Prepaid cards: a "must-have" payment tool during leading international events

Your country is about to host a world-class competition or exhibition and will welcome thousands of visitors on this occasion. As a local bank, institution, telecom operator or retailer, the issuance of special prepaid cards can provide you with an incredible exposure, mainly if you are a preferred partner of this event.

Payments are a key component of every participant’s experience:

- **Tickets booking**: Spectators may have to use cards of a specific brand to book tickets online. Or they may be asked to load the tickets value on a prepaid card to reserve them.

- **Paying during the event**: Payments in the official facilities may be restricted to one card scheme or even be cashless. Prepaid cards may be used as entry tickets. Programs can be set-up with the host-cities as well to include public transportation features in those cards.

- **Staff cards**: The organizing committee may equip staff and volunteers with prepaid cards, for the payment of allowances or accredited vehicles refueling.

Prepaid cards are an essential tool to enable smooth transactions and usually face huge demand when related to foremost events. They represent a significant revenue stream and a superior audience reach for issuers.

Take the prepaid opportunity!
Open-loop prepaid cards, an essential payment tool for thousands of spectators

A great experience for foreign end-users
Open-loop prepaid cards branded by major schemes can be used just like regular banking cards, in their POS network, at ATMs and on the internet. No checking account is required, the cardholder just needs to load funds on it, through cash deposit, card or online transfer.

High fees are often charged for transactions abroad. So locally issued prepaid cards are an economically attractive option for tourists and much safer than carrying substantial amounts of cash. They include upmost security features and allow quick and convenient payments, mainly when associated to the contactless technology.

End-users may choose to own several prepaid items to ensure their financial back-up during their stay. Tour operators, specifically those targeting VIPs may also decide to offer prepaid cards in their all-inclusive packages.

A memorable souvenir for all
The issuance of limited-edition prepaid cards should meet both locals and foreigners interest.

Visitors use reloadable open-loop cards as instant-enrolling portable accounts when travelling in the host country and then take them back home as exclusive souvenirs.

The domestic demand for prepaid cards should be strong before, during and after the celebrations. Cards can be used as an alternative payment tool by residents, as a gift for fans, for employee rewards and much more.

Stock and logistics management through our interactive web portal guarantees a fast and smooth resupplying of cards in case of massive success.

Make your offer unique and accessible
Gemalto’s studio provides reactive support for the design of your prepaid packages to fully serve your marketing and distribution strategy.

Several packaging formats and personalization options are available:

• Full artwork customization: star athletes on the front, facilities map on the back... Countless possibilities!!
• Advanced packaging features for an efficient display and activation

Gift-cards may be promoted as exclusive collectible items thanks to artworks featuring official facilities and popular athletes

Your cards can be available everywhere: at your branches/shops, at competition/exhibition buildings, at official boutiques, at partner retailers, in public transports...

Open-loop prepaid cards can be ordered securely on your website as well. An online service to create individual card designs can even be proposed.

Spread the news worldwide!
A collector prepaid program can be an amazing opportunity for you:

• Boost loyalty: provide your customer base with a priority access for cards ordering
• Attract new customers: target an international audience with multiple channels (press releases, commercials...)
• Make the buzz: get in touch with fans and association members, use viral marketing on social networks, equip athletes/famous participants with your prepaid cards on-site

Partnerships can be arranged with other sponsors or retailers to launch co-branding programs. The analysis of prepaid card transactions can give you advanced customer information.