

Indiana Bankers Association 2010 Mega Conference  
May 24-26, 2010 ❖ Indiana Convention Center Indianapolis

Dear Prospective Exhibitor:

The **Indiana Bankers Association Mega Conference** is the largest state banker association meeting in the country! Serving as our preeminent educational event, last year's conference attracted 900+ bankers from more than 122 financial institutions.

The **2010 Mega Conference** is scheduled for May 24-26, 2010 at the Indiana Convention Center in Indianapolis. This is your best opportunity to display your products and services to the Indiana banking community!

The conference offers you the choice of either a table-top exhibit or a 10' by 10' booth. Both formats include **full credentials for two representatives**. Booths are available for a fee of \$1,450 for IBA members. Table-top exhibits are available for a fee of \$1,050 for IBA members. Up to two additional representatives can be added for \$100 each. Nonmembers should contact Paul Freeman at the IBA to determine availability.

Bankers will have the opportunity to view exhibits throughout the conference. When selecting your exhibit location, we suggest that you consider a location that is near those tracks that will be of most interest to your target audience. Exhibitors are encouraged to participate fully in all conference sessions and activities. Staffing your display only during peak traffic periods will result in the most effective use of your time.

The conference attracts top decision-makers from the following functional areas:

- |                    |                           |
|--------------------|---------------------------|
| ❖ Business Lending | ❖ Compliance              |
| ❖ Directors        | ❖ Financial Management    |
| ❖ Human Resources  | ❖ Marketing               |
| ❖ Retail Lending   | ❖ Operations & Technology |
| ❖ Sales & Service  | ❖ Trust                   |

Opportunities to enhance your visibility and effectiveness at the conference include:

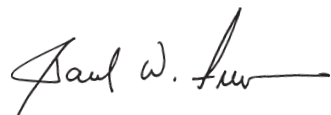
❖ The trade show features both **tabletop exhibits** and **10' x 10' booths**. The tabletop exhibits provide you a skirted 8-foot table for your informational display, while booth exhibits provide additional space for floor-standing equipment and signage. You have a choice with the IBA.

❖ Scheduled for Tuesday evening, the **Mega Celebration** is an extended reception that will be open to all conference participants and is held throughout the trade show area. This provides the attendees with a specific time to visit your trade show exhibit.

❖ Each exhibitor is featured in our **Trade Show Guide**, which provides contact information and a brief product/service description. Not only is this publication provided to all conference attendees, but it is also mailed to **every** IBA-member institution!

You will not want to miss the **2010 Mega Conference**. A floor plan, exhibit reservation form and a summary of regulations are enclosed for your review. Reserve your location today. Prime locations will sell out quickly!

Cordially,



Paul W. Freeman  
Executive Vice President - Member Services

# Trade Show Floor Plan

Indiana  
 Convention  
 Center

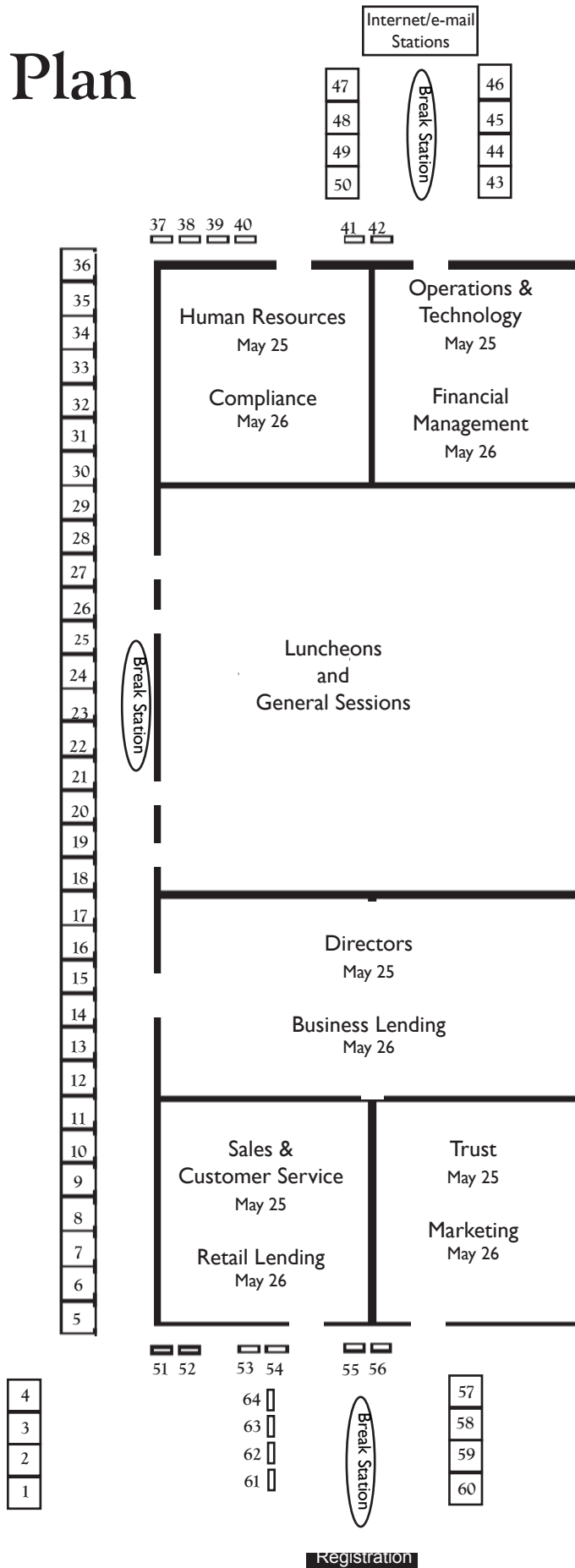
Move in: May 24 - 4 to 7 p.m.  
 Exhibits: May 25-26  
 Teardown: 3:15 p.m. on May 26

Sagamore Lobby  
 Second Floor

Booth Exhibits are  
 Locations 1-36, 43-50 and 57-60

Tabletop Exhibits are  
 Locations 37-42, 51-56 and 61-64

Questions?  
 Contact Paul Freeman  
 at 317/387-9380  
 or [pfreeman@indianabankers.org](mailto:pfreeman@indianabankers.org).



## Trade Show Exhibit Reservation Form

If you are interested in participating in the 2010 Mega Conference Trade Show, please complete the form below, sign the reverse side, and return it to the IBA office. You may also reserve your exhibit at [www.indianabankers.org](http://www.indianabankers.org). Your fees must accompany this form in order for your location to be confirmed. Please remember to list all representatives who will be present at the trade show.

Bank/Firm \_\_\_\_\_

Trade Show Coordinator: \_\_\_\_\_

Trade Show Coordinator E-mail: \_\_\_\_\_

Representative #1 \_\_\_\_\_

E-mail: \_\_\_\_\_

City/State for name badge: \_\_\_\_\_

Representative #2 \_\_\_\_\_

E-mail: \_\_\_\_\_

City/State for name badge: \_\_\_\_\_

Additional Representative #1 \_\_\_\_\_

E-mail: \_\_\_\_\_

City/State for name badge: \_\_\_\_\_

Additional Representative #2 \_\_\_\_\_

E-mail: \_\_\_\_\_

City/State for name badge: \_\_\_\_\_

### Exhibitor Description

The Trade Show Guide will list corporate contact information including phone number, e-mail address and website. It will also list a description of 50 words or less of your company's products/services. Please choose an option below for your company description:

- We will submit a description via e-mail to Paul Freeman at [pfreeman@indianabankers.org](mailto:pfreeman@indianabankers.org).
- Please use my Associate Member description already on file. This description can be viewed on the IBA website at [www.indianabankers.org](http://www.indianabankers.org) or in the Indiana Financial Institutions Directory.

**Turn over for Payment Information**

# Rules and Regulations

## Rules Governing Exhibits

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.

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 Indiana Convention Center, and exhibitors shall indemnify and hold harmless the Indiana Bankers Association, the Indiana Convention Center 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. Tabletop exhibits are restricted and do not allow floor standing equipment or signage. 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 Mega Conference.

The management of the Indiana Convention Center will not allow anyone to nail, staple, tape, spray, hang or attach anything to the walls, ceilings or floors without prior written approval, and all exhibitors shall assume responsibility for and hold the Indiana Bankers Association harmless and defend it against any said damages. All food and beverage must be purchased through the Indiana Convention Center's official caterer.

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.

**Cancellation of this agreement prior to April 16, 2010 will result in a refund, less a \$100 processing charge. Cancellation after this date will result in forfeiture of all fees.**

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 \_\_\_\_\_

## Payment Information

Billing Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Preference of exhibit location (see floor plan): 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_

Table-top exhibitor fee (\$1,050 member\*) \$ \_\_\_\_\_

Booth exhibitor fee (\$1,450 member\*) \$ \_\_\_\_\_

Additional representatives \$100 each (two maximum) \$ \_\_\_\_\_

**Total amount enclosed** \$ \_\_\_\_\_

Return to:

Paul W. Freeman  
IBA Foundation  
6925 Parkdale Place  
Indianapolis, IN 46254  
FAX 317/387-9374

\*Nonmembers should contact the IBA to determine availability.

Payment information:

Please invoice (IBA Members only)  Check enclosed (payable to IBA Foundation Inc.)  Charge my:  MasterCard  Visa

Account Number \_\_\_\_\_

Exp. \_\_\_\_\_