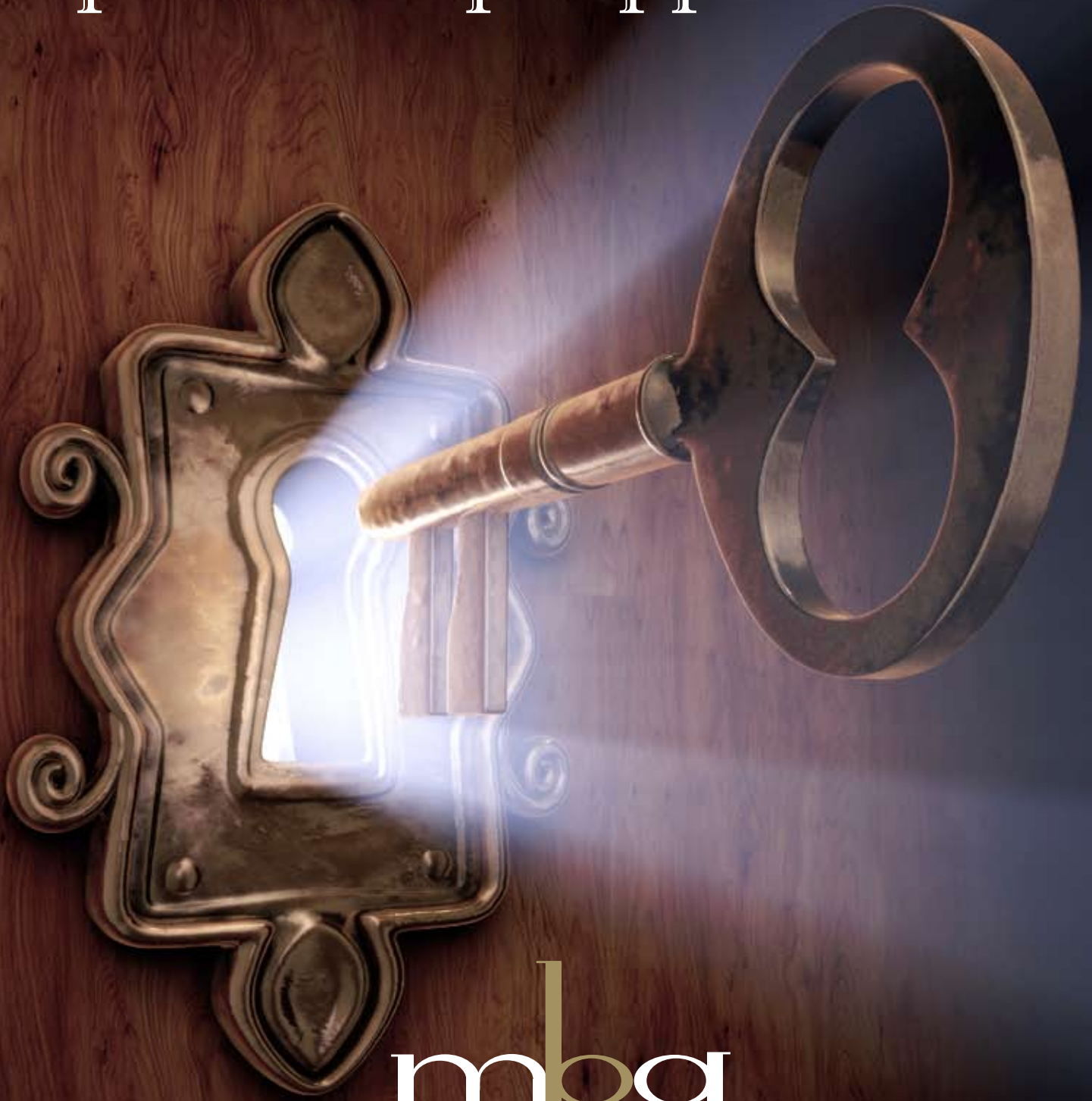


2011 MBA Exhibiting and Sponsorship Opportunities



mba

Michigan Bankers Association

Your Key to Networking with Michigan Bankers

Bankers Education Summit and Trade Show — April 21-22 • Grand Traverse Resort, Traverse City

This conference and trade show offers eight educational 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, commercial lending, retail lending, sales and customer services professionals, directors and risk/regulatory.

Bankers Expected: 200

- Premier Exhibit Booth \$1,400
includes 2 registrations
- Exhibit Booth \$1,200
includes 2 registrations
- Thursday Luncheon Keynote Speaker *\$5,000
- Printing \$5,000
- Friday Luncheon \$5,000
- In Room Welcome Gift \$5,000
- Tote Bags \$3,000
- Wine Tour (includes snack pack) \$3,500 (44 pl.)
- Thursday Continental Breakfast \$2,500
- Friday Continental Breakfast \$2,500
- Handout Printer Station \$2,000
- Registration Favors \$1,500
- Thursday Afternoon Break \$1,500
- Friday Afternoon Break \$1,500
- Speaker (includes speaker intro.) *\$1,000
- Thursday Morning Coffee Break \$1,000
- Friday Morning Coffee Break \$1,000
- Notepads \$1,000
- Tote Bag Inserts (provide 500) \$300
- \$200 Cash Prize Drawings (2 only) \$300
- \$200 Registration Raffle \$300
(winner announced at early bird cut off date)

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 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.

- Directors \$500
- Human Resources Track \$750
- Retail Lending Track \$750
- Commercial Lending Track \$750
- Marketing Track \$750
- Operations/Technology Track \$750
- Customer Service/Leadership Track \$500
- Risk/Regulatory \$750

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



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-three 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, website and e-mails
- Recognition in conference agenda

Annual Convention — June 21-24 • Grand Hotel, Mackinac Island

Celebrate the MBA's 125th Annual Convention. 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 Dessert Station	\$2,500
• Exhibit Booth (includes 1 registration)	\$1,095	• Picnic Lunch Music	\$1,000
• Chairman's Reception	\$15,000	• Croquet or Bocce Ball Tournament	\$500
• Keynote Speaker (multiple sponsors)	\$10,000	• Speaker	\$2,500
• Fireworks (multiple sponsors)	\$10,000	• Gifts at Dinner Banquet	\$2,500
• Ferry Tickets (multiple sponsors)	\$10,000	• Grand Hotel Books	\$2,500
• Printing (multiple sponsors)	\$8,000	• Refreshment Breaks	\$1,250
• "Meet Exhibitors" Reception	\$5,000	• Room gifts: 125th anniversary chocolates	\$1,250
• Boat Cruise	\$4,000	• Carriage Tours	\$1,250
• Dessert/Coffee on Boat	\$1,250	• Morning Coffee Stations	\$1,000
• Bar on Boat	\$2,500	• Wall Street Journal	\$1,000
• Registration Tote Bags	\$3,000	• Ads in Convention E-mail Blasts	\$500
• Picnic Lunch	\$5,000	• Ads on Convention Website	\$500
• Picnic Lunch Beverage Station	\$2,500	• \$200 Prize Drawings	\$300

All sponsors received by April 1, 2011, will be recognized in the May/June issue of *mbaBanking*.



Midwest Trust and Wealth Management Conference — October 11 - 13

Four Points Sheraton, Ann Arbor

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)	
• Tote Bags	\$2,000		

Bank Management and Directors Conference — November 30 - December 2

JW Marriott, Grand Rapids

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 <i>includes 1 registration</i>	\$1,295	• Afterglow Receptions	\$4,000
• Exhibit Booth <i>includes 1 registration</i>	\$1,095	• Speaker	\$3,000
• Banquet	\$10,000	• Continental Breakfasts	\$2,500
• Thursday Evening Reception	\$7,500	• Refreshment Breaks	\$2,000 - 3,000
• Dinner	\$9,000	• Tote Bags	\$2,000
• Welcome Reception	\$7,500	• Registration Favors	\$1,500
• Lunch	\$5,000	• Water Bottles	\$1,500
• Friday Morning Break and Grand Prize Drawing	\$5,000	• Coffee Mugs	\$1,500
		• Name Badge Lanyards	\$1,000
		• Printing	\$1,000
		• \$200 Cash Prize Drawings	\$300

Early bird sponsorships returned by August 1, 2011, will receive special recognition in the September/October issue of mbaBanking magazine. All other sponsors received by October 1, 2011, will be recognized in the November/December issue of mbaBanking, on our website and e-mails.

Sponsor or exhibit at all three events and receive complimentary priority space assignment upgrades.



Michigan Bankers Association

Sponsor/Exhibitor Sign-up Form

Bankers Education Summit & Trade Show

April 21-22 • Grand Traverse Resort, Traverse City

<input type="checkbox"/>	Premier Exhibit Booth	\$ 1,400
<input type="checkbox"/>	Exhibit Booth	\$ 1,200
<input type="checkbox"/>	Thursday Luncheon Speaker	\$ 5,000
<input type="checkbox"/>	Friday Luncheon	\$ 5,000
<input type="checkbox"/>	Printing	\$ 5,000
<input type="checkbox"/>	In Room Welcome Gift	\$ 5,000
<input type="checkbox"/>	Wine Tour (44 ppl.)	\$ 3,500
<input type="checkbox"/>	Tote Bags	\$ 3,000
<input type="checkbox"/>	Thursday Continental Breakfast	\$ 2,500
<input type="checkbox"/>	Friday Continental Breakfast	\$ 2,500
<input type="checkbox"/>	Handout Printer Station	\$ 2,000
<input type="checkbox"/>	Registration Favors	\$ 1,500
<input type="checkbox"/>	Thursday Afternoon Refreshment	\$ 1,500
<input type="checkbox"/>	Friday Afternoon Break	\$ 1,500
<input type="checkbox"/>	Speaker	\$ 1,000
<input type="checkbox"/>	Thursday Morning Coffee Break	\$ 1,000
<input type="checkbox"/>	Friday Morning Coffee Break	\$ 1,000
<input type="checkbox"/>	Notepads	\$ 1,000
<input type="checkbox"/>	Tote Bag Inserts (provide 500)	\$ 300
<input type="checkbox"/>	\$200 Cash Prize Drawings (2 only)	\$ 300
<input type="checkbox"/>	Registration Raffle	\$ 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"/>	Retail Lending Track	\$ 750
<input type="checkbox"/>	Marketing Track	\$ 750
<input type="checkbox"/>	Operations/Technology Track	\$ 750
<input type="checkbox"/>	Commercial Lending Track	\$ 750
<input type="checkbox"/>	Risk/Regulatory	\$ 750
<input type="checkbox"/>	Sales/Customer Service Track	\$ 500
<input type="checkbox"/>	Leadership/Management Track	\$ 500
	Directors	\$ 500

Annual Convention

June 21-24 • Grand Hotel, Mackinac Island

<input type="checkbox"/>	Premier Exhibit Booth	\$ 1,295
<input type="checkbox"/>	Exhibit Booth	\$ 1,095
<input type="checkbox"/>	Chairman's Reception	\$ 15,000
<input type="checkbox"/>	Fireworks	\$ 10,000
<input type="checkbox"/>	Keynote Speaker	\$ 10,000
<input type="checkbox"/>	Ferry Tickets	\$ 10,000
<input type="checkbox"/>	Printing	\$ 8,000
<input type="checkbox"/>	"Meet Exhibitors" Reception	\$ 5,000
<input type="checkbox"/>	Picnic Lunch	\$ 5,000
<input type="checkbox"/>	Boat Cruise	\$ 5,000
<input type="checkbox"/>	Registration Tote Bags	\$ 3,000
<input type="checkbox"/>	Picnic Lunch Beverage Station	\$ 2,500

Annual Convention Continued

<input type="checkbox"/>	Picnic Lunch Desert Station	\$ 2,500
<input type="checkbox"/>	Speaker	\$ 2,500
<input type="checkbox"/>	Bar on Boat	\$ 2,500
<input type="checkbox"/>	Gifts at Dinner Banquet	\$ 2,500
<input type="checkbox"/>	Grand Hotel Books	\$ 2,500
<input type="checkbox"/>	Room Gifts: 125th Chocolates	\$ 1,250
<input type="checkbox"/>	Carriage Tours	\$ 1,250
<input type="checkbox"/>	Refreshment Breaks	\$ 1,250
<input type="checkbox"/>	Dessert/Coffee Bar on Boat	\$ 1,250
<input type="checkbox"/>	Morning Coffee Stations	\$ 1,000
<input type="checkbox"/>	Picnic Lunch Music	\$ 1,000
<input type="checkbox"/>	Wall Street Journal	\$ 1,000
<input type="checkbox"/>	Croquet or Bocce Ball Tournament	\$ 500
<input type="checkbox"/>	Ads in Convention E-mail Blasts	\$ 500
<input type="checkbox"/>	Ads on Convention Website	\$ 500
<input type="checkbox"/>	\$200 Cash Prize Drawings	\$ 300

Midwest Trust and Wealth Management Conference

October 11-13 • Four Points by Sheraton, Ann Arbor

<input type="checkbox"/>	Exhibit Booth	\$ 795
<input type="checkbox"/>	Lunches	\$ 3,000
<input type="checkbox"/>	Tote Bags	\$ 2,000
<input type="checkbox"/>	General Sponsorship	\$ 2,000
	(includes exhibit booth)	

Bank Management and Directors Conference

Nov. 30-Dec. 2 • JW Marriott, Grand Rapids

<input type="checkbox"/>	Premier Exhibit Booth	\$ 1,295
<input type="checkbox"/>	Exhibit Booth	\$ 1,095
<input type="checkbox"/>	Banquet	\$ 10,000
<input type="checkbox"/>	Thursday Evening Reception	\$ 7,500
<input type="checkbox"/>	Dinner	\$ 9,000
<input type="checkbox"/>	Welcome Reception	\$ 7,500
<input type="checkbox"/>	Lunch	\$ 5,000
<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"/>	Tote Bags	\$ 2,000
<input type="checkbox"/>	Registration Favors	\$ 1,500
<input type="checkbox"/>	Water Bottles	\$ 1,500
<input type="checkbox"/>	Coffee Mugs	\$ 1,500
<input type="checkbox"/>	Name Badge Lanyards	\$ 1,000
<input type="checkbox"/>	Printing	\$ 1,000
<input type="checkbox"/>	\$200 Cash Prize Drawing	\$ 300

Total \$ _____

Sponsor/Exhibitor Sign-up Form

Registrant Name: _____ Contact Name: _____

Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail Address: _____

I Plan to Attend

Convention

- Boat Cruise \$20
- Picnic Lunch
- Welcome Reception
- Picnic Lunch in Tea Garden

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