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.

Members represent all key merchant verticals including:
- Big box retail
- Warehouse retail
- Petroleum/convenience stores
- Grocery
- Small ticket/restaurants
- Airlines
- Hotels
- e-Commerce

Subscription/recurring billing, leasing, and kiosk verticals are also present and growing. Because of this, merchants have the unique opportunity to network with their peers in other industry segments, and to share potential solutions to shared problems.

**MAG Members**

Join the most well-informed and experienced merchant payments professionals in the payments industry.

Learn more at [www.merchantadvisorygroup.org](http://www.merchantadvisorygroup.org) or contact MAG Director of Membership and Administrative Services, Kari Hartley, at kari.hartley@merchantadvisorygroup.org.

**MAG Member Verticals**

- Petroleum/Convenience Stores (21%)
- Mass Merchant/Dept. Store/Retail/Grocery (42%)
- Small Ticket/Restaurants (17%)
- e-Commerce (Airlines, Hotels) (20%)

*Stats as of April 2019

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**FROM VISION TO ACTION**

The Merchant Advisory Group (MAG) was founded in 2008 by a small visionary group of merchants in the payments field dedicated to driving positive change in payments through multi-stakeholder collaboration. The MAG represents 165 of the largest 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

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

**Vision:** An improved and equitable payments ecosystem.
WHO SHOULD JOIN

MAG membership is made up of merchants only. Typical **MAG Members** are:

- Individuals who want to help drive positive change in the payments industry.
- Payments operations or payments technology subject matter experts willing to share knowledge.
- New payments professionals looking to gain a foundational knowledge of payments and the ecosystem.

**Interested in joining the MAG?**

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

**MID-YEAR CONFERENCE (FEBRUARY)**
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**
Held two times a year during the conferences, these optional education sessions, such as *Payment 101* and *Payment Strategies* provide opportunities for in-person training.
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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 Elite Acquirer Sponsor since 2012

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

- Petroleum/Convenience Stores
- Small Ticket/Restaurant
- e-Commerce
- Mass Merchant/Department Store/Retail/Grocery

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Sponsorship

Our Annual Sponsors are important business partners. The MAG provides sponsors many opportunities to engage with Merchant Members and become actively involved in helping the organization achieve its goals. To become an Annual Sponsor; visit the MAG website, www.MerchantAdvisoryGroup.org, view opportunities and the full list of Annual Sponsors.

Special thanks to this year’s Elite Acquirer Sponsors

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Visit the MAG website to see a full list of our annual sponsors.