



## SEAA 2022 Annual Conference

Loews Atlanta Hotel • June 13 -15, 2022

### Sunday, June 12

6:00 p.m. - 8:00 p.m.	Sponsor Reception	The Terrace
8:00 p.m. - 9:00 p.m.	Open Cocktail Hour If you are traveling on Sunday, join us for a drink!	

### Monday, June 13

10:00 a.m.	Registration Open, sponsored by <b>CardConnect</b>	Registration Desk Ellington Pre-Function
10:00 a.m. - 4:00 p.m.	Exhibitor Set-Up	Ellington Ballroom
12:00 p.m. - 2:00 p.m.	<b>Building Your Brand</b> a panel discussion sponsored by Deluxe, presented by WNet Atlanta, with lunch provided before the panel and networking time after	Mercer GH
2:00 p.m. - 4:00 p.m.	<b>SEAA DemoDay</b> sponsored by <b>Elavon</b>	

*Many of the new products and services on display in the Exhibit Hall require more than just a few passing seconds to demonstrate their full capabilities. The Exhibitors below will provide extended demonstrations of their products and services in one of five 20-minute demo sessions.*

#### Featuring (5) back-to-back demonstrations from:

Trust Payments – Stor e-Commerce Platform	Piedmont
Valor Paytech – Cloud Based OmniChannel Gateway	Ravinia
Pineapple Payments – Transax Hosted Payment Page	Dunwoody
Arcum Partners – ArcumX, AI-driven Retention Tool	Ardmore
Lending Front – Merchant Platform Lending	Pittman
Everyware – Pay by Text & Two-Way Messaging	Centennial

5:00 p.m. - 6:30 p.m.	Opening Reception in Exhibit Hall, sponsored by <b>IRIS CRM</b>	Ellington Ballroom
7:00 p.m. - 10:00 p.m.	After Hours Party, sponsored by <b>Worldpay from FIS</b>	Der Biergarten

### Tuesday, June 14

8:30 a.m.	Registration Open, sponsored by <b>CardConnect</b>	Registration Desk Ellington Pre-Function
9:00 a.m. - 10:00 a.m.	Continental Breakfast, sponsored by <b>QuickFee</b>	Ellington Ballroom

9:00 a.m. - 10:45 a.m.	Exhibit Hall Open <i>Exhibitors may access the Hall at 8:30 a.m. to refresh displays. Continental breakfast will be available for the Exhibitors at 8:30 a.m. and for everyone at 9:00 a.m.</i>	Ellington Ballroom
10:00 a.m. - 10:50 a.m.	<b>Breakout Session 1</b> Justifying the Need for an All-Encompassing CRM -Global Payments/IRIS CRM  Payments + Engagement: Contactless Payments & Text Messaging Between Businesses & Consumers -Everyware	Ravinia  Dunwoody
11:00 a.m. - 12:00 p.m.	Opening Remarks & Keynote Speaker Erik Qualman, sponsored by <b>ACI Worldwide</b>	Mercer Ballroom
12:00 p.m. - 1:00 p.m.	Lunch, sponsored by <b>American Express</b>	Overlook Ballroom
1:30 p.m. - 2:20 p.m.	<b>Breakout Session 2</b> Payfac-as-a-Service -Tilled  Impacts of COVID-19 on Consumer Payment Behavior and Merchant Acceptance -Federal Reserve Bank of Atlanta and ACI	Mercer GH  Mercer I
2:00 p.m. - 4:00 p.m.	Exhibit Hall Open	Ellington Ballroom
2:30 p.m. - 3:20 p.m.	<b>Breakout Session 3</b> Power of Products and Partnership -Panel presented by W.Net  Buy Now Pay Later -QuickFee, OPY, FIS	Mercer GH  Mercer I
3:30 p.m. - 4:20 p.m.	<b>Breakout Session 4</b> OmniChannel Payment Solutions -Agile Financial Systems  Shaping Your ISO for the Future -GoDaddy Poynt, PAAY, ACI	Mercer GH  Mercer I
4:30 p.m. - 5:30 p.m.	Happy Hour, sponsored by <b>Clover</b>	Ellington Pre-function
5:30 p.m. - 7:00 p.m.	Closing Reception in Exhibit Hall, sponsored by <b>Valor Paytech</b>	Ellington Ballroom

7:00 a.m. - 10:00 a.m.	Breakfast at your leisure, sponsored by <b>Tilled</b>	Saltwood, Loews Lobby
------------------------	---	--------------------------