

# Exhibiting, Sponsorship and Promotional Opportunities

*Honor yesterday. Celebrate today. Build tomorrow.*



125

MBA Convention  
June 21-24, 2011  
Grand Hotel  
Mackinac Island

**mba**  
Michigan Bankers Association



## Why Sponsor our 125<sup>th</sup> Annual Convention?

It's the premier Michigan banking event of the year. And a unique opportunity to celebrate the anniversary of our 125<sup>th</sup> convention. As a supplier to the banking industry, you play a major role in helping us provide what is new in the industry and what is just over the horizon. Get the attention of a captive audience with our pre-convention and on-site opportunities. Together, we can make this a great convention experience.

### Who Attends?

Audience: CEOs, Presidents and Directors  
Bankers expected: 200

### What's in it For You?

Build your brand, generate new leads and drive traffic to your exhibit booth by connecting with the most influential members of our industry. Recognition includes acknowledgement in promotional materials, MBA website, MBA publications and on-site convention materials and signage.

We have special 125<sup>th</sup> anniversary events planned. Special entertainment, An Evening with Jeff Daniels, fireworks and a chance for attendees to win an iPad just by visiting your booth. We also have a deluxe boat cruise scheduled for Tuesday evening with opportunities for sponsorships. The quiet Arnold Ferry catamaran will deliver an outstanding experience for our bankers.

### Exhibitor Schedule

#### Wednesday, June 22

12:00 p.m. Exhibit Set-up  
5:00 - 6:00 p.m. Exhibits Open with "Meet the Exhibitors" Reception (Bankers and Directors only)

#### Thursday, June 23

7:30 a.m. Exhibits Open  
8:25 a.m. Introductions and Recognition in the Theatre  
10:40 a.m. Refreshment Break with Exhibitors  
6:00 p.m. Chairman's Reception with Exhibitors (Banquet to follow at 7:00 p.m.)

### Exhibits

Premier Booth (prime location and one registration)	\$1,295
Exhibit Booth (includes one registration)	\$1,095

### Receptions

Welcome Reception	SOLD
"Meet the Exhibitors" Reception	\$5,000
Afterglow Reception (multiple sponsors welcome)	SOLD
Yacht Club Reception	SOLD

### Entertainment

Wednesday Night Entertainment – An Evening with Jeff Daniels (Actor, Entertainer)	SOLD
Fireworks (multiple sponsors welcome)	\$10,000
Twilight Boat Cruise	\$5,000
Desserts on boat	\$1,250
Bar on boat	\$2,500
Peddle & Picnic	SOLD
Carriage Tours	\$1,250

Picnic Lunch	\$5,000
Picnic Lunch Dessert Station	\$2,500
Picnic Lunch Beverage Station	\$2,500
Picnic Lunch Music	\$1,000
Croquet or Bocci Ball Tournament	\$500

## Education Program

Keynote Speaker: Jeff Daniels	\$10,000
General Sessions	\$2,500
Speakers	\$2,500
Morning Coffee Break	\$1,250
Afternoon Refreshment Break	\$1,250

## Attendee Gifts and 125<sup>th</sup> Commemorative Anniversary Favors

Room gifts: 125 <sup>th</sup> anniversary logo chocolates	\$1,250
Gifts at Dinner Banquet: champagne glass with 125 <sup>th</sup> anniversary etched logo	\$2,500
Official Convention Bags with 125 <sup>th</sup> Anniversary logo (and your company logo)	\$3,000
Fudge	SOLD
Grand Hotel books (paperback, history of Grand Hotel)	\$2,500
Wall Street Journal	\$1,000
Badge Lanyards	\$1,000
Bottled Water	SOLD
Ferry Tickets (multiple sponsors welcome)	\$10,000
Prize Drawings (multiple \$125 cash)	\$300

Do you have an item for our Friday raffle?  
Please contact Stephanie Fisher at [sfisher@mibankers.com](mailto:sfisher@mibankers.com).

## Printing/Media

Printing	\$8,000
Notepads/Pens	\$1,000
On-site Program	\$1,000
Ads in Convention E-mail Blasts	\$500
Ads on Convention Website	\$500

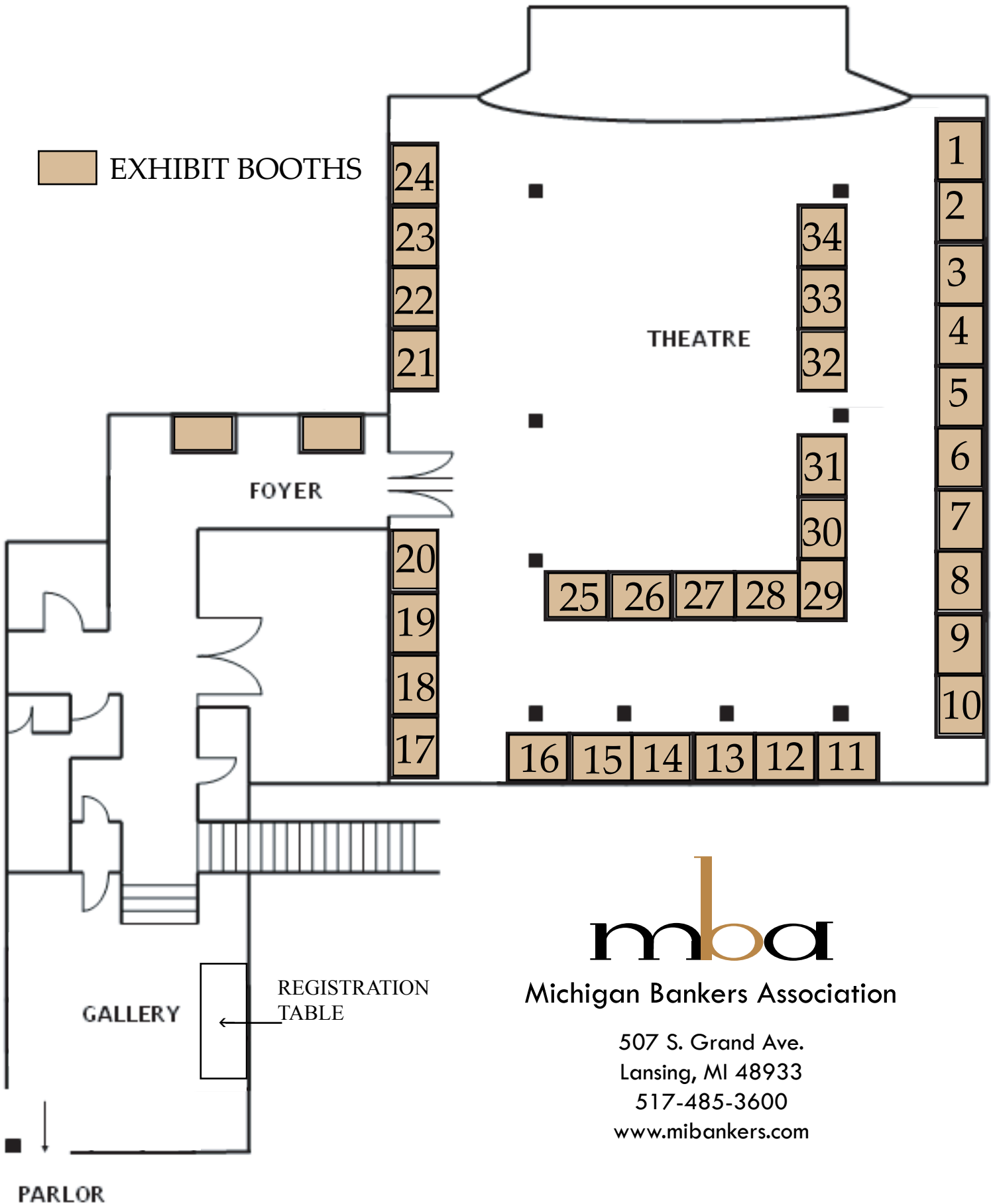
Co-sponsorships are welcome. All sponsorships must be received by April 1, 2011, to receive special recognition in the May/June 2011 Convention issue of *mBaBanking* magazine. All sponsorships and exhibitors received by April 15, 2011, will appear on the website, e-mail and in the on-site agenda.

Sponsor or exhibit at all three MBA events (2011 calendar year): BEST Conference, 125<sup>th</sup> Annual Convention and Bank Management and Directors Conference and receive priority space assignment. Please contact Stephanie Fisher at [sfisher@mibankers.com](mailto:sfisher@mibankers.com) for more details.



We look forward to celebrating our 125<sup>th</sup> Anniversary with you. Reserve your space today.

**Exhibit Booth Diagram**  
**Michigan Bankers Association Annual Convention**  
**June 21-24, 2011**



**Michigan Bankers Association**

507 S. Grand Ave.

Lansing, MI 48933

517-485-3600

[www.mibankers.com](http://www.mibankers.com)



Michigan Bankers Association

Exhibition and Sponsorship Form
MBA Annual Convention
Grand Hotel, Mackinac Island
June 21-24, 2011

Booth space is limited, please sign up early. All sponsors and exhibit booths received by April 15 will be included in the on-site agenda.

All sponsors received by April 1 will receive special recognition in the May/June 2011 Convention issue of mbaBanking magazine.

Contact Name: \_\_\_\_\_ Company: \_\_\_\_\_

Name of Registrant(s): \_\_\_\_\_ Guest Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

We will exhibit the following products and/or services: \_\_\_\_\_

Please don't place me next to the follow companies: \_\_\_\_\_

Please provide a brief description of your company: \_\_\_\_\_

Registration:

- Exhibit (members only) \$1,095 (includes one registration)
Premier Exhibit (members only) \$1,295 (includes one registration) Booth # \_\_\_\_\_
Sponsorship \$ \_\_\_\_\_
Event to be sponsored: \_\_\_\_\_ (E-mail company logo to smyers@mibankers.com)
Additional registration \$400 by May 16 and \$445 after No. Attending \_\_\_\_\_
Total \$ \_\_\_\_\_

- Yes, I will attend the Tuesday Boat Cruise # Attending \_\_\_\_\_ (\$25 per person)
Yes, I will attend the Wednesday Picnic Lunch # Attending \_\_\_\_\_
Yes, I will attend the Wednesday Welcome Reception # Attending \_\_\_\_\_
Yes, I will attend the Thursday Peddle and Picnic # Attending \_\_\_\_\_
Yes, I will attend the Croquet and Bocci Ball Tournament (during picnic lunch) # Attending \_\_\_\_\_

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: \_\_\_\_\_ Printer Cardholder Name: \_\_\_\_\_

If bringing your own exhibit booth: Dimensions: \_\_\_\_\_ (width) 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. 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.