

2009 MBA Exhibiting and Sponsorship Opportunities



mba

Michigan Bankers Association

MBA Exhibiting and Sponsorship Opportunities

The Michigan Bankers Association is the voice of Michigan banking. The MBA's mission is to advance a positive environment in which commercial banks can grow, as well as nurture relationships within the banking community.

Ninety-six percent of Michigan's banks and thrifts are MBA members.

As an exhibitor or sponsor at one of the MBA's educational events, you will gain access to bankers from across the state. Networking and quality face-to-face opportunities are benefits of participating in addition to:

Exhibitors

- One complimentary registration
- Weblink from MBA Web site

Sponsors

- Weblink from MBA Web site
- Recognition at conference
- Recognition in *mbaBanking* magazine
- Recognition in conference agenda
(Payment required two months prior to event)



Operations and Technology Conference

March 4-6
Park Place, Traverse City

Technology offers banks the most direct avenue to a sustainable competitive advantage. This conference offers IT and operations officers the latest review of best practices, state-of-the-art technology solutions and a look into the future.

Audience: CIOs, IT and operations officers.

Bankers Expected: 75

Exhibit Booth	\$ 695
Refreshment Breaks	\$ 500
Continental Breakfasts	\$ 1,000
Receptions	\$ 2,000
Lunch	\$ 2,000

Risk Management Conference (Formerly Audit and Compliance Conference)

March 24-27
Park Place, Traverse City

Adhering to federal banking regulation is a demanding, time consuming and expensive task, and knowledge of the many laws which impact banking is essential. This conference prepares bankers to deal effectively and efficiently with compliance regulations at both state and federal levels.

Audience: Compliance, security and operations officers.

Bankers Expected: 65

Exhibit Booth	\$ 995
Refreshment Breaks	\$ 500
Continental Breakfasts	\$ 1,000
Receptions	\$ 2,000
Lunches	\$ 2,000

Human Resources Conference

April 27-29

Park Place, Traverse City

This conference is geared specifically to the needs of HR and training professionals. From the HR perspective, you will not only receive the latest information in labor law and regulations but will also have the opportunity to participate in discussions concerning employee retention, affirmative action and attracting younger bankers.

Audience: Human resource and training directors.

Bankers Expected: 50

Exhibit Booth	\$ 695
Refreshment Breaks	\$ 500
Receptions	\$ 750
Continental Breakfasts	\$ 800
Lunch	\$ 1,250

Bank Marketing Conference

April 29 - May 1

Park Place, Traverse City

Great marketing strategies bring in more customers and keep your bank up-to-date. This conference provides the latest marketing techniques to help retain current customers and draw in new ones.

Audience: Marketing officers.

Bankers Expected: 50

Exhibit Booth	\$ 695
Refreshment Breaks	\$ 500
Receptions	\$ 750
Continental Breakfasts	\$ 800
Lunch	\$ 1,250

Annual Convention

June 16-19

Grand Hotel, Mackinac Island

This premier banking event addresses current industry issues at the executive level. The banking industry is constantly changing and identifying the trends and finding new and innovative products and ideas that address the challenges of the changing industry can make banks more successful and profitable.

Audience: CEOs and presidents.

Bankers Expected: 200

Exhibit Booth	\$ 1,095
Cash Prize Drawings	\$ 200
Registration Lanyards	\$ 1,000
Pocket Agends	\$ 1,000
Picnic Lunch Music	\$ 1,000
Morning Coffee Stations	\$ 1,000
Refreshment Breaks	\$ 1,250
Speaker	\$ 2,500
Picnic Lunch Desert Station	\$ 2,500
Picnic Lunch Beverage Station	\$ 2,500
Printing	\$ 5,000
"Meet Exhibitors" Reception	\$ 5,000
Picnic Lunch	\$ 10,000
Welcome Reception	\$ 12,000
Chairman's Reception	\$ 15,000
Keynote Speaker	TBD
Entertainment	TBD

All sponsorships returned by April 1, 2009, receive special recognition in the June 2009 Convention issue of *mbaBanking* magazine, the official publication of the MBA. Additional recognition will given for gold, silver and bronze sponsors.



Retail Lending Conference

September

Location TBD

The Retail Lending Conference brings together industry authorities to discuss issues that will shape the lending of tomorrow. This conference targets the challenges faced in today's competitive environment and strategies needed to meet the varied, sophisticated demands of today's borrower.

Audience: Retail lenders, branch managers and other bank officials involved in retail banking decisions.

Bankers Expected: 60

Exhibit Booth	\$ 695
Refreshment Breaks	\$ 500
Continental Breakfasts	\$ 1,000
Receptions	\$ 2,000
Lunch	\$ 2,000

Commercial Lending Conference

September

Location TBD

This conference brings bankers together to discuss current issues in commercial lending. Participants learn what regulators want to see in loan files and how to deal with the aftermath of defaulted loans.

Audience: Commercial lenders, senior lenders, credit officers, other bank officials involved in commercial credit decisions.

Bankers Expected: 60

Exhibit Booth	\$ 695
Refreshment Breaks	\$ 500
Continental Breakfasts	\$ 1,000
Receptions	\$ 2,000
Lunch	\$ 2,000

Midwest Trust and Wealth Management Conference

October

Location TBD

This conference brings trust bankers together to discuss current issues in trust and wealth management. Participants will learn about emerging trust and wealth management topics.

Audience: Trust executives and wealth management officials.

Bankers Expected: 110

Exhibit Booth	\$ 795
General Sponsorship (Includes an exhibit booth)	\$ 2,000
Lunches	\$ 3,000

Bank Management and Directors Conference

December 2-4

Amway Grand, Grand Rapids

The CEOs, senior management and directors of today's banks must stay informed of the many forces driving change in the marketplace. They must stay aware of new developments and trends that can affect profitability and this conference is designed to address those needs.

Audience: CEOs, presidents and bank directors.

Bankers Expected: 185

Exhibit Booth	\$ 1,095
Printing	\$ 1,000
Registration Favors	\$ 1,000
Refreshment Breaks	\$ 2,000 - 3,000
Continental Breakfasts	\$ 2,500
Speaker	\$ 3,000
Afterglow Receptions	\$ 4,000
Lunch	\$ 7,000
Receptions	\$ 4,000 - 10,000
Welcome Reception	\$ 8,000
Dinner	\$ 9,000
Banquet	\$ 15,000

Additional recognition for gold, silver and bronze sponsors.

Sponsor/Exhibitor Sign-up Form

Operations and Technology Conference

March 4-6 • Park Place, Traverse City

- Exhibit Booth \$ 695
- Refreshment Break \$ 500
- Continental Breakfast \$ 1,000
- Reception \$ 2,000
- Lunch \$ 2,000

Risk Management Conference

March 24-27 • Park Place, Traverse City

- Exhibit Booth \$ 995
- Refreshment Break \$ 500
- Continental Breakfast \$ 1,000
- Reception \$ 2,000
- Lunches \$ 2,000

Human Resources Conference

April 27-29 • Park Place, Traverse City

- Exhibit Booth \$ 695
- Refreshment Break \$ 500
- Reception \$ 750
- Lunch \$ 1,250

Bank Marketing Conference

April 29 - May 1 • Park Place, Traverse City

- Exhibit Booth \$ 695
- Refreshment Break \$ 500
- Reception \$ 750
- Lunch \$ 1,250

Annual Convention

June 16-19 • Grand Hotel, Mackinac Island

- Exhibit Booth \$ 1,095
- Cash Prize Drawings \$ 200
- Registration Lanyards \$ 1,000
- Pocket Agendas \$ 1,000
- Picnic Lunch Music \$ 1,000
- Morning Coffee Station \$ 1,000
- Refreshment Breaks \$ 1,250
- Speaker \$ 2,500
- Picnic Lunch Desert Station \$ 2,500
- Picnic Lunch Beverage Station \$ 2,500
- Printing \$ 5,000
- "Meet Exhibitors" Reception \$ 5,000
- Picnic Lunch \$ 10,000
- Welcome Reception \$ 12,000
- Chairman's Reception \$ 15,000
- Keynote Speaker TBD
- Entertainment TBD

Retail Lending Conference

September • TBD

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- Refreshment Break \$ 500
- Continental Breakfast \$ 1,000
- Reception \$ 2,000
- Lunch \$ 2,000

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- Lunches \$ 7,000
- Receptions \$ 4,000-10,000
- Welcome Reception \$ 8,000
- Dinner \$ 9,000
- Banquet \$ 15,000

Total \$ _____

Please fill out the sponsorship and exhibitor information form on the opposite side of this sheet and mail both forms to:

**Michigan Bankers Association
507 S. Grand Ave.
Lansing, MI 48933
or fax to 517-487-1235.**

Sponsor/Exhibitor Sign-up Form

Name: _____

Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail Address: _____

Method of Payment

Total Bill Amount: \$ _____

Bill Me (Members Only)

Check Payable to Michigan Bankers Association

MasterCard

Visa

AMEX

Credit Card Number: _____ Expiration Date: _____

Cardholder Name: _____

Signature: _____

Sponsors: To be included in the conference agenda and material, payment must be received two months prior to event.

If you have any questions about the sponsorship and exhibiting opportunities, please call the MBA at 517-485-3600.



Michigan Bankers Association