MEMBERSHIP

# Personalizer Membership



## You turn cards into individualized, ready-to-use credentials.

Join a worldwide community of card industry professionals and connect with the organizations, technologies and opportunities that keep the industry moving forward.

JOIN AS A PERSONALIZER

PAYMENTS | IDENTITY | ACCESS | LOYALTY | TRANSPORTATION | AND MORE

## Your Role in the Card Ecosystem

Personalizers transform a manufactured product into a credential connected to an individual, account or program.

That role requires the integration of data, security, technology, equipment and operational expertise—often while meeting demanding requirements for accuracy, privacy, quality and speed. Personalizers connect manufacturers with issuers and end users, making them an essential bridge within the global card ecosystem.

## At the Center of a Connected Ecosystem

- **Suppliers:** Provide materials, components, equipment and technologies
- **Manufacturers:** Produce finished cards and credentials
- **Personalizers:** Individualize cards with data and security
- **Issuers:** Bring cards to end users
- **End users:** People and organizations worldwide

## Your Impact on the Industry

Personalizers transform manufactured cards into secure, individualized credentials that power payments, verify identities and enable access worldwide. Your expertise connects card innovation with everyday use, strengthening trust across the global card ecosystem.

## Who Qualifies?

Your organization may qualify for Personalizer Membership if personalization is a primary part of your business and you provide services such as:

- Chip programming
- Magnetic stripe encoding
- Embossing
- Laser engraving
- Digital or thermal printing
- Variable data printing
- PIN and secure data services
- Card activation preparation
- Card matching
- Fulfillment and mailing
- Packaging and distribution

Other personalization services that transform a manufactured card into an individualized credential. Personalization may support payment, identification, government, access, healthcare, loyalty, gift, transit and other card programs.

# Personalizer Membership



## Why ICMA?

**ICMA connects personalizers with the companies, technologies and knowledge that influence their business. Your membership provides opportunities to:**

**Be Found by Potential Customers**
Increase your visibility to organizations searching for personalization capabilities through the ICMA Public Member Directory.

**Build Valuable Relationships**
Build relationships with manufacturers, issuers, equipment providers, technology companies and suppliers.

**Explore Operational Innovations**
Discover new equipment, technologies and solutions that may improve operations.

**Stay Informed**
Stay informed about developments in secure issuance, personalization technology, identity, payments and credentialing.

**Develop Your Team**
Strengthen employee expertise through ACE and other ICMA professional development programs.

**Expand Your Reach**
Participate in ICMA EXPO, CardTREX and other networking and educational opportunities at member rates.

**Share Your Knowledge**
Share your company's knowledge and expertise through ICMA content and educational opportunities.

**Gain Industry Recognition**
Participate in the Élan Awards to showcase outstanding achievements in personalization.




## Annual Dues

**$2,500 – Primary Office Location**

Includes up to 100 employees at each additional location.

**$1,000 – Each Additionaly Office Location**

Includes up to 100 employees at each additional location.

Top Member Benefit

**Be Found. Build Connections. Grow Your Reach.**

Your ICMA membership includes a profile in the ICMA Public Member Directory—one of ICMA.com's most visited resources. Showcase your company, capabilities, markets and services to prospective customers and partners searching the global card ecosystem.

**EXPLORE THE ICMA PUBLIC MEMBER DIRECTORY**

Join the Global Card Ecosystem

## BE PART OF WHAT'S NEXT

**Connect the technology, data and expertise behind every personalized credential.**

**JOIN ICMA TODAY!**