



**SEAA 2012 ANNUAL SEMINAR
MARCH 19-21, 2012
THE FAIRMONT DALLAS**

MONDAY, MARCH 19

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| 10:00 AM | REGISTRATION OPENS, <i>sponsored by Discover</i> (International Ballroom Foyer) |
| 12:30 – 5:00 PM | FIELD GUIDE FOR ISO's (Venetian Room) |
| 1:00 – 5:00 PM | EXHIBITOR SETUP (International Ballroom) |
| 5:30 – 7:00 PM | OPENING RECEPTION, <i>sponsored by NPC</i> (Pool Deck and Garden Terrace, 3 rd Floor of The Fairmont) |
| 8:00 PM | OPENING NIGHT AFTER-PARTY, <i>sponsored by First Data</i> (TBD) |

TUESDAY, MARCH 20

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| 8:30 AM | REGISTRATION OPENS, <i>sponsored by Discover</i> (International Ballroom Foyer) |
| 9:00 AM | CONTINENTAL BREAKFAST WITH EXHIBITORS, <i>sponsored by First American Payment Systems</i> (International Ballroom) |
| 9:00 – 11:00 AM | EXHIBIT HALL OPEN (International Ballroom) |
| 11:00 – 11:15 AM | OPENING REMARKS (Venetian Room) |
| 11:15 AM – Noon | KEYNOTE SPEAKER (Venetian Room)
<i>PAMELA JOSEPH</i>
<i>Vice Chairman, Payment Services, US Bancorp</i>
<i>Chairman & CEO, Elavon, Inc.</i> |
| 12:00 – 1:00 PM | LUNCH, <i>sponsored by American Express</i> (Gold Room/Oak Room) |
| 1:00 – 5:30 PM | PRESENTATIONS (Venetian Room) |
| 2:00 – 5:00 PM | EXHIBIT HALL OPEN (International Ballroom) |

5:30 – 7:00 PM CLOSING RECEPTION WITH EXHIBITORS, *sponsored by Merchants Choice Payment Solutions* (International Ballroom)

8:00 PM CLOSING PARTY, *sponsored by SignaPay* (The Trophy Room, 2714 McKinney Avenue; short cab ride or jump on the McKinney Avenue Trolley, it is FREE and can be boarded one block from The Fairmont, at the corner of St Paul and Ross)

WEDNESDAY, MARCH 21

6:30 – 11:00 AM FAREWELL BREAKFAST, *sponsored by SecureNet* (eat at your leisure in the lobby restaurant using the card you received at registration)