

Exhibitor and Sponsorship Opportunities

**MBA Convention
June 16-19, 2009
Grand Hotel
Mackinac Island**

mba
Michigan Bankers Association



Premier Event

The MBA Annual Convention is the premier Michigan banking event of the year. It's a place where bankers can expect to learn what is new in the industry and what is just over the horizon. As a supplier to the banking industry, you have a major role in helping to provide this information.

For exhibitors and sponsors that have participated with us in the past, you know the benefits of being at this event. More bank CEOs, directors and other senior management attend this event than any other.

Exhibiting

The "Meet the Exhibitors" reception will take place Wednesday from 5-6 p.m. with bankers and bank directors only. There will be prize drawings throughout the hour to encourage banker attendance. Exhibit space is limited and only available on a first come, first served basis. Exhibit booths will be located only in the theatre. Many exhibitors bring their own exhibit booth, however, an eight-foot exhibit table will be available if needed. Included is a diagram of the exhibit booth locations. If you choose to set up your own booth, please include a detailed description of the dimensions on the exhibit/sponsorship form included. Exhibit fee is \$1,095 which includes one registration.

Sponsorship Opportunities

Included is a list of sponsorship opportunities. Sponsoring various events will assist you in maximizing your investment in attending the convention. There are three sponsorship levels available and each higher level receives the benefits of the level beneath them with additional benefits as listed below:

Bronze \$1,000 - 2,499

- Signage acknowledging sponsorship of the event.
- Acknowledgement in the program agenda.
- Booth staff's name badge denoting level of sponsorship.

Silver \$2,500 - 4,999

- Premier location for exhibit space (exhibit fee is \$1,095 which includes one registration).
- Sign of appreciation for display in your booth.
- Benefits of a bronze level sponsor.

Gold \$5,000 +

- Attendance at the MBA Board of Directors Reception on the evening of June 17 from 5-6 p.m.
- Benefits of silver and bronze sponsors.

Exhibitor Schedule

June 17

12:00 - 3:00 p.m. Exhibit Setup

5:00 - 6:00 p.m. Exhibits Open with "Meet the Exhibitors" Reception (bankers and directors only)

June 18

7:30 - 8:00 a.m. Exhibits Open

8:00 - 8:05 a.m. Introductions and Recognition in Grand Pavilion

9:30 - 10:00 a.m. Coffee Break with Exhibitors

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

* Sponsorship Opportunities

To increase your visibility, exposure and enhance your sales efforts to Michigan bankers, the following sponsorships are offered at the MBA Annual Convention. In addition to exhibiting, you can use these sponsorships as sales and marketing tools. All Annual Convention sponsors must e-mail their company logo to smyers@mibankers.com at the time of registration.

Gold Sponsorship Level

Chairman's Reception (Thursday)	\$ 15,000
Afternoon Reception (Thursday)	\$ 15,000
Welcome Reception (Wednesday)	\$ 12,000
Afterglow Reception	\$ 10,000
Entertainment — Teen Angels	\$ 10,000
Keynote Speaker — Jim Abbott	\$ 10,000
Picnic Lunch	\$ 10,000
Printing Sponsorship (includes recognition on folder given to all attendees at registration and select other printed material)	\$ 8,000
"Meet the Exhibitors" Reception	\$ 5,000

Silver Sponsorship Level

Speaker Sponsorship (To partially cover speaker honorarium, travel expenses, etc.)	\$ 2,500
Picnic Lunch Dessert Station	\$ 2,500
Picnic Lunch Beverage Station	\$ 2,500

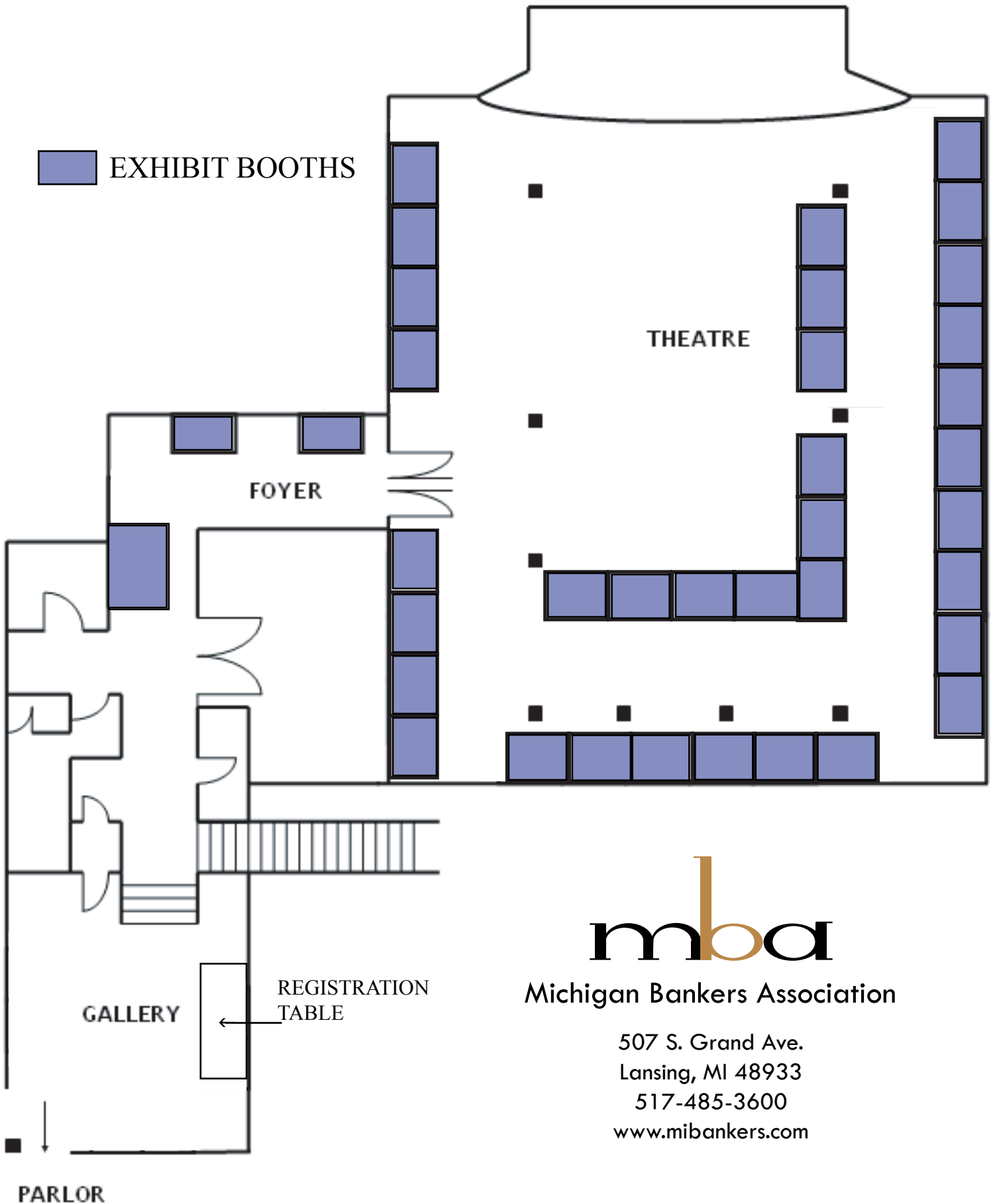
Bronze Sponsorship Level

Fudge	\$ 2,000
Wednesday Morning Registration Refreshments	\$ 1,250
Wednesday Afternoon Registration Refreshments	\$ 1,250
Thursday Morning Registration Refreshments	\$ 1,250
Friday Morning Refreshment Break	\$ 1,250
Wednesday Morning Coffee Station	\$ 1,000
Registration Tote Bags	\$ 1,000
Wall Street Journal	\$ 1,000
Thursday Morning Coffee Station	\$ 1,000
Friday Morning Coffee Station	\$ 1,000
Registration Lanyards	\$ 1,000
Pocket Agendas	\$ 1,000
Picnic Lunch Music	\$ 1,000
Cash Prize Drawings	\$ 200

* Co-sponsorships of some events may be arranged. Please note your interest in co-sponsoring on the sponsorship form.

All sponsorships received by April 1, 2009, will receive special recognition in the May/June 2009 Convention issue of *mbaBanking* magazine.

Exhibit Booth Diagram
Michigan Bankers Association Annual Convention
June 16-19, 2009



Michigan Bankers Association

507 S. Grand Ave.

Lansing, MI 48933

517-485-3600

www.mibankers.com



Michigan Bankers Association

Exhibition and Sponsorship Form
MBA Annual Convention
Grand Hotel, Mackinac Island
June 16-19, 2009

Booth space is limited, please sign up early.

Contact Name: _____ Company: _____

Name of Attendee(s): _____

Address: _____

City/State/Zip: _____

E-mail: _____ Web Site: _____

Phone: _____ Fax: _____

We will exhibit the following products and/or services: _____

We request that our exhibit space not be adjacent to or opposite the following companies: _____

Please provide a brief description of your company: _____

[] Exhibit [] Additional registration \$ 445 per person. \$ 1,095 (includes one registration)

[] Sponsor \$ _____

Event to be sponsored: _____

(Please e-mail company logo to smyers@mibankers.com)

Total \$ _____

Method of Payment (check one):

[] Check Payable to: Michigan Bankers Association

[] MasterCard [] Visa [] AMEX

Credit Card No.: _____ Exp. Date: _____

Signature: _____ Print Cardholder Name: _____

If you will be bringing your own exhibit booth, please indicate:

Dimensions: _____ x _____ Style: [] Table Top [] Floor

Each exhibit includes one eight-foot draped and skirted table, two chairs and electrical hook up. Telephone lines or other furnishings are available at additional costs.

One Convention registration fee is included with the exhibit cost. For each additional attendee, a registration of \$445 must be purchased. Space will not be confirmed until both this form and payment are received. Booth numbers and other information will be mailed in late May to the contact person listed above.