



ATM and Kiosk Associations Forge Partner Agreement

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London, England *and* Louisville, USA
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The ATM Industry Association (ATMIA) and Kiosks.org Association (KOA) have announced an agreement to form a partnership involving exchanging member benefits.

Craig Keefner, Executive Director of KOA, and Mike Lee, International Director of ATMIA, believe it makes good sense for two major associations in the self-service industry to work together for the mutual benefit of their members.

The agreement will involve the following features:

- Setting up weblinks on www.kiosks.org and www.atmia.com
- Member emails informing the respective memberships of the associations about key events, information, services, products, discounts, member benefits
- Reciprocal discounts offered to the two memberships
- Issuing of press releases through respective media channels in the two industry associations

ATMIA is offering to members of KOA a Partner Membership of ATMIA at a nominal \$150 fee, to receive the quarterly industry newsletter, The ATMIA Post, and enjoy attendee discounts of \$100 at ATMIA's trade shows, as well as permission to use the ATMIA logo in marketing material.

"The significance of this agreement," Keefner commented, " goes beyond exchange of member benefits. It is indicative of a growing overlap in the self-service industry between the kiosk and ATM sector. ATMIA members and KOA members want to know what's happening at the cutting edge of each others' industry."

About Kiosks.org Association

About ATMIA

ATMIA is the world's only international trade association for the ATM industry. It was founded four and a half years ago in the United States of America and now has four chapters: ATMIA North America, serving America and Canada, ATMIA Europe, covering the United Kingdom and Europe, ATMIA Australasia, serving Australia, New Zealand and their neighbouring south Pacific islands, and ATMIA Africa. The ATM Industry Association has five global sponsors – NCR, De La Rue Cash Systems, Triton, Tranax Technologies and ATMmarketplace.com. ACI Worldwide and Carreker Corporation are European sponsors. ATMIA's membership includes the full scope of ATM business: manufacturers, deployers, service-providers and network-processors. See www.atmia.com for our Global Home Page and visit our four regional websites, or email mikelee@atmiaeurope.com