

2014 CCAP Conference, Hotel InterContinental, Friday – September 26, 2014

About the Conference

The 2014 CCAP Conference with working theme, “**Enhancing the Filipino Lifestyle and Business**”, engages key retail and banking sectors into discussion of their best practices and experiences in growing their businesses and how their industries complement one another towards enriching the Filipino Lifestyle.

The Program

12:30pm -1:30 pm	Registration
1:35pm – 1:45pm	Credit Card Industry Report
1:45pm – 2:00pm	“Multiplier Effect” by Bangko Sentral ng Pilipinas Director Nesting Espenilla
2:00pm - 2:15pm	Video: Merchant Testimonials
	Merchant testimonials:
2:15pm – 2:30pm	-- Cebu Pacific on Payment Gateway
2:30pm – 2:45pm	-- Abenson on Installment
2:45pm – 3:00pm	-- Visa on Paywave
3:00pm – 3:30pm	Break
3:30pm – 4:00pm	SME Success Story
4:00pm – 4:30pm	SME Success Story
4:30pm – 5:00pm	MasterCard: Decoding the customers mental process. How to adapt & support consumer mentalities through emerging credit card trends and technologies
5:00pm – 5:30pm	Advertising Agency's Point of View

Sponsorship Packages

Platinum (Presentor)	P200,000 + Raffle Prizes (Maximum of 3 Sponsors only)
Gold (Major Sponsor)	P100,000 + Raffle Prizes (Maximum of 5 Sponsors only)
Silver	P75,000 + Raffle Prizes (Maximum of 5 Sponsors only)
Bronze	P50,000 in cash or P75,000 in kind to be raffled off to participants
Booth Participants	P20,000 per booth (2m x 2m; maximum of 8 slots)

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PLATINUM SPONSORSHIP	PRESENTOR -- P200,000 + Raffle Prizes
<p><u>Inclusions:</u></p> <ul style="list-style-type: none"> • Product lock-out • Speaking Engagement for a maximum of 30 minutes only <ul style="list-style-type: none"> ○ Topic should be relevant to the theme. Otherwise, may do a game/contest segment during coffee break or cocktails (maximum of 15 minutes only) ○ Prime Booth Space (maximum of 3m x 3m) ○ Booth space should be manned the whole day and interactive gimmicks are encouraged ○ CCAP may provide a regular table and 4 chairs. If sponsor is bringing in a booth, design is for approval of venue. • Banner Display (maximum of 3 stand-alone vertical banners) • Leafletting, sampling and other merchandising activities specified by the sponsor (the latter is subject to approval of CCAP and the venue) • AVP Playback during breaks (at least 3 times within the duration of the event) • Rights to acquire participants' database • Presentor Billing in Live Acknowledgements throughout the conference • Presentor credits and Logo Inclusions in the following: <ul style="list-style-type: none"> ○ Omnibus event streamer/s ○ Omnibus event email blasts ○ Omnibus event ads that will come out in major publications (to be confirmed): at least 2 pre-event ads and 2 post-event ads • Presentor credits in syndicated pre-event and post-event press releases. • Limited space for an article/press release related to CCAP or the event in newspaper supplements (to be confirmed) • Automatic booth/table space in the 2014 Christmas Party (if any) of CCAP members and industry partners 	

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GOLD SPONSORSHIP	MAJOR SPONSOR - P100,000 + Raffle Prizes
<p><u>Inclusions:</u></p> <ul style="list-style-type: none"> • Product Lock-out • Booth Space (maximum of 2m x 2m; exact size to be confirmed) <ul style="list-style-type: none"> ○ Should be manned the whole day and interactive gimmicks are encouraged. ○ CCAP may provide a regular table and 4 chairs. If sponsor is bringing in a booth, design is for approval of venue. • Banner Display (minimum of 2 stand-alone vertical banners, to be confirmed) • Leafletting, sampling and other merchandising activities specified by sponsor (the latter is subject to approval of CCAP and the venue) • AVP Playback during breaks (at least 2 times within the duration of the event) • Rights to acquire participants' database • Live acknowledgements throughout the day • Logo Inclusion in the following: <ul style="list-style-type: none"> ○ Omnibus event streamer/s ○ Omnibus event email blasts ○ Omnibus event ads that will come out in major publications (to be confirmed): at least 2 pre-event ads and 2 post-event ads • Credits in syndicated in pre-event and post-event press releases. (Best efforts) • Limited space for an article/press release related to CCAP or the event in newspaper supplements (to be confirmed) 	

SILVER SPONSORSHIP	MINOR SPONSOR - P75,000 + Raffle Prizes
<p><u>Inclusions:</u></p> <ul style="list-style-type: none"> • Booth Space (maximum of 2m x 2m; exact size to be confirmed) <ul style="list-style-type: none"> ○ Should be manned the whole day and interactive gimmicks are encouraged. ○ CCAP may provide a regular table and 4 chairs. If sponsor is bringing in a booth, design is for approval of venue. • Banner Display (minimum of 2 stand-alone vertical banners, to be confirmed) • Leafletting, sampling and other merchandising activities specified by sponsor (the latter is subject to approval of CCAP and the venue) • AVP Playback during breaks (at least 6 times within the whole day) • Rights to acquire participants' database • Live acknowledgements throughout the day • Credits and Logo Inclusions in the following: <ul style="list-style-type: none"> ○ Omnibus event email blasts ○ Omnibus event ads that will come out in major publications (to be confirmed): at least 2 pre-event ads and 2 post-event ads ○ Mention in press releases (best efforts) Note: Raffle prizes subject to approval of CCAP. 	

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BRONZE SPONSORSHIP	P50,000 in cash or P75,000 in kind to be raffled off to participants
Inclusions:	<ul style="list-style-type: none"> • Live acknowledgements • Credits and logo inclusions in omnibus event email blast • Mention in ads that will come out in major publications (to be confirmed) • Mention in press releases (best efforts) • Leafletting, sampling and other merchandising activities specified by sponsor (subject to approval of CCAP and the venue) <p>Note: Raffle Prizes subject to approval of CCAP.</p>

BOOTH PARTICIPANTS	P20,000 per booth (2m x 2m; maximum of 8 slots—to be confirmed if venue can accommodate)
Inclusions:	Donation of raffle prizes is encouraged.

Important Notes:

1. **Sponsorship Payments should be made in full 15 days before the event.**
2. Only booth spaces will be provided by CCAP. No physical booth shell with fascia board will be provided. Each space will be given 1 table with at least 3 banquet chairs. ***(An exhibitor's meeting will be scheduled at least 10 working days before the event.)***
3. For non-Platinum, Gold and Silver sponsors, booth spaces are on first-come first-serve basis. Please confirm availability before finalizing the contract. ***(An exhibitor's meeting will be scheduled at least 10 working days before the event.)***
4. For merchandising materials such as streamers, banners, promodizers, CCAP reserves the rights to position, arrange and place them in the venue.
5. Videos to be provided by sponsors should not exceed 3 minutes. Videos should be in clear DVD format only. All videos should be submitted to CCAP at least 15 working days before the event. CCAP cannot guarantee playback of video if submitted later.
6. Speaking engagements of sponsors shall be on a first-come, first serve basis due to limited timeslots.

To ensure participation and enthusiasm from delegates, all raffle prizes are subject to approval of CCAP.

Sponsorship Acceptance Form

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PLEASE SUBMIT:

Email: CCAP Secretariat – c/o Ms. Ruth Gueco at ruthgueco@ccap.net.ph

Fax to: CCAP Secretariat – c/o Ms. Ruth Gueco at 894-0244

Contact Person (all correspondence will be forwarded to this person):

First Name	
Surname	
Position	
Company	
Address	
Phone	
Fax	
Email Address	

Type of Sponsorship: Please Check (3)

	Platinum	P200,000 + Raffle Prizes
	Gold	P100,000 + Raffle Prizes
	Silver	P75,000 + Raffle Prizes
	Bronze	P50,000 in cash or P75,000 raffle prizes
	Booth	P20,000 per booth

This is to signify my interest in availing of a sponsorship package to the 2014 CCAP Conference and hereby abides by the sponsorship terms and conditions.

Printed Name over Signature

Date