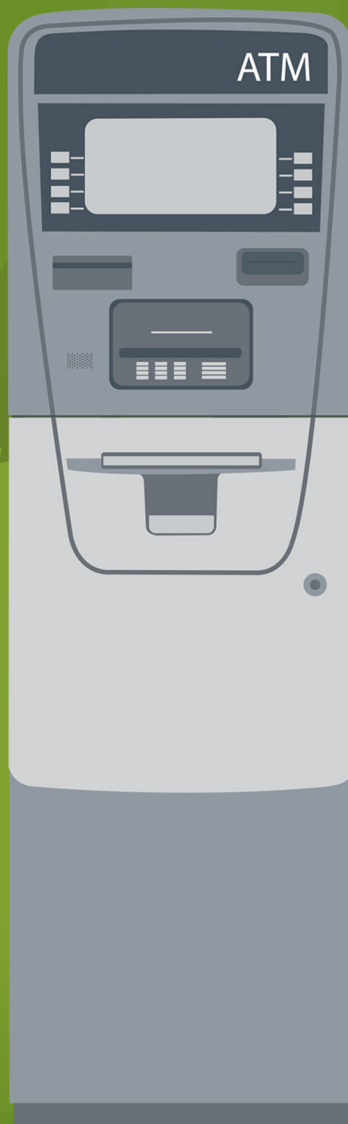


White Paper

What To Expect from **MOBILE ATM RENTALS**





What To Expect from Mobile ATM Rentals

Mobile ATMs help increase customer spending and convenience, as well as offering cost savings. But when choosing an ATM provider, it's important to know what ensures a successful implementation.

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Event planners are increasingly turning to mobile ATMs as a way to improve the event experience, while providing monetary benefits for the event organizers and vendors. Mobile ATMs are completely managed by the ATM rental company, so the machines are maintained and kept operational without requiring the time or effort of the event organizer. Because mobile ATMs are flexible, the machines are generally placed (indoors or outdoors) at the most advantageous locations, where money is most needed.

In addition to flexibility, mobile ATMs also increase profits; event attendees with access to money spend more than they would otherwise. Attendees also are more likely to spend with cash, so vendors save fees from credit card processing and insufficient checking account funds.

Access to ATMs increases spending and customer satisfaction. The customer doesn't have to leave the event to get more money, and the more money the customer has in his pocket, the more likely it is that it will be spent. This keeps spenders at the location for longer periods of time, increases spending which consequently

Mobile ATM deployment opportunities

- Air, boat and auto shows
- Concerts
- Conferences
- Conventions
- Farmers markets
- Festivals
- Parades
- Plays
- Racing events
- Rallies
- Seasonal celebrations and galas
- Sporting events
- State or county fairs
- Tournaments
- Trade shows

increases profits for the retailers, provides customer convenience and gives event companies measurable advantages.

The benefits of mobile ATMs

Increased spending at venue. With ATMs located strategically and conveniently at an event, customers having access to extra cash are more likely to remain at the event

longer and have been demonstrated to be more satisfied. The results of these longer stays and higher satisfaction are significant and immediate: a 50 percent increase in on-site retail sales.

Customer service. Having an ATM on site is a customer-service convenience, which is expected by many and is a key benefit to mobile ATMs. Customers feel more secure spending cash at events, as opposed to writing checks or using credit cards. If a shopper is interested in purchasing an item but is out of cash, the retailer can point the shopper to a nearby ATM, and within minutes, the shopper can return to purchase the desired item. Because getting cash is simple, the customer is more likely to return to actually purchase the item.

Cost savings. Another feature that benefits retailers is that more cash transactions results in fewer NSF fees and credit card expenses. The retailer also saves time since there are fewer checks and credit cards to process.

Three requirements for a successful mobile ATM rental

Easy to locate. Since the major advantage to customers is convenience, a mobile ATM ideally is placed in strategic locations where customers are most likely to need cash. These locations include areas such as entrances, bar areas, food courts, carnival sections and merchandise vendors.

Mobile ATMs also must be easy to find. Clear and prominent signage allows customers to identify the machines from a distance, and well-done signage should allow retailers to easily direct customers to the nearest ATM. It also is important to have a suitable amount of ATMs so that one is always within view, and customers

Mobile ATMs offer a 50 percent increase in on-site retail sales.

get quick access and fast transactions with short, or no, lines.

Easy to place. Since revenues increase when mobile ATMs are on-site at events, the machines should be placed at the most opportune areas for customer use. A significant consideration when choosing mobile ATMs is whether to use wired or wireless technologies. Wireless technologies make the mobile ATMs easier to place because they are not tethered by phone lines, offering maximum placement flexibility. Furthermore, with wireless technologies, there is no need to worry about the safety and security of the physical phone line, which could be damaged intentionally or unintentionally by customers.

Easy to monitor. An event manager does not have time or the expertise to



ATMs should have clear and prominent signage, so they are easy to find.

monitor ATM machines and ensure smooth running and sufficient funds at each location. The ATM rental company therefore should offer monitoring and management services, freeing event staff to focus on other matters.

When events are very large and involve a large number of mobile ATMs, on-site management may be required. The ATM rental company should offer those services, so that an ATM expert is on the premises or readily available to ensure that the ATMs are working as promised.

Given the right locations, easy placements, sufficient signage and expert monitoring, the mobile ATM may be the easiest, most cost-effective method for increasing

revenues.

Everyone benefits from mobile ATMs: the customer, who appreciates the convenient access to cash; the retailer, who enjoys a revenue increase and spending increase by customer based upon percentage of people and cash dispensed; and the event company, whose job it is to sell space to vendors. Event companies that rent mobile ATMs can claim increasingly greater successes in customer and retailer satisfaction, making them better armed for selling the next event.

About the sponsor: Since 1997, National Cash Systems has established many successful relationships with thousands of merchants nationwide. The company's successful track record in providing clients with turnkey ATM and comprehensive payments solutions has earned it a reputation for delivering quality products while exhibiting financial stability and expertise.