



NORTHEAST ACQUIRERS
A · S · S · O · C · I · A · T · I · O · N

2025 NEAA CONFERENCE AGENDA

Celebrating 40 Years of Shaping the Acquiring Industry!

Harrah's Casino – Atlantic City, NJ

Monday, March 17

6:00pm – 9:00pm

Sponsor Appreciation St. Patty's Reception

By Invitation Only - Rum Point Bar - Hosted by the NEAA Board

Tuesday, March 18

10:00am – 6:00 pm

REGISTRATION OPEN– Required for all Sessions

11:00am – 4:00pm

EXHIBITOR SETUP – (Exhibit Hall Open Only to Exhibitors)

DIAMOND SPONSOR BREAKOUTS OPEN TO ALL

9:00am – 1:00pm

Waterfront Conference Center Rooms 1 - 7

Netevia – “Netevia 101” – Room #1

EPI – “EPI Meet Up & POS Lab” – Room #2

**NMI – “Grow Your Business & Improve Merchant Success
with NMI's Smart Solutions” – Room #3**

Tuesday, March 18, Continued

DIAMOND SPONSOR BREAKOUTS OPEN TO ALL

9:00am – 1:00pm Waterfront Conference Center Rooms 1 - 7

Global Payments – “Global Payments POS Journey: Vital to Ovation to Genius POS to Heartland POS” – Room #4

Merchant Industry – “Merchant Industry 101” = Room #5

SignaPay – “SignaPay 101” – Room # 6

GETTRX – “ GETTRX 101” – Room #7

ATERNOON EDUCATIONAL SESSIONS IN SPEAKER HALL

1:00pm – 2:00pm

High Risk Panel

Moderator: Peggy Olson, Strategic Marketing

Fadi Cheikha, USAG

Tom Olk, Grailpay

Josh Fochek, Global Payments

Naomi Mastera, NMI

Jason Noto, Polsinelli

2:00pm – 2:45pm

New Offerings, New Opportunities for ISOs

“How partners are co-creating products to deliver more value to merchants”

Moderator: Todd Huff, DD3 Media

Tuesday, March 18, Continued

New Offerings, New Opportunities for ISOs

Marla Ellerman, Executive Director, MPC

Michele Johnson, Sandler Partners

Chris Soucie, New Horizon Communication

Maureen McAneny O'Connell, Comcast

2:45pm – 3:00pm

BREAK

3:00pm – 5:00pm

Catapult AI 2025

New Focus for 2025: AI innovation

A competition consisting of four companies chosen from multiple submissions presenting their unique usage of AI in the payments space in a lightning round style with Q&A from panel consisting of four judges from the investment community; Cash Prizes for winners.

Judges:

Stephen Kane, CEO of Stephen D. Kane Enterprises

Keith Sampson, SURV (2024 Winner of Catapult)

Sebastian Builes, Arcum

Taylor Medford, Goldman Sachs

5:30pm – 8:00pm

Opening Cocktail/Hors d'oeuvres Reception with the Vendors in the Exhibit Hall

8:00pm – 10:00pm

Meet and Greet Party around the Pool

*Thanks to our **RUBY SPONSOR: NETEVIA***

Wednesday, March 19

9:00AM to 6:00 PM

REGISTRATION OPEN

MORNING VISIT WITH SPONSORS and EXHIBITORS - EXHIBIT HALL

9:30am – 10:30am

Coffee Cart and Continental Breakfast

9:30am – 1:00pm

Networking with Sponsors and Exhibitors

10:00am – 1:00pm

Professional Headshot Photographs for LinkedIn (Foyer)

11:00am – 1:00pm

Photo Booth in Exhibit Hall

11:30am – 12:45pm

Lunch with the Exhibitors

AFTERNOON EDUCATIONAL SESSIONS: ALL SESSIONS IN SPEAKER HALL

1:00pm – 2:00 pm

NEAA KNOWLEDGE KNOCKOUT

A fast-paced audience participation trivia session to pair your knowledge with three payments legends.

Hosted BY ETA: Jaron Rice, Bart Kohler and Amanda Beam

2:00pm – 3:15pm

Keynote: “New Frontiers in AI” Sam Maule

Sam is an active mentor, thought leader, and sought after speaker on AI, digital transformation, fintech, cloud leadership and banking and is a former Googler, banker, and start-up executive. He has over 25 years of experience working in the payments and banking space across North America and Europe for both global companies and in the start-up community.

3:15pm – 3:30pm

BREAK

3:30pm – 4:30pm

Cybersecurity “Better be Aware”

Jon Aronson, AJ GLOBAL Cyber Security Consulting

Rob Hegedus, CISO Global

Wednesday, March 19, Continued

IN SPEAKER HALL

4:30pm – 5:15pm

Banking as a Service

Moderator: Dale Laszig

Shaun Heyel – PayArc

Vlad Sadovskiy - Netevia

VISIT WITH THE SPONSORS AND EXHIBITORS – EXHIBIT HALL

5:30pm – 7:30

Cocktail /Dinner Reception with Sponsors and Exhibitors

5:30pm – 7:30

Photo Booth in Exhibit Hall

8:00pm

Exhibit Hall Closes and Breakdown Begins

9:00pm – 11:30pm

NEAA CLOSING After-Party

**Thanks to our RUBY SPONSOR: GETTRX
All Are Invited to the EDEN LOUNGE**

**The 2025 NEAA Conference, March 18 – March 19 is approved for up to 6
ETA CPP Continuing Education credits.**

The Board and Advisory Board of the Northeast Acquirers Association offer thanks to our generous Sponsors, Exhibitors, Presenters, Judges and to all Attendees for their support and attendance at this year's NEAA Show.

*Agenda, Panel Sessions, Speakers, and Times are subject to change

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