adoption |
| How will tokenization evolve in the age of digital commerce? | 3  | 4  | Preparing payments for wearables |
| Stepping up security for the mobile world | 5  | 6  | How to revamp POS systems for the omnichannel customer |
| Tokenization: how it works and why your business needs it | 7  | 8  | Promoting financial inclusion with prepaid services |
| Streamlining technology and systems in cash management | 9  | 10 | Launching an innovation arm: in-house v vendor services |
| Compete and succeed against web and mobile only banks | 11 | 12 | Developing the MENA region as a Fintech hub |

The Middle East is fast emerging as a hub for innovation, with new start-ups and new products transforming the entire transaction process.

Cards & Payments Middle East is the region’s stage for innovation and new product launches. We are always looking for better ways to feature innovation and champion disruption. This year we bring you the Fintech pavilion, Blockchain pavilion and the Launch Pad.

**Fintech Pavilion**
There has never been a time of greater innovation in the payments and banking space, with new and exciting companies re-inventing financial services.

Visit our Fintech pavilion to meet the very best of local and international Fintech start-ups revolutionising and re-thinking the way we do business.

**Blockchain Pavilion**
Your one stop shop to get the low down on blockchain, the technology underpinning bitcoin that is set to revolutionise the industry and fundamentally change banking.

Visit our dedicated pavilion where you will meet the international and local experts who are taking blockchain mainstream.

**Launchpad**
This is where genuine innovation is showcased as products and services never before seen in the Middle East are revealed.

This the place where the freshest start-ups launch alongside the biggest market players in front of an audience of press and prospective buyers.

**LIVE TV**
Hear live interviews with the big industry game changers. They will share the best, biggest or boldest ideas on transforming transactions. Take a seat and take onboard forward-thinking ideas that will shape up the industry in 2016 and beyond.
THE EXHIBITION

Cards & Payments Middle East is the region’s longest running and most successful smart card, payments and identification exhibition. For the last 16 years we have helped shape the payments landscape through sharing knowledge, educating the market and facilitating influential meetings.

As Cards & Payments Middle East enters its 17th successful year, it now welcomes over 10,000 attendees and takes up over 27,000 sqm at the Dubai Exhibition and Convention Centre in the UAE. It has grown to become the largest smart card, payment and digital ID exhibition in the eastern hemisphere.

YOU SHOULD SPONSOR CARDS & PAYMENTS MIDDLE EAST 2016 BECAUSE:

• You see the opportunity in the region and the growth of the market
• Your sales team are in need of high quality, decision making leads
• You want to educate your market about the possibilities created by your product or service
• You want to motivate senior business executives to grow their investment in technology and services

Does this sound familiar?

If so, call Joseph on +971 (0)4 440 2536

Cards & Payments Middle East is the benchmark for doing business when it comes to showcasing your smart card, payments or identification solutions.

THE EXHIBITION WILL FEATURE LEADING SOLUTION PROVIDERS FROM

<table>
<thead>
<tr>
<th>Payment platforms</th>
<th>THE EXHIBITION WILL FEATURE LEADING SOLUTION PROVIDERS FROM</th>
<th>Payment systems</th>
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<td>Payment processors</td>
<td>Mcommerce</td>
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<td>Kiosks and ATMs</td>
<td>Data processing</td>
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<td>ID management and secure documents</td>
<td>Resellers and System integrators</td>
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</tbody>
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WHO WILL YOU MEET?

GEOS

60% Middle East
10% Indian Subcontinent
10% Central Asia
10% East Africa
10% North Africa

INDUSTRY

Retail Banks Government Telco
10% 15% 50%

REMARKABLE ATTENDEE GROWTH

<table>
<thead>
<tr>
<th>Year</th>
<th>Attendees</th>
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<tbody>
<tr>
<td>2016</td>
<td>10,000+</td>
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<td>2015</td>
<td>9,500</td>
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<td>2014</td>
<td>6,000</td>
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<td>2013</td>
<td>4,500</td>
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<td>2012</td>
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JOB TITLES

Heads of Cards & Payments Heads of Retail Banking Heads of Operations & Strategy
Heads of Loyalty & Marketing Heads of Channels Heads of IT
Heads of Risk, Security & Fraud Heads of Digital & Mobile Heads of Procurement
WHY SPONSOR

THOUGHT LEADERSHIP PRESENTATIONS
Deliver your message as a thought leader on a chosen topic to a room of up to 500 senior smart card, payments and identification executives.

CASE STUDY PRESENTATIONS
Showcase your best customer case study to establish awareness and viability to a room full of prospects.

ON FLOOR SEMINARS
Demonstrate your technology as part of our on floor seminar, allow visitors to understand the full scope of benefits your product can offer them.

ROUNDTABLES
Host a roundtable of up to 15 industry professionals around a key topic. The format is a powerful forum to meet qualified attendees to debate a problem they have, that you can solve.

PANEL DISCUSSIONS
Join industry players in key panel discussions highlighting challenges and innovative solutions.

BRANDING
This event has a massive marketing campaign year running throughout the year. The sooner you join, the more exposure you will get, via our website, digital channels, print media and online community.

LEAD GENERATION
This is a digital inbound marketing program that uses social marketing and CRM to create awareness for your product or services. It allows you to generate leads that you can add to your sales pipeline.

EXTREMELY LIMITED SPONSORSHIP OPPORTUNITIES STILL AVAILABLE
Call Joseph at +971 (0)4 440 2536
2016 FLOOR PLAN

WHY EXHIBIT

SHOWCASE YOUR BUSINESS TO THE WORLD

Cards & Payments Middle East is full of opportunities for exhibitors to do business in the region. This is where you can talk face-to-face with the most influential buyers in the region.

WHO SHOULD EXHIBIT

- Payment platforms
- Payment systems
- Payment processors
- Mcommerce
- Card components and manufacturing
- Card management and testing
- ePos, mPos and terminals
- Kiosks and ATMs
- Data processing
- Predictive analytics
- Loyalty and CRM
- Security and Authentication
- ID management and secure documents
- Resellers and System integrators
- Government agencies and telcos
- Blockchain and digital currencies
- Other FinTech

Tour the 2016 Floor Plan at www.terrapinn.com/cardsme2016 to see the latest floorplan.
EXHIBITOR LISTING

Company name | Stand |
-------------|-------|
ACI Worldwide | A40w |
Advanced Mobile Payment | A50 |
AdvanDe Pts | B40 |
Ahram Universal Company | B50 |
Apollo Colours | C50 |
Arab Financial Services | C60 |
AsalPay | D50 |
AutoAI Solutions | D60 |
Austria Card | E50 |
Avanza Solutions | F40 |
Banking Production Center | F50 |
Barnes International | G50 |
Big Ingénierie | H50 |
Bluesky | I50 |
BUSINESS CONNECTION - DIGITAL FACTORS | J50 |
Business France | J60 |
Card Switch | A10 |
CARDCore Group | A20 |
Cardmatic Co | A30 |
CardPlus (AB Note) | A40 |
CastlesTechnology | A50 |
Compass Plus | A60 |
CompuCard Italy | A70 |
CR2 | A80 |
Creator (China Technology | A90 |
CRYPTOMATHIC | B10 |
Cupola Group | B20 |
DERMALOG Identification Systems GmbH | B30 |
ding | B40 |
DUAL Inc. | B50 |
EBUSART SMART SYSTEMS | B60 |
Elcom | B70 |
ELVITIS | B80 |
Entrust Datacard | B90 |
Esfer Technologies | B100 |
Evol | B110 |
Exacat ATM | C10 |
FAMOCO | C20 |
Faner | C30 |
Fayeco | C40 |
Fellata Technologies | C50 |
FINET | C60 |
Finesse Global | C70 |
FSS (Financial Software & Systems) | C80 |
FutureCard | C90 |
Ganlato | D10 |
GET GROUP HOLDINGS Ltd. | D20 |
Giska | D30 |
Global Payment Services (GSPS) | D40 |
Golden Internet of Things | D50 |
GSS | D60 |
Guangzhou Mingsan Plastic & Electronics Equipment Co., Ltd. | D70 |
Kellking Technology Co, Ltd. | D80 |
Hangzhou Songyuan Technology | D90 |
Athena | D100 |
HD Global | A10 |
HiTech Payment Systems | A20 |
r3 Technologies | A30 |
Infra Services & Solutions | A40 |
Intermatics Services Corporation | A50 |
Infotrac Systems | A60 |
Ingenico | A70 |
Inside Industries Holding Innovatics | A80 |
ITW Security and Brand Identity Group | A90 |
JCM Global | B10 |
JIN Co., Ltd | B20 |
Jilardone Technologies | B30 |
KeyPOS | B40 |
Kio Kio Merci | B50 |
KL Hi Tech | B60 |
Kubos | B70 |
KyTronics | B80 |
Lab Catering | B90 |
Matica Technologies Fze | B100 |
M&B | B110 |
Marina Card Aria | C10 |
MTAL, Card Products | C20 |
MagTek | C30 |
Mavroptime | C40 |
MaterialCard | C50 |
MCTC | C60 |
Mawani | C70 |
McAfee | C80 |
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M&T Business Group | D30 |
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Novadex | D100 |
NUMNY LLC | D110 |
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Oasis Technologies | D130 |
Obaltronic Technologies | D140 |
Oki | D150 |
OMA Emirats | D160 |
OPAL, COMPUTERS LLC, DUBAI | D170 |
Otopay | D180 |
Optical iGo | D190 |
OVD Kingrom AG | D200 |
OjPay | D210 |
PictaCard International Smart Card Factory | D220 |
Plastic Card Enterprise | D230 |
Grais, Inc. | F10 |
RFM Loyalty Co, LLC | F20 |
Scheiner PinTrust | F30 |
SecureIC | F40 |
SEUP | F50 |
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Shanghai Pictic Technology | F80 |
Shenzhen Langtoud Technology | F90 |
Card Cube Group | F100 |
Emperor Technology | F110 |
Shenzhen Fisar Precision Machinery & Technology | F120 |
Shenzhen Tongdewang Technology | F130 |
Shenzhen Yujing Tech | F140 |
SHENZHEN JUSTSTICK TECH | F150 |
Shenzhen Karta Technology | F160 |
Shenzhen Leadcore Smart Card | F170 |
Shenzhen Mingda Technology Co., Ltd | F180 |
Shenzhen Beauty Technology | F190 |
Shenzhen Velest Technology | F200 |
Shenzhen Yingji Technology | F210 |
Shenzhen Verve Intelligence Card | F220 |
Yuanmingle Technology (YMD) | F230 |
SFS (SMART PACKAGING SOLUTIONS) | F240 |
Smart Vision for Information Systems | F250 |
SMARTRAC TECHNOLOGY GROUP | F260 |
SMARTWARE | F270 |
Smartwords Computer Trading | F280 |
Software Group | F290 |
SPECTRA Technologies | F300 |
Spira Payments | F310 |
SSS | F320 |
Telecom Solutions | F330 |
TACME | F340 |
Telepower Communication Co., Ltd | F350 |
Thales | F360 |
Tosan Tech | F370 |
TPS | F380 |
TPSFS | F390 |
Ubiquity Systems | F400 |
Ult Transaction Security | F410 |
Uniform Industrial Corp. | F420 |
Unified Security Printing | F430 |
VEGAS - abACU | F440 |
Vertoris | F450 |
Verify | F460 |
Victronic | F470 |
VitalCard Technology | F480 |
VTP INK | F490 |
Wafir Technologies | F500 |
Wacom Business Solutions | F510 |
Wiseup | F520 |
Wirecard | F530 |
Youpay | F540 |
EIM | F550 |
Shanghai PeopleNet Network Security Technology | F560 |
Noor Bank | F570 |

CUSTOMER TESTIMONIALS

A fantastic opportunity to learn from global industry experts

University of Oxford

You keep raising the bar and exceeding expectations

National Bank of Kuwait

Nothing was missing. Everything under one roof

Autoland

The event was business-defining and informative

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Let me tell you how impressed I was by the show this year in terms of quality, attendance and size

BankDhofar

A major event for our business activity in Middle East. Our stand was permanently full with visitors

VeriFone

A great success. I met many great contacts that will help me improve my business. An eye-opening experience

Arab Finance House

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du
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2016 MEDIA PARTNERS

ONLINE MEDIA PARTNER

OFICIAL MEDIA PARTNER

PREMIUM MEDIA PARTNERS

MEDIA PARTNERS
### Sponsorship and Branding Packages

<table>
<thead>
<tr>
<th>Package / benefits</th>
<th>Exhibitor</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content and thought leadership benefits</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Keynote speaking slot</td>
<td></td>
<td></td>
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<td>1</td>
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<tr>
<td>Conference speaking slot</td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Host a round table</td>
<td></td>
<td></td>
<td>1</td>
<td></td>
<td>2</td>
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<tr>
<td>Seminar speaking slot</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2</td>
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<tr>
<td>90 Minute workshop</td>
<td></td>
<td>(On application)</td>
<td>(On application)</td>
<td>(On application)</td>
<td>(On application)</td>
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<tr>
<td>Launch pad slot</td>
<td></td>
<td>(On application)</td>
<td>(On application)</td>
<td>(On application)</td>
<td>(On application)</td>
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<tr>
<td>Lead generation benefits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>3 Minutes 3 big ideas video content</td>
<td>1</td>
<td>1</td>
<td>1</td>
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</tr>
<tr>
<td>Invitation to contribute to the event e-book</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inclusion in a monthly community e-newsletter</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
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<tr>
<td>Solo content email shot</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2</td>
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<tr>
<td>Branding and profiling benefits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Priority logo positioning on event promotions</td>
<td>Silver level</td>
<td>Gold level</td>
<td>Platinum level</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Website listing - profile and logo</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Visitor show guide listing - logo</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Visitor show guide listing - profile</td>
<td>50 Words</td>
<td>50 Words</td>
<td>100 Words</td>
<td>250 Words</td>
<td>250 Words</td>
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<tr>
<td>Visitor show guide - advert</td>
<td>1/4 Page</td>
<td>1/2 Page</td>
<td>1 Page</td>
<td>1 Page</td>
<td></td>
</tr>
<tr>
<td>Delegate documentation - advert/whitepaper</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Networking benefits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIP passes for your executives / clients</td>
<td>Discounted rate</td>
<td>2</td>
<td>4</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Pre-arranged meetings with buyers</td>
<td>3</td>
<td>6</td>
<td>10</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Use of networking app</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
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<tr>
<td>Exhibition stand space</td>
<td>9 + m²</td>
<td>36 m²</td>
<td>48 m²</td>
<td>64 m²</td>
<td>64 + m²</td>
</tr>
<tr>
<td>Investment required (USD)</td>
<td>$805 / $895 (Per sqm)</td>
<td>$35’000</td>
<td>$40’000</td>
<td>$75’000</td>
<td>$150’000</td>
</tr>
</tbody>
</table>

**Bespoke sponsorships and bolt-ons available on request**

### Exhibitor Packages

**PACKAGE BENEFITS**
- A stand or space in a prominent position on the exhibition floor
- Unlimited use of networking app for setting up sales meetings
- Your logo and profile will appear on the show website with link to your site
- Inclusion in the onsite visitor show guide exhibitor listing

**Your investment**
- **Shell scheme** $895 USD per sqm (walls, fascia board, power, carpet, lights, table and two chairs)
- **Raw space** $805 USD per sqm

### Standard Packages

<table>
<thead>
<tr>
<th>SQM</th>
<th>Shell scheme @ US $895</th>
<th>Raw space @ US $805</th>
<th>Raw space (Shell scheme @ US $644)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>$8,055</td>
<td>$7,245</td>
<td>N/A</td>
</tr>
<tr>
<td>12</td>
<td>$10,740</td>
<td>$9,660</td>
<td>N/A</td>
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<tr>
<td>16</td>
<td>$14,320</td>
<td>$12,880</td>
<td>N/A</td>
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<tr>
<td>18</td>
<td>$16,110</td>
<td>$14,490</td>
<td>N/A</td>
</tr>
<tr>
<td>24</td>
<td>$21,480</td>
<td>$19,320</td>
<td>N/A</td>
</tr>
<tr>
<td>32</td>
<td>N/A</td>
<td>$25,760</td>
<td>N/A</td>
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<tr>
<td>36</td>
<td>N/A</td>
<td>$28,980</td>
<td>($38,640)</td>
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<tr>
<td>48</td>
<td>N/A</td>
<td>($38,640)</td>
<td>($51,520)</td>
</tr>
<tr>
<td>64</td>
<td>N/A</td>
<td>($51,520)</td>
<td>($51,520)</td>
</tr>
</tbody>
</table>

**20% discount for companies who take 48sqm of raw space above**

**Raw space (Shell scheme)**
- 9 sqm @ US $644
- 12 sqm @ US $895
- 16 sqm @ US $1158
- 18 sqm @ US $1272
- 24 sqm @ US $1590
- 32 sqm @ US $2382
- 36 sqm @ US $2556
- 48 sqm @ US $30,912
- 64 sqm @ US $41,216

---

**TO EXHIBIT**
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PRACTICAL INFO

VENUE
Sheikh Saeed Halls 5 - 8
Dubai International Convention and Exhibition Centre,
Dubai, UAE

DATES
Conference and exhibition 31 May - 1 June 2016
GovPay Summit 30 May 2016
Workshops 30 May 2016
Workshops 2 June 2016
Check www.terrapinn.com/cards-venue for venue details

 BOOK NOW

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<table>
<thead>
<tr>
<th>PREMIUM DELEGATE PASS</th>
<th>INDIVIDUAL</th>
<th>GROUP OF 3 OR MORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 DAY PASS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FINAL PRICE</td>
<td>2195</td>
<td>1485</td>
</tr>
<tr>
<td>BOOK BEFORE 14 MAY</td>
<td>2095</td>
<td>1415</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 DAY PASS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FINAL PRICE</td>
<td>2965</td>
<td>1820</td>
</tr>
<tr>
<td>BOOK BEFORE 14 MAY</td>
<td>2830</td>
<td>1915</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 DAY PASS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FINAL PRICE</td>
<td>3405</td>
<td>2300</td>
</tr>
<tr>
<td>BOOK BEFORE 14 MAY</td>
<td>3250</td>
<td>2195</td>
</tr>
</tbody>
</table>

Rates subject to 10% DTCM tax | All prices in USD

Register now and get the offer price - on your phone
Scan this QR pattern with the camera on your smartphone and register.
You can also register on our web site at www.terrapinn.com/cardsme2016

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Workshops 30 May 2016
Workshops 2 June 2016
Check www.terrapinn.com/cards-venue for venue details
Each year the Smart Card & Payments Awards presented by Infinia Services and Solutions honors companies and individuals who have transformed the payment industry and provided real value to their customers. Voted on by a panel of handpicked experts, the awards are an opportunity to reflect on the best of the last year.

The card and payments community comes together on the 31st May at the Armani Hotel, Dubai for a night of celebrations. Superb entertainment, exquisite food and the company of some of the greatest minds in the industry will guarantee you a night packed with fun and networking at the highest level.

THE CATEGORIES

<table>
<thead>
<tr>
<th>Best Prepaid Program</th>
<th>Best Mobile Banking Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best Premium Card</td>
<td>Best Contactless Solution</td>
</tr>
<tr>
<td>Best Credit Card</td>
<td>Best Smart Government Payment Initiative</td>
</tr>
<tr>
<td>Best Co-branded Card</td>
<td>Best Customer Engagement Program</td>
</tr>
<tr>
<td>Most Improved Payment Card</td>
<td>Best Payment Innovation of the Year</td>
</tr>
<tr>
<td>Best Corporate Card</td>
<td>Best Technological Innovation</td>
</tr>
<tr>
<td>Best mPayment Innovation</td>
<td></td>
</tr>
</tbody>
</table>

To book a table contact Andrew Shoesmith on +971 (0) 4 440 2422 or email andrew.shoesmith@terrapinn.com