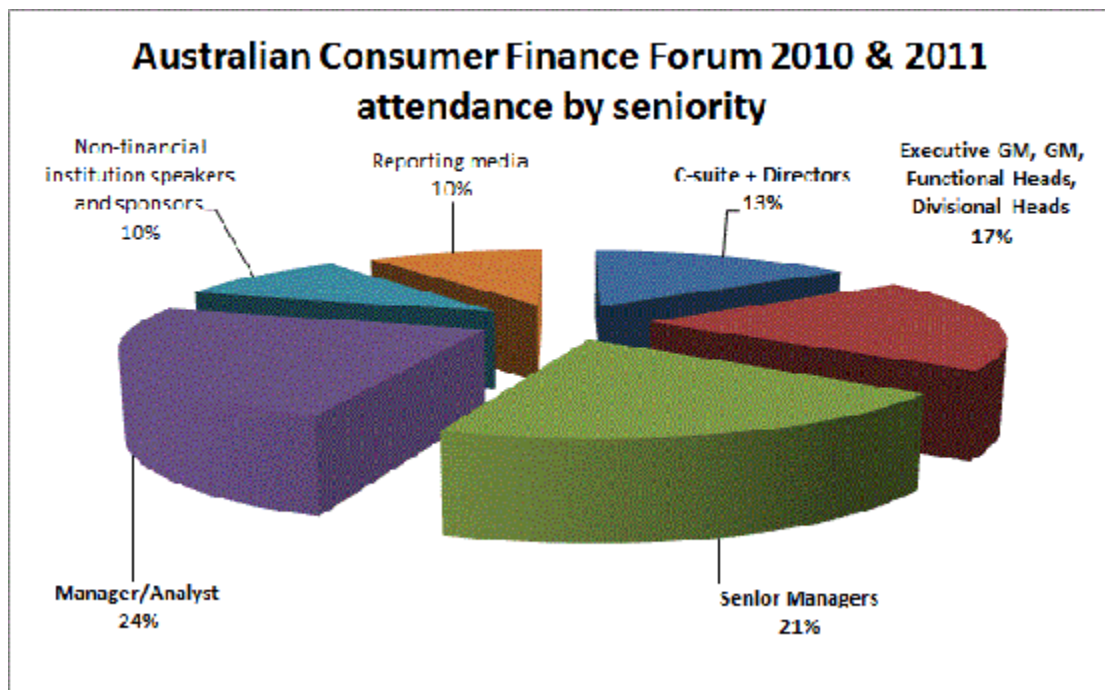


Sponsorship Opportunities

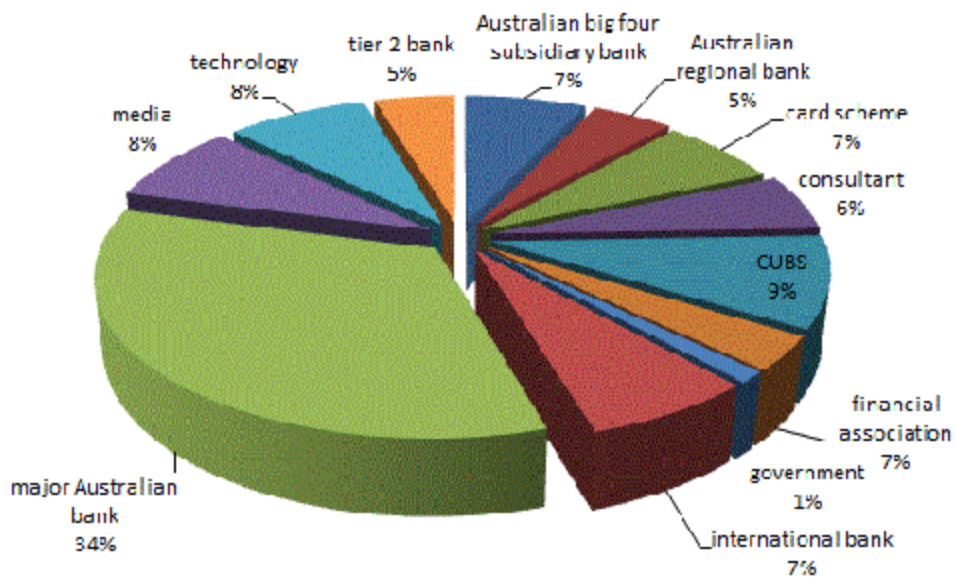
The Australian Consumer Finance Forum 2012 will be attended by senior executives from major banks, regional banks, international banks, card schemes and larger mutuals all seeking to be early adopters of new lending solutions in this competitive space.

The impact of NCCP legislation and the opportunities and challenges derived from positive credit reporting continue to press banks to innovate for lending market share. The already highly competitive credit cards and personal lending product areas are facing multiple factors, such as new, non-bank and online market entrants and the tightening of credit demand, requiring even higher levels of customer insights and marketing excellence to remain competitive. The ACFF agenda will be developed in consultation with members of RFI's Australian Cards Council and Australian Consumer Lending Council to ensure that it covers the most important areas of interest for the leading financial institutions in cards and lending in Australia.

Example delegate job functions include; Head of Cards, Heads of Consumer Lending, Head of Strategy, Head of Marketing, Head of Customer Acquisition, Commercial Director, Manager - Products , National Manager – Sales and Strategy, Distribution Manager, Product Development Manager.



Attendance by company/institution type all attendees - 2010 and 2011 events aggregated



To facilitate open discussion and good networking for these delegates, participation by vendors, consultancies and other allied companies is by individual invitation only, or as a corporate Event Partner. Event Partners benefit from a warm audience of senior banking executives who appreciate the support provided by sponsors.

All event partnerships promote the organisation as a major supporter on all event materials, include opportunities for meaningful interaction with the attendees and open doors into the strategic discussions that will take place at this unique industry forum.

To find out more about becoming an Event Partner please contact Eleanor Page on +61 2 9146 5964 or [click here](#) to send an email.