



**THE CARD AWARDS / 2008**

**CALL FOR ENTRIES**

**EXPIRY DATE ► 12/10/07**

# THE CARD AWARDS / 2008

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## Call for Entries

The UK and Irish card markets have become ever more challenging in recent years. Consumers are becoming more thoughtful in their spending patterns, spreading payment methods between credit and debit cards and using pre-paid cards as an alternative to gift tokens and cash. At the same time, the emergence of new technology and its application is providing fresh opportunities to all sides of the payment cards industry. To reflect this convergence, The Credit Card Awards has evolved this year into The Card Awards and has opened up some of the categories to the other types of payment card. The focus of the awards remains the same however: to seek out and reward innovation, best practice and customer excellence in the UK and Republic of Ireland.

As always, the independent judging panel, which includes representatives from the three main card payment schemes and both payment associations in the UK and ROI, will be looking for performance backed up by supporting evidence across all the categories. John Woods, Chairman of Moneyfacts, is taking over the non-voting chairmanship of the judging panel, allowing Sandra Quinn of APACS to participate as a voting panel member.

The bar has been set high in the last two years by the entries from issuers and acquirers. Many winners have taken full advantage of their badge of honour to tell existing and potential customers about their successes, so this year it's imperative that you take action early to identify the most interesting and innovative products and projects to enter into The Card Awards 2008. Suppliers to the industry can help out too, by encouraging and supporting their business partners to showcase achievements in which they were involved.

On 31st January 2008, The Great Room at The Grosvenor House will be packed to the rafters with all the leading figures and teams who have contributed to this dynamic industry for the black-tie Awards Dinner & Ceremony. It is an unmissable opportunity to network with your counterparts.

What's certain is that, if you don't enter, you won't win! So now is the time to get to work on showcasing your company's achievements and demonstrating how you are raising standards across the industry.

► Don't forget the deadline for entries is **12 October 2007.**

► For more information contact Dinah Tobias on 020 7812 6488 or email [info@thecardawards.com](mailto:info@thecardawards.com) or go to: [www.thecardawards.com](http://www.thecardawards.com)

## Prime sponsors



# WHO CAN ENTER

Read carefully the conditions of entry and definitions of eligibility on the next page as well as the entry criteria on the category description pages and ensure that you are entering the most appropriate categories.

	Credit Cards	Pre-paid Cards	Debit Cards	Charge Cards	Banking Acquirers
Best new credit card product of the year	✓				
Best credit card design of the year	✓				
Best credit card marketing campaign of the year	✓				
Best pre-paid marketing campaign of the year		✓			
Best credit card benefits programme of the year	✓				
Best credit card cross-selling programme of the year	✓				
Best affinity/co-branded/retail credit card programme	✓				
Best charity credit card programme	✓				
Best pre-paid card programme		✓			
Best business card programme	✓	✓	✓	✓	
Best corporate social responsibility programme of the year	✓	✓	✓	✓	✓
Best online initiative	✓	✓	✓	✓	
Best security or anti-fraud development	✓	✓	✓	✓	✓
Best technology initiative of the year	✓	✓	✓	✓	✓
Best industry innovation of the year	✓	✓	✓	✓	✓
Best credit card CRM strategy	✓				
Best achievement in customer service	✓	✓	✓	✓	
Most responsible credit card lending practices	✓				
Industry personality of the year	✓	✓	✓	✓	✓

# CONDITIONS OF ENTRY

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## Eligibility

The Card Awards are open to the following organisations in the categories for which they are eligible as indicated in the table.

- **Credit card issuers** and also their retail, affinity and other co-brand partners (referred to elsewhere as 'credit card brands') in the UK and Republic of Ireland. 'Credit card issuers' mean the bank or other financial institution licensed to issue credit tokens in the UK as defined under section 14 of the UK Consumer Credit Act or in Ireland as defined by the Irish Consumer Credit Act.
- **Pre-paid card issuers**, meaning any organisation who owns or operates a brand that is utilised (on its own or as a co-brand) in connection with pre-paid cards usable in an open network, identified by an issuer identification number (IIN) or, for closed loop, in a significant number of outlets in the UK or Republic of Ireland. Any pre-paid product entered must relate to actively issued cards.\*
- **Debit card issuers** linking a payment card to a UK or Irish bank or building society account (i.e. current, savings or deposit account), which is used to pay for goods and services by debiting the holder's account. Entries should relate to the payment card element rather than the account or other services linked to the account.
- **Charge card issuers** and also their retail, affinity and other co-brand partners in the UK or Republic of Ireland, who provide payment cards that require customers to settle their account in full at the end of a specified period of time.
- **Banking Acquirers** who hold a banking licence in the UK or Republic of Ireland



\* In order that the judges may have sufficient empirical evidence to consider entries in the fast growing pre-paid cards market, entrants must provide proof, which may be marked 'confidential/not for publication' if desired, of having issued over 1000 cards to end customers under a single brand or co-brand. Please note that a combination of different brands under one white label brand umbrella/programme will not count as a 'total number issued' – they must be entered singularly under each brand name.

## What to enter

An entry must in all cases take the form of a typed submission to a maximum of 1000 words in the Question and Answer format outlined below. This should be presented on plain unbranded paper on no more than two sheets of A4 with a minimum font size of 11 points. In addition to this paper, you MUST also include a 250-word (max) synopsis of your entry in bullet form summarising the key points using the same question headings as your 1000-word statement (questions are not part of the word count).

You will need to supply 3 copies of your submission – use single-sided paper and do not bind or staple. Electronic (email) entries will not be accepted.

- Ensure you include relevant detail, be specific, give clear examples where possible.
- Include evidence where possible to support your entry such as photographs, marketing materials, web pages, financial results, samples – 10 sets for printed material, 1 CD/DVD if TV advert or other digital media. This is used in the final judging session.
- Keep it short. The judges do not want to read through masses of irrelevant information to find out what you have achieved.
- Judges will shortlist entries based on the main submission and bulleted synopsis. You should ensure that these are both strong and stand alone from the supporting material. You should assume that this supporting material will only be provided to the judges at the final judging session.

More detailed information on putting together entries can be found under the 'How to Enter' section.

Each submission should concisely address and include the following questions (as section headings):

**1 ► Why is your company entering this award category?**  
(consider aims and objectives of initiative, project or situation)

**2 ► What has your company done since 1 October 2006 to qualify for this award?**

(include scope of programme or initiative, choice of implementation or approach)

**3 ► What benefits to your company and your customers can be illustrated as a result?**

(i.e. competitive advantage, effectiveness, ROI, improved performance, service, usability)

**4 ► What measurements of success (max 2) best indicate why your company should win this award?**

(refer results and outcome to original objectives)

## Confidentiality

All material will remain confidential to the judges. Winning case studies will be written up and published in the Awards brochure, online and may be featured in publications. Entrants may mark financial information or sensitive parts of their entry as 'Not for Publication'. This will be respected in all instances by the organisers.

NB: The judges reserve the right to re-allocate an entry to a different category if appropriate.

# JUDGING

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We have brought together a broad spectrum of independent experts, who either specialise in a particular field, or who have experience and insight into different aspects of the industry. They include representatives from the payment card and retail financial services sector both from an industry and consumer perspective.

A selection of the judges will review and score all the qualifying entries and compile a short-list in each category. All judges will meet for a final judging day in November and vote for the overall winners of each award. Supporting material, where provided, will be presented at this point in the judging.

All judges of The Card Awards are bound by a Code of Conduct covering confidentiality, conflicts of interest and contact with entrants. The judges' decision is final and there will be no opportunity for appeal, discussion or correspondence.

Our judges will be looking for a balance that reflects commercial success against objectives, whilst also considering how the customer experience has been improved. In certain categories, judges will be paying particular attention to the responsibility companies have shown to customers in their business practices and clarity of product information. They will also judge entries on creativity, clarity of expression and comprehensibility of the entry.

## THE JUDGING PANEL INCLUDES:

- ▶ **CHAIR**  
**John Woods**  
Chairman  
MONEYFACTS GROUP
- ▶ **Eric Austin**  
Consultant and Chair,  
Financial Services Council  
DMA
- ▶ **John R. Bushby**  
General Manager UK and Ireland,  
Nordic & Baltic Countries  
MASTERCARD EUROPE
- ▶ **James Daley**  
Personal Finance Editor  
THE INDEPENDENT
- ▶ **Úna Dillon**  
Head of Card Services & Communications  
IRISH PAYMENT SERVICES  
ORGANISATION (IPSO)
- ▶ **Mike Hendry**  
Payment Systems Consultant
- ▶ **Kevin Jenkins**  
Head of Business Development  
VISA UK
- ▶ **Marcel Knobil**  
Chairperson: CREATIVE & COMMERCIAL  
Founder: SUPERBRANDS
- ▶ **Kelley C. Knutson**  
Group Executive & Managing Director  
TSYS EUROPE
- ▶ **Edward M. Levin**  
Executive Vice President  
ACE EUROPE
- ▶ **Annich McIntosh**  
Managing Editor  
CARD WORLD AND FRAUD WATCH  
NEWSLETTERS
- ▶ **Sandra Quinn**  
Director of Corporate Communications  
APACS
- ▶ **Tim Roe**  
Vice President, Business Development  
EMEA, Global Network Services  
AMERICAN EXPRESS
- ▶ **Steve Round**  
Chief Executive  
HURLSTONS CONSULTING
- ▶ **Neville Upton**  
Chief Executive  
THE LISTENING COMPANY
- ▶ **Wendy Van Den Hende**  
Chief Executive  
pfeg (Personal Finance Education Group)
- ▶ **Nick White**  
Director of Financial Services  
uSWITCH

# CATEGORIES

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## Category entry criteria

- Companies entering must meet the general eligibility criteria above and have been trading in the UK or Republic of Ireland for at least 12 months prior to the entry deadline.
- 'Of the year' categories must relate to campaigns, products, initiatives or programmes launched in the UK or Irish market between 1 October 2006 and 30 September 2007.
- Entries in the remaining categories must refer to results achieved from existing or new initiatives, programmes, products or services during the period 1 October 2006 and 30 September 2007. Judges will be looking for significant developments or additional objectives and results in the period where existing projects are referenced and submitted.
- Each category also has its own judging criteria and specifies eligibility; please check your entry complies with these.

## BEST NEW CREDIT CARD PRODUCT OF THE YEAR

Sponsored by:

**bluerock**  
consulting

This award will go to the best new credit card first issued or advertised between 1 October 2006 and 30 September 2007. Judges will be looking for new products which offer best value to the customer. Results should refer to number of cards issued, accounts in force, and the average monthly value of transactions. Creativity, innovation, clarity of product information, clear T&Cs, usefulness of product surround i.e. benefits package, cashback, loyalty schemes etc. are likely to feature in successful entries.

## BEST CREDIT CARD DESIGN OF THE YEAR

Sponsored by:

 iD DATA

The judges will make this award to the credit card brand or issuer who can demonstrate creative thinking behind the design of its card. Qualifying designs will have been first launched or advertised between 1 October 2006 and 30 September 2007. The design should stand out from other cards in the market. The judges will assess the card's aesthetic appeal, innovative shape, materials used etc. Eighteen sample cards should be provided.

## BEST CREDIT CARD MARKETING CAMPAIGN OF THE YEAR

Sponsored by:

 L S G

Open to all credit card brands and issuers who have conducted a marketing campaign between 1 October 2006 and 30 September 2007. Entrants should outline, within the context of an overall marketing strategy, how their organisation has used an integrated campaign featuring a number of techniques to improve market share, enhance customer loyalty, target specific or new markets etc. Results will be assessed not only on profitability (sales volumes, value of transactions) of the campaign, but also its creativity and its contribution to building brand values and awareness. Finally, judges will be assessing how clearly the information within the campaign has been communicated to ensure transparency to customers.

## **BEST PRE-PAID CARD MARKETING CAMPAIGN OF THE YEAR**

Open to all pre-paid issuers who have conducted a marketing campaign between 1 October 2006 and 30 September 2007. Entrants should outline, within the context of an overall marketing strategy, how their organisation has used a campaign ideally featuring a number of techniques to improve market share, target specific or new markets and encourage usage and reloading where appropriate. Results will be assessed not only on success (sales volumes, activation, value of transactions) of the campaign, but also its creativity and its contribution to building brand values and awareness.

## **BEST CREDIT CARD BENEFITS PROGRAMME OF THE YEAR**

Entries will be accepted from credit card brands and issuers for programmes launched between 1 October 2006 and 30 September 2007. Judges will be looking for examples of benefits packages provided free of charge or within an overall card fee, where entrants can demonstrate how they have addressed customer needs and targeted an attractive package to specific segments. They will be looking for genuine creativity and imagination, whilst also assessing evidence of measurement of success within the context of card sales, loyalty and customer value.

## **BEST CREDIT CARD CROSS-SELLING PROGRAMME OF THE YEAR**

Sponsored by:



This category is open to credit card brands and issuers for programmes launched between 1 October 2006 and 30 September 2007. Entrants should demonstrate how they have successfully cross-sold additional products or services (in-house or third party) to cardholders which are relevant to their needs and coupled with a high level of service. The judges will assess the programme in the context of successful up-selling leading to profitable growth. Other key factors will be how the programme benefits were packaged, marketed and fulfilled whilst meeting the ever increasing requirements of regulatory bodies, where appropriate.

## **BEST AFFINITY/CO-BRANDED/RETAIL CREDIT CARD PROGRAMME OF THE YEAR**

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This award will go to the credit card brand or issuer that can show how it has created the best non-charity affinity, co-branded or retail credit card offering, under one or more of the following criteria – value to the customer, commercial benefits for the card issuer/co-brand/retailer, enhancement of the brand for the co-branded partner. Entries should reflect results achieved during the period 1 October 2006 and 30 September 2007.

## BEST CHARITY CREDIT CARD PROGRAMME

Sponsored by:



This award will go to the charity credit card brand or issuer that can show how it has created the best charity credit card offering, under one or more of the following criteria – value to the customer, commercial benefits for the card issuer and charity, enhancement of the brand for the charity partner. Entries should reflect results achieved during the period 1 October 2006 and 30 September 2007.

## BEST PRE-PAID CARD PROGRAMME

Sponsored by:

**MARSH**

This award will go to the pre-paid issuer or associated brand that can demonstrate commercial success with an innovative card application and provide evidence that it responds to its targeted customers' needs. Judges will assess the level of card utilisation, how well the programme has been delivered to end users, suitable distribution networks in place for the target users, customer service, and the ease of reloading if appropriate. Entries should reflect results achieved during the period 1 October 2006 and 30 September 2007.

## BEST BUSINESS CARD PROGRAMME

This award will go to the credit, debit, pre-paid or charge card issuer or brand that can show how it has offered the best card programme focussed on the business customer (large and small), under one or more of the following criteria – value to the customer, commercial benefits for the card issuer and the business user, innovation, features and enhancements, clear T&Cs. Results should reflect achievements during the period 1 October 2006 and 30 September 2007.

## BEST CORPORATE SOCIAL RESPONSIBILITY PROGRAMME OF THE YEAR

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Credit, debit, pre-paid or charge card brands/issuers and banking acquirers are eligible to enter this category. The judges will be looking for a project, predominantly executed between 1 October 2006 and 30 September 2007, which has effectively delivered its corporate and social responsibility objectives. This could be an international, national, or local project and should demonstrate a coherent and integrated approach to the practical demonstration of CSR policies around community, social, ethical or reputational issues in action. Judges will also welcome programmes which aim to improve responsibility or education to key stakeholders groups, such as customers or employees.

## BEST ONLINE INITIATIVE

This award will recognise the most effective internet site relating to a credit, debit, pre-paid or charge card brand or issuer. Judges will review general web presence, ease of use in access to information, transactional ability and service. The judges will consider ability to apply online, examples of security solutions, e-servicing options, associated offline customer service support etc. Entries should relate directly to the card and demonstrate developments to their online strategy with reference to results during the period 1 October 2006 to 30 September 2007.

## BEST SECURITY OR ANTI-FRAUD DEVELOPMENT

Sponsored by:



Open to credit, debit, pre-paid or charge card issuers and banking acquirers, who will be expected to set out an innovative solution which has improved the security of customers' transactions at any stage of the payment process or has protected the customer from internet and other customer-not-present (CNP) fraud, identity theft, card interception etc. When outlining your fraud prevention or detection initiative, you should give particular focus to developments between 1 October 2006 and 30 September 2007 and provide details of the business case, technology, integration and the process used to measure the success of the development.

## BEST TECHNOLOGY INITIATIVE OF THE YEAR

This award will recognise credit, debit, pre-paid, or charge card brands, issuers and banking acquirers who have shown innovation and best practice in the use of new information and communications technology. Entries are encouraged from organisations, which can demonstrate and measure the use of information technology as an enabler for business and customer advantage. Judges will be looking at cost-effective projects where IT has played a key role in enhancing quality, functionality, efficiency, better customer service etc. Submissions should demonstrate effective implementation during the period 1 October 2006 and 30 September 2007.

## BEST INDUSTRY INNOVATION OF THE YEAR

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Entries are invited from credit, debit, pre-paid or charge card issuers and their associated brands. Merchant acquirers are also eligible to enter in this category. Judges will be looking for innovations implemented or launched between 1 October 2006 and 30 September 2007, which have increased the organisation's competitiveness and effectiveness and could be considered 'firsts' in the market. An innovation can be a product, service, technology, system or procedure.

## BEST CREDIT CARD CUSTOMER RELATIONSHIP MANAGEMENT (CRM) STRATEGY

The winning credit card brand or issuer in this category will have developed a strategy based around utilising the knowledge and information they hold about their customers to offer them a better service. Judges will assess CRM strategies which demonstrate the use of new methods and channels to improve customer retention and revenues. Entrants should include details, relating to activity between 1 October 2006 and 30 September 2007, of profitable customer segmentation, offering better value to customers, original thinking to increase customer revenues and return on investment.

## BEST ACHIEVEMENT IN CUSTOMER SERVICE

Sponsored by:



Entrants from credit, debit, pre-paid or charge card issuers or their brands need to demonstrate a true understanding of their customers' needs through the delivery of world class customer service. Judges will look for achievements and initiatives between 1 October 2006 and 30 September 2007 which show proof of the impact of an innovative customer care strategy on retention levels and customer satisfaction. Initiatives can refer to different channels of service including written, verbal or electronic communications but must be associated with the card product as opposed to general bank account servicing.

## MOST RESPONSIBLE CREDIT CARD LENDING PRACTICES

Sponsored by:



Open to any credit card brand or issuer that has made a significant contribution in the last twelve months to the advancement of responsible customer lending practices. The judges will be looking for evidence in areas of responsible customer acquisition, application of appropriate scoring and other approval procedures, responsible lending criteria, comprehensible disclosure and clarity of T&Cs, responsible arrears and account management. Where applicable, results should also be supported by qualitative evidence to indicate that customers understand and are happy with the lending terms.

## INDUSTRY PERSONALITY OF THE YEAR (BY NOMINATION)

Sponsored by:



This special award will be presented to an individual or team initiative, who has made an outstanding contribution to the advancement and success of the payments card industry. Nominations may apply to anyone in the industry and are not restricted to financial institutions. The judges will nominate candidates that they feel qualify for this award; however **individuals or organisations are also welcome to contact us directly with their nominations on [info@thecardawards.com](mailto:info@thecardawards.com) before 12 October 2007.**

# HOW TO ENTER

► Closing date: Entries must arrive by 17.00 on 12 October 2007

## Entry Checklist:

- Attach a completed and signed official entry form for each entry to the outside of your submission and supporting material, along with the entry fee of £195 +VAT per entry.
- Present your **unstapled and unbound** submission and supporting material in a single A4 folder or one box file, with **each single-sided sheet of paper and item** clearly labelled with your company's name (not logo) and category being entered.
- Electronic (email) entries are not accepted.
- Include **3 copies** of your statement of no more than 1000 words and 250 word bulleted summary, using the headings outlined in the brochure.
- Package each entry separately i.e. if you submit more than one entry, then they must not be packaged together. Ensure your box or folder closes easily and is not overstuffed.
- For each entry, include in the A4 file, **10 sets** of other supporting material, brochures, samples, or financial information. Nothing should be mounted. Where relevant include high quality digital photographs, video footage, screen captures, website addresses (if submitting electronic material only one copy per entry is required on DVD or CD-ROM – however brochures and leaflets should always be sent as hard copies so that judges can easily read the information).
- Submit your logo, image of card (if relevant) and at least one image illustrating your entry on CD-ROM which may be used on the night of the Awards if required. These files should be high resolution eps or pdf.
- If you are entering more than one category, a separate entry form for each is required. Entry forms may be photocopied or downloaded from **www.thecardawards.com**. You may enter more than one project or programme in a single category.

## Winning and short-listed entries

Short-listed companies will be notified in advance of the Awards Ceremony. Case studies of the winning entries will be published in the Awards Ceremony brochure and on the website after the event. In addition, the organisers may be approached by members of the press to feature case studies and their enquiries will be referred onwards to the winning and shortlisted entrants. Entrants may mark financial information or sensitive parts of their entry as 'Not for Publication'. When submitting your entry, ensure you have obtained permission to feature material from external suppliers as necessary. Third parties or co-branded card partners should be made aware that the material may appear in print.

NB:

- All entries are non-returnable unless clearly requested at the time of entry.
- All supporting material will be securely destroyed. If requested, entries will be available for collection, by prior arrangement, at the offices of Card Partnerships in March 2008.
- Your entry will be acknowledged by email within 7 working days of receipt. No liability is accepted for loss of or damage to submissions. Entries may be withdrawn at any point up to 8 October 2007 upon written request. Please note, however, that entry fees are non-refundable.
- Entries received after the closing date will not be accepted under any circumstances.
- Entries which are incomplete or are incorrectly completed, or provided without the signed entry form or correct fee will be disqualified and the fee will not be refundable. You should refer to the instructions contained in this brochure. If in any doubt, please contact Dinah Tobias on 020 7812 6488 or [info@thecardawards.com](mailto:info@thecardawards.com).

# AWARDS CEREMONY AND DINNER

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There will be a black-tie Awards Ceremony and Dinner on **Thursday, 31st January 2008 at The Grosvenor House Hotel, Park Lane, London.**

Please complete the table booking form in this brochure or call **Dinah Tobias on 020 7812 6488** for further details. Around 900 people attended from across the payments card industry in 2007 and it has been described as 'the most prestigious event in the industry' and a 'who's who of the market'.

Tables are for ten people and the price includes the champagne reception, three course dinner, some wine and all entertainment.

Book early to avoid disappointment, as places are limited!



# ENTRY FORM Please complete the details below using block capitals

**Entries may be submitted in one or more of the categories** (please tick the relevant box and complete one form per entry)

- |  |   |
|--|---|
| <input type="checkbox"/> Best new credit card product of the year              | <input type="checkbox"/> Best business card programme                   |
| <input type="checkbox"/> Best credit card design of the year                   | <input type="checkbox"/> Best CSR programme of the year                 |
| <input type="checkbox"/> Best credit card marketing campaign of the year       | <input type="checkbox"/> Best online initiative                         |
| <input type="checkbox"/> Best pre-paid marketing campaign of the year          | <input type="checkbox"/> Best security or anti-fraud development        |
| <input type="checkbox"/> Best credit card benefits programme of the year       | <input type="checkbox"/> Best technology initiative of the year         |
| <input type="checkbox"/> Best credit card cross-selling programme of the year  | <input type="checkbox"/> Best industry innovation of the year           |
| <input type="checkbox"/> Best affinity/co-branded-retail credit card programme | <input type="checkbox"/> Best credit card CRM strategy                  |
| <input type="checkbox"/> Best charity credit card programme                    | <input type="checkbox"/> Best achievement in customer service           |
| <input type="checkbox"/> Best pre-paid card programme                          | <input type="checkbox"/> Most responsible credit card lending practices |

YOUR NAME \_\_\_\_\_

JOB TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

\_\_\_\_\_ POSTCODE \_\_\_\_\_

TEL \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

TITLE OF ENTRY (please note that this title will be used should you be short listed)

We would like to keep you up to date with relevant information from Card Partnerships about the Awards and occasionally from our sponsors and selected third parties. Please write to the Data Protection Controller at Card Partnerships Ltd, 53 Chandos Place, London WC2N 4HS if you specifically do not want to receive this information or refer to our privacy policy on [www.thecardawards.com](http://www.thecardawards.com) for more information.

Please tick here if you object to receiving emails on products and services from sponsors and selected third parties.

Please detach and return this entry form by the deadline for entries 17.00 on Friday 12 October 2007, together with:

- ▶ 3 copies of your 1,000 word statement
- ▶ 3 copies of your 250 word bulleted summary
- ▶ Supporting material plus requested high res electronic image
- ▶ Payment of £195 + VAT (£229.13) per entry
- ▶ All entries and materials to fit into an A4 folder or box file

Entries should be sent by post or courier to:

Dinah Tobias / The Card Awards 2008  
Card Partnerships Limited  
53 Chandos Place / Covent Garden / London WC2N 4HS

I enclose payment for £ \_\_\_\_\_

**Cheque** (Please attach a cheque for the full amount made payable to Card Partnerships Ltd.)  
Multiple entries may be paid for by one cheque if all entries are delivered at the same time - in separate folders

**Credit Card** (NB: card billing address must be the same as the Company address)

Visa  Mastercard  American Express

(Tick appropriate card and complete details below)

Card no.     /     /     /

Exp. date   /   Name on card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Daytime contact tel no. of cardholder (In case of query)

## ENTRANTS' DECLARATION

"I have read the information contained in this brochure and I am submitting this entry in accordance with all the entry criteria and instructions. I note that this entry will be treated in strictest confidence by the judges, where information has been marked as commercially sensitive, but I also understand that all other information given may be published if this entry is selected as a finalist. An entry fee is enclosed."

Contact name \_\_\_\_\_ Signature \_\_\_\_\_

# DINNER BOOKING FORM

To confirm your attendance at the Awards Ceremony and Dinner on Thursday 31st January 2008 at The Grosvenor House Hotel, London, please complete this form using block capitals and return with your payment to:

Dinah Tobias / The Card Awards 2008  
Card Partnerships Limited  
53 Chandos Place / Covent Garden / London WC2N 4HS

Fax: 020 7812 6677 (for credit card payments only)

► TABLE OF 10 TICKETS £2500 + VAT (£2937.50)

► PLEASE RESERVE  TABLES OF TEN

TABLE HOST NAME \_\_\_\_\_

JOB TITLE \_\_\_\_\_

YOUR NAME \_\_\_\_\_

JOB TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

POSTCODE \_\_\_\_\_

TEL \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

I enclose payment for £ \_\_\_\_\_

**Cheque** (Please attach a cheque for the full amount made payable to Card Partnerships Ltd.)

**Credit Card** (NB: card billing address must be the same as the Company address)

Visa  Mastercard  American Express

(Tick appropriate card and complete details below)

Card no. / / /

Exp. date /  Name on card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Daytime contact tel no. of cardholder (In case of query)

Bookings will remain provisional until receipt of a completed booking form. A guest form for your table will be sent to you for return at least 2 weeks before the dinner. Tickets will be forwarded two weeks prior to the event. Payment must have been made prior to the event.

Cancellations will be accepted and monies will be refunded (less 20% administration charge) up to 14 December 2007 on receipt of written instruction. No refunds will be made after 14 December 2007.

We would like to keep you up to date with relevant information from Card Partnerships about the Awards and occasionally from our sponsors and selected third parties. Please write to the Data Protection Controller at Card Partnerships Ltd, 53 Chandos Place, London WC2N 4HS if you specifically do not want to receive this information or refer to our privacy policy on [www.thecardawards.com](http://www.thecardawards.com) for more information.

Please tick here if you object to receiving emails on products and services from sponsors and selected third parties.

Prime sponsors



[WWW.THECARDWARDS.COM](http://WWW.THECARDWARDS.COM)