

# The Partner Insider

## Your Dedicated Account Executive

Elavon is the *only* endorsed payment processor for Sysco iCare. As your dedicated representative, I am here to personally service your customers. I am also available to accompany MA's on sales calls to educate customers about our product directly.

Elavon offers merchants a **free** competitive analysis of their current processor. Send me the name and contact information for any customers who wish and I will contact them as soon as possible.

Sincerely,

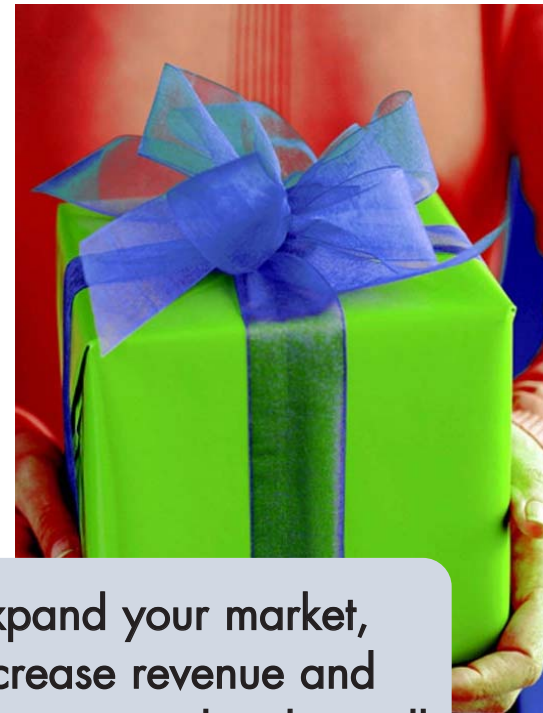
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## ELECTRONIC GIFT CARDS

The Perfect Solution to Grow Your Business

Electronic gift cards encourage repeat business, attract new customers and boost sales all year long. The booming stored value card business accounts for billions of dollars per year in sales for retailers nationwide. Elavon's Electronic Gift Card Program (EGC) is the perfect solution for you to take advantage of this expanding market. Our EGC solution maximizes stored value card sales with a complete package of marketing features. Ever mindful of your business needs, simple administration and top-notch security are built-in features to make program management simple and cost effective.

You can expect a significant increase in gift card revenue over paper certificates. Many consumers use gift cards to buy at regular prices, and purchase more than the value of the card.



**Expand your market, increase revenue and build customer loyalty – all with electronic efficiency.**

Any remaining card balance brings customers back for additional purchases.

Plus, gift cards aren't just for gifts any more. Customers use gift cards as prepaid payment solutions, loading value up front and then frequenting your business to debit against the balance. Reloadable gift cards are

also ideal for merchandise returns, instead of giving cash back or dealing with time-consuming merchandise credits. They ensure that the sale stays in your store.

Your gift card transactions will be handled by Elavon with the same speed and ease of credit cards. This keeps your lines moving, even on the busiest days. Compare that to the hassle of manually processing paper gift certificates. Further, you'll have the advantage of



Standard Cards Samples

consolidating your gift card program with all your card-based and electronic check payment processing and settlement. You have one source for assistance, and one place to go should an issue ever need to be resolved.

### Gifts Come in all Sizes, So Do our Solutions

#### Basic Cards

Get started immediately with 50 cards printed with your business name, street address, and phone number on a pre-selected style.



#### Standard Cards

Choose from an attractive selection of pre-designed card styles. Add a single color logo or customized text in your choice of font style and color. Order 100 to 1,000 cards and your customers will be loyal in no time.

#### Custom Cards

Invest in style with custom cards designed by you or with our help. Your custom solution becomes a portable billboard in customers' wallets and more importantly, the cards can be used for merchandise returns, which means money stays in your store!

#### Promotional Card Program

Creative Solutions that Save Money

Challenging times call for creative solutions. Elavon's Promotional Card Program helps your business realize the benefits of attracting new customers and generating new revenue without incurring any major out-of-pocket expense.

#### How Promotional Cards Work

For starters, a promotional card

can be used in lieu of existing direct mail couponing programs through targeted promotional card programs, with costs limited only to the nominal expense of plastics, you can save thousands of marketing dollars. The cards draw first-time customers out of their houses and into your business, as well as entice existing customers to return. And, since any monetary value loaded on the cards isn't realized unless it is used, you have a cost-effective and targeted program for little investment.

Elavon's Promotional Card Program benefits your business by delivering bottom line results that keep customers happy, while maximizing your advertising dollars.

## What's New

### PCI Compliance Information

Need information regarding PCI compliance? Visit our new website dedicated to providing you all the information you need to understand PCI compliance at <http://pci.elavon.com>.