



## REGIONAL SPONSOR: CANADA REGION



SPONSORSHIP IS ONE OF THE FASTEST GROWING MARKETING TRENDS FOR BUSINESSES AROUND THE WORLD AS IT PROVIDES MANY BENEFITS TO THE COMPANY

It is an excellent way to offer industry support while boosting your business' profile at the same time. ATMIA knows you have several options when it comes to sponsorships and investing your money, however if your company is looking for a new marketing strategy then sponsorship holds many benefits.

### Increases Brand Awareness

Sponsoring is a great way to instantly improve your brand awareness, especially for newly created companies. Sponsoring ATMIA will provide you awareness for one year and targets the region of the world you are focusing on.

### Promotes a Positive Image

Sponsoring is a great way to build credibility and promote a positive image of your business. It will show the business in a caring light. It is a worthwhile step up from just being a member. When consumers and potential clients see your brand behind ATMIA, it will create a heightened sense of trust and increase its credibility. It appeals to people's human nature and shows that your business is interested in the industry and its well-being, in some cases distinguishing it against competitors.

### Captures a Wider Demographic

ATMIA will work with you to determine a target market, but the sponsorship will also provide a great opportunity to capture a wider demographic. It helps put your brand name in front of people who wouldn't give your business a second thought, which can help win over some new clients.

### Receive a Good Return on Investment

Sponsorship may not lead to direct financial reward; that is not the point of it. Hopefully it will lead to a hike in sales through the promotional exposure it generates, that in many ways works out as a decent return on the initial sponsorship investment. This can work out cheaper than more traditional marketing and advertisement strategies.

For a cost-effective way to boost your business' image and performance it is worth investigating ATMIA sponsorship opportunities either Regionally or Globally. Rather than ploughing a lot of profit into the same old marketing strategies, this can deliver enhanced results over time.

## CANADA REGIONAL SPONSORSHIP

### BRANDING

- Company logo/link on all [Canada web pages](#) – the #1 source for news, updates, and information for professionals in the ATM industry
- Company logo and link on all ATMIA Canada Regional communications and regional e-newsletters
- Full page online Showroom showcasing company products and services in the Directory of ATM Services

### ATMIA CONFERENCES & TRADESHOW BENEFITS & BRANDING

- 10% Discount on exhibit booths at the Canada regional event
- Company logo on all conference marketing material for the regional ATMIA Conferences\*. This includes: web site / print ads / email marketing / on-site programs / on-site signage / event app / much more!
- Member Discount at all conferences/tradeshows on delegate registrations

### MEMBER BENEFITS, INDUSTRY EXPOSURE, INFLUENCE AND NETWORKING

- Associate Membership benefits for Canada region
- Regional Board benefits for Canada region – voting seat on board and opportunity to participate in on-site meetings and quarterly conference calls
- Access to entire ATMIA member database
- Free webinars for all staff
- Add your events to the [ATMIA Calendar of Events](#)
- Publish press releases and post white papers on ATMIA web site
- Post company newsletter on the ATMIA web site
- One (1) article in the Canada regional e-newsletter per year
- Opportunity to be represented on ATMIA industry committees. There are over 15 regional and international committees. The list can be found at this [web page](#)
- Unlimited staff contacts listed in the ATMIA member database. These individuals will receive ATMIA communications, event marketing, and industry news.
- Permission to use ATMIA logo on all marketing materials, company communications, web sites, and business cards

### MARKETING

#### Banner ad on ATMIA.com web site

- Regional sponsors – banner ad on regional page rotating with other regional sponsors
- **Regional newsletters – 1 free banner ad – one issue per year**
  - One banner ad in one issue of the regional newsletter
  - 25% discount on additional banner ads purchased
- **Event app**
  - Purchase a banner ad for an event at reduced rate \$300 per ad
  - Separate section for Regional and Global Sponsors
- **Event staff passes** - 50% off 2 staff passes at one event per year
  - Regular member rate (*does not apply on super saver, early bird, exhibitor reduced rates or any other specials*)
  - Regional sponsors – passes must be use at the regional event per year
- **ATMIA Training Academy**
  - 1 course within the ATMIA Training Academy for free for staff
  - 50% off any other courses for staff
- **ATMIA Reports** - 50% any reports for sale by ATMIA
- **Next Gen ATM Champion Fee** - 10% off the fee

Cost: \$7,000 USD

For complete information about how your company can be a sponsor, please contact Dana Benson, Director of Conferences & Sponsorships 605-582-7058 or [dana.benson@atmia.com](mailto:dana.benson@atmia.com)

\* Exception – Partner Events such as EFTA Events are not included in the conference marketing and other exceptions may occur from time to time such as sponsored webinars, reports, papers, etc.

