



Surprise, Surprise!

Instant Win Game In-Branch Acquisition Program

Program Guide

Build Your Revenue with Visa's Surprising New Instant Win Promotion





Credit Card



Check Card



Business Credit Card



Business Check Card



Buxx Card



Gift Card



TravelMoney Card

Five Great Reasons to Participate in the *Visa Surprise, Surprise!* In-Branch Acquisition Program.

1 It's surprisingly easy to participate.

Just choose the cards you want to promote, your program dates, and your promotion package.

2 It's surprisingly easy to implement.

Everything you need is provided in the promotion packages. Including point-of-sale materials, game cards, training tools, and more.

3 It's surprisingly easy to customize.

Want to create your own customized materials? The in-branch Program Asset CD includes all you need to make the promotion your very own.

4 It's surprisingly affordable.

Discounted promotion packages make participation extremely affordable. Plus, Visa covers the costs for all major prizes.

5 It's surprisingly effective.

80 percent of past participants experienced an increase in card applications. And nine out of ten would participate again.

Take Advantage of This Program to Promote:

- Visa credit cards
- Visa check cards
- Visa Business credit cards
- Visa Business check cards
- Visa Buxx® cards
- Visa Gift cards
- Visa TravelMoney® cards

Get Started by Ordering Your Materials Today!

Surprise, Surprise!

Instant Win Game



Consumer, Hispanic,
and Prepaid Promotion



Business Promotion



Visa's In-Branch Acquisition Program Delivers One Great Surprise After Another

Visa's in-branch acquisition program is full of great surprises for you, your customers, and your branch employees.

What's New for 2007

The 2007 program is Visa's best in-branch program yet. Here's just a sampling of what's new:

- New instant win format
- Bigger prize pool
- Expanded online training tools
- Program assets on CD for easy customization

A Complete Promotion from Start to Finish

This comprehensive program delivers:

- Customer and employee promotions
- 1,000s of instant win prizes
- Attention-getting point-of-sale materials
- Valuable employee training tools
- Ready-to-go promotion packages
- Spanish-language materials

Why You Need to Participate

Visa's in-branch program makes it easy to:

- Acquire new cardholders
- Meet your card marketing objectives
- Build card revenue and volume
- Motivate and train employees
- Strengthen customer relationships



Employee Training

Why Your Customers Will Love the Program

We're giving your customers a compelling reason to think Visa—instant gratification. 1,000s of great instant win prizes will be given away, including:

- \$10,000 Visa® Gift cards
- \$2,500 Staples Gift Card
- Sony flat-screen TV
- 1,000s of other great prizes from Amazon.com®, BLOCKBUSTER®, Sony, Staples, Chevron®, and Starbucks.

Why Your Employees Will Be Motivated

Your employees can win great instant win prizes, too. Like \$5,000 Visa Gift cards and \$5 BLOCKBUSTER GiftCards®. The more they learn about and promote Visa products, the more they'll win.

Ready to Get Started?

It's surprisingly easy. Our ready-to-go promotion packages feature just what you need.

Simply choose:

- 1 The card(s) you want to promote
- 2 Your promotion period(s)
- 3 Your promotion package

It's that simple!

Order Your Program Materials Today!

It's Not Surprising That 9 Out of 10 Partners Would Participate Again.

In a recent survey of past participants:

80% reported an increase in card applications

90% cited the program's overall ease

97% felt the employee training tools were valuable

92% appreciated the low cost of participation

96% loved the customer promotion materials

No Purchase or Obligation Necessary to Enter or Win. See Instant Win Game Official Rules for details on non-purchase and non-application entries.

The 2007 In-Branch Acquisition Program is a program provided by Visa. Staples is neither a sponsor of The 2007 In-Branch Acquisition Program nor an affiliate of Visa. Up to 3 Staples Awards can be used per purchase. See back of Gift Card for complete terms of use.

Sony is not a sponsor of the promotion.

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Chevron Corporation is not a sponsor or co-sponsor of this promotion.

Three Easy Ways to Order

- 1 **Online** at us.visaonline.com
- 2 **Fax** completed order form(s) to Visa
Fulfillment at 320.251.1406
- 3 **Call** Visa Fulfillment at 800.235.3580

Promote Your Visa Cards with the Chance to Win a \$10,000 Visa Gift Card!

And 1,000s of other great prizes from:



2007 Key Program Dates

Promotion Period (Time in Market)	Jan 15 - Apr 30, 2007	May 1 - Aug 31, 2007	Sept 1 - Dec 31, 2007
Deadline for Early Order Discount	November 1, 2006	February 15, 2007	June 15, 2007
Order Deadline for Materials	November 15, 2006	March 1, 2007	July 2, 2007
Earliest Delivery Date	December 15, 2006	April 2, 2007	August 1, 2007

Note: Order deadlines are provided as guidelines. You may order or reorder materials after the deadlines, if available stock permits.

For More Program Details

Please contact your Visa Account Executive or call 888.847.2242 for a Visa subject matter expert.

*Limit one discount per participating institution.

**\$100
Early Order
Discount!**

Order your program materials by the early order deadline and get \$100 off the total cost of your order.*

Great Surprises Are Coming Your Way.

Don't Miss Out on the *Visa Surprise, Surprise!* In-Branch Acquisition Program!

For more information about Visa products and services, go to Visa Online
us.visaonline.com

To get access to Visa Online, enroll at
volenroll.com

