



Help Shape the Future of CardTREX

CardTREX has become one of Europe's premier educational and networking events for the global card ecosystem. Each year, the conference brings together card manufacturers, suppliers, technology providers, issuers, and industry experts to exchange ideas, discover innovations, and build valuable business relationships.

Following the success of CardTREX in Germany over the past four years, ICMA is excited to invite member organizations throughout Europe and beyond to consider hosting a future CardTREX Annual Conference.

Hosting CardTREX is an opportunity to showcase your company, your city, and your region while welcoming industry professionals from around the world.

Why Host CardTREX?

As the Host Organization, you have the opportunity to:

- Showcase your company and facilities to an international audience.
- Highlight your region as a destination for the global card industry.
- Strengthen relationships with customers, partners, and fellow ICMA members.
- Demonstrate your organization's leadership within the industry.
- Help shape a memorable conference experience for attendees.

Whether the conference is held at your facility or at a nearby hotel or conference center, ICMA will work closely with the Host Organization throughout the planning process.

Host Eligibility

To be considered as a CardTREX Annual Conference Host, the Host Organization must be an ICMA member in good standing at the time of proposal submission and throughout the planning and execution of the conference.

For the 2027 CardTREX Annual Conference, the selected Host Organization must:

- Be an active ICMA member in good standing during the 2027 conference year.
- Maintain its ICMA membership by renewing for the 2028 membership year, ensuring continued partnership through conference follow-up and post-event activities.

Organizations that are not currently ICMA members are welcome to submit a proposal; however, membership must be established before the proposal can be considered for selection. Hosting CardTREX is an exclusive benefit of ICMA membership and reflects the Host Organization's commitment to supporting the global card industry and the association's mission.

CardTREX Annual Conference Host Proposal Guidelines

Facility Tour Opportunity

One of the most highly valued experiences for attendees is the opportunity to see innovation in action.

When appropriate, ICMA encourages Host Organizations to offer a guided tour of their manufacturing or technology facilities. Facility tours provide attendees with unique insights into production processes, emerging technologies, and industry best practices while showcasing the Host Organization's capabilities.

Examples may include:

- Manufacturing or production facility tours
- Research and development centers
- Innovation laboratories
- Demonstrations of equipment or technologies
- Product or process showcases

If your organization has facilities suitable for a tour, please indicate your interest as part of your proposal. Facility tours are encouraged but are not required.

Host Responsibilities

The Host Organization serves as ICMA's local partner by:

- Assisting with local venue recommendations
- Providing insight into transportation and hotel options
- Recommending local vendors when appropriate
- Participating in planning meetings with ICMA staff
- Assisting with local logistics and recommendations
- Exploring opportunities for facility tours or technical demonstrations, when available

ICMA remains responsible for conference management, registration, programming, sponsorships, exhibitor sales, marketing, budgeting, and overall event operations.

Selecting the Right Destination

When evaluating proposals, ICMA will consider destinations that provide:

Accessibility

- Convenient international and regional air service
- Reasonable driving access where applicable
- Reliable public transportation
- Adequate hotel accommodations within walking distance or a short commute

Conference Venue

The conference may be hosted:

- At a member company's facility
- At a hotel or conference center
- Through a combination of both

Preference is given to locations where meeting space and guest accommodations are located together to create a convenient and engaging attendee experience.

Meeting Space Requirements

General Session

Approximately **1,500 square feet / 139 square meters**

Space should comfortably accommodate approximately 125 attendees and include:

- Flexible seating (preferred classroom seating in the front with theater seating behind)
 - Small stage or presentation area
 - Podium
 - Projector and screen
 - Audio/visual capabilities
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CardTREX Annual Conference Host Proposal Guidelines

Tabletop Exhibit & Networking Hall

Preferred configuration:

4,000–4,200 square feet / 372–390 square meters

Space should accommodate:

- Up to 12 tabletop exhibitors
- Banquet seating for approximately 120 attendees
- Food and beverage stations
- Networking space
- Comfortable attendee circulation

Whenever possible, ICMA prefers exhibitors and meal functions to be located within the same room to maximize attendee interaction.

If this is not possible, proposals should include two adjacent rooms:

- Tabletop exhibit hall
- Banquet dining room

Conference Office

One small room for:

- ICMA staff office
 - Registration supplies
 - Storage
 - Staff workspace
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Apply to Host CardTREX

ICMA has simplified the CardTREX Host Proposal process by collecting all submissions through an online application. **Submit your proposal using the following SurveyMonkey link**

Organizations interested in hosting a future CardTREX Annual Conference are invited to complete the **CardTREX Host Proposal Survey** using the SurveyMonkey link below.

The online proposal will request information including:

- Host organization
- Proposed city and country
- Proposed venue or facility
- Meeting space availability
- Hotel accommodations
- Transportation and accessibility
- Facility tour opportunities (if applicable)
- Primary contact information
- Supporting documents, photos, or floor plans (optional)

Submit your proposal using the following SurveyMonkey link

Proposal Deadline

Completed proposals must be submitted no later than **December 1, 2026**.

Questions regarding the proposal process may be directed to info@icma.com.

ICMA looks forward to partnering with members to continue expanding CardTREX into new destinations while delivering exceptional educational experiences for the global card industry.