



For Immediate Release

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Washington, DC – Online advance registration for The Electronic Transactions Association's annual Strategic Leadership Forum opened today. The event will be at the Marriott Marquis in New York City, October 12-14, 2009.

The 2009 Strategic Leadership Forum is designed for senior executives and will focus on high-level issues shaping the electronic payments industry over the next several years. Topics on the program agenda include new and alternative payment types, new technologies and critical risk management issues.

The *Strategic Leadership Forum* is an amazing one-of-a kind experience that looks at the future of payments, and quite simply, you can't maintain such an experience unless you are evolving yourself. Our members need to constantly innovate to profit in this highly competitive marketplace and that is the focus of the Strategic Leadership Forum. For this year, SLF will be much more interactive, with hands-on demonstrations that engage the imaginations, as well as the *hands*, of our attendees as they touch and feel the products of tomorrow. SLF is now, more than ever, the forum that jump-starts conversations and brings the 'big ideas' to life---a true incubator for innovating your business." says ETA CEO, Carla Balakgie

The Strategic Leaders Forum opens Monday, October 12 with an evening reception. Tuesday, October 13, a morning program will explore *The Shift in Payments Types*, while the afternoon will be devoted to a look at *Enabling Technologies* – the systems and devices that will shape how electronic payments are made and accepted over the next few years. On Thursday, October 14, the Forum concludes with a look at *The Three Things That Can Put You Out of Business–Critical Issues in Risk Management*.

"The 2009 Strategic Leadership Forum program is by far the most forward-looking event ETA has ever planned," Balakgie noted. "but at the same time, our crystal ball will be tuned to what it will take for today's payments companies to grow their businesses and sustain their profitability as the industry changes."

Online registration for the Strategic Leadership Forum and registration for the Marriott Marquis at special Forum rates are available at www.electran.org.

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About ETA:

The Electronic Transactions Association is an international trade association representing the companies who distribute electronic transaction processing products and services.