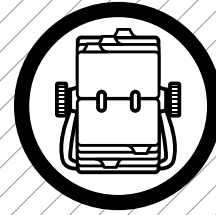
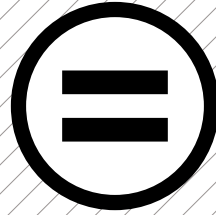
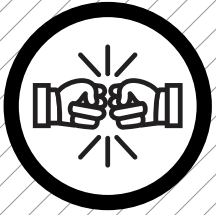


GIFT CARD NETWORK

EVERYTHING GIFT CARD



MISSION

GROW AND EMPOWER A DIVERSE COMMUNITY OF GIFT CARD FOCUSED COMPANIES TO:

promote themselves

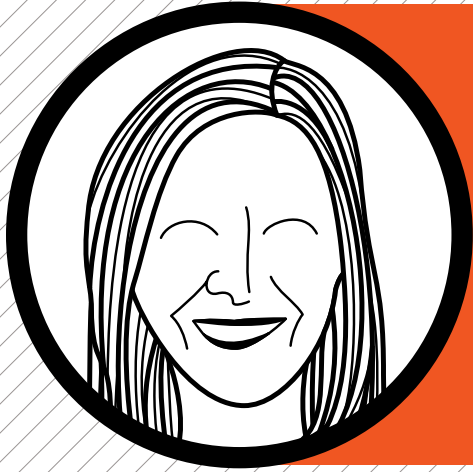
connect with others

create information

comfortably collaborate

take action to move the industry forward

GCN MANAGEMENT



**MARTHA
WEAVER**
DIRECTOR

marthaweaver@thegiftcardnetwork.com

In the Gift Card Industry since 2000

Worked in executive roles at Target, Travel Tags, and Arroweye

Responsible for member communication and benefits, business development, committee mediation.



**MATT
DAVIES**
EDITOR-IN-CHIEF

Media Partner Powerhouse Brands

mattdavies@powerhousebrands.com

Running Merchant Gift Card Programs since 2001

Managed programs for Nike, Hollywood Video, and other international and domestic brands

Co-founder of the RGCA

Founder and former director of the Gift Card Network

Responsible for the management of member and committee content creation and online functionality.

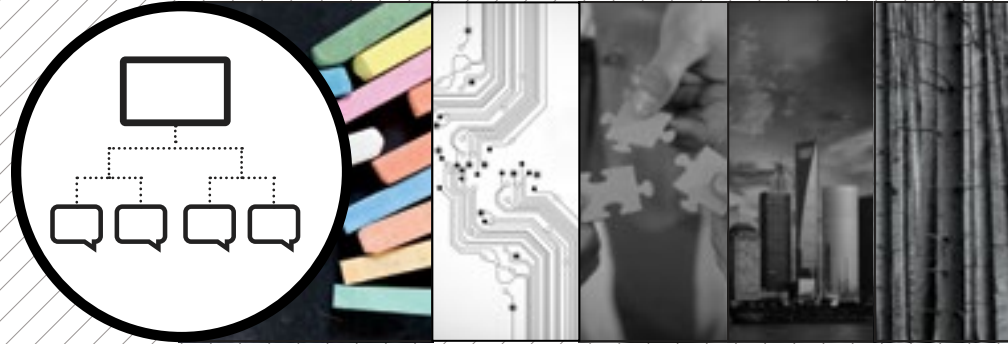
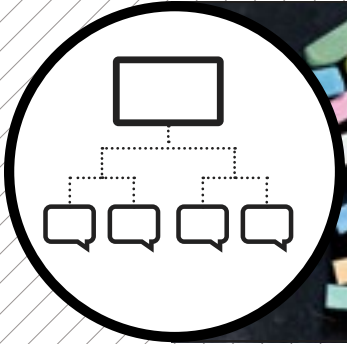
STUFF WE DO



ONLINE PLATFORM & PRINTED GUIDES

Members can upload and promote their company or products or services to a member only database, and choose content to be featured publicly.

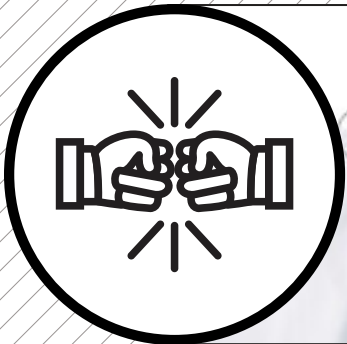
Gift Card Network points (based on member level and involvement) can be used to generate content or promote the company in a variety of ways. Two printed guides annually offer members the opportunity to be promoted to the industry.



COMMITTEE DISCUSSIONS

Members who sit on Category Committees give their feedback and ideas on how the GCN can help bring benefits to their category.

Subject Action Committees work against a goal and a timeline to achieve certain objectives.



NETWORKING AND EVENTS

We manage three regional summits, focused on creative brainstorming and collaboration with diverse, gift card focused subject matter.

We support major industry conferences with networking events.

GIFT CARD NETWORK SUBCOMMITTEES

EDUCATION	DIGITAL	B2B	GLOBAL	FOREST
 	 	 	 	 
CHAIRS	CHAIRS	CHAIRS	CHAIRS	CHAIRS
				
				
				 <p>AN RR DONNELLEY COMPANY</p>

MEMBER TYPES

All our members service the gift card industry in some way. Some offer programs to consumers, and some work on the backend to make those programs more amazing. Ultimately, we're all here to make consumer gifting experiences fantastic.

MERCHANTS

Companies that offer non-gift card products and services to consumers and utilize a gift card program to promote and redeem for those items.

VENDORS

Companies that offer products and services to other businesses to enable their gift card program and make it more successful.

DISTRIBUTORS

Companies that purchase or offer merchant gift cards to the public or B2B market, on pre-purchase, activate-on-demand, or on consignment models.

MEDIA, EVENTS & TRADE ASSOCIATIONS

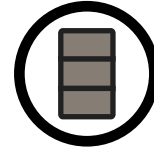
Companies that specialize in advertising, networking, or bringing unique benefits to their customers or members.



MEMBER BENEFITS



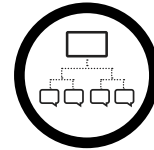
Access to view basic educational content



Full member-only index listing



View all content contributed by other members on online platform



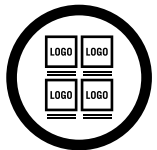
Participate in category or action committees



Inclusion in printed member indexes



Attend regional meetings and networking events



Logo on public member index



Access to sponsorship opportunities

MEMBER BENEFITS



	NON-MEMBER	VIEW (MERCHANT ONLY)	LIMITED	STANDARD	FULL
INITIAL POINTS	-	-	500	3,500	10,000
ANNUAL COST	-	-	\$2,500	\$5,000	\$10,000
WEBSITE AND EMAIL					
VIEW ONLINE PLATFORM CONTENT	PUBLIC CONTENT ONLY	BASIC & MEMBER CONTRIBUTED CONTENT	ALL CONTENT <i>Including Premium</i>	ALL CONTENT <i>Including Premium</i>	ALL CONTENT <i>Including Premium</i>
CONTRIBUTE CONTENT	-	-	UNLIMITED	UNLIMITED	UNLIMITED
PUBLIC MEMBER INDEX	VIEW ONLY	LOGO	LOGO	FULL INFORMATION	FULL INFORMATION
INTERNAL MEMBER INDEX	-	FULL	FULL	FULL	FULL
FEATURED MEMBER IN EMAIL BLAST (LIMIT ONE PER BLAST)	-	-	CAN SPEND POINTS	CAN SPEND POINTS	ONE FEATURE ANNUALLY
FEATURED MEMBER ON PUBLIC WEBSITE BANNER (1 MONTH)	-	-	CAN SPEND POINTS	ONE FREE MONTH ANNUALLY	THREE FREE MONTHS ANNUALLY
JOB BOARD	VIEW ONLY	VIEW ONLY	VIEW/ADD	VIEW/ADD	VIEW/ADD
EVENT BOARD	VIEW ONLY	VIEW ONLY	VIEW/ADD	VIEW/ADD	VIEW/ADD
PRINTED + DIGITAL GUIDES					
LISTING IN MEMBER INDEX	-	BASIC	BASIC	EXTENDED	EXTENDED
BE FEATURED IN THE GUIDE USING POINTS	-	FOURTH PRIORITY	THIRD PRIORITY	SECOND PRIORITY	FIRST PRIORITY
NETWORKING & EVENTS					
ATTEND REGIONAL EVENTS	PER PERSON FEE	ONE FREE PARTICIPANT	ONE FREE PARTICIPANT	UP TO 2 EMPLOYEES FOR FREE	UP TO 3 EMPLOYEES FOR FREE
EVENT HOST/SPONSORSHIPS	-	FOURTH PRIORITY	THIRD PRIORITY	SECOND PRIORITY	FIRST PRIORITY
CATEGORY AND ACTION COMMITTEES					
PARTICIPATE ON CATEGORY COMMITTEES	-	✓	✓	✓	✓
BE ACTION COMMITTEE CHAIR	-	FOURTH PRIORITY	THIRD PRIORITY	SECOND PRIORITY	FIRST PRIORITY
BE A CONTRIBUTOR ON CONTENT CREATION	-	✓	✓	✓	✓
INTRODUCTION AND SUPPORT					
GCN INTRODUCTORY CONVERSATION <i>(How Network Can Support You)</i>	-	-	-	✓	✓

POINT REDEMPTION OPTIONS

POINTS

Network members can leverage their points in the Network's omni-channel marketing platforms. Points can be earned through level investment or certain membership actions.

FEATURED

Online Platform

Email Blast

Printed and Digital guides

On-Site Advertising

DESIGN*

Project Creation

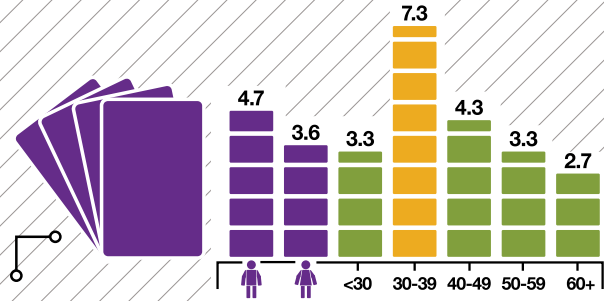
Illustrated Articles

Case Studies

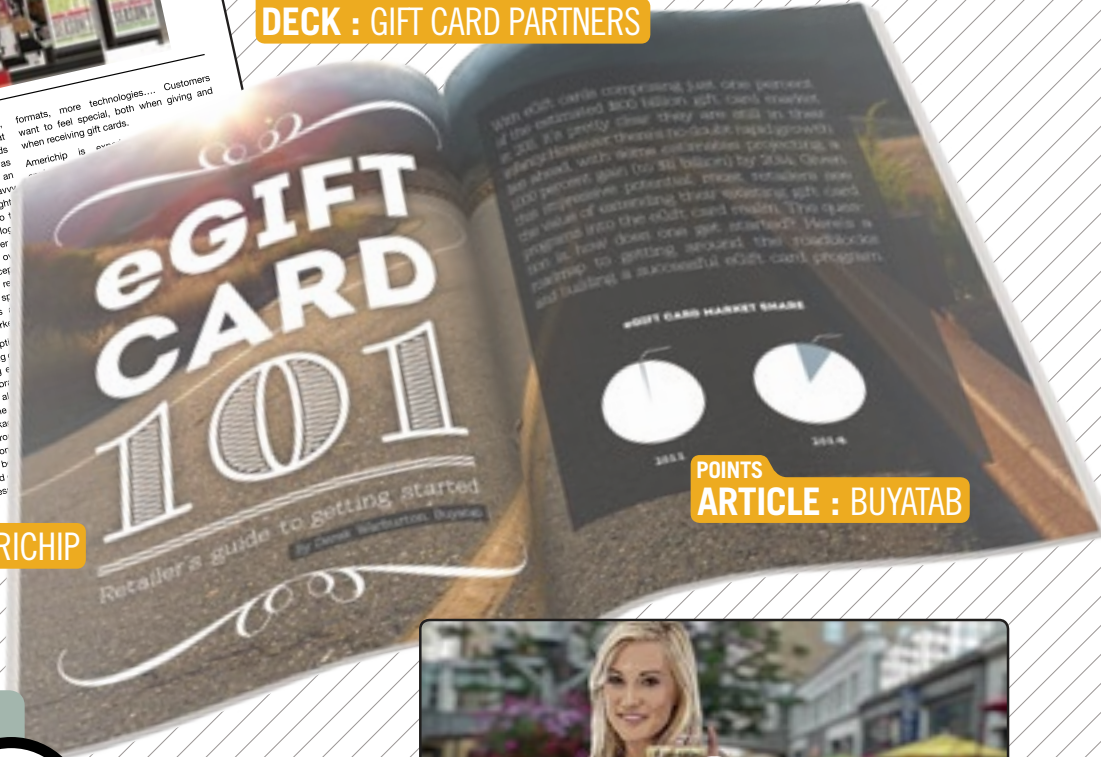
Infographics



POINTS GUIDE FEATURE : AMERICHIP



POINTS DECK : GIFT CARD PARTNERS



POINTS ARTICLE : BUYATAB

VIDEO*

Project Creation

Sizzle Reels

Company or Service

Overview

Product Montages

Interviews



POINTS VIDEO : TRAVEL TAGS

*Point redemption for content creation performed by media partner Powerhouse Brands

MEDIA PARTNER POWERHOUSE BRANDS



Powerhouse Brands Consulting is a gift card focused consulting and media creation firm, specializing in helping companies within the gift card industry identify their best opportunities and execute them.

Powerhouse Brands has partnered with the Gift Card Network to provide services and support to Gift Card Network members.

Find out more about Powerhouse Brands at powerhousebrands.com



JOINUS

EMAIL INFO@THEGIFTCARDNETWORK.COM
TO FIND OUT MORE OR JOIN THE GIFT CARD NETWORK.