#TestTrack2017

Innovation Program Entry Form

Entry Information

Company Name	Submitted by

Street Address	City, ST. Zip

Email Address	Phone Number

Mobile Number	Website

Product / Innovation Information

Name of Product / Innovation

Description (Please give a brief description and attach any detailed product information)

Please state why this is unique and should qualify for a #TestTrack2017 Innovation Award

Please see attached instructions for submission and participation rules.

Entry deadline is Friday, February 17, 2017 at 5:00pm ET.

#TestTrack2017 Innovation Program Rules and Submission Instructions

1. By submitting this entry the entrant is agreeing to each of the rules as published in this document.
2. Each entrant must submit their entry of the approved #TestTrack2017 Innovation Program Entry Form no later than 5pm ET time on Friday, February 17, 2017. Entries received after that time will not be accepted.
3. Each entry will be evaluated by the #TestTrack2017 judges. Top ten entries will be chosen as finalists. All finalists will be notified by email end of day Friday, February 24, 2017.
4. Each finalist will appear before the #TestRack2017 panel of judges and the SEAA attendees at the SEAA opening General Session on Monday, March 20, 2017 (#TestTrack2017 Program will be from 3:00pm to 5:00pm prior to the Opening reception). The order of the finalists' appearance will be determined by an on-stage drawing of the numbers by the finalists. Each finalist will have 8 minutes to present his/her product/innovation.
5. Finalists have until Friday, March 10, 2017 to submit their PowerPoint presentation to the SEAA. (Attention: testtrack2017@southeastacquirers.com)
6. Judges will rate the finalists on the following criteria:
   a. Originality
   b. Revenue opportunity
   c. Presentation quality
   d. Impact to the market
7. Prizes will be awarded as such:
   a. First place: #TestTrack2017 Innovation Award: $1,000; Complimentary exhibit space in the Payments NextZone at Transact 17, Powered by ETA; and a complimentary booth at the 2018 SEAA
   b. Second place: #TestTrack2017 Runner-up: $500
   c. Third place: #TestTrack2017 Third Place: $300
   d. Fourth place: #TestTrack2017 Fourth Place: $200
8. All innovation entries must be <u>in production</u> and not in development at the time of competition.
9. Companies can submit a maximum of two different products/innovations, on separate forms.
10. The decision of the judges is final.

<u>Submission Instructions</u>:

1. Please fill out and save the form with your company name in the file name (by using SAVE AS, then adding your company name to the name of the file).
2. Email your form to testtrack2017@southeastacquirers.com no later than 5pm Pacific time, Friday, February 17, 2017.
3. By submitting the form, you are indicating your acceptance of the rules of the #TestTrack2017 innovation event.
4. For more information or a copy of the rules, see <u>www.southeastacquirers.com</u>.