

# ETA Annual Meeting Attendee Demographics | 2009

<b>First Time Attendee</b>	15%
<b>New Member</b>	14%
<b>International</b>	5%

## Primary Job Function

Sales	21.41%	Legal	2.17%
Business Development	21.14%	Risk Management	1.49%
Operations	12.60%	Other	1.49%
Marketing	5.96%	Partner Programs	0.81%
General Office Management	4.74%	Research	0.54%
Product Development	4.20%	Communications/PR	0.41%
Finance/Accounting	4.07%	Gift/Loyalty Programs	0.27%
Strategic Planning	4.07%	International/Global Relations	0.27%
Consultant	3.93%	Training & Development	0.27%
Technology	3.93%	Distribution	0.14%
Merchant Relations	3.39%	Human Resources	0.14%
Client Relations	2.57%		

## Number of Employees

11-50	26.36%
51-200	20.48%
1,001-2,500+	20.03%
1-10	19.21%
201-1,000	13.92%

## Primary Business

Electronic Payment Processing	31.06%	ISP/ASP	0.80%
ISO	30.46%	Marketing/Public Relations	0.80%
Banking/Finance	9.52%	ATM	0.70%
Consulting	7.11%	Other	0.60%
POS Equipment	6.81%	Gift & Loyalty	0.50%
Smart Cards	3.11%	Security	0.50%
Private Equity	1.70%	Sponsor ISOs	0.50%
Check Guarantee	1.60%	Computer Equipment	0.40%
Training and Education	1.00%	Insurance	0.40%
Legal	0.90%	Software	0.40%
Card Association	0.80%	Telecommunications	0.30%

## Reason Attending:

Business development opportunities	65.89%
Education	14.04%
Meet new product and service providers	13.30%
Interest in learning more about ETA and electronic payments industry	5.91%
Other	0.86%

## What prompted registration:

Registration deadline	42.73%
Colleague/Word-of-Mouth	25.10%
Email message	23.94%
Other	5.79%
Print advertisement	2.45%