

Dear Smart Card Industry Professional,

Thank you for your inquiry about membership in the Smart Card Alliance.

As a not-for-profit, membership organization, the Smart Card Alliance mission is to accelerate the widespread adoption, usage, and application of smart card technology in North and Latin America by bringing together users and technology providers in an open forum to address opportunities and challenges for our industry. This balance makes the Smart Card Alliance a unique place where users, issuers and suppliers meet to exchange ideas, discuss common issues and work together to develop and expand the use of all types of integrated circuit "chip" cards and alternative form factors using smart card technology in the Americas. The organization is also involved in various industry advocacy and educational activities related to payments and other security-related markets.

Members come from all industry sectors, including financial, retail, transit, corporate, government, healthcare and mobile, along with technology and solution providers.

Your membership and participation will deliver these important benefits:

- Networking— connecting with valuable contacts and making new ones
- Conferences - one complimentary registration for most Alliance meetings and conferences
- Visibility – putting your organization at the forefront of the industry
- Information, research and education – through conferences, training programs, council participation, white paper publications, and web-based resources.
- Business and industry growth – lowering costs and increasing vendor choices through support for standards and industry interoperability
- Influence with policy makers, media and analysts -- through association outreach to government and commercial organizations adopting smart card technology.
- Innovation – exploring new ways of approaching common business goals
- Professional development – through education and training of industry professionals

The Alliance has seven industry and technology councils enabling members to form groups that drive targeted initiatives and deliverables to reach specific industry segments and effectively address specific market or technology issues. Councils empower individuals and groups to establish projects such as white papers, webinars, and research meeting market needs.

A new National Center for Advanced Payments and Secure Identity recently opened near Washington, DC, to expand the training and certification programs that are educating a new generation of smart card industry professionals.

The Alliance web site is the primary resource for smart card information and has become the most visited smart card industry web site in the world, with an average of more than 70,000 sessions per month. The web site provides a free resource where member organizations increase their market presence by posting press releases and company listings, as well as offering access to dozens of reports, white papers, videos, slide shows, and recorded web seminar presentations.

You may be aware that the Smart Card Alliance operates a separate, but related payments-focused industry association, the U.S. Payments Forum (formerly the EMV Migration Forum). Many current Alliance members are members in both organizations. If you are interested, we have two options that will allow you to participate fully in both the Smart Card Alliance and the U.S. Payments Forum. A new membership level, Principal PLUS, offers full membership in both organizations with a single membership fee, or you can add an additional membership in the U.S. Payments Forum and receive a 20% discount off the membership fee. Please contact me for more information about this opportunity.

I encourage you to be part of this influential group of professionals. Please visit us at [www.smartcardalliance.org](http://www.smartcardalliance.org).

Sincerely,

Randy Vanderhoof  
Executive Director