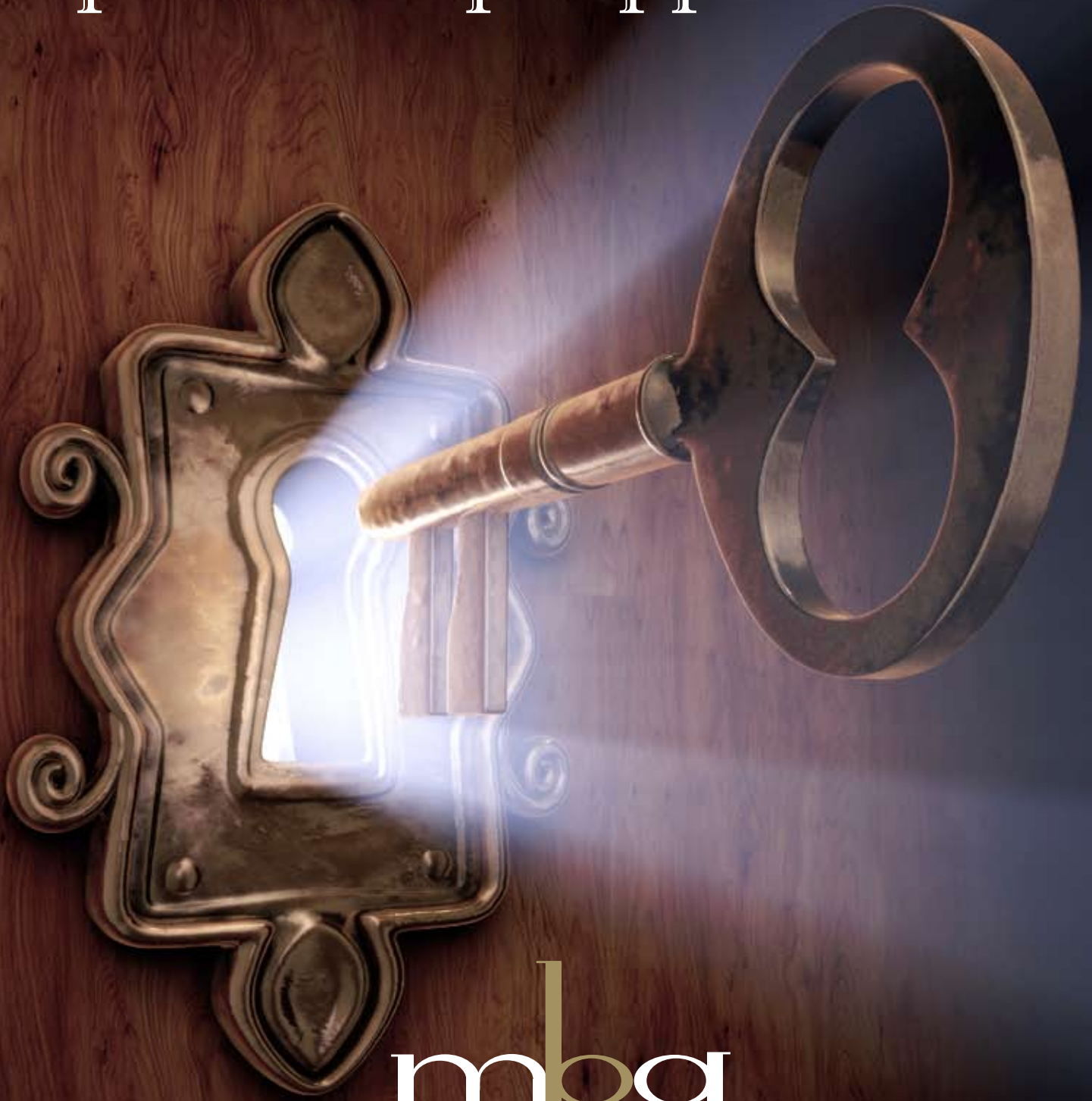


2010 MBA Exhibiting and Sponsorship Opportunities



mba

Michigan Bankers Association

Your Key to Networking With Michigan Bankers

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 or two complimentary registrations
(Depending on the conference)
- Recognition at conference

Sponsors

- Recognition in brochure (If received before printing deadline)
- Recognition at conference
- Recognition in *mbaBanking* magazine
- Recognition in conference agenda

Bankers Education Summit and Trade Show — April 20-21 • Grand Traverse Resort, Traverse City

This conference and trade show rolls up six previously individual MBA conferences and adds two additional tracks. Here is an opportunity to reach the broadest cross section of bank professionals all in one location. You can't afford to miss this highly interactive professional development conference and trade show.

Audience: HR, operations, IT, marketing, leadership, management, compliance, risk management, sales and customer services professionals.

Bankers Expected: 200

Advertisement spaces are available for purchase in the on-site agenda.

For rates and more information, contact the MBA.

• Premier Exhibit Booth <i>includes 2 registrations</i>	\$1,400
• Exhibit Booth.....	\$1,200 <i>includes 2 registrations</i>
• Printing.....	\$5,000
• Tuesday Luncheon Keynote Speaker.....*	\$5,000
• Wednesday Luncheon Keynote Speaker.....*	\$5,000
• Tote Bags.....	\$3,000
• Wine Tour (based on attendees).....	\$3,000-4,000
• Cyber Cafe (Internet E-mail Station).....	\$3,000
• Tuesday Continental Breakfast.....	\$2,500
• Wednesday Continental Breakfast.....	\$2,500
• Handout Printer Station.....	\$2,000
• Chocolate Registration Truffles.....	\$1,500
• Tuesday Afternoon Break.....	\$1,500
• Wednesday Afternoon Break.....	\$1,500
• Speaker (includes speaker intro.).....*	\$1,000
• Tuesday Morning Coffee Break.....	\$1,000
• Wednesday Morning Coffee Break.....	\$1,000
• Name Badge Lanyards.....	\$1,000
• Notepads.....	\$1,000
• Tote Bag Inserts (provide 500).....	\$300
• Cash Prize Drawings.....	\$300

Scheduled for Tuesday evening, the BEST Celebration has an extended reception that will be open to all conference participants and is held throughout the trade show area. This provides the attendees with another premier opportunity to visit your trade show exhibit.

• BEST Celebration - Gold.....	\$2,000
• BEST Celebration - Silver.....	\$1,000
• BEST Celebration - Bronze.....	\$500

BEST Track Sponsorship Displays - includes tabletop display in meeting room for both days.

Multiple sponsorships per track are available. Space is limited.

• Human Resources Track.....	\$750
• Risk/Compliance Track.....	\$750
• Marketing Track.....	\$750
• Operations/Technology Track.....	\$750
• Sales/Customer Service Track.....	\$500
<i>One day track</i>	
• Leadership/Management Track.....	\$500
<i>One day track</i>	

*Exclusive speaker introduction for both days single tracks is \$7,500. (This excludes both days' keynote speakers.)

*Both keynote sponsorships can be purchased at a discounted rated of \$7,500.

Early bird sponsorships returned by December 1, 2009, will receive special recognition in the January/February issue of *mbaBanking* magazine. All other sponsors received by February 1, 2010, will be recognized in the March/April issue of *mbaBanking*.

Annual Convention — June 15-18 • Grand Hotel, Mackinac Island

Cultivate new and existing relationships face-to-face with bank presidents and CEOs at Michigan's premier banking event. It's the most effective venue for reaching bank leaders and getting the jump on your competition.

Audience: CEOs and presidents.

Bankers Expected: 200

• Premier Exhibit Booth (includes 1 registration)...	\$1,295	• Picnic Lunch Beverage Station.....	\$2,500
• Exhibit Booth (includes 1 registration).....	\$1,095	• Picnic Lunch Dessert Station	\$2,500
• Chairman's Reception.....	\$15,000	• Speaker.....	\$2,500
• Welcome Reception.....	\$12,000	• Refreshment Breaks.....	\$1,250
• Afterglow Reception.....	\$10,000	• Morning Coffee Stations.....	\$1,000
• Entertainment.....	\$10,000	• Notepads.....	\$1,000
• Keynote Speaker.....	\$10,000	• Picnic Lunch Music.....	\$1,000
• Picnic Lunch.....	\$10,000	• Pocket Agendas.....	\$1,000
• Printing.....	\$8,000	• Registration Lanyards.....	\$1,000
• "Meet Exhibitors" Reception.....	\$5,000	• Wall Street Journal.....	\$1,000
• Registration Tote Bags.....	\$3,000	• Cash Prize Drawings.....	\$200

Early bird sponsorships returned by February 1, 2010, will receive special recognition in the March/April issue of *mbaBanking* magazine. All other sponsors received by April 1, 2010, will be recognized in the May/June issue of *mbaBanking*.

Retail Lending Conference — September • Location TBD

Build your bottom line by reaching the lending professionals who hold the key to decision making within their firms. Open doors for your products and services by exhibiting at this exclusive lending event.

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

Bankers Expected: 60

• Exhibit Booth (includes 1 registration).....	\$695	• Continental Breakfasts.....	\$1,000
• Lunch.....	\$2,000	• Refreshment Breaks	\$500
• Receptions.....	\$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 (<i>includes 1 registration</i>)	\$695	• Continental Breakfasts	\$1,000
• Lunch	\$2,000	• Refreshment Breaks	\$500
• Receptions	\$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.

Audience: Trust executives and wealth management officials.

Bankers Expected: 110

• Exhibit Booth (<i>includes 1 registration</i>)	\$795	• General Sponsorship	\$2,000
• Lunches	\$3,000	(Includes an exhibit booth)	

Bank Management and Directors Conference — December 1-3 • Ritz Carlton, Dearborn

The CEOs, senior management and directors of today's banks attend this event to hear top regulators cover the latest changes affecting their banks. Make personal contact with this exclusive audience and maximize your marketing dollars by becoming a sponsor and exhibitor.

Audience: CEOs, presidents and bank directors.

Bankers Expected: 185

• Premier Exhibit Booth	\$1,295	• Friday Morning Break and Grand Prize Drawing	\$5,000
<i>includes 1 registration</i>		• Afterglow Receptions	\$4,000
• Exhibit Booth	\$1,095	• Speaker	\$3,000
<i>includes 1 registration</i>		• Continental Breakfasts	\$2,500
• Banquet	\$15,000	• Refreshment Breaks	\$2,000 - 3,000
• Thursday Evening Reception	\$10,000	• Chocolate Registration Favors	\$1,500
• Dinner	\$9,000	• Name Badge Lanyards	\$1,000
• Welcome Reception	\$8,000	• Printing	\$1,000
• Lunch	\$7,000		

Early bird sponsorships returned by August 1, 2010, will receive special recognition in the September/October issue of *mbaBanking* magazine. All other sponsors received by October 1, 2010, will be recognized in the November/December issue of *mbaBanking*.



Michigan Bankers Association

Sponsor/Exhibitor Sign-up Form

Bankers Education Summit & Trade Show

April 20-21 • Grand Traverse Resort, Traverse City

<input type="checkbox"/> Premier Exhibit Booth	\$ 1,400
<input type="checkbox"/> Exhibit Booth	\$ 1,200
<input type="checkbox"/> Printing	\$ 5,000
<input type="checkbox"/> Tuesday Luncheon Speaker	\$ 5,000
<input type="checkbox"/> Wednesday Luncheon Speaker	\$ 5,000
<input type="checkbox"/> Tote Bags	\$ 3,000
<input type="checkbox"/> Wine Tour	\$ 3,000-4,000
<input type="checkbox"/> Cyber Cafe	\$ 3,000
<input type="checkbox"/> Tuesday Continental Breakfast	\$ 2,500
<input type="checkbox"/> Wednesday Continental Breakfast	\$ 2,500
<input type="checkbox"/> Handout Printer Station	\$ 2,000
<input type="checkbox"/> Chocolate Registration Truffles	\$ 1,500
<input type="checkbox"/> Tuesday Afternoon Refreshment	\$ 1,500
<input type="checkbox"/> Wednesday Afternoon Break	\$ 1,500
<input type="checkbox"/> Speaker	\$ 1,000
<input type="checkbox"/> Tuesday Morning Coffee Break	\$ 1,000
<input type="checkbox"/> Wednesday Coffee Break	\$ 1,000
<input type="checkbox"/> Name Badge Lanyards	\$ 1,000
<input type="checkbox"/> Notepads	\$ 1,000
<input type="checkbox"/> Tote Bag Inserts	\$ 300
<input type="checkbox"/> Cash Prize Drawings	\$ 300
<input type="checkbox"/> BEST Celebration - Gold	\$ 2,000
<input type="checkbox"/> BEST Celebration - Silver	\$ 1,000
<input type="checkbox"/> BEST Celebration - Bronze	\$ 500

Track Sponsorship Displays

<input type="checkbox"/> Human Resources Track	\$ 750
<input type="checkbox"/> Risk/Compliance Track	\$ 750
<input type="checkbox"/> Marketing Track	\$ 750
<input type="checkbox"/> Operations/Technology Track	\$ 750
<input type="checkbox"/> Sales/Customer Service Track	\$ 500
<input type="checkbox"/> Leadership/Management Track	\$ 500

Annual Convention

June 15-18 • Grand Hotel, Mackinac Island

<input type="checkbox"/> Exhibit Booth	\$ 1,095
<input type="checkbox"/> Chairman's Reception	\$ 15,000
<input type="checkbox"/> Welcome Reception	\$ 12,000
<input type="checkbox"/> Afterglow Reception	\$ 10,000
<input type="checkbox"/> Entertainment	\$ 10,000
<input type="checkbox"/> Keynote Speaker	\$ 10,000
<input type="checkbox"/> Picnic Lunch	\$ 10,000
<input type="checkbox"/> Printing	\$ 8,000
<input type="checkbox"/> "Meet Exhibitors" Reception	\$ 5,000
<input type="checkbox"/> Registration Tote Bags	\$ 3,000
<input type="checkbox"/> Picnic Lunch Beverage Station	\$ 2,500
<input type="checkbox"/> Picnic Lunch Desert Station	\$ 2,500
<input type="checkbox"/> Speaker	\$ 2,500

Annual Convention Continued

<input type="checkbox"/> Refreshment Breaks	\$ 1,250
<input type="checkbox"/> Morning Coffee Stations	\$ 1,000
<input type="checkbox"/> Notepads	\$ 1,000
<input type="checkbox"/> Picnic Lunch Music	\$ 1,000
<input type="checkbox"/> Pocket Agendas	\$ 1,000
<input type="checkbox"/> Registration Lanyards	\$ 1,000
<input type="checkbox"/> Wall Street Journal	\$ 1,000
<input type="checkbox"/> Cash Prize Drawings	\$ 200

Retail Lending Conference

September • TBD

<input type="checkbox"/> Exhibit Booth	\$ 695
<input type="checkbox"/> Lunch	\$ 2,000
<input type="checkbox"/> Reception	\$ 2,000
<input type="checkbox"/> Continental Breakfast	\$ 1,000
<input type="checkbox"/> Refreshment Break	\$ 500

Commercial Lending Conference

September • TBD

<input type="checkbox"/> Exhibit Booth	\$ 695
<input type="checkbox"/> Reception	\$ 2,000
<input type="checkbox"/> Lunch	\$ 2,000
<input type="checkbox"/> Continental Breakfast	\$ 1,000
<input type="checkbox"/> Refreshment Break	\$ 500

Midwest Trust and Wealth Management Conference

October • TBD

<input type="checkbox"/> Exhibit Booth	\$ 795
<input type="checkbox"/> General Sponsorship	\$ 2,000
<input type="checkbox"/> Lunches	\$ 2,000

Bank Management and Directors Conference

December 1-3 • Ritz Carlton, Dearborn

<input type="checkbox"/> Premier Exhibit Booth	\$ 1,295
<input type="checkbox"/> Exhibit Booth	\$ 1,095
<input type="checkbox"/> Banquet	\$ 15,000
<input type="checkbox"/> Thursday Evening Reception	\$ 10,000
<input type="checkbox"/> Dinner	\$ 9,000
<input type="checkbox"/> Welcome Reception	\$ 8,000
<input type="checkbox"/> Lunch	\$ 7,000
<input type="checkbox"/> Friday Morning Break and Grand Prize Drawing	\$ 5,000
<input type="checkbox"/> Afterglow Receptions	\$ 4,000
<input type="checkbox"/> Speaker	\$ 3,000
<input type="checkbox"/> Continental Breakfasts	\$ 2,500
<input type="checkbox"/> Refreshment Breaks	\$ 2,000 - 3,000
<input type="checkbox"/> Chocolate Registration Favors	\$ 1,500
<input type="checkbox"/> Name Badge Lanyards	\$ 1,000
<input type="checkbox"/> Printing	\$ 1,000

Total \$ _____

Sponsor/Exhibitor Sign-up Form

Name: _____

Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail Address: _____

I Plan to Attend

Convention

- Boat Cruise \$25
- Picnic Lunch
- Welcome Reception

Bank Management and Directors Conference

- Wednesday Dinner
- Thursday Banquet

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: _____

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**

For questions, please call the MBA at 517-485-3600