

2011 PCI DSS Workshop

Sponsor Fact Sheet



Treasury Institute
for Higher Education

The Treasury Institute will hold its fifth 3-day (and eighth overall) PCI Workshop in May 2011. Speaking for the Institute as well as NACUBO, I would like to invite you to join us as a sponsor of this unique event in the world of Higher Education and PCI. Below are the details of the workshop and the benefits you will receive from your sponsorship.

The workshop will be in Indianapolis, May 9-11, 2011 and is aimed at Finance and IT managers responsible for payment card acceptance and PCI compliance at their institutions. These are the people making the card processing and PCI compliance decisions at their institutions. We will return to the Indianapolis Marriott. We expect to exceed last year's attendance of 140 professionals representing over 70 schools nationwide. The National Association of College and University Business Officers (NACUBO) will promote the workshop. I will lead the workshop again this year.

Sponsorship is \$3,500 unchanged from the last three years. The Treasury Institute will invoice you early in 2011 (or in 2010, if you prefer). Payment is due upon invoicing. Your sponsorship includes the following benefits:

- Exclusive registration for two persons. As a sponsor you have exclusive registration, i.e., no other non-school organizations are allowed to attend the event. Your representatives will have the opportunity to interact with many of your customers and potential customers over the three days. Your attendees also will gain unique insights into PCI DSS and how it is implemented at campus merchants.
- Presenting your company's message and meeting with customers and prospects. The Institute will provide a table for you in the room where we have lunches (2 days) and at the networking event. Please limit your materials (brochures, tchotchkes) including signage to what can be placed on a 6' tabletop.
- Recognition on the Institute's website (<http://www.treasuryinstitute.org/pages/PCI%7B47%7DDSS-Workshop-2011.html>), during the workshop, in the Agenda and handouts, and at the networking event Tuesday evening.
- Your sponsorship defrays the cost of the networking event. As a sponsor, you may bring up to two additional representatives to this event (for a total of four).
- Bank/Processor sponsors have the opportunity to provide one of their PCI compliance professionals to participate on the Expert Panel on Wednesday morning. This session is a highlight of the workshop and allows attendees to ask questions about PCI and card acceptance at their institution. Last year, the expert panel included Bob Russo, General Manager of the PCI Council, and Dr. Anton Chuvakin. Your expert participant does not count against the two-person limit. For non-bank sponsors, if you have a PCI compliance expert and you would like them to participate, please contact me.

You can learn more about the Treasury Institute and explore previous conference presentations at the Institute's website (www.treasuryinstitute.org).

Please let me know if you have any questions. I look forward to your joining us in Indy.

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