



ALABAMA BANKERS ASSOCIATION

2018 Trade Show Opportunities *and Added Exposure Events*

Now offering

VENDOR PACKAGES

*Participate in three or more events
and receive a five percent discount.*

See inside for details!

Bank Operations & Management Summit Trade Show

INFORMATION

FEB. 27-28, 2018 • HYATT REGENCY BIRMINGHAM

BOOTH PRICING

Associate member rate: \$795 ♦ **Non-member rate:** \$995

Table Top Booth Includes:

One 6' x 30" draped table

ID sign

Two chairs

Payment must be received in full prior to booth reservation and assignment. All fees paid to ABA are non-refundable.

Exhibit Schedule

INSTALLATION	Begins Mon., Feb. 26 at 4 p.m.
OFFICIAL OPENING	Tues., Feb. 27 at 7:30 a.m. <i>(All booths must be set up by this time. An exhibitor failing to comply will be removed as an exhibitor.)</i>
DISMANTLING	Wed., Feb. 28 at 1 p.m.

Trade Show Hours

Tues., Feb. 27	7:30 - 8:30 a.m. 9:30 - 9:45 a.m. 12 - 1 p.m. 4 - 5 p.m.
Wed., Feb. 28	8 - 8:30 a.m. 9:30 - 9:45 a.m. 12 - 1 p.m.

Add the **TRADE SHOW SPEED DATING SHOWCASE** for even more exposure! We offer an event where our bankers can "speed date" with participating vendors. This exclusive event is only open to trade show vendors who also sign up to be a part of the showcase and is limited to 30 vendors. Participating bankers receive a pair of FREE Maui Jim sunglasses for attending the speed dating part of the conference.

Who attends this conference?

*This conference is open to all bank personnel including:
human resources, marketing/public relations, information technology, operations and supervisors.*

Conference events to be held in and around trade show area:

TUESDAY, FEBRUARY 27

Registration
Continental Breakfast
Morning Break
Lunch
Reconnect Reception

WEDNESDAY, FEBRUARY 28

Continental Breakfast
Morning Break
Lunch

FIVE value-packed hours of events in trade show area!

Please note that times shown are tentative. Please refer to conference program for final times and locations.

“Speed Dating” SHOWCASE

Two “speed dating” sessions will be held in the trade show area. One will be held before lunch on Tuesday, and one will be held after lunch on Tuesday. Limited to 15 vendors per session! The showcase always sells out so act fast if you want to participate!

To give our vendors even more exposure at the 2018 Bank Operations & Management Conference, once again we are offering an event where our bankers can “speed date” with participating vendors. This exclusive event is only open to trade show vendors who also sign up to be a part of the showcase and is limited to 30 vendors.

How does it work? Participating vendors will visit with tables of bankers for 3-4 minutes and have their undivided attention! When the bell rings, the vendors move to the next table. Vendors can pass out any materials/giveaways that they choose during this time.

How much does it cost? Participation in the showcase is \$500, and is only open to trade show vendors. Only a limited number of slots are available for this exclusive event which is only open to bankers and showcase participants.

Is there an incentive for bankers? Each banker will receive a free pair of Maui Jim sunglasses (valued at \$200) for attending both showcases!

What’s in it for the vendors? As a participating vendor, you will have time to meet with each banker in a small group setting and distribute marketing materials. Since participation is limited, you will be in a small pool of vendors in a large room of bankers! We have purposefully planned this event for the first day of the conference to allow plenty of time for follow up during the remaining portion of the conference. Several events will be held in the trade show area including a reception on Tuesday and breakfast, lunches and breaks on Wednesday.



***Each banker will receive
a free pair of Maui Jim
sunglasses of their
choice for attending both
showcases!***



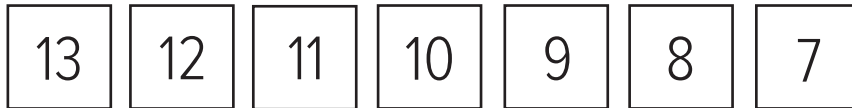
Are you a multiple event sponsor or trade show participant?

If so, you may qualify for a trade show package or an ad and sponsorship package.

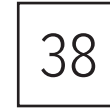
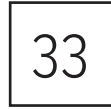
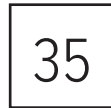
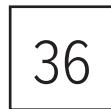
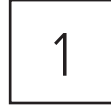
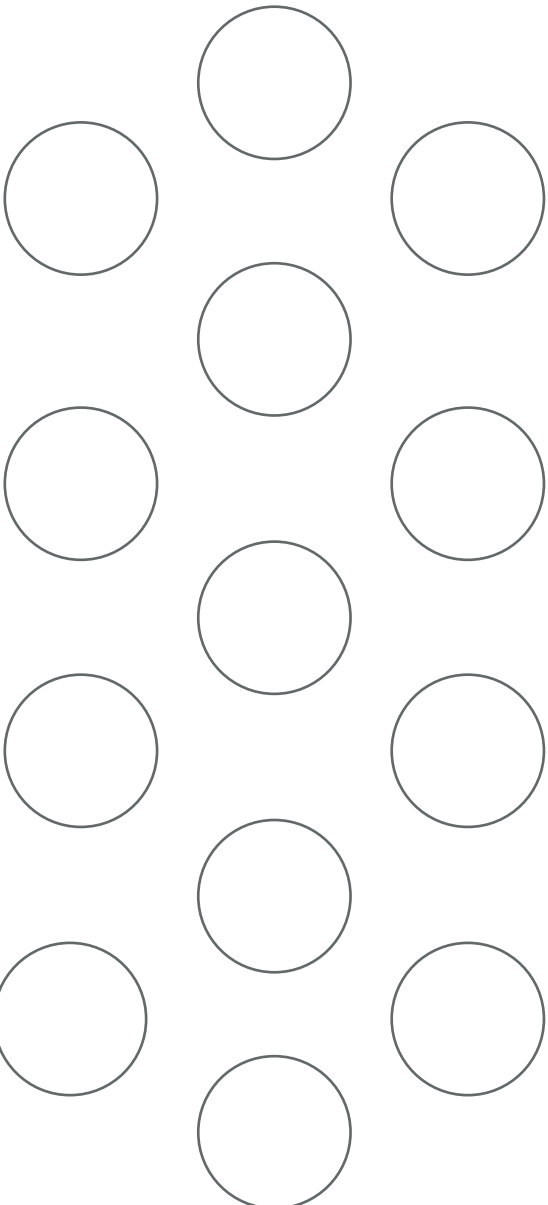
For more information about trade show packages contact Beth Oliver at (334) 386-5744.

For more information about ad and sponsorship packages contact Shelley Hildebrand at (334) 386-5743.

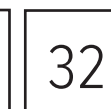
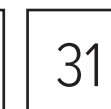
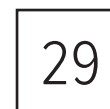
TRADE SHOW BOOTH LAYOUT



Payment must be received in full prior to booth reservation and assignment. All fees paid to ABA are non-refundable.



ENTRANCE



ABA Annual Convention & Trade Show

BOOTH INFORMATION

JUNE 3-6, 2018 • FAIRMONT SOUTHAMPTON • BERMUDA

TABLE TOP BOOTH

Associate member rate: \$1,495

Non-member rate: \$1,895

Price includes one full convention registration (valued at \$995).

Booth Includes:

One eight-foot draped table

Two chairs

ID sign

One convention registration (a value of \$995)

8 X 10 BOOTH

Associate member rate: \$1,795

Non-member rate: \$2,295

Price includes one full convention registration (valued at \$995).

Booth Includes:

8' High back wall and 3' high side drape

ID sign

One eight-foot draped table

Two chairs

One convention registration (a value of \$995)

Exhibit Schedule

INSTALLATION	Sunday, June 3 from 12 - 4 p.m.
EXCLUSIVE SOCIAL WITH ABA BOARD*	Sunday, June 3 from 5 - 6 p.m. <i>(by invitation only)</i>
OFFICIAL OPENING	Sunday, June 3 at 6 p.m. <i>(All booths must be set up by this time. An exhibitor failing to comply will be removed as an exhibitor.)</i>
DISMANTLING	Tuesday, June 5 at 11:15 a.m.

Trade Show Hours

Sunday, June 3	6 - 7:30 p.m.
Monday, June 4	7:30 - 8:30 a.m. 9:45 - 10:15 a.m. 5:30 - 6:45 p.m.
Tuesday, June 5	7:30 - 8:30 a.m. 10:45 - 11:15 a.m.

*Our **EXCLUSIVE SOCIAL** with the **ABA BOARD OF DIRECTORS** is an invitation-only event. Only those trade show vendors who have committed and paid by **March 2, 2018** will be invited to attend.

Convention events to be held in and around trade show area:

SUNDAY, JUNE 3

Registration & Welcome Reception
Silent Auction opens in the trade show area

MONDAY, JUNE 4

Breakfast Buffet
Morning break during business session
Silent Auction and Reception

TUESDAY, JUNE 5

Breakfast Buffet
Morning break during business session

ABA Leadership Division's Annual Silent Auction will be held in the trade show area.

Please note: The registration form allows for the donation of an item for the Silent Auction.

ABA recommends an item valued at least \$250. If money is sent, ABA will purchase an item.

MORE THAN FIVE value-packed hours of events in trade show area!

Please note that times shown are tentative. Please refer to convention program for final times and locations.

TRADE SHOW Information

BOOTH ASSIGNMENT. Please be sure to list your booth preferences on the registration form. Assignments will be made at the sole discretion of ABA. Booth space is available on a first-come, first-serve basis. Booths will not be assigned until full payment has been received by ABA. Only 12 8x10 booths are available. Only 30 table top booths are available. Deadline for booth reservation is May 17, 2018.

SPECIAL EQUIPMENT. Exhibitors will be sent exhibitor information with detailed information on booth set-up.

RULES AND REGULATIONS

- Although the character of the proposed exhibits, individual requirements and preferences as to location will be considered in the assignment of space for each exhibit, booth assignments shall be at the sole discretion of The Alabama Bankers Association
- Payment must be received in full prior to booth reservation and assignment. **All fees paid to ABA are non-refundable.**
- **For the 8 x 10 Booths:** Equipment provided consists of back and side draping; one eight-foot skirted table, identification sign and two chairs. Exhibitor shall supply all other equipment.
- **For the Table Top Booths:** Equipment provided consists of one eight-foot skirted table, identification sign and two chairs. Exhibitor shall supply all other equipment.
- Packing and assembly of exhibits shall be done only in designated areas and in conformity with the rules of the convention hall or exhibit coordinator.
- Nothing shall be posted on, tacked, nailed, screwed or attached to the walls, floors, columns or other parts of the area without permission from the exhibit coordinator.
- ABA, in its sole discretion, may regulate or limit the hours of access to displays or admission to the exhibit area.
- Neither ABA nor its officers, directors, agents, employees, successors or assigns shall be responsible for any claim, loss, damage or expense of any kind or character arising out of or in any way connected with exhibitor's participation in the trade show. By their participation, exhibitors agree to indemnify, release and hold harmless ABA. Exhibitors wishing to insure their goods must do so at their own expense.
- Specific requirements as to time for installation and dismantling of exhibits shall be supplied to each exhibitor. Such requirements shall be binding upon the exhibitor and all displays must be in place and set up by one hour before the time of the official opening of the show **(which will be on Sunday, June 3 at 6 p.m.)**
- In the event any exhibitor has failed to occupy its designated space within one hour of the official opening of the show, ABA shall have the right to use and/or reassign such space in its sole discretion. Neither an exhibitor's failure to occupy designated exhibit space nor ABA's reuse or reassignment of designated space shall relieve an exhibitor from its obligation to pay for such space at full price.
- Exhibits shall be shown only in the official exhibit area as established by ABA. Exhibitor shall not be permitted to display articles, equipment or information concerning services or video of such articles, equipment or services in private suites or rooms during the show. **No exhibitor shall permit any other corporation or firm or its representative to use or share the space allotted to the exhibitor.**
- No exhibitor may have more than three representatives in a booth at the same time without prior consent of ABA. Only one registration is included with booth. All other representatives must register separately and pay appropriate fees.

ABA reserves the right to rescind any of these rules and regulations and to make such other and further rules and regulations that ABA shall, in its sole judgment, deem appropriate from time to time.

AGENDA

SUNDAY, JUNE 3

Registration and Welcome
Reception
B2L Silent Auction Begins

MONDAY, JUNE 4

Prayer Service
Breakfast Buffet
General Business Session
Reception and B2L Silent
Auction Ends
Dinner and Entertainment

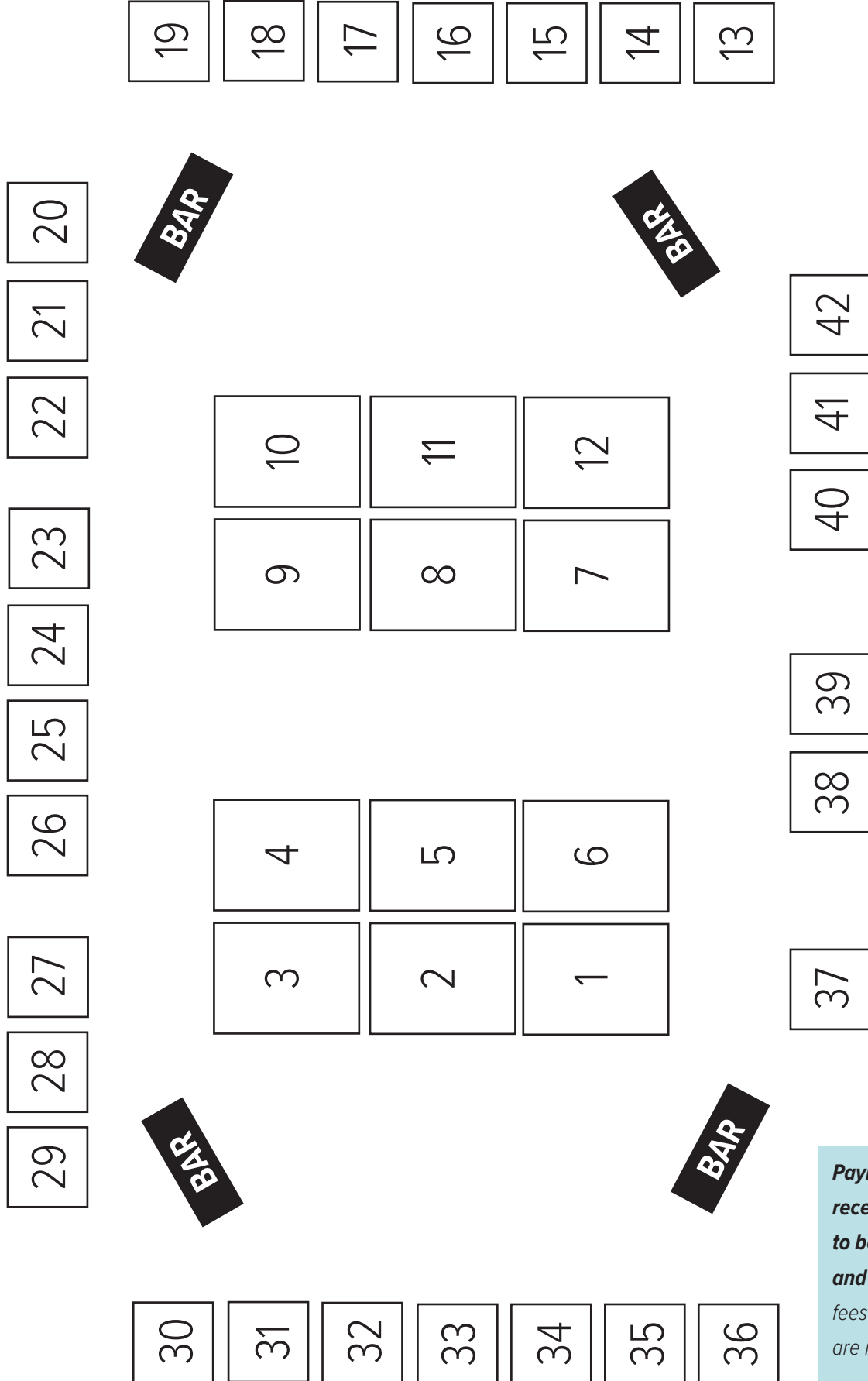
TUESDAY, JUNE 5

Prayer Service
Breakfast Buffet
General Business Session

WEDNESDAY, JUNE 6

Prayer Service
Breakfast Buffet
General Business Session
Dinner and Entertainment

TRADE SHOW BOOTH LAYOUT



Payment must be received in full prior to booth reservation and assignment. All fees paid to ABA are non-refundable.



MAD MINUTES

at the Bankers 2 Leaders

SUMMER LEADERSHIP CONFERENCE

JULY 12-14, 2018 | SANDESTIN GOLF & BEACH RESORT

Do you have a maddening new product or service? Are you going crazy mad to let bankers know what your company can do to benefit their bank? **Then MAD MINUTES is for you.**

HOW WILL IT WORK? Bankers will visit your table for 3-4 minutes to hear about your new product or service. At the table, feel free to have handouts, small display, and maybe a fish bowl for business cards for a drawing. You stay at the table and the bankers come to you — let your imagination go mad. At the end of the 4 minutes, the banker gets a stamp on their “mad money” card from you, which makes them eligible for some great doorprizes, and then the bankers rotate to the next table.

We are so excited about **MAD MINUTES**, we are offering this opportunity for \$500 plus the regular registration fee to attend the B2L conference for those manning the table. Not only will you have the opportunity to meet with bankers in a small group setting during **MAD MINUTES**, but also time to network during a meal on Thursday evening, two morning breakfasts, meeting breaks, beach time, and of course during the Saturday evening event. And don't forget, we've left Friday night free which will allow you to go out on your own or entertain existing and potential clients.

QUESTIONS? Call B2L Coordinator Ashley Thomas at (334) 386-5736.

Or, email her at athomas@alabamabankers.com.

TRADE SHOW BOOTH PACKAGE REGISTRATION

*Register for **three or more** of the options below
and receive a five percent discount off booth and add-on fees!**

Company: _____

CONTACT INFORMATION

Who should receive communication about trade shows? _____ Title _____

Address _____ City, State & Zip _____

Email _____ Phone _____

TRADE SHOW and NUMBER OF BOOTHS PURCHASING

Bank Operations & Management Summit - \$795 _____
Attendee name (complimentary) _____

ABA Annual Convention - \$1,795 / \$1,495 _____
Attendee name (complimentary) _____

BOOTH ASSIGNMENT REQUEST

1st choice _____ 2nd choice _____ 3rd choice _____
Attendee email _____

1st choice _____ 2nd choice _____ 3rd choice _____
Attendee email _____

Please separate us from these competitors for all trade shows: _____

ADD-ON EVENTS

Bank Operations & Management Summit Speed Dating Showcase - \$500 (trade show booth purchase required - limited quantity)
Attendee name _____ Attendee email _____

B2L Summer Leadership Conference Mad Minutes - \$500 (event registration required - limited quantity)
Attendee name _____ Attendee email _____

ADDITIONAL REPRESENTATIVES who will work in the booth during the trade show must pay the event registration fee.*

Bank Operations & Management Summit* (**Members** \$395 by Jan. 9, 2018 / \$445 after 1 Jan. 9, 2018 **Non-members** \$645)

1. _____ 2. _____

Annual Convention* (**Members** \$945 by March 30, 2018 / \$995 after March 30, 2018 **Non-members** \$1,195)

1. _____ 2. _____

By completing this form and returning it to ABA, exhibitor accepts and hereby agrees to be bound by all rules and regulations set forth herein. All fees paid to ABA are non-refundable. Please sign and return exhibit fees to: ABA, 445 Dexter Ave., Suite 10025, Montgomery, AL 36104. You may also email it to boliver@alabamabankers.com. **Questions?** Call Beth Oliver at (334) 386-5744.

LOGO SUBMISSION FOR MARKETING PURPOSES

Please submit a company logo in HIGH-RESOLUTION format (.eps preferred) WITH your registration.

PAYMENT INFORMATION

(All registration fees must accompany booth payment. ABA will not accept any registration form that is not accompanied with full payment.) *Event registration fees for additional booth representatives do not qualify for five percent discount.

Total Amount Due: \$ _____

PAYMENT METHOD

My check is enclosed

Please charge the following credit card: MasterCard Visa American Express Discover
Credit Card No. _____ Exp. Date _____
Signature _____ Date _____