



Flying Colors - Proudly Sailing into the Future

Indiana Bankers Association 2011 Annual Convention September 11-13 Blue Chip Casino Hotel Spa

Dear Banking Service Provider:

The Indiana Bankers Association extends to you a cordial invitation to be a part of our Annual Convention and Trade Show to be held at the Blue Chip Casino Hotel Spa September 11-13, 2011.

As a bank service provider, you are aware of the importance of forming lasting relationships and establishing close ties to Indiana's key decision makers. No other trade show offers you as much exposure for your investment as we are expecting more than 500 bank CEOs, bank executives and Indiana bank supporters to attend.

Make the most of this rare opportunity to make one-on-one contacts with many of the top banking executives from around the state. The convention agenda suspends all other activities during scheduled events in the exhibit hall providing you with the bankers' undivided attention. Additionally, there are many opportunities for sponsorship that serve to further spread your company's name and product awareness to bankers attending from throughout the state.

You will not want to miss the 2011 Annual Convention. Enclosed is exhibit information and a reservation form as well as information on sponsorships and advertising. Reserve your booth space and choose your sponsorship today as we anticipate these selling out quickly!

Cordially,

Paul W. Freeman
Executive Vice President, Member Services



6925 Parkdale Place, Indianapolis, IN 46254
phone 317.387.9380 fax 317.387.9374 indianabankers.org



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Preliminary Convention Schedule

Sunday, September 11, 2011

12:00 noon - Golf Tournament

4:00 p.m. - 6:00 p.m. and 9:00 - 10:00 p.m. - Trade Show Setup

6:00 p.m. - 9:00 p.m. - Welcome Reception & Dinner

Monday, September 12, 2011

7:30 a.m. - 9:00 a.m. - Opening Breakfast with Exhibitors

9:00 a.m. - 10:15 a.m. - Welcome and Opening Keynote

10:15 a.m. - 10:35 a.m. - Break in the Tradeshow

10:35 a.m. - 12:00 noon - General Session

12:00 noon - 1:30 p.m. - Luncheon & IBA Business Meeting

1:45 p.m. - 4:00 p.m. - General Sessions

6:00 p.m. - 7:00 p.m. - Cocktail Reception with Exhibitors

7:00 p.m. - 8:30 p.m. - FLD PAC Silent Auction & Dinner

9:00 p.m. - 11:00 p.m. - Euchre Tournament

Tuesday, September 13, 2011

8:30 a.m. - 10:00 a.m. - Full Breakfast and Keynote

10:00 a.m. - 10:20 a.m. - Break in Tradeshow

10:20 - 12:00 noon - General Sessions

12:00 noon - 1:15 p.m. - Lunch and Exhibitor Drawings

1:30 p.m. - 3:30 p.m. - General Sessions

6:00 p.m. - 7:00 p.m. - Chairman's Cocktail Reception

7:00 p.m. - 10:00 p.m. - Chairman's Banquet

- Tradeshow contact events are listed in blue.

- **New this year**, exhibitors will be part of the the Silent Auction with actual items on display at each booth.

- During the Tuesday lunch, we will invite exhibitors with prize drawings up to the stage to personally award your prize to the winner.

Hotel Reservation Information

Blue Chip Casino Hotel Spa

777 Blue Chip Drive

Michigan City, IN 46360

1-888-879-7711

www.bluechipcasino.com/groups and use Group Code: GIB0911

The Indiana Bankers Association rate of \$129 per night is available until August 20, 2011.



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Trade Show Exhibit Reservation Form

Company Name _____
(Please list name as you would like listed in collateral materials.)

Trade Show Contact _____

E-mail _____ Phone _____

Address _____ City/State/Zip _____

We do not want to be located near these competing companies _____

Primary Representative

Includes fee for exhibit space and one representative to attend all convention activities.

Associate Member \$1,525 Nonmember \$2,525

Name for Badge: _____

City & State: _____

Cell Number: _____

E-mail address: _____

Event & Meal Sign-Up

Planned check in day _____ Check out day _____

Please indicate which meals and events you will attend to provide us with accurate counts for all meals & activities.

- Sunday, Golf (\$150 mem/\$300non) Handicap _____
- Sunday, Welcome Reception & Dinner
- Monday, Breakfast in Exhibit Hall
- Monday, Lunch and Business Meeting
- Monday, PAC Silent Auction & Dinner
- Tuesday, Breakfast with Keynote
- Tuesday, Lunch and Exhibitor Prize Drawings
- Tuesday, Chairman's Banquet - Occurs after Exhibit Teardown

Additional Representatives (copy form for additional)

For each additional member representative to attend all convention activities. Please use regular registration form for spouses.

Associate Member \$250 Nonmember \$500

Name for Badge: _____

City & State: _____

Cell Number: _____

E-mail address: _____

Event & Meal Sign-Up

Planned check in day _____ Check out day _____

Please indicate which meals and events you will attend to provide us with accurate counts for all meals & activities.

- Sunday, Golf (\$150 mem/\$300non) Handicap _____
- Sunday, Welcome Reception & Dinner
- Monday, Breakfast in Exhibit Hall
- Monday, Lunch and Business Meeting
- Monday, PAC Silent Auction & Dinner
- Tuesday, Breakfast with Keynote
- Tuesday, Lunch and Exhibitor Prize Drawings
- Tuesday, Chairman's Banquet - Occurs after Exhibit Teardown

Payment information:

Please invoice (IBA Members only) Billing contact: _____

Check enclosed (payable to IBA Foundation Inc.) Charge my: MasterCard Visa

Account Number _____

Exp. _____

Return to: IBA Foundation • 6925 Parkdale Place • Indianapolis, IN 46254 • FAX 317/387-9374



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Rules and Regulations

Booth Specifications

Exhibit booth is 8' x 8' and includes 8' high back wall and 3' high side drape, one 6-foot skirted display table, two folding chairs, one wastebasket, and an identification sign with company name and booth number.

Complete payment of total amount due must accompany the contract before exhibit space will be confirmed by the Association.

Prohibitions

No exhibitor shall assign, sublet or apportion the whole or any part of the space allotted; nor permit any other persons to exhibit therein any goods other than those provided by the exhibitor in the regular course of his business; nor permit any representatives or any company not exhibiting to solicit business or take orders in this space, without the written permission of the Indiana Bankers Association.

Exhibitors assume the entire responsibility and liability for all losses, damages or claims arising out of injury or damage to displays, equipment and other property brought upon the premises of the Blue Chip Casino Hotel Spa, and exhibitors shall indemnify and hold harmless the Indiana Bankers Association, the Blue Chip Casino Hotel Spa and any authorized representative, agent or employee of the foregoing of any and all losses, damages and claims.

All exhibits must be confined to the assigned space and must not be of such nature or arrangement as to obstruct the view of or interfere with the exhibits of others. All exhibit construction must be finished or covered so as not to be unsightly to neighboring exhibitors.

The Indiana Bankers Association retains the right to eliminate any objectionable exhibits, persons, advertisements, souvenirs or any other feature that might impair the high standards of the IBA Annual Convention.

Cancellation

Cancellation of this agreement prior to August 1st, will result in a refund, less a \$100 processing charge. Cancellation after this date will result in forfeiture of all fees.

Shipping & Storage of Exhibits

Specific instructions on shipping will be sent to each exhibitor six weeks prior to convention.

Reservations

Exhibit space is allocated on a first-come basis and will be reserved in the order that contracts and checks are received in the IBA office. The Association reserves the right to accept or reject any application for exhibit space. Exhibitors are required to register all personnel working the exhibit and pay the appropriate fees. Name badges are required for admittance to the exhibit area.

The IBA reserves the right to make such changes, amendments and additions to these rules and such further regulations as it deems necessary.

Acknowledgment: I have read the foregoing regulations and will adhere to them.

Signed _____ Date _____

Representing _____



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Sponsorship Opportunities

This is a rewarding way to make your company stand out from the crowd. You'll have greater visibility than your competition, position yourself as a leader in the industry, and build brand awareness among conference attendees.

We'll make sure your name is out there early and often. Plus, you'll get all this added access to potential customers:

- We'll promote your sponsorship in advance programs, marketing materials and onsite program materials.
- Sponsor logos and information are featured prominently on convention pages on indianabankers.org and in onsite program materials.
- Sponsors of a specific event, such as a food function, have a forum for distributing company materials or giveaways.
- Sponsors get special signage at the sponsored event for added name recognition and brand building.

Please see the reverse side of this form for all of your options.

Yes! We would like to sponsor a function at the 2011 Annual Convention.

- Please contact us to discuss our sponsorship options. We are interested in committing \$_____ to the Convention.
- The events or items we are interested in sponsoring are shown below in order of preference:

First Choice _____

Second Choice _____

Third Choice _____

- We would like to sponsor a golf hole and prefer the following par: ____ We will be conducting the following contest(s). Describe prizes and manner of distribution, plus any markers, lines or circles that you require. _____

Name _____

Bank/Firm _____

Address _____

City/State/Zip _____

E-mail _____ Phone _____

Payment Information:

- Please invoice Billing contact _____
- Check enclosed (Payable to IBA Foundation Inc.)

Return to:
Paul W. Freeman
Indiana Bankers Association
6925 Parkdale Place
Indianapolis, IN 46254
Ph: 317-387-9380
Fax: 317-387-9374



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Sponsorship Opportunities

Item Sponsorships

	Investment
Grand Prize Giveaway	\$2,500
Name Badge Holders	\$1,500
Tote Bags	\$1,500
Tote Bag Inserts	\$300
Hotel Keycards	\$1,200
Notepads	\$1,200
Pocket Schedule at a Glance	\$1,500

Event Sponsorships

Hospitality Suite	\$500
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Sunday, September 12

Golf Tournament Sponsor - Long Beach Country Club	\$3,000	
Beverage Cart Sponsor (two available)	\$750	Sponsor can ride along
Snack Cart Sponsor	\$1,000	Exclusive - Sponsor can drive cart
Golf Hole Sponsor	\$300	
Opening Reception	\$1,000	
Opening Dinner with Entertainment	\$6,000	Exclusive Sponsorship

Monday, September 12

Opening Breakfast	\$2,000	Exclusive Sponsorship
Morning Break	\$1,000	Exclusive Sponsorship
Business Luncheon	\$3,000	Exclusive Sponsorship
Afternoon Break	\$1,000	Exclusive Sponsorship
Cocktail Reception	\$1,000	
BANKPAC Silent Auction & Dinner	\$4,000	Exclusive Sponsorship
Euchre Tournament Sponsor	\$1,500	

Tuesday, September 13

Breakfast	\$2,000	Exclusive Sponsorship
Morning Break	\$1,000	Exclusive Sponsorship
Luncheon	\$3,000	Exclusive Sponsorship
Chairman's Reception	\$1,000	
Chairman's Banquet	\$7,500	Exclusive Sponsorship



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Program Booklet Advertising

A unique opportunity for your message to shine! Advertising space is available in the 2011 Annual Convention Program.

Now you and your company can reach the decision-makers of the Indiana banking industry by advertising in the conference program booklet. This is an excellent opportunity to reach key Indiana bankers and let your company's image shine. It's as easy as completing this form and sending us your ad.

Camera-ready art need not accompany this form, but must be submitted by the deadline. All ads will be printed in color and will be positioned at the discretion of the IBA.

Advertisement Rates and Sizes

All ad sizes are W (width) x H (height)

All ads are four-color

	Member	Nonmember
<input type="checkbox"/> Full page 3.5"W x 8.5"H	\$500	\$1,000
<input type="checkbox"/> Half page 3.5"W x 4.0"H	\$300	\$600

Premium Positions Available (Members Only)

- Outside back cover (Full page - 4 color) \$875
- Inside front cover (Full page - 4 color) \$875
- Inside back cover (Full page - 4 color) \$875

Advertiser _____

Billing Address _____

City/State/Zip _____

Contact _____

E-mail _____

Phone _____

**Deadline to reserve advertising space is
Wednesday, August 10, 2011.**

**Deadline for artwork is August 19, 2011.
The electronic format preference is a
PDF with fonts embedded.**

**Electronic-format ads may be e-mailed
to: pfreeman@indianabankers.org.**

Please make checks payable to:
IBA Foundation Inc.

Return this form to:
Paul W. Freeman
Indiana Bankers Association
6529 Parkdale Place
Indianapolis, IN 46254-4673
317-387-9380 | Fax: 317-387-9374



Hoosier Banker Advertising

The most effective way to announce your participation in the 2011 Annual Convention is the August issue of Hoosier Banker!

The Hoosier Banker is the official publication of the IBA. Published monthly, the magazine is distributed to nearly 5,000 subscribers, and enjoys pass-along readership of more than 11,000. August is the official Pre-Convention Issue. Your advertisement will reinforce your Annual Convention participation and further increase your brand awareness..

Advertisement Rates and Sizes

All ads are four-color.

	Member	Nonmember
<input type="checkbox"/> Full page (7.5"W x 9.5"H)	\$1,200	\$2,400
<input type="checkbox"/> Horizontal Half page (7.5"W x 4.75"H)	\$950	\$1,900
<input type="checkbox"/> Vertical Half page (4 7/8"W x 7"H)	\$950	\$1,900
<input type="checkbox"/> Third page (4 7/8"W x 4 3/4"H)	\$850	\$1,700

Camera-ready art need not accompany this form, but must be submitted by the deadline. All ads will be positioned at the discretion of the IBA.

Deadline to reserve advertising space is July 1, 2011.

Electronic-format ads may be sent to Paul Freeman at pfreeman@indianabankers.org or submitted on disk. The electronic format preference is a PDF with fonts embedded. All images used in the creation of your ad must be a minimum of 300 dpi. Images and logos pulled from websites are low-resolution and cannot be used.

Artwork deadline is July 8, 2011.

Advertiser _____

Address _____

City/State/Zip _____

Contact _____

Phone _____

E-mail _____

Ad Agency (if applicable) _____

Address _____

City/State/Zip _____

Contact _____

Please make checks payable to
Indiana Bankers Association

Return this form to:

Paul W. Freeman
Indiana Bankers Association
6529 Parkdale Place
Indianapolis, IN 46254-4673
317-387-9380 • Fax: 317-387-9374