

# MAG

MERCHANT ADVISORY GROUP®



*Driving positive change and innovation in the payments industry that serves the merchants' interests through collaboration, education and advocacy.*

## DISCOVER THE MAG ADVANTAGE

**The Merchant Advisory Group (MAG)** addresses a broad range of payments issues with no limitations in scope. Make the MAG part of your business strategy. Join the leading organization shaping the future of payments acceptance and gain a competitive advantage for your business.

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[MerchantAdvisoryGroup.org](http://MerchantAdvisoryGroup.org)

STAY INFORMED:



# WELCOME



## Welcome to the Merchant Advisory Group!

Merchants are looking for innovative solutions to make payments transactions fast and safe for customers as well as their organizations. With a focus on driving positive change in the payments industry, the Merchant Advisory Group (MAG) brings together the country's most knowledgeable and well-informed merchant payments experts who actively share best practices, address issues, and advocate for positive change with other payments ecosystem stakeholders. MAG also fosters innovation and collaboration across payments IT and business teams within merchants by providing tech-focused education and networking opportunities.

The MAG recognizes the industry evolution and is pleased to expand our membership offerings to include a Digital Access merchant membership in addition to the All Access merchant membership. This gives more merchants access to the new MAG Learning Center, where members can access valuable education and advocacy resources, including our Payments Certificate courses.

Having been a MAG merchant member before becoming the CEO, I can speak firsthand to the business advantage a MAG membership provides to individuals and their companies. We look forward to working together on important issues facing the merchants payments community.



John Drechny  
CEO, Merchant Advisory Group

**The Merchant Advisory Group (MAG)** plays a vital role in helping merchants and the industry shape innovative approaches to payments. Providing unparalleled collaboration and networking opportunities for merchants and sponsors, the MAG collaborates with industry stakeholders and advocates for merchants' interests. The MAG represents over 150 U.S. merchants which account for over \$4.8 Trillion in annual sales at over 580,000 locations across the U.S. and online. Roughly \$3.5 Trillion of those sales and over 100 Billion card payments are electronic which represents approximately 62%\* of total U.S. card volume. MAG members employ over 14 million associates.

\*Source of Total U.S. card volumes: Federal Reserve Payments Study 2019



# ABOUT THE MERCHANT ADVISORY GROUP

## MAG Merchant Members & Sponsors

MAG's membership is comprised of leading merchants representing all key verticals and their payments IT professionals. Subscription/recurring billing, leasing and kiosk also represent growing verticals within our membership.

Having opportunities to network and share updates across the payments industry and within your own vertical, where you can discuss emerging issues, is one of the biggest benefits of MAG membership.

MAG sponsor companies represent prominent service providers in the payments industry. These sponsors can provide your company with innovative solutions for technology, payments processing and more.



## What's In It For Merchants?

### Participation in a Collective Voice

Meet with the world's leading merchants and work with payments companies as one cross-industry merchant voice, through our US and growing international efforts.

### Proactive Strategy

MAG prioritizes merchants' interests. Our Communities of Practice (COPs) bring together merchants and other invited stakeholders to address specific issues and advocate for change within the payments ecosystem.

### Payments Education

MAG merchant members have exclusive access to on-demand virtual education and best practice resources, including our Merchant Payments Professional Program, to help improve performance.

### Merchant Members-Only Resources

Whether you are new or an experienced payments professional, the MAG Learning Center provides valuable education and advocacy resources from member and sponsor perspectives, such as webinar recordings, best practice surveys, Special Interest Group (SIG) information, Committees and Communities of Practice (COPs).

### Conference Attendance

MAG's Conferences and Tech Forum provide valuable opportunities for education, networking, sharing best practices, reviewing new technologies, and engaging with key stakeholders. Participation varies by membership level.



# ALL ACCESS & DIGITAL ACCESS MEMBERSHIPS

## Compare the MAG membership types and select which best fits your organization

Compare the MAG membership types and select which best fits your organization. There are opportunities for access to many merchant benefits - Tech Forum, conferences, networking, education, and best practice resources.

### Benefits Highlights

MERCHANT MEMBERSHIP LEVEL	ALL ACCESS	DIGITAL ACCESS
Eligibility	Annual Revenue ≥ \$1B	Annual Revenue < \$1B <small>*New MAG Merchant Members only</small>
Annual Member Dues	\$5,750	\$1,000
MAG NDA Required	●	●
<b>BENEFITS SUMMARY</b>		
Number of Company Participants	Unlimited	2
Directory Access, Email Updates	●	●
MAG Learning Center <small>Access to resources including recorded webinars, SIGs, COPs and Committee meeting notes; Best Practice Guides; Merchant Readiness Guides; and Survey Results</small>	●	●
Live Webinars	●	●
Education Certificate Program	See MAG website	See MAG website
<b>CONFERENCE BENEFITS, IN-PERSON (two annually)</b>		
Registrations - Merchant Members	3 free	\$495/person (limit 2)
Additional Attendee Registration Fee - Merchant Members	\$495	NA
<b>PARTICIPATION OPPORTUNITIES</b>		
Committee Participation	●	No
Survey Participation	●	●
Community of Practice Participation	●	No
Special Interest Group Participation	●	●
Board Member	●	No
Voting Rights	●	No



# ALL ACCESS MEMBERSHIP

## All Access Merchant Membership for Companies with Annual Revenue: ≥ \$1B

Unlimited individuals from your organization may participate in your company’s MAG merchant membership. All participants will have full access to our complete networking, education, and best practices resources, including our Merchant Payments 101 course, along with designated free registrations for MAG conferences and Tech Forum.

### Benefits Highlights

MERCHANT MEMBERSHIP LEVEL	ALL ACCESS
Eligibility	Annual Revenue ≥ \$1B
Annual Member Dues	\$5,750
MAG NDA Required	●
<b>BENEFITS SUMMARY</b>	
Number of Company Participants	Unlimited
Directory Access, Email Updates	●
MAG Learning Center Access to resources including recorded webinars, SIGs, COPs and Committee meeting notes; Best Practice Guides; Merchant Readiness Guides; and Survey Results	●
Live Webinars	●
Education Certificate Program	See MAG website
<b>CONFERENCE BENEFITS, IN-PERSON (two annually)</b>	
Registrations - Merchant Members	3 free
Additional Attendee Registration Fee - Merchant Members	\$495
<b>PARTICIPATION OPPORTUNITIES</b>	
Committee Participation	●
Survey Participation	●
Community of Practice Participation	●
Special Interest Group Participation	●
Board Member	●
Voting Rights	●



# DIGITAL ACCESS MEMBERSHIP

## Digital Access Merchant Membership for Companies with Annual Revenue: < \$1B

Two individuals from your organization may participate in your company’s MAG merchant membership. Both will have access to networking, education, and best practice resources. Reduced pricing for all Payments e-Learning Courses as well as participation in MAG conferences and Tech Forum available at program rates.

### Benefits Highlights

MERCHANT MEMBERSHIP LEVEL	DIGITAL ACCESS
Eligibility	Annual Revenue < \$1B *New MAG Merchant Members only
Annual Member Dues	\$1,000
MAG NDA Required	●
<b>BENEFITS SUMMARY</b>	
Number of Company Participants	2
Directory Access, Email Updates	●
MAG Learning Center Access to resources including recorded webinars, SIGs, COPs and Committee meeting notes; Best Practice Guides; Merchant Readiness Guides; and Survey Results	●
Live Webinars	●
Education Certificate Program	See MAG website
<b>CONFERENCE BENEFITS, IN-PERSON (two annually)</b>	
Registrations - Merchant Members	\$495/person (limit 2)
Additional Attendee Registration Fee - Merchant Members	NA
<b>PARTICIPATION OPPORTUNITIES</b>	
Committee Participation	No
Survey Participation	●
Community of Practice Participation	No
Special Interest Group Participation	●
Board Member	No
Voting Rights	No



# JOIN & GET INVOLVED

## Become A MAG Merchant Member

The Merchant Advisory Group (MAG) offers two levels of organizational memberships. Within your company, one person is required to hold the primary membership. Each membership level outlines how many others from your company may participate in your organization's MAG merchant membership.

### All Access Merchant Membership for Companies with Annual Revenue: $\geq$ \$1B

Unlimited individuals from your organization may participate in your company's MAG merchant membership. All participants will have full access to our complete networking, education, and best practices resources, including our Payments e-Learning Courses, along with designated free registrations for MAG conferences and Tech Forum.

### Digital Access Merchant Membership for Companies with Annual Revenue: $<$ \$1B

Two individuals from your organization may participate in your company's MAG merchant membership. Both will have access to networking, education, and best practice resources. Payments e-Learning Courses, as well as MAG conferences and Tech Forum attendance are available at program rates.

If you are a Merchant interested in membership, complete our [form to join the MAG](#) as a merchant member, and we will contact you.



Visit the [MAG website](#)

## Get Involved

The MAG has a lot to offer; and the best way to take advantage of the opportunities is to review the committees, communities, special interest groups and educational calendar with your team; identify the best fit; and get involved!

- PAYMENTS TECHNOLOGY
- MEMBERS
- SPONSORS
- COMMUNITIES OF PRACTICE
- SPECIAL INTEREST GROUPS
- COMMITTEES
- MAG CALENDAR
- NEWS

## Testimonial

*"I realized immediately that MAG merchants and the MAG leadership are serious and committed to making a difference. I was sold on the MAG. As a new person to the payments industry I had an immediate network of industry contacts to help me with my questions about our industry and its complex issues. I also had experts available to explain to me the issues of the day through webinars. That's how I learned the basics of payments as well as timely items like the ins and outs of the Visa Mastercard Settlement..."*

- Greg Pellegrino, Director, Contracts and Systems Performance

