



SEAA -*The Payments Connection*

JUNE 8, 2026, 1:30 - 3:30 PM

New for SEAA 2026: Speed Demo Networking – Exhibitor Applications Open

Hello SEAA Exhibitors,

For SEAA 2026, we're introducing a new demo speed networking format designed to help exhibitors get **more face time, more conversations, and more value** from their participation — **SEAA – *The Payments Connection***.

The Payments Connection will take place **on June 8, 2026, from 1:30 – 3:30 PM**, and exhibitor applications are now open.

What Is The Payments Connection?

We know many products can't be properly demonstrated in a quick walk-by on the Exhibit Floor. This format was built to give exhibitors **dedicated, one-on-one time** with attendees who are there specifically to learn about new solutions.

The session is structured, fast-moving, and highly interactive — **not a presentation or breakout session**.

How the Format Works

- **1.5 hour - Active session**
- **6-minute demo rotations** (5 minutes to demo, 1 minute to transition)
- **5 exhibitors per room (10 exhibitors total)**
- **10 participants per room**
- **10 total rotations**
- **10 conversations happening at the same time**
- **30-minute - Payment Connection Lounge wrap up**



Each room runs as its own mini event, with timed rotations that keep conversations moving and eliminate downtime.

Why This Works for Exhibitors

In 1.5 hours, exhibitors can:

- Hold **up to 10 one-on-one demo conversations** per exhibitor
- Reach **more qualified attendees** than typical booth traffic
- Have focused discussions instead of waiting for passersby
- Clearly show how your product works and how it's used at the merchant level

It's a more efficient way to get your solution in front of the right audience — without relying on chance booth traffic.

Apply to Participate

- Open to **registered SEAA exhibitors**
- **Only 10 exhibitor spots available**
- Participants selected by the **SEAA Advisory Committee**

Application Deadline: February 20, 2026



June 8, 2026 | 1:30 – 3:30 PM

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Email completed application to: agenda@southeastacquirers.com

Exhibiting Company: - Business Name_____

Primary Contact Name and Title:

Email Address:

Phone Number:

*Number of attendees: (Please note that **Exhibit Hall will be open from 2pm – 4pm** so you can plan to have enough attendees to cover your booth)*

Product or Solution to Be Demonstrated:

Brief Product Description (1–2 sentences): Why is this product a good fit for the Speed Demo networking format? Explain why your product benefits from short, timed, one-on-one demonstrations.

Target Audience for Your Demo: (Describe who should attend your demo.)

Demo Focus: After a 5-minute demo, what should attendees clearly understand about your product?

Desired Outcome: What type of follow-up or engagement are you hoping to generate from participation in Speed Demo networking?

Has this product been previously demonstrated at an SEAA event? Yes / No If yes, please describe what is new or different: