

# Shaping the Future of Prepaid

If you're serious about prepaid,  
join us in shaping the future of  
the network branded prepaid  
card industry

**Be a leader.**

**Participate.**



# Help Shape the Future of Network Branded Prepaid Cards

The Network Branded Prepaid Card Association (NBPCA) is an inter-industry trade association open to all parties interested in the advancement of network branded (open-loop) prepaid cards. The NBPCA works to create a positive environment for the growth and success of this rapidly growing form of payments.

The NBPCA is a member-driven organization with members representing all links in the network branded prepaid value chain. The association addresses areas of interest to the industry; building positive perceptions about network branded prepaid cards with media and consumers, conducting exclusive market research to uncover trends and drive business decisions, influencing the emerging policy and regulatory environment for network branded prepaid cards and providing a collective and unified voice on behalf of the industry.

The NBPCA is creating positive perceptions for network branded prepaid cards. The Association has become the trusted, credible point of contact for those who need information about the network branded prepaid card industry such as government, media, and consumer groups. Every organization that is serious about the success of network branded prepaid cards should join the NBPCA to help shape the future.



# Exclusive Benefits of NBPCA Membership

Membership in the NBPCA keeps you on the leading edge of issues that affect your business and puts you in touch with the organizations and thought-leaders driving this emerging payments category. Your active participation in the NBPCA leverages your ability to influence the outcomes of important industry issues.

## ➤ **Industry Leadership and Influence.**

Through your active participation in the NBPCA you work collaboratively with your colleagues to develop industry-supported positions that allow you to grow your business.

## ➤ **Networking.**

The NBPCA is an important forum to make key business contacts that can assist in enhancing your organization's position in the industry.

## ➤ **Perspective on the Issues.**

The NBPCA's subject matter experts and your inter-industry colleagues give you a 360-degree view of the major developments that affect your network branded prepaid card business. This combination gives you the heads-up to plan or react while others are still on the sidelines.

## ➤ **Communications.**

The NBPCA keeps you up-to-date on key industry issues that affect your bottom-line including significant federal and state legislative, regulatory, and litigation events-to help you stay informed and prepared. You and others in your organization may participate in all telephone and in-person NBPCA Working Group and Task Force meetings. Almost 20 meeting opportunities are available each year.

## ➤ **Research.**

Primary research conducted by the NBPCA is available exclusively to members. This research is designed to uncover trends that are important to your business and create headline-generating content for media outlets.

## ➤ **Educating Regulators and Policy Makers.**

The NBPCA serves as a source of information to legislators, regulators and influencers on important prepaid card topics. It provides position papers, hosts guest speakers at meetings and conducts meetings with important government officials.

## ➤ **Government Update.**

A bi-weekly members-only publication that keeps you abreast of legislative, regulatory and legal developments in the prepaid card industry. Topics include state and federal pending and enacted legislation, court cases that affect the industry, regulatory actions and compliance-related issues.

## ➤ **Working Groups.**

Our Government Relations Working Group meets 11 times a year either via phone or in-person and addresses important legal and regulatory topics. Industry experts provide in-depth analysis of the issues that affect your business and help guide you through solutions. Our Media and Consumer Education Working Group provides a forum to discuss media and market research related topics. Messaging, product positioning, consumer advocacy outreach and consumer awareness are just a few of the many topics covered by the working group.

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**[www.nbpcac.com](http://www.nbpcac.com)**

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## What others are saying about the NBPCA...

*“Members provide the financial support for the NBPCA to take advantage of its unique position as an agent of positive change for the network branded prepaid card industry.”*

*Gary Palmer, Executive Vice-President, Fidelity National Information Systems*

*“In an increasingly complex legal environment, active participation in the NBPCA is exceptionally valuable for any organization in the prepaid card industry. Membership leverages your ability to remain ahead of the information curve and influence the outcomes of important industry issues.”*

*Judith Rinearson, Partner, Bryan Cave, LLP*

*“In a short time, the NBPCA has become the ‘go-to’ organization for government, media, consumer groups, and others as a responsible source of information about network branded prepaid cards.”*

*Terry Maher, Partner, Baird Holm, LLP*

## Joining the NBPCA

Any organization with a stake in the success of the network branded prepaid card industry should consider membership in the NBPCA. Joining the NBPCA will significantly contribute to the success of the network branded prepaid card industry and demonstrate your leadership in this growing product category.

Organizations that would benefit from joining the NBPCA include financial institutions, card brand companies, program managers, retailers, processors, third-party marketers, rebate and incentive companies, payroll services firms, health care transaction processors, rewards companies, law firms, consulting firms and market research firms.

If you are ready to join or if you have any questions and wish to discuss the benefits that your business can achieve through NBPCA membership or our accomplishments, please call us at (201) 746-0725. You may also write to us at [NBPCA@nbpca.com](mailto:NBPCA@nbpca.com). In addition our website, [www.NBPCA.com](http://www.NBPCA.com), is a great place to keep up with our activities.

We look forward to your participation, contribution, and leadership.



**Be a leader.  
Participate.  
[www.nbpca.com](http://www.nbpca.com)**