



Dear Industry Professional,

Thank you for your inquiry about membership in the Secure Technology Alliance (formerly the Smart Card Alliance). We are a not-for-profit, multi-industry association that works to stimulate the understanding, adoption and widespread application of secure solutions, including smart cards, embedded chip technology, and related hardware and software. In March 2017, we expanded our reach and mission to include those latter three secure solutions, in order to extend our focus to include technologies that move beyond the smart card form factor.

The Alliance brings together technology users and providers in an open forum to address opportunities and challenges for the industry. This balance makes the Alliance a unique place where users, issuers and suppliers meet to exchange ideas, discuss common issues and work together to develop and expand the use of the technology, hardware and software our member companies are engaged in.

A little more about us:

- The organization is involved in various industry advocacy and educational activities related to payments and other security-related markets
- We invest heavily in education on the appropriate uses of secure technologies for authentication, commerce, and the Internet of Things to protect privacy and data
- We deliver thought leadership through training, research, publications, industry outreach and open forums in the U.S. and Latin America
- Our members come from all industry sectors, including financial, retail, transit, corporate, government, healthcare and mobile, along with technology and solution providers.

Your membership and participation will deliver these important benefits:

- Networking—connecting with valuable contacts and making new ones
- Conferences - one complimentary registration for most Alliance meetings and conferences
- Visibility – putting your organization at the forefront of the industry
- Information, research and education – through conferences, training programs, council participation, white paper publications, and web-based resources, as well as Alliance newsletters and industry news summaries
- Business and industry growth – lowering costs and increasing vendor choices through support for standards and industry interoperability
- Influence with policy makers, media and analysts -- through association outreach to government and commercial organizations adopting smart card technology
- Innovation – exploring new ways of approaching common business goals
- Professional development – through education and training of industry professionals

The Alliance has seven industry and technology councils enabling members to form groups that drive targeted initiatives and deliverables to reach specific industry segments and effectively address specific market or technology issues. Councils empower individuals and groups to establish projects such as white papers, webinars, and research meeting market needs.

Our National Center for Advanced Payments and Secure Identity, just outside of Washington, DC, allows us to conduct exclusive training and certification programs that are educating a new generation of industry professionals.

The Alliance web site is the primary resource for all manners of industry information. The site provides a free resource where member organizations increase their market presence by posting press releases and company listings, as well as offering access to dozens of reports, white papers, news and recorded web seminar presentations.

You may be aware that the Secure Technology Alliance operates a separate, but related payments-focused industry association, the U.S. Payments Forum. Many current Alliance members belong to both organizations. If you are interested, we have two options that will allow you to participate fully in both the Secure Technology Alliance and the U.S. Payments Forum. The Principal PLUS membership level offers full membership in both organizations with a single membership fee, or you can add an additional membership in the U.S. Payments Forum and receive a 20% discount off the membership fee. Please contact me for more information about this opportunity.

I encourage you to be part of this influential group of professionals. Please visit us at www.securetechalliance.org.

Sincerely,

Randy Vanderhoof
Executive Director