



Providing *mobile* payment solutions for any event

HELPING **YOUR** EXHIBITORS MAKE THE MOST OF **YOUR** EVENT



'As a company that services the exhibition industry we know how important it is to get everything spot on. When a show lasts for 3-7 days there is no margin for error and that's why we use 123 Hire - they look after our mobile payment systems: they deliver and support them and then we send them back - simple! We can then concentrate on providing our service. 123 Hire's service comes highly recommended.'

*Sue Long
Melville Exhibition and Event services Ltd*

SERVICE INTRODUCTION DOCUMENT FOR EXHIBITION ORGANISERS

MOBILE CREDIT CARD TERMINALS AVAILABLE FOR
SHORT TERM HIRE FROM 123 HIRE LTD



<u>Index</u>	<u>Page</u>
Introduction	2
123 Hire Ltd - service overview	3
123 Hire service advantages	4
123 Hire pricing	4
123 Hire terminal	5
123 Hire contacts - Sales & Technical	6
123 Hire service requirements explanation	7
123 Hire flow chart - exhibitors	8
123 Hire testimonials	9, 10 & 11

Introduction:

123 Hire are the UK's leading provider of **MOBILE** credit card terminals to merchants on short term contracts. Since 2001 123 Hire have been providing mobile terminals to merchants up and down the country, helping them to make the most of exhibitions, trade fairs, busy periods, live events and auctions.

123 Hire work closely with exhibition and event organisers to ensure their clients can make the most of their show.

123 Hire are the official supplier of mobile terminals on short term contracts to The Bank of Scotland merchants while also providing terminals on short term hire to Barclaycard Business, Lloyds Cardnet, Elavon, Allied Irish, HSBC and Natwest Streamline (part of the Royal Bank of Scotland Group) merchants.

123 Hire are able to provide advice on accepting card transactions to those that don't already while also being able to help them apply for a merchant number if required.

The 123 Hire service is a fully managed service allowing the organiser to concentrate on organising and the exhibitor to concentrate on exhibiting.

For further information on 123 Hire and how our unique service can help your exhibitors make the most of your show please contact Alex Webster on 0207 592 7770 (direct dial) or 0870 20 30 123 (then select option 2).



ENSURING **YOUR** EXHIBITORS
MAKE THE MOST OF **YOUR** SHOW



123 Hire provide chip and PIN compatible GPRS mobile credit/debit card terminals for short term rental. The terminals allow merchants* to accept secure credit/debit transactions at their stand/venue **WITHOUT** the need for a fixed telephone line. It's as simple as 123!

The 123 Hire service:
The perfect service for any event

- 1:** Your stand holder (merchant) completes a 123 Hire order form
- 2:** 123 Hire confirm their order and courier a ready to use mobile credit/debit card terminal to a pre-arranged address



- 3:** The merchant posts the terminal back to 123 Hire in a pre paid Royal Mail envelope

Further useful information:

- NO LANDLINE NEEDED
- *Service available to Streamline, Barclays Business, Bank of Scotland, Lloyds Cardnet, Elavon, Allied Irish and HSBC merchants only
- All terminals supplied are Chip and PIN compliant
- A technical helpdesk operates 365 days a year
- A minimum 7 working days is required before the date of despatch

123 Hire service advantages:

1. No landlines are required, therefore 123 Hire provide a cheaper option for stand holders at most events (the standard length of an event is three days)
2. No call charges! 123 Hire terminals uses GPRS technology so all the call charges are included in the rental price
3. Mobile terminals allow merchants to accept electronic payments at any location - even in a field*
4. Terminals can be hired on a flexible hire duration (daily and weekly rates available)
5. Hiring a mobile terminal allows merchants to trade at multiple locations at the same time (standard terminal available as normal)
6. The 123 Hire service is a fully managed service - no engineer will need to call
7. The most advanced security software is provided on our terminals as standard (Chip and PIN/AVS/CSC)
8. A website coverage map is available on the 123 Send website that allows merchants to check the likely reception at their hire venue
9. Close attention is paid to customer service, with all terminals tested before despatch while a helpdesk is available 365 days a year for any technical queries

*subject to GPRS coverage

Standard 123 Hire pricing: (per terminal)

A £250 deposit is taken per terminal which is refunded minus any hire charges at the end of the hire.

Daily Rate (min 3 day charge)	£24.00
Weekly Rate	£120.00
Delivery & Return	£20.00 (£10.00 each way)

For multiple terminal orders (5+) and hires for longer than 10 days please contact 123 Hire.

Special prices available when offered in conjunction with exhibition organisers. Please contact Alex Webster at 123 Hire for further information on 0870 20 30 123.

All prices are subject to change, and are exclusive of VAT.

The 123 Hire Terminals



123 Hire - Standard pack includes:

- GPRS Mobile terminal
- Charging cables
- Quick reference guide
- Thermal roll (additional rolls can be ordered)
- Royal Mail return bag

Terminal Summary

- Completely wireless chip and PIN payments
- Direct connectivity to the acquirer
- Faster transaction speeds (3-6 seconds)
- On-line authorisation and processing of card payments
- 200 transactions per battery charge

➤ Communications

123 Hire's X1000 GPRS terminals connect to the acquirer via a GPRS SIM card built into the mobile unit. 123 Hire provide a solution on either the Vodafone or O2 networks, with both networks covering 99% of the population - please see the technical area in our website for coverage maps: www.123hire.net

➤ GPRS

Completely wireless, 123 Hire's GPRS terminal facilitates the secure processing of credit and debit card payments at the point of sale, using the APACs 40 standard, and has been designed specifically for the mobile merchant. The 'always-on' nature of GPRS means that it is ideally suited to applications that use small amounts of data to send on a regular basis; perfect for credit and debit card transactions.

➤ Security

The 123 Hire GPRS terminals are fully chip and PIN compliant, and is further able to support magnetic stripe/signature and chip/signature transactions to assist in the transition from the current payment system to full chip and PIN processing.

Should a payment be required with the customer not present, 123 Hire's GPRS solution is fully configured with the latest AVS (Address Verification Service) and CSC (Cardholder Security Code) software.

123 Hire contacts:

123 Hire Sales:
0870 20 30 123 (Option 2) -
Monday - Friday 9.00am - 5.30pm
hire@123send.net

123 Hire Manager:
Alex Webster
0870 20 30 123 (Option 2)
alexwebster@123send.net

123 Hire Sales Executive:
Daniel McLaren:
0870 20 30 123 (Option 2)
danielmclaren@123send.net

123 Hire Sales Executive:
Melanie Burgess
0870 20 30 123 (Option 2)
melanieburgess@123send.net

123 Hire Operations:
Kathryn Hope
0870 20 30 123 (Option 2)
kathrynhope@123send.net

123 Hire Ltd
Elliot House
10-12 Allington Street
London
SW1E 5EH

Technical Support

123 Hire has a dedicated helpdesk function which provides technical support 365 days a year: -

TEL: 0870 20 90 123

Monday to Saturday 0800 - 2300
Sunday and Bank Holidays 0800 - 1800

Second level support is provided through our London office during normal office hours:

0900-1730 Monday to Friday

123 HIRE LTD - WHAT AN EXHIBITOR NEEDS IN ORDER TO USE OUR SERVICE:

1. DOES THE EXHIBITOR ACCEPT CREDIT/DEBIT CARDS WITH EITHER STREAMLINE (RBOS + NATWEST), BARCLAYS BUSINESS, THE BANK OF SCOTLAND, LLOYDS CARDNET, ELAVON, ALLIED IRISH or HSBC? :-

YES:

If they already accept credit & debit card transactions through the above acquirers (with customer present) they are able to hire a mobile credit terminal from 123 Hire subject to the prices quoted in the show manual. Please contact 123 Hire for an order form - hire@123hire.net

N.B.: - *If the exhibitor accepts credit & debit cards over the internet ONLY their account may need to be upgraded for use with physical terminals. Please contact 123 Hire for further information.*

NO:

If the exhibitor does NOT already accept credit card transactions or accept them with another bank it is necessary to apply for them to apply for a merchant services account. 123 Hire can initiate this procedure on their behalf if they wish to hire a mobile terminal. Each exhibitor will have individual needs/circumstances and is subject to conditions set by acquirer. We will explain these on an individual basis, please call 123 Hire for more information.

2. WHY DO THEY NEED A MERCHANT NUMBER? :-

A merchant number represents each customer's (merchant) individual details. This number is inputted into the terminal in order to identify the hirer of the terminal to the Bank when it calls in to process a transaction. The Bank (SMS, BB, BoS, LLC, Elavon, Allied Irish or HSBC) will then process the transaction - including carrying out security checks - and deliver the money into the merchant's bank account in accordance with their timescales/agreement terms.

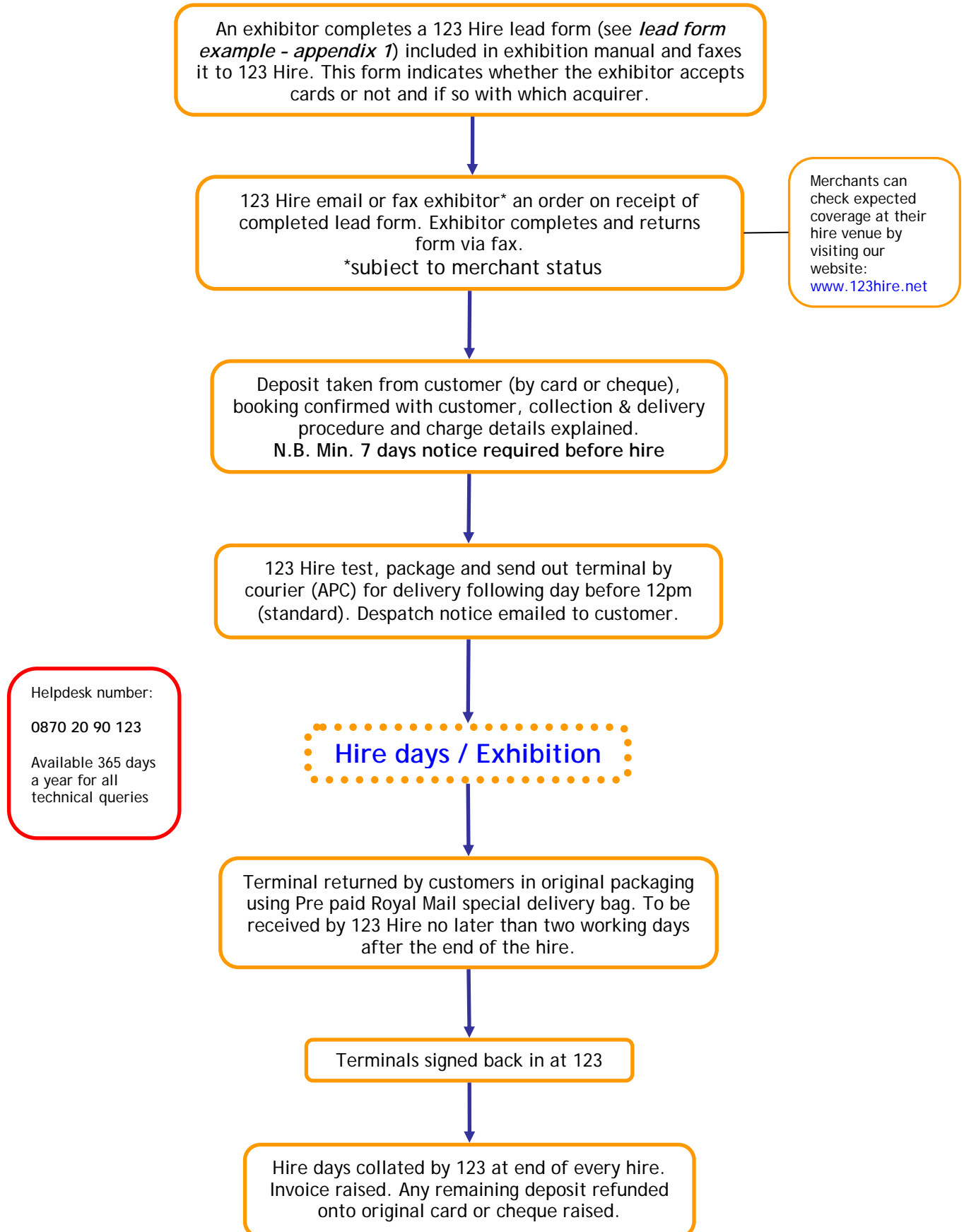
3. WHY 123 HIRE? :-

Whether you already accept card payments or not - 123 Hire can help you make the most of your show! We have an agreement with all of the acquirers listed above and if you don't take cards we can help you through this process as well.

4. APPLYING FOR MERCHANT SERVICES:-

123 Hire can take exhibitors through the whole application process. The application process takes approximately 4 weeks and is subject to terms of approval issued by the acquirers. Please call 123 Hire for further details.

THE 123 HIRE EXPERIENCE - EXHIBITORS WITH RELEVANT MERCHANT NUMBER



A SELECTION OF TESTIMONIALS FROM 123 HIRE CLIENTS

'For the first exhibition ever, we have not had to be concerned about the card terminal. It arrived when 123 Hire said it would, it worked without being configured, there wasn't a single hiccup through the two day event and they even supplied a return bag which I just had to take to the Post Office the following day. Combined with the excellent costs and very helpful customer services, I know that this aspect of exhibiting need never be a chore again. Thanks, I'll be back.'

Steve Thomas - Sports Components

'I would recommend the 123 Hire Service to everybody! The terminals are a very useful tool to have at an event and very easy to use!'

Valeria Milanesio - Mondial Wine Ltd

'Thank you for helping us make Crufts 2007 our best ever. As always everything was as easy as 123!'

Ben Wilkes - BCT Enterprises

'I would recommend the 123 Hire service, we could take quick easy sales, the terminals were easy to use, easy to store and 123 take all the return worry away with the pre paid bag. This is the only safe way to sales of large volumes, therefore no worry of carrying cash.'

Y Henry - Christies direct Ltd

'I must just put on record how pleased we were with the performance of the terminal which made our trade show much easier and I am sure enabled us to sell more!

I would also like to thank you for the very efficient and prompt service we have received from your company and will certainly be using you next year.'

Robert Clark - Golf and Turf

'Before we used 123 Hire we used to rely on old fashioned imprint machines at external events to record card details and to get a signature, then brought the slips into the office for processing.

This method meant: (1) delays in processing transactions; (2) risk of losing the vouchers in transit to the office, thus risking losing the transaction; (3) people at events unwilling to sign a voucher "on trust" for us to process the transaction later; (4) a big-name organisation like Amnesty looking silly at having such an antiquated payment system! We knew there had to be a better way of doing things and we contacted 123 on a recommendation from Streamline.

Since we have started to use the 123 Hire service we have seen an increase in sales at events, and more importantly, an increased confidence in our ability to accept payment has led us to view more events as potential fundraisers. We now process the transaction instantly, so time is saved and security improved. All the problems mentioned earlier have been solved!

We would have no hesitation in recommending the service to anyone else; the service is always efficient, machines always arrive on time with clear instructions, they always work and the return process is simple.'

Adrian Stockman - Financial Controller - Amnesty International

'A very significant part of our business is completed on card transactions. Upon suggestion of Streamline, our card service provider, we found your website, downloaded a hard copy of the short term hire order form and faxed it to you.

This triggered your impressive service routine. It was such a rare comfort to have every critical step of the process backed up by a short, polite, personal call from a knowledgeable member of the 123 team. This customer recognition is a credit to your personnel and business philosophy and we have no hesitation in returning to you, nor in highly recommending 123 Hire to any potential user known to us.

Thank you for the experience.'

Christopher Bent - Bentleys

Bentleys used 123 Hire for their stand at the Decorative Antiques & Textiles Fair in Battersea Park.

'123 hire's machine meant we could maximise our sales at a very busy show - it was worth its weight in gold'

Keith Stark - Glasgow Pram Centre

'As a company that services the exhibition industry we know how important it is to get everything spot on. When a show lasts for 3-7 days there is no margin for error and that's why we use 123 Hire - they look after our mobile payment systems: they deliver and support them and then we send them back - simple! We can then concentrate on providing our service. 123 Hire's service comes highly recommended.'

Sue Long - Melville Exhibition and Event services LTD

'123Hire's terminal and service was excellent, enabling us to maximise our sales at the CLA Game Fair. We were especially impressed with the speed of the transactions which enabled minimal queuing and customer waiting for card transactions. Needless to say we have already booked our next hire.'

James Butcher - Solent Plastics

Terminal used at The CLA Game Fair

'Using the terminal at the abseil event worked out really well and I was really happy with how easy it was to use. It definitely meant we raised more money on the day as people were able to simply hand over their credit cards there and then while the simplicity of the procedure encouraged people to be more generous. Using the terminals also meant that we were able to identify "duff" cards straight away and in a couple of instances cards were refused and we were able to get an alternative form of payment straight away rather than wait until we were back in the office and risk losing out on that money altogether which is what usually happens.

Many thanks and we look forward to working with you again.'

Charlotte Fletcher - The Outward Bound Abseil

'The service was extremely efficient, simple, problem free and had a significant impact on the ease of our payment process.'

Jo Oldman - Events and Marketing Manager - Photovoice UK

'Thank you for organising the hire of the mobile credit card terminal for our use at The Baby Show. The terminal was very easy to use and helped us make the most of every sales opportunity, especially on the last day of the show. You provide a very useful service!'

Thomas Heijnen - Marketing - Tidy Books