

*Driving positive change in the payments industry through
collaboration and advocacy of merchants' interests*

The logo for Merchant Advisory Group (MAG) is displayed in large, bold, white capital letters. The background of the entire page is a blue-tinted image of a person's face, likely a merchant, looking thoughtfully at the camera. The person is wearing glasses and has their hand near their chin. The background also features a blurred image of a US dollar bill, with the words "VALID THRU" and "UNITED STATES OF AMERICA" visible. The logo is centered horizontally and vertically in the upper half of the page.

MAG

MERCHANT ADVISORY GROUP®

Discover the MAG Advantage

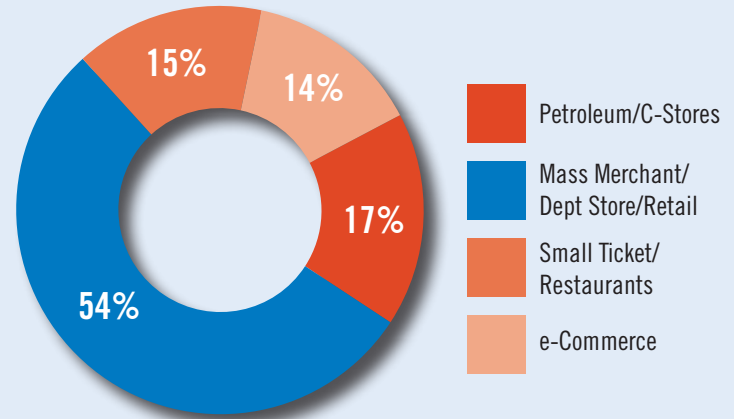
Make the MAG part of your business strategy. Join the leading organization shaping the future of payments acceptance and gain a competitive advantage for your business.

MAG MEMBERS

The Merchant Advisory Group (MAG) members receive exclusive benefits designed to help you keep pace with industry trends and best practices, educate yourself on key issues and broaden your industry connections.

The MAG members represent a broad cross-section of the merchant community which accounts for the majority of payment card transactions in the United States.

Providing outstanding value for members and creating a strong merchant voice has spurred rapid growth for the MAG which now includes over 70 of the top merchants in the United States.



The MAG has allowed me, as a new person in the payments industry, to learn the industry and quickly get up to speed on critical current events that impact my business today and in the future. For my company, our involvement in MAG activities, both at the conferences and through webinars and educational sessions, helps to make Phillips 66 more knowledgeable and drive better decisions, better advocacy, and real money to our bottom line.

~ **Greg Pellegrino, Director, Contracts and Performance, Phillips 66**
MAG Member since 2008

Join the most well-informed and experienced merchant payments professionals at the MAG.

Learn more at www.merchantadvisorygroup.org or contact MAG CEO, Mark Horwedel at mark.horwedel@merchantadvisorygroup.org

FROM VISION TO ACTION

What a time to be in the payments industry! Through collaboration and thoughtful leadership, the MAG has become a critical stakeholder for navigating positive change, not just for the retail community, but for the payments ecosystem. Participation in this important group is a must for anyone hoping to shape the path of payments in the 21st century. Vantiv is a proud sponsor.

~ **Patty Walters SVP, Merchant Products and Security, Vantiv**
MAG Elite Sponsor since 2010

The MAG was formed in 2008 by a small, visionary group of merchants in the payments field. Today, the MAG has over 70 member organizations, works to build cross-industry relationships and pursues payment-related merchant objectives including:

- Reducing the high cost of payment acceptance
- Payment fraud
- Creation of open standards
- Meaningful merchant representation in decision-making payments forums

As a result, in just six years, the MAG has become a key participant in the industry's largest events, often is the sole representative of the merchant voice, and serves as a subject matter expert on payments.

The MAG's work is guided by an experienced Board of Directors comprised of merchants from every vertical who ensure diverse member needs are met while providing a unified voice for merchants on payment-related issues.

The MAG board members represent all verticals.

Ahold	Hughes Network Systems, LLC	Target Stores
Alon Brands	Kohl's Department Stores, Inc	The Wendy's Company
Best Buy	Ralph Lauren	Wal-Mart
Boscov's Department Store, LLC	Southwest Airlines	

WHAT'S IN IT FOR MERCHANTS?

PARTICIPATION IN A COLLECTIVE VOICE

When you join the MAG, you regularly meet with the largest merchants in the world and work with the payment companies as one cross-industry group.

PROACTIVE STRATEGY

As a MAG member you're joining a strong organization based on collaboration. The MAG works to bring together all stakeholders involved in an issue so concerns can be heard and effectively addressed.

PERFORMANCE IMPROVEMENT RESOURCES

MAG members have exclusive access to educational tools and resources including timely articles on payments industry developments, industry expert analysis and structured training to help improve performance.

BUILDING A STRONG NETWORK

Our membership represents the country's most knowledgeable and well informed merchant payments experts who actively share best practices, debate issues and advocate for positive change with other payment ecosystem stakeholders.

COMPLIMENTARY ATTENDANCE

The MAG's Annual and Mid-Year conferences provide valuable opportunities for education, networking, best-practice sharing, reviewing new technologies and engaging with key stakeholders. Member companies receive complimentary attendance for three representatives.

“The MAG's value is multifaceted. We are in an environment where emerging issues have an immediate impact on merchants. Fortunately the MAG understands our needs and is well connected to the issues. They provide forums for education and collaboration that effectively raise the appropriate issues, allowing us the opportunity to individually assess the impacts and take appropriate action.”

~ *Dwaine Kimmet,*
Treasurer and VP, Financial
Services, The Home Depot
MAG Member since 2008

INDUSTRY RESOURCES

Whether you are new to the payments industry or an experienced payments professional, the MAG provides valuable resources, including timely articles on payments industry developments, advocacy efforts, member and sponsor perspectives, which are available through **the MAG Website, the MAG Quarterly newsletter and Industry Alerts.**

EDUCATION

The MAG provides education and training opportunities designed to help members improve performance today and prepare to address issues on the horizon.

ANNUAL CONFERENCE

Delivers timely educational topics featuring top-industry experts, best-practice sharing, insights into technologies and networking opportunities across verticals.

MID-YEAR CONFERENCE

Provides an additional opportunity for in-person networking and helps members keep pace with hot topics and emerging issues.

WEBINARS

Monthly one-hour sessions featuring industry experts discussing issues and strategies on hot topics in the payments industry.

EDUCATION SESSIONS

Sessions such as *Payment 101* and *Planning for Tomorrow's Payments* provide opportunities for in-person training on industry best practices.



NETWORKING

Networking opportunities throughout the year include two annual conferences, monthly webinars and more. Members seeking to network within their vertical can participate in special interest groups focused on:

- Petroleum/Convenience Store
- Small Ticket/Restaurant
- eCommerce
- Mass Merchant/Department Store/Retail

It is essential that all stakeholders across the payments spectrum meet to address issues that impact our respective industries...the MAG provides that forum. It is one of the few organizations where merchants and the payments industry collaborate on developing “best practices” and drive out inefficiencies in the payment ecosystem.

~ *David Hogan, Executive Director, Heartland Payment Systems*
MAG Member since 2008

Join the most well-informed and experienced merchant payments professionals in the country at the MAG.

Learn more at www.merchantadvisorygroup.org or contact MAGs CEO, Mark Horwedel, at mark.horwedel@merchantadvisorygroup.org

SPONSORSHIP

The MAG sponsors are integral to our organization. We seek sponsors willing to become actively involved in helping to achieve the MAG's mission and provide them with opportunities to network with the largest payment merchants anywhere.

Special thanks to this year's Elite Acquirer Sponsors

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Heartland
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