Membership Welcome Pack

Shaping the future of the international gift card and voucher industry together



Gift Card & Voucher Association

gcva.co.uk

Welcome

You are now part of the official trade body and membership organisation for gift cards and vouchers. GCVA represents the key players in the industry and promotes best practice for the benefit of gift card issuers, services and consumers.

The GCVA's role is to protect and promote the gift card sector: keeping members up to date with trends, issues, challenges and opportunities; advocating on key legislation and regulation; facilitating business opportunities; commissioning vital research; collaborating with stakeholders; delivering in-person and digital networking & events; and promoting businesses within the sector that adhere to best practice and drive the industry forward.

We have 95+ members from across the gift card and voucher sectors.

You can find out more information about all the GCVA members here: gcva.co.uk/members

N.B. GCVA membership is not a guarantee, endorsement, credit reference, or substitute for due diligence. Any member considering a commercial relationship with another member or former member should carry out its own checks.



Kick Off Checklist:

1. Please send your company logo, description, and website link to members@gcva.co.uk. This will allow us to showcase your company on our website and in our communications.

2. Provide your key contact email to members@gcva.co.uk, so we can set you up in our members' area.

3. Once we have received the above you will be prompted to set up a password where you will then be able to access the GCVA Members area. More on this later in the pack.

4. For new members, you have the opportunity for initial promotion across our social platforms and email communications.



Did you know?

As a GCVA Member, your membership applies to all members of your organisation. There is no limit to the number of colleagues who can take advantage of membership.

2025/2026 Pricing

Retailer/Issuer Membership:

GCVA Definition: *A company that primarily sells its own closed loop branded gift card, across the B2B and/or the B2C channel.*

Non-Submitting Retailer/Issuer Member: £6,500+VAT pa

Data Submitting Retailer/Issuer Member: £4,150+VAT pa

Service Provider Membership:

GCVA Definition: *A company that primarily provides support service to the retailer/issuers in the gift card space.*

Service Provider Member: £4,150+VAT pa

GCVA Definition: *You are a service provider that does not have a branded open loop gift card, therefore you cannot provide data.*

Service Provider (Data Submitting): £4,150+VAT pa

GCVA Definition: *You have a branded open-loop gift card that you sell within the gift card market, and you submit the data from this card.*

Service Provider (Non-Data Submitting): £6,500+VAT pa

GCVA Definition: *You have a branded open-loop gift card that you sell within the gift card market, and you do not submit the data from this card.*

Gift Card & Voucher Association

More than One Separate Brand/Company in Membership:

NB – *if there is one company that runs more than one brand, we offer a sliding scale discount for more than one membership.*

2 companies – **10% discount** off the total of 2 memberships
3 companies – **25% discount** of the total of 3 memberships
4 companies – **40% discount** of the total of 4 or more memberships

Consultant Member: £1,560+VAT pa

GCVA Definition: *Individuals (i.e. one person) practicing and providing expert advice and consulting support to the industry, see service member for larger consultancy firms.*

Start-up Member: £1,560+VAT pa

GCVA Definition: *Startup business. Each application will be assessed on the information provided. Additional information may be required. Maximum 2 years allowed at this membership level.*

As part of the membership process you may be required to provide 2 trade references and a set of management accounts / balance sheet.

Special Events

As a member, you have access to top-quality events for the sector, where you can hear from experts, discuss the latest innovations and thought leadership, and find the best networking in the sector.



Main Events with reduced price tickets for Members include:

Annual GCVA Conference - first week in March

- ✓ Members also have the opportunity to get involved with the conference through sponsorship.
- ✓ We are always interested to hear about engaging topics which would make for great session.

The Hall of Fame Awards - mid-September

- ✓ Members have the opportunity to sponsor elements of the Hall of Fame.
- ✓ It is free for members to enter as many categories as they would like. There is a cost for non-members to entry the Awards.

We also have ad-hoc, paid for events during the year on topics that matter to the sector, such as the European Financial Integrity Summit in 2025. Members will also benefit from reduced price tickets to these events.

Free Member-Only Events

GCVA offers a year-round calendar of digital and in-person events designed to bring the industry together, wherever you are. All free to attend.

Please email info@gcva.co.uk if you'd like to be on the list for a specific group.



GCVA Summer Party

→ July, Central London - Members-only (free to attend)

A relaxed social event to network and unwind with fellow members



GCVA AGM & Member Summit

→ November, London - Members-only (free to attend)

Gain up-to-date industry knowledge and strategic insight



GCVA Digital Open Forums

→ Every quarter, Members-only (free to attend)

The whole membership comes together to talk about hot topics, hear from experts and new members have a chance to share their work with current members. Unlimited company registrations.

Members can also join our forums or working groups, which meet throughout the year to explore key topics and challenges shaping the sector. These include:



Retailer Forum

A closed-door session for retailers only to share trends, challenges and best practice across borders



Fraud Forum

A group for those interested in or working on fraud challenges, where we come together to discuss threats, risk, innovations and hear from experts.



International Forum

Our newest Forum, where we come together to share expertise on new markets and global trends, as well as talk to in-country experts



Legal & Policy Forum

For those with an interest in, or working in the legal, policy, compliance and regulatory space to discuss their challenges, share insight and hear from experts across the globe. Hosted by our Co-Chair, who is a lawyer and expert in this space.

Legal and Policy Analysis and Advice

- ✓ Access to tailored policy briefings and updates – GCVA follows the regulation and policy so you don't have to!
- ✓ Legal horizon scanning for regulatory developments
- ✓ Free 30-minute legal advisory call with our in-house legal advisor. Please contact info@gcva.co.uk to find out more.

i **Make sure you are subscribed to our communications to get the latest updates.**

Campaigning and Lobbying

Join forces on major industry campaigns such as:

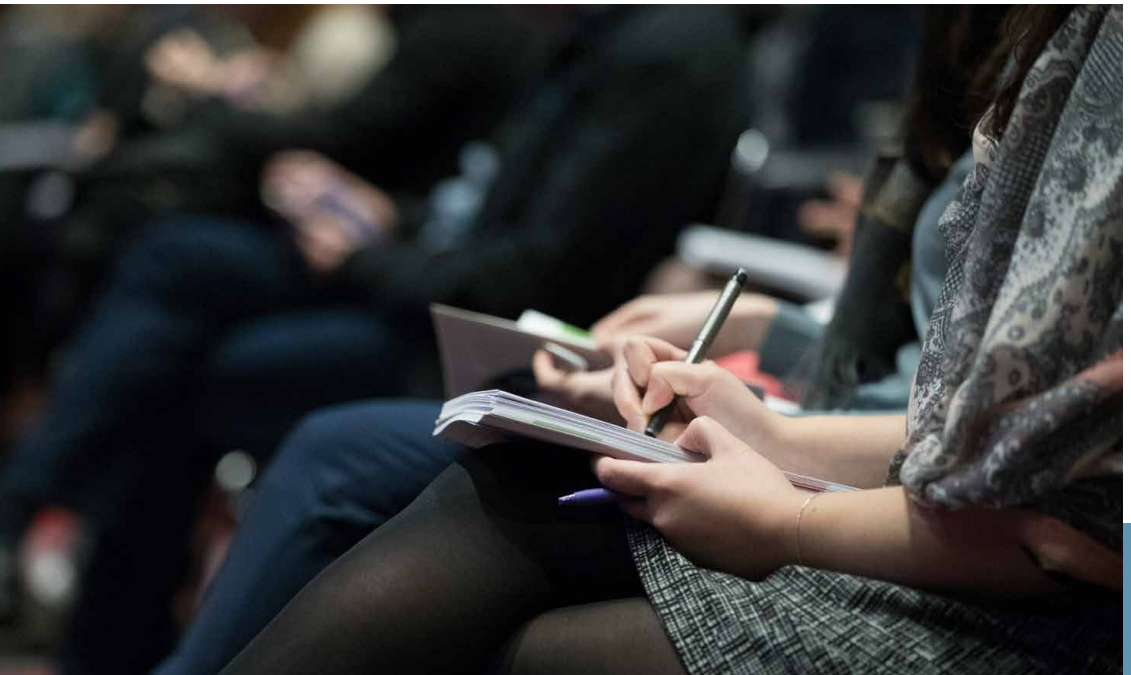
- ✓ Changing policy in the UK and abroad which seeks to threaten our industry ie AML Regulation that came out of Brussels the last few years
- ✓ Consumer trust initiatives – for instance our latest Guideline for the Prevention of Fraud, demonstrating our quality self- regulation in the industry.
- ✓ Build relationships with key government and regulatory figures alongside the GCVA
- ✓ Participate in and support key campaigns that benefit the sector, ie our latest campaign to increase the Trivial Benefits Allowance limit

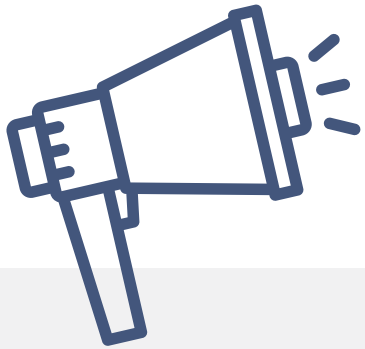
i **Make sure you are signed up to our emails to know more about what we are doing, and how to get involved.**

PR Scope

GCVA employs a PR company to share our insight and research, to promote the sector and the benefits of gift cards. We cannot do this without our members.

We also undertake reactive PR engagement ie when a threat emerges in the media (for instance we often have negative press at Christmas). GCVA will lead the sector engagement and reactive press, and our PR agency and GCVA are there to help coordinate one voice externally.





Brand Assets

Utilising GCVA in your own promotion? Access our brand assets and guidelines here:

ACCESS BRAND ASSETS

Research Reports

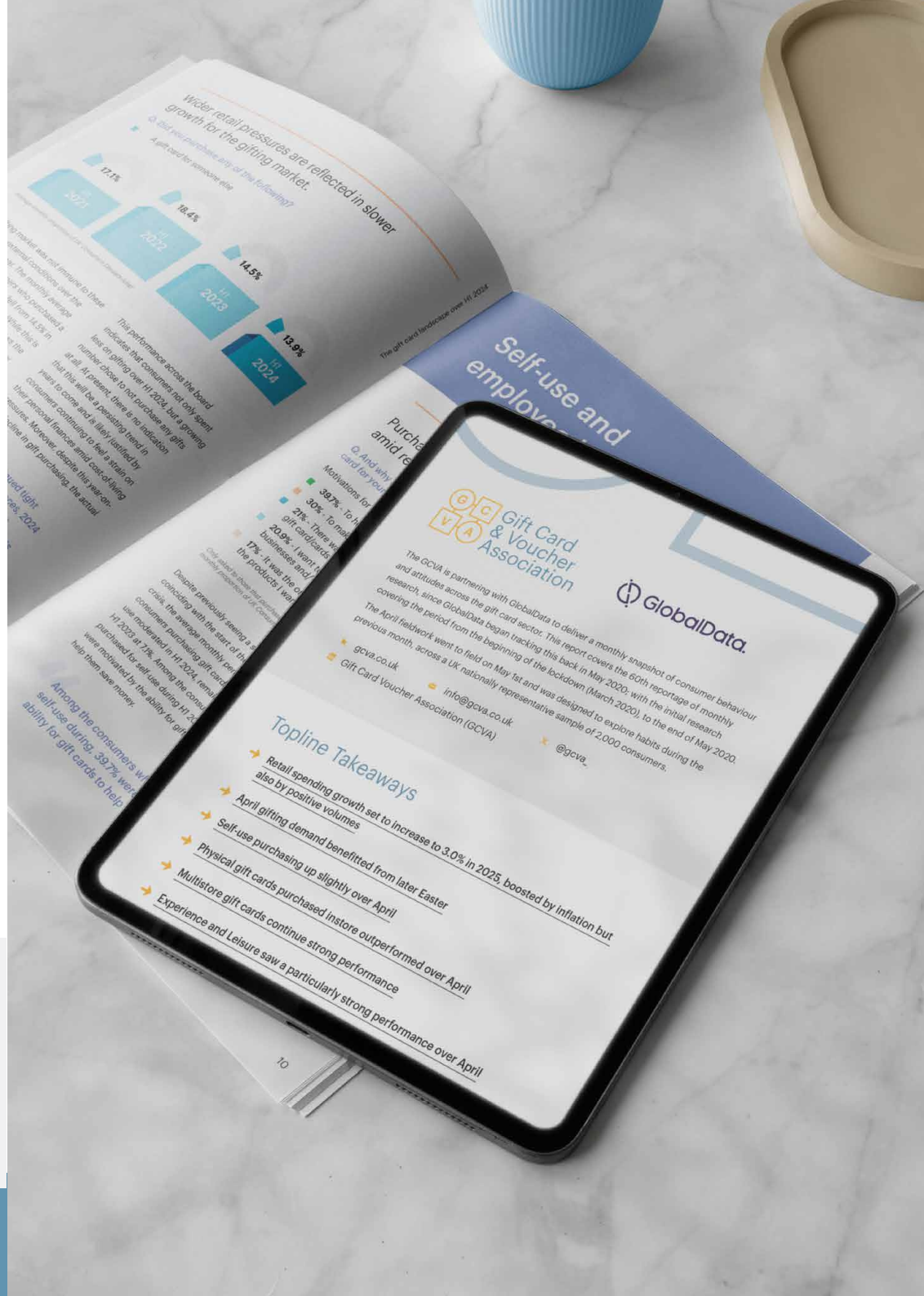
Keep an eye out for our exclusive research sent out to you via monthly and annual reports

GCVA UK Consumer Reports

→ Monthly reflections of how UK consumers value gift cards. We are keen to expand this to other jurisdictions

Annual State of The Nation Report

→ This annual report eflects on the gift card market and its engagement with the consumer across the year

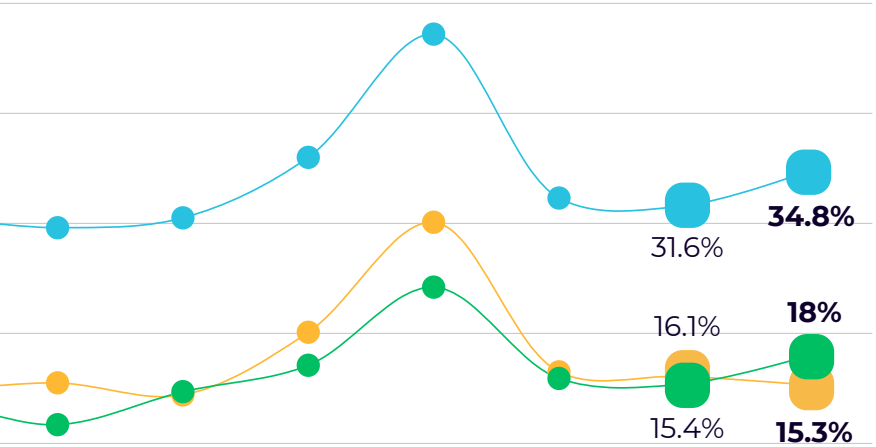


Bespoke Research Opportunities

Partner with GCVA on tailored research projects aligned with your business goals or sector focus

Sales Outlook & Benchmarking

Track performance, uncover trends, and see how you measure up in the gift card sector



We work closely with our members to gather sales data and generate insights that support strategic decision-making across the sector.

Benefits include:

Sales Outlook Report

→ Our Sales Outlook, which is based on the data delivered by our members on their sales. We track this historically and use it to make predictions about the future.

Sales Benchmarking

→ For the members that are able (ie issuers and retailers), you are able to submit your sales data twice a year, and receive a benchmark on your sales against other GCVA members (though anonymised)

Please contact info@gcva.co.uk to find out more.

Innovation, Thought Leadership & Networking

- ✓ Access to the best thought leadership and reflections on innovation in the gift card space
- ✓ Introductions and networking opportunities with key businesses and stakeholders across the gift card space

We'd love to hear from you about what you'd like to see us offer, investigate and talk about. Please reach out to hannah@gcva.co.uk to hear more.

Communications Opportunities

- ✓ Share your news in the monthly GCVA newsletter, including job adverts.
- ✓ Your logo and bio on the GCVA Members list on our website.
- ✓ Share key updates on our social channels
- ✓ Opportunities for paid-for solus emails to our whole mailing list
- ✓ Contribute to GCVA blogs and insight articles
- ✓ Speaking slots at events or conferences
- ✓ Receive regular communications from the GCVA on what we are doing on your behalf

Member Logo & Badge

GCVA members receive a Member Badge to display across marketing and digital materials — demonstrating credibility, professionalism, and industry alignment.

N.B. GCVA membership is not a guarantee, endorsement, credit reference, or substitute for due diligence. Any member considering a commercial relationship with another member or former member should carry out its own checks.

CLICK HERE TO ACCESS BRAND ASSETS

Membership Logo

Gift Card & Voucher Association

Member Badge



Members-Only Area of Website

Unlock exclusive tools and resources:

- ✓ Event recordings
- ✓ Downloadable policy briefings and templates
- ✓ Slides and materials from past events
- ✓ All of our sector research
- ✓ In the works: access to forums and discussion groups with other members

How to get access to our members area:

Once your membership has been approved our Operations Manager will send you your welcome information. At this point the key contact of your organisation will be added to the members area and they will receive a notification prompting them to create a unique password to gain access. If you wish to add further colleagues to access the members area, please follow the steps below:

- → Key contact to log into the members area
- → Head to 'My Profile'
- → Click 'Invite Team Members'

i To note, we are currently in the process of updating our website and members area, to be launched late 2026.

Your GCVA Members Platform: Canapii

Every employee of a GCVA Member is welcome to join the GCVA Member Canapii Platform via app or browser.

This allows access to:

- → Member Forums
- → Event Booking
- → Digital Networking
- → Event Content

REGISTER FOR CANAPII



How to use Canapaii

1. Canapii allows all members to access all the GCVA digital content, from event bookings to our Member Forums.
2. Canapii supports GCVA community engagement through member forums, a community message board, and space for one to one discussions with other GCVA members.
3. Members can chat 1:1, share comments on the community chat and access our growing digital forum groups

How to Access Member Forums

1. The Canapii platform requires each GCVA Member to register individually and create a profile in order to access all the great features of the platform and book onto any in-person or digital events.
2. Click HERE to register, ensure you use the email you would use across all GCVA communications. Use code **GCVAMEMBERFORUMS**.
3. Make sure you tick 'Opt into Attendee Networking' and 'Virtual business Card' if you want other attendees to find you either through networking or the message board feature!
4. For guidance on how to use the platform, a How-To tutorial and other useful resources are available within the Member Resources on the Member Forums site

Booking GCVA Events

1. Click on the unique event booking links sent to you via GCVA email communications
2. Login using your Canapii credentials upon booking
3. Download the Canapii mobile app for access to exclusive event apps and content

i **Each event attendee must be registered individually, terms & conditions apply to group bookings**

Partnerships & Conference Discounts

- ✓ Preferential rates at partner events: IMA conferences, European Trade Association Conferences, RGCVA Conference, Pay360 in London, among others
- ✓ Collaboration with other international and UK-based trade bodies
- ✓ Exclusive GCVA member-only discounts and offers

Sponsorship Opportunities

All members have discounted opportunities to sponsor events, support exclusive research, exhibit and promote their products and services, opportunities include:

- ✓ A 5-minute spotlight presentation to the membership, in person or at a digital forum.
- ✓ Opportunity to sponsor and shape future research in collaboration with the GCVA, get in touch to discover the options, from consumer research to international topics
- ✓ Sponsor and exhibit through tailored packages at major international in person events including the GCVA Conference (460 attendees) and the GCVA Hall of Fame Awards (220 attendees)
- ✓ Opportunity for sponsored marketing campaigns via newsletters and solus emails

Get in touch directly to create an option that works best for your companies' needs and aspirations in the international gift card market.
Email: victoria@gcva.co.uk **&** hannah@gcva.co.uk

Extra Member Benefits

Valued.work

As a GCVA Member, you also benefit from discounted job advertisements with Valued.work.

Your organisation can benefit from:

- ✓ 1 free job posting
- ✓ 50% discount on additional job postings

Please contact members@gcva.co.uk for the current discount codes.

Head to the GCVA website here to upload your job listing directly or share with your HR and recruitment teams.

GCVA Fortify Intelligence Platform - Coming Soon

The GCVA are partnering with Fortify Intelligence for a centralised, intelligence-led managed service for the Gift Card and Voucher Association (GCVA) and its members. This will include:

- ✓ Provide a dedicated crime analyst (ex-policing) to professionally manage and investigate incidents
- ✓ Deliver a centralised reporting and intelligence platform via ShopSafe Alert
- ✓ Enable cross-member intelligence sharing, identifying patterns, offenders, and organised crime activity

And more... Watch this space for updates

Executive Board:

Once you are a member of GCVA, any senior leader has the opportunity to run for the GCVA Executive Board when a place becomes available.

i The Board Members serve terms of 3 years, and are representative of our membership with both service providers and retailers as Executives. The Board Executives are elected by a member vote.



Adam Hobbs *(Co-chair)*
Lifestyle



James Malia *(Co-chair)*
Prezzee



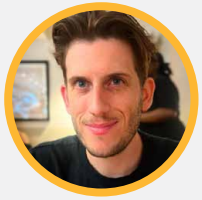
Sarah Isherwood
Mitchells & Butlers



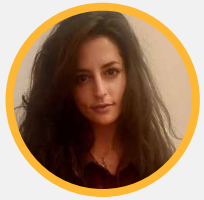
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Tillo



Rob Coulstock
InComm Payments



Alec Donald
Edenred Payment Solutions



Federica Foldes
lastminute.com



Iain Donachie
Tesco IMS



Jessica Hankers
Virgin Incentives

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Our members inbox:
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For any finance queries:
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