

BEST

Bankers Education Summit & Trade Show

April 21-22, 2011 • Grand Traverse Resort

Exhibit and Sponsorship Opportunities



mba

Michigan Bankers Association



BEST

Bankers Education Summit & Trade Show

This year's BEST Conference takes place April 21-22, 2011, at the Grand Traverse Resort in beautiful Traverse City. Don't miss this opportunity to display your products and services to the Michigan banking community.

Exhibit booths are available for a fee of \$1,200 for MBA members and include full credentials for two representatives. Premier booths are offered for \$1,400 and allow you to choose your booth location and include full credentials for two representatives. Up to two additional representatives can be added for \$150 each in either booth format.

Bankers will have the opportunity to view exhibits throughout the conference. Exhibitors are also encouraged to participate fully in all conference sessions and activities.

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

- Commercial Lending
- Human Resources
- Marketing
- Sales/Customer Service
- Operations/Technology
- Retail Lending
- Leadership/Management

Enhance your visibility and effectiveness at the conference.

- The trade show features both tabletop exhibits and booths. The tabletop exhibits provide you with a 6-foot table for your informational display, while booth exhibits provide additional space for floor-standing equipment and signage.
- Breaks with exhibitors are scheduled twice each day of the conference providing multiple opportunities for attendees to visit your exhibit. Continental breakfasts will be served in the trade show daily.
- Scheduled for Thursday 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 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.
- An option for sponsoring an in-room display in any of the meeting rooms is also available to let you better target your audience.

*Do not miss the 2011 BEST Conference. Reserve your location today.
Prime locations will sell out quickly!*

*Please return your sponsor/exhibit form by February 18, 2011
to be included in on-site agenda.*

BEST Conference Schedule

Wednesday April 20, 2011

4-6 p.m.	Exhibit Setup and Early Registration
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Thursday April 21, 2011

	HR	Marketing	Operations/ Technology	Leadership/ Management	Retail Lending	Commercial Lending
8-9 a.m.	Registration and Breakfast					
9-10 a.m.	Session 1	Session 1	Session 1	Session 1	Session 1	Session 1
10-10:30a.m.	Break with Exhibitors					
10:30- Noon	Session 2	Session 2	Session 2	Session 2	Session 2	Session 2
Noon-2	Lunch with Keynote Speaker (\$200 cash prize drawing before and after speaker)					
2-3 p.m.	Session 3	Session 3	Session 3	Session 3	Session 3	Session 3
3-3:30 p.m.	Break with Exhibitors					
3:30-4:30 p.m.	Session 4	Session 4	Session 4	Session 4	Session 4	Session 4
4:30-6 p.m.	BEST Reception in the Trade Show with Walk Around Dinner					
6-8 p.m.	Euchre Tournament					

Friday April 22, 2011

	HR	Marketing	Operations/ Technology	Sales/Customer Service	Retail Lending	Commercial Lending
7-8 a.m.	Registration and Breakfast					
8-9 a.m.	Session 5	Session 5	Session 5	Session 1	Session 5	Session 5
9-9:30 a.m.	Break with Exhibitors					
9:30- 10:30 a.m.	Session 6	Session 6	Session 6	Session 2	Session 6	Session 6
10:30- 11:00 a.m.	Break with Exhibitors					
11-Noon	Session 7	Session 7	Session 7	Session 3	Session 7	Session 7
Noon-1	Lunch with Legislative Update and Marketing Awards and Exhibit Giveaways					
1-2 p.m.	Session 8	Session 8	Session 8	Session 4	Session 8	Session 8
2 p.m.	Conference Concludes					

BEST Celebration Sponsorship Opportunities

Scheduled for Thursday 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 exhibits.

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

BEST Track Sponsorship Display Opportunities

Track Sponsorship Display - includes in-room display in meeting room for both days. Multiple sponsorships per track are available. Space is limited.

When purchasing in-room displays, we suggest you consider a location that will be of most interest to your target audience.

Human Resources Track	\$750
Marketing Track	\$750
Operations/Technology Track	\$750
Retail Lending Track	\$750
Commercial Lending Track	\$750
Sales/Customer Service Track (One day track)	\$500
Leadership/Management Track (One day track)	\$500



Sponsorships received by December 1 will receive early bird recognition in the January/February issue of *mbaBanking*. All others received by February 1 will be recognized in the March/April *mbaBanking* issue.

BEST Sponsorship Opportunities

Item or Event	Investment
Thursday Luncheon and Keynote Speaker <i>(includes speaker intro.)</i>	\$7,000
Printing.....	\$5,000
Friday Luncheon	\$5,000
Hotel In-Room Welcome Gift	\$5,000
Wine Tour <i>(includes snack pack)</i>	\$3,500 (max. 44 people)
Tote Bags.....	\$3,000
Thursday Continental Breakfast	\$2,500
Friday Continental Breakfast	\$2,500
Handout Printer Station	\$2,000
Registration Favors.....	\$1,500
Thursday Afternoon Refreshment Break	\$1,500
Friday Afternoon Refreshment Break	\$1,500
Travel Mugs.....	\$1,500
Speaker <i>(includes speaker intro.)</i>	*\$1,000
Name Badge Lanyards.....	\$1,000
Notepads.....	\$1,000
Thursday Morning Coffee Break.....	\$1,000
Friday Morning Coffee Break	\$1,000
Product/Service Showcase Session.....	\$500
Tote Bag Inserts/Swag <i>(provide 500)</i>	\$300
\$200 Cash Prize Drawings	\$300 (2 only)
\$200 Registration Raffle <i>(winner announced on early bird cut off date)</i>	\$300

*Exclusive speaker introduction for both days on a single track is \$7,500. (This excludes keynote speaker.)



Grand Traverse Resort Traverse City, Michigan



Call 800-236-1577 and Mention the MBA to Receive Great Room Discounts

- Hotel Guestrooms \$108.95/night (includes resort fee)
- Tower Rooms \$138.95/night (includes resort fee)

Enjoy the Traverse area before and after the conference.

Discounted hotel room fees are being offered April 18 - April 23.

Resort fee includes unlimited use of resort fitness center including indoor and outdoor pools, preferred guest pricing on golf courses and tennis facilities, high-speed Internet access in hotel and tower guest rooms and on-property shuttle to Turtle Creek Casino.

Tennis Courts

\$20/hour includes two racquets and a can of tennis balls.

Golf

The resort is home to three golf courses: The Bear, The Wolverine and Spruce Run. As a guest, you receive a special golf discount.

	The Bear		The Wolverine		Spruce Run	
	(Fri-Sun)	(Mon-Thur)	(Fri-Sun)	(Mon-Thur)	(Fri-Sun)	(Mon-Thur)
Resort Guest	\$85	\$70	\$65	\$55	\$40	\$35
Twilight (2:30 p.m.) <i>up to 18 holes of golf</i>	\$50	\$50	\$45	\$45	\$30	\$30



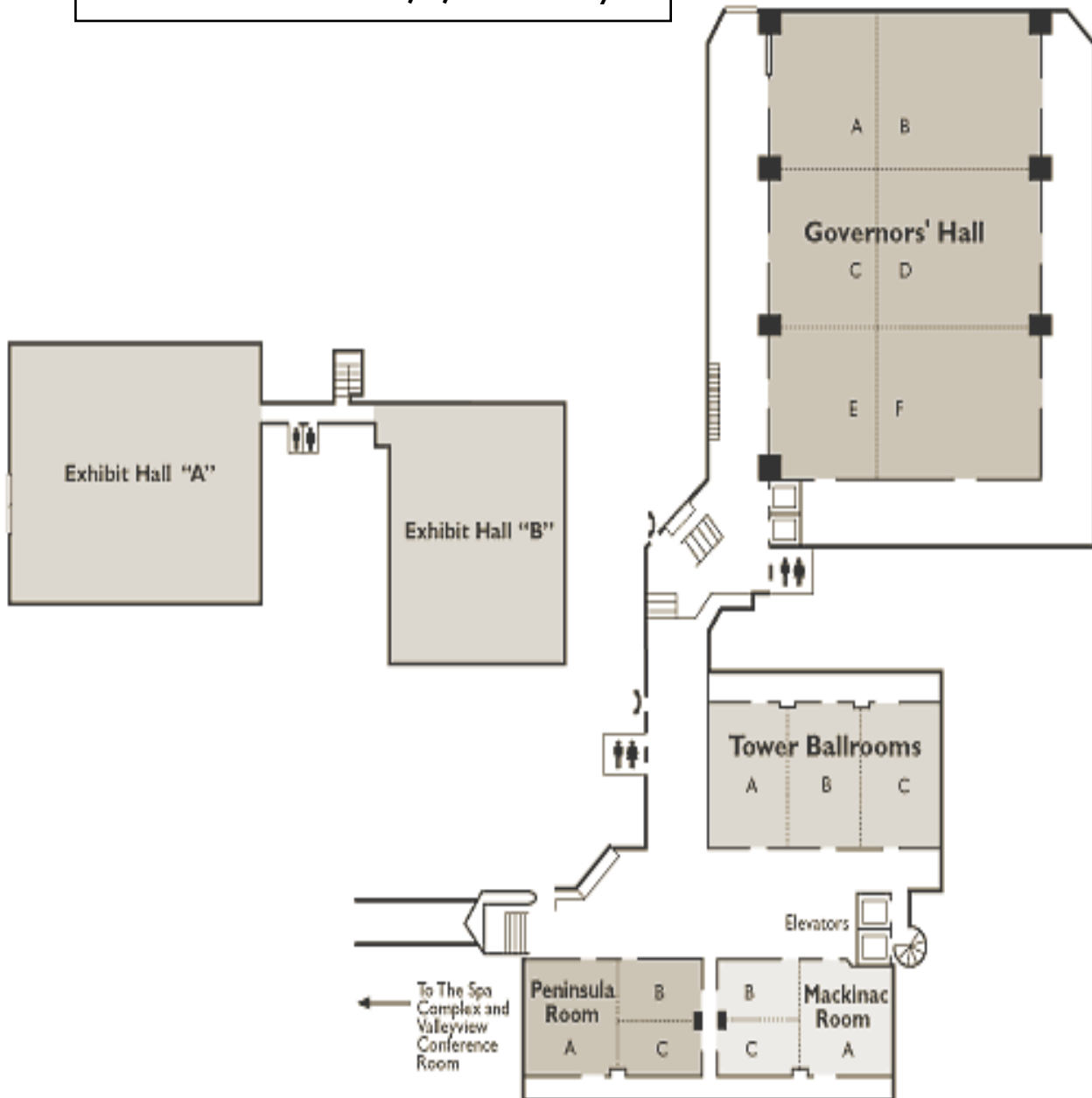
Michigan Bankers Association

507 S. Grand Ave.
Lansing, MI 48933
517-485-3600 • www.mibankers.com

BEST Hotel Layout

Grand Traverse Resort, Traverse City

BEST Trade Show located in
Governor's Hall A,C,E and Foyer

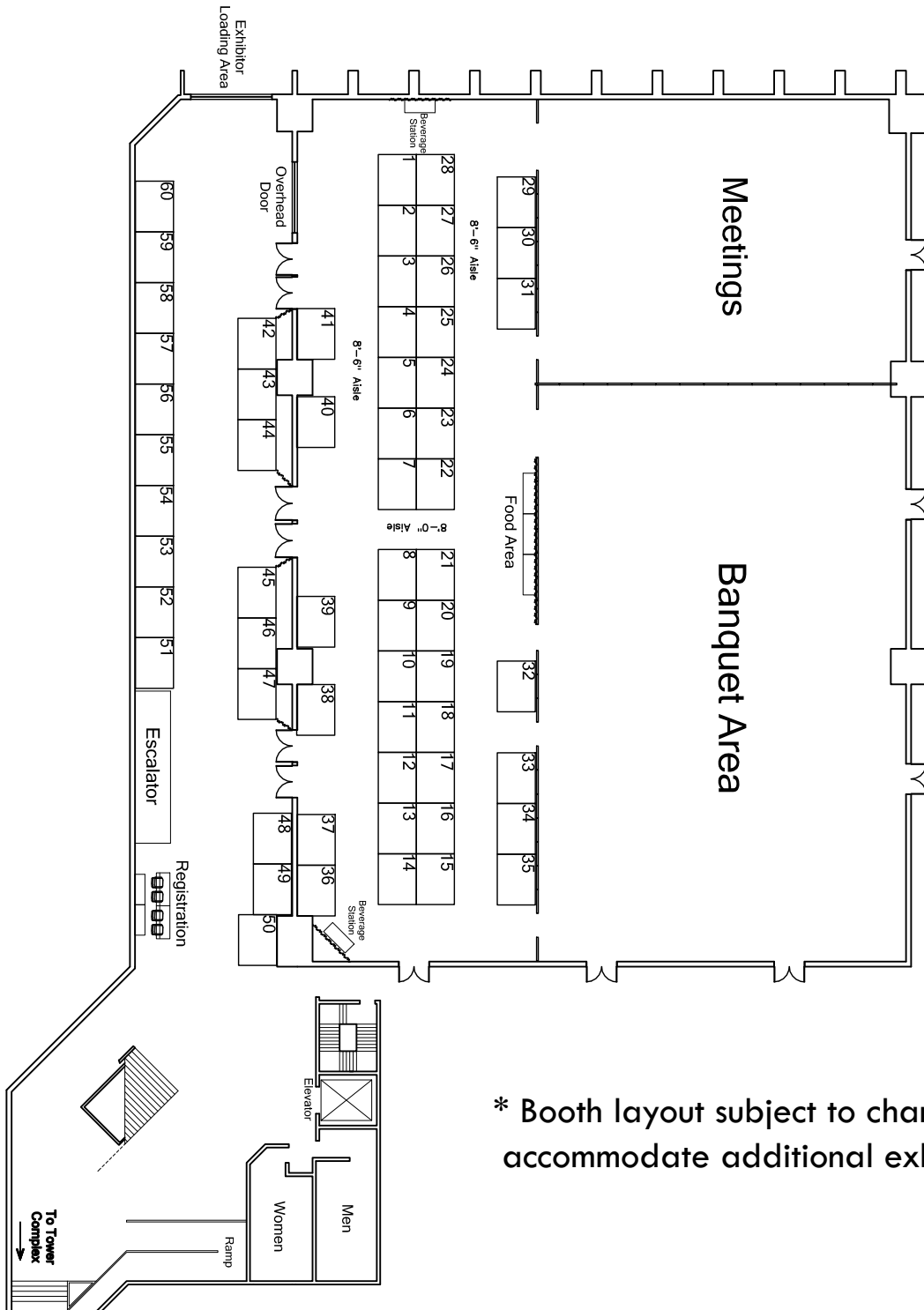


BEST Trade Show Diagram

Governor's Hall A,C,E and Foyer

Premier Exhibit Booths \$1,400

Please indicate on the registration form which booth you prefer. Booths are available on a first come, first served basis for MBA members only.



* Booth layout subject to change to accommodate additional exhibits.



Michigan Bankers Association

Exhibition and Sponsorship Form
MBA BEST Conference
Grand Traverse Resort, Traverse City
April 21-22, 2011

Submission deadline is March 26, 2011. Booth space is limited, please sign up early.

Contact Name: _____ Company: _____

Names of Attendees: _____

Address: _____

City/State/Zip: _____

E-mail: _____ Web site: _____

Phone: _____ Fax: _____

We will exhibit the following product and/or service: _____

We request that our exhibit space not be next to the following companies: _____

Please provide a brief description of your product/service to be used in the trade show guide: _____

- Exhibit (members only) \$ 1,200 (includes two registrations)
Premier Exhibit (members only) Booth # _____ \$ 1,400 (includes two registrations)
Meeting Room Tabletop Display (members only) \$ 750 (registration not included)
Target audience track: _____
Sponsor (members only) \$ _____
Event to be sponsored: _____ (E-mail company logo to smyers@mibankers.com)
Additional registration \$150 per person. (limit 2) No. Attending _____
Total \$ _____

I will be attending: [] Wine Tour [] BEST Celebration [] Euchre Tournament

Method of payment (check one):

- [] Check payable to: Michigan Bankers Association
[] MasterCard [] Visa [] AMEX

Mail: 507 S. Grand Ave., Lansing, MI 48933
Fax: 517-485-3672
E-mail: mbaregistrations@mibankers.com

Credit Card No.: _____ Exp. Date: _____

Signature: _____ Print Cardholder Name: _____

Dimensions: _____ (width) Style: [] Table Top [] Floor

With your tabletop (6 ft. tables with 8 ft. space) or booth exhibit, you are also provided with two chairs and electrical hook up. Telephones lines or other furnishings are available at additional costs.

Two BEST Conference registrations are included with the exhibit cost. For each additional attendee, a registration of \$150 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 mid to late March to the contact person listed above.