

ETA Annual Meeting Attendee Demographics | 2010

First Time Attendee	15%
New Member	10%
International	5%

Primary Job Function

Business Development	20%	Consultant	2%
Sales	19%	Merchant Relations	2%
Operations	13%	Legal	1%
Other	6%	Partner Programs	1%
Technology	6%	Training & Development	1%
Finance/Accounting	5%	Gift/Loyalty Programs	0.4%
Strategic Planning	5%	International/Global Relations	0.3%
Product Development	5%	Advertising	0.1%
Marketing	4%	Communications/PR	0.1%
General Office Management	3%	Human Resources	0.1%
Client Relations	2%	Meetings	0.1%
Risk Management	2%		

Position within Company:

Chief Executive Officer	14%	Executive Vice President	4%
Vice President	13%	Chief Operating Officer	4%
Director	13%	Partner	4%
President	10%	General Manager	3%
Manager	8%	Chief Financial Officer	2%
Other	8%	Principal	2%
Senior Vice President	6%	Chief Technology Officer	2%
Staff	5%	Owner	2%

Primary Business

Electronic Payment Processing	28%	Legal	1%
ISO	27%	Marketing/Public Relations	1%
Banking/Finance	13%	Check Guarantee	0.7%
Other	8%	Insurance	0.5%
Software	7%	Computer Equipment	0.4%
POS Equipment	5%	ISP/ASP	0.4%
Consulting	3%	Training and Education	0.3%
Card Association	2%	ATM	0.2%
Sponsor ISOs	1%	Smart Cards	0.1%

Number of Employees:

51-200	24%
11-50	24%
1,001-2,500+	20%
1-10	17%
201-1,000	14%

Reason Attending:

Business development opportunities	71%
Meet new product and service providers	12%
Education	10%
Interest in learning more about ETA/industry	5%
Other	2%