

Sponsorship & Exhibitor Opportunity



**Your Road to Networking
with Michigan Bankers**

SPONSORSHIP/EXHIBITOR OPPORTUNITY

ROAD TOUR

STARTS TODAY

5 LOCATIONS

NETWORKING WITH BANKERS

MBA Annual Events

The MBA hosts several educational events throughout the year to help you nurture and grow your relationships within the banking community. Over 90% of member banks participate in MBA training and events. With your generous support, we are able to provide the best possible events for our attendees.

What's in it for you?

- Gain access to bankers in an exclusive environment.
- Raise your profile above your competitors.
- Shape or reinforce a positive perception of your company with Michigan bank executives.
- Wide selection of sponsor opportunities to match your budget needs.
- Build your brand and generate new leads by connecting with our bankers.

Bank Management and Directors Conference

CEOs, senior management and directors are gathered, every winter, at this event.

- November 30-December 2, 2011
- JW Marriott, Grand Rapids, Michigan
- Bankers expected: 125

Sponsorship opportunities available:

Welcome Reception	\$5,000
Reception	\$5,000
Afterglow Reception	\$4,000
Luncheon	\$5,000
Morning coffee breaks	\$2,000
Afternoon breaks	\$2,000
After-dinner event (i.e. Euchre Tournament)	\$500
Keynote	\$2,500
Official Conference Tote Bags	\$2,000
USB drives	\$1,500
Wall Street Journal (your logo on sticker)	\$1,000
Badge Lanyards	\$1,000
Bottled Water	\$1,500
Coffee Mugs	\$1,500
Attendee favors (tote bag inserts)	\$300
Notepads	\$500
Prize Drawings	\$300

Don't get passed by.

Make sure your brand stands out with Michigan Bankers Association.



Midwest Trust and Wealth Management Conference

Michigan Bankers Association, Indiana Bankers Association and Illinois Bankers Association combine efforts to provide continuing education for trust officers in the Midwest. Attendees look forward to earning CEUs and networking with fellow professionals.

At our luncheon, exhibitors are provided a reserved table for lunch. You may invite attendees to dine with you (tables will be marked with each exhibitor's company name). Feel free to bring literature or a small giveaway for your table.

- October 9-11, 2012
- The Inn at St. John's, Plymouth, Michigan
- Trust and Wealth professionals expected: 125

Sponsorships available:

- Tote bags
- Badge lanyards
- Attendee favors
- USB drives
- Notepads
- Pens
- Coffee breaks
- Lunch
- Reception
- Prize drawings
- Golf outing foursomes
- Golf giveaways

Please contact us for pricing.

SPONSOR →

Risk Management and Compliance Institute

The Institute brings together compliance, legal, bank security and risk officers/managers from around the state.

- October 2012
- Lansing Community College West, Lansing, Michigan
- Compliance professionals expected: 100

Sponsorships only for this event:

- Badge lanyards
- USB drives
- Notepads
- Pens
- Coffee breaks
- Lunch
- Reception

(Please contact us for pricing.)



MBA 126th Annual Convention

The MBA Annual Convention is a marquis event for the Michigan Bankers Association. The unique venue offers some very distinctive sponsorship opportunities. Whether it's on the boat cruise, bike outing or at the picnic cookout, you'll get the attention of a captive audience. Together, we can make this a great convention experience.

- June 19-22, 2012
- Grand Hotel, Mackinac Island, Michigan

Who attends?

- CEOs, presidents, directors
- Bankers expected: 125



Don't miss the Annual Convention magazine issue!

Magazines are in each convention tote bag.

Gold sponsorships (multiple sponsors welcome):

Welcome Reception.....	\$10,000
Meet the Exhibitors Reception.....	\$5,000
Afterglow Reception.....	\$5,000
Entertainment.....	\$10,000 (Gold)
.....	\$5,000 (Silver)
Twilight Boat Cruise under the Mackinac Bridge.....	\$4,000
Peddle and Picnic – <i>bikes for all attendees and boxed lunch (with your logo on sticker)</i>	\$4,000
Keynote Speaker.....	\$5,000
Printing.....	\$7,500
Ferry Tickets (<i>Logo on ferry ticket. Tickets sent to all attendees</i>).....	\$5,000

Benefits of gold sponsorships:

- E-mailed invitation sent to all pre-registered attendees with your company name and logo included
- Beverage napkins with logo (at food and/or beverage events)
- Acknowledgement on signs (select events have a banner and/or tent cards)
- On-site agenda
- *mbaBanking* magazine
- Logo on convention website
- Verbal recognition at convention and PowerPoint slide in-between speakers (at select education sessions)
- Reserved seating at event
- Keynote speaker sponsor may provide a professionally produced, 30-second commercial, to be played before the keynote
- Printing sponsor receives a full page ad in on-site agenda
- Sponsors and exhibitors are invited to an exclusive reception with MBA Directors on Tuesday evening. This is an excellent opportunity to visit with the MBA Board of Directors in an intimate gathering.



Special thank you to our
afterglow reception and fireworks sponsors



**CHEMICAL
BANK**
Member FDIC



**ISABELLA
BANK**

Also available:

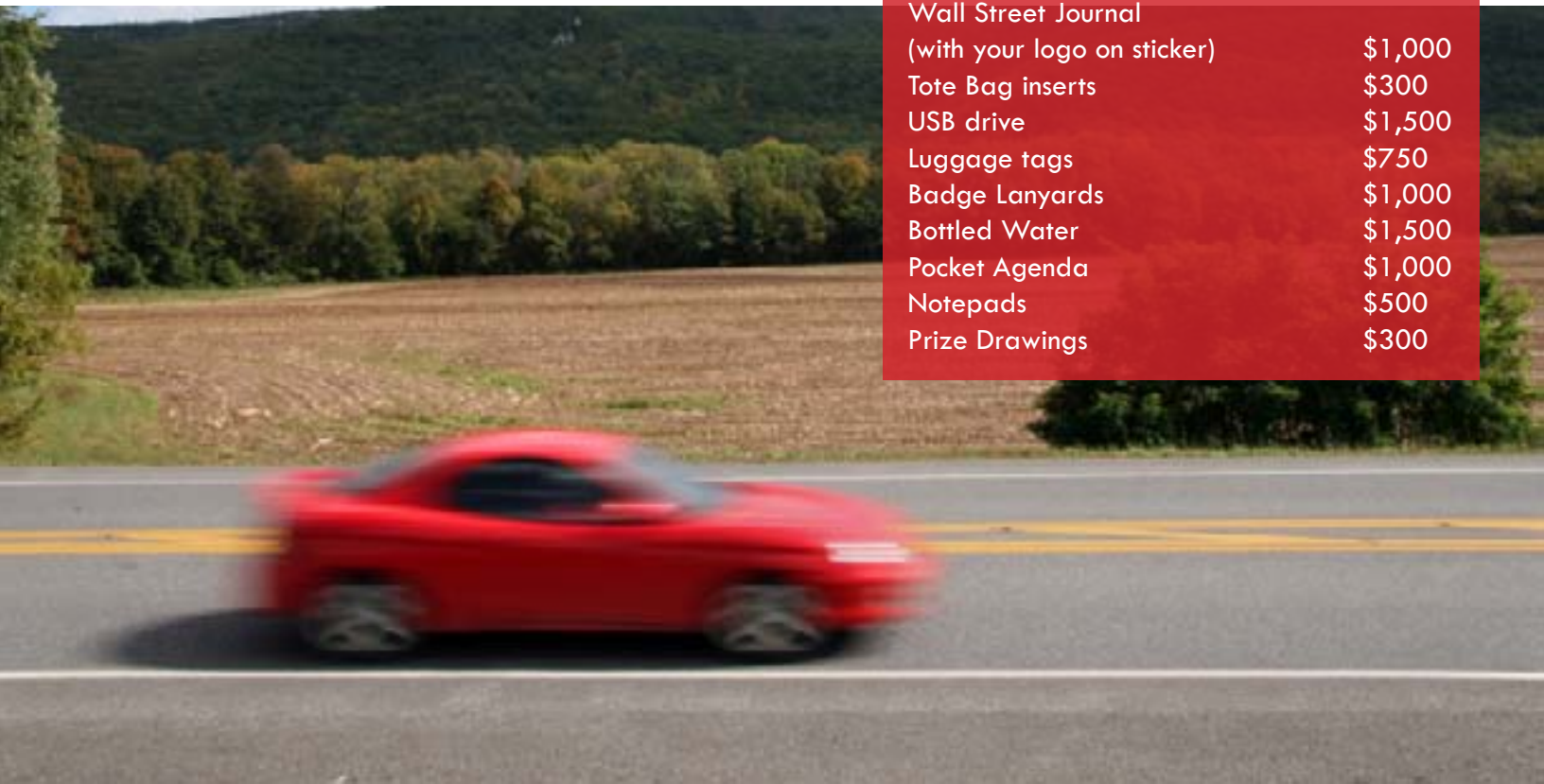
Bar or desserts, coffee on boat cruise	\$1,500
Cookout Picnic Lunch	
Desserts	\$1,500
Beverages	\$1,000
Music	\$1,000
Croquet and Bocce Ball Tournament	\$500
Morning Coffee Break	\$1,250
Afternoon Refreshment Break	\$1,250

Become an Exhibitor!

Exhibit booth \$1,095. Premier booth (higher traffic areas and for companies looking for more space) \$1,295. Includes one registration.

Your logo will be printed on items:

Official Convention Tote Bags	\$2,500
Fudge	(contact us)
Attendee favor (i.e. chocolates at each meeting room setting)	\$300
Wall Street Journal (with your logo on sticker)	\$1,000
Tote Bag inserts	\$300
USB drive	\$1,500
Luggage tags	\$750
Badge Lanyards	\$1,000
Bottled Water	\$1,500
Pocket Agenda	\$1,000
Notepads	\$500
Prize Drawings	\$300



Bankers Education Summit and Trade Show (BEST)

Commercial, retail lenders, compliance officers, bank directors, human resource directors, marketing directors, IT, sales and customer service professionals are all present. BEST is the perfect opportunity to reach out to a broad cross section of bank professionals. It's our largest gathering of industry professionals.

- April 11-13, 2012
- Grand Traverse Resort & Spa, Traverse City, Michigan
- Bankers expected: 350

BEST Gold Sponsorships:

Breakfast	\$2,500
Lunch	\$5,000
Keynote	\$2,500
On-site Agenda (you receive a full page ad)	\$3,000
Official Tote Bag	\$2,500



BEST
Bankers Education Summit and Trade Show

Save the Date
April 10-13, 2012.
See you next year!

Key sponsored by:
Proforma Printing Advantage/Snapquik

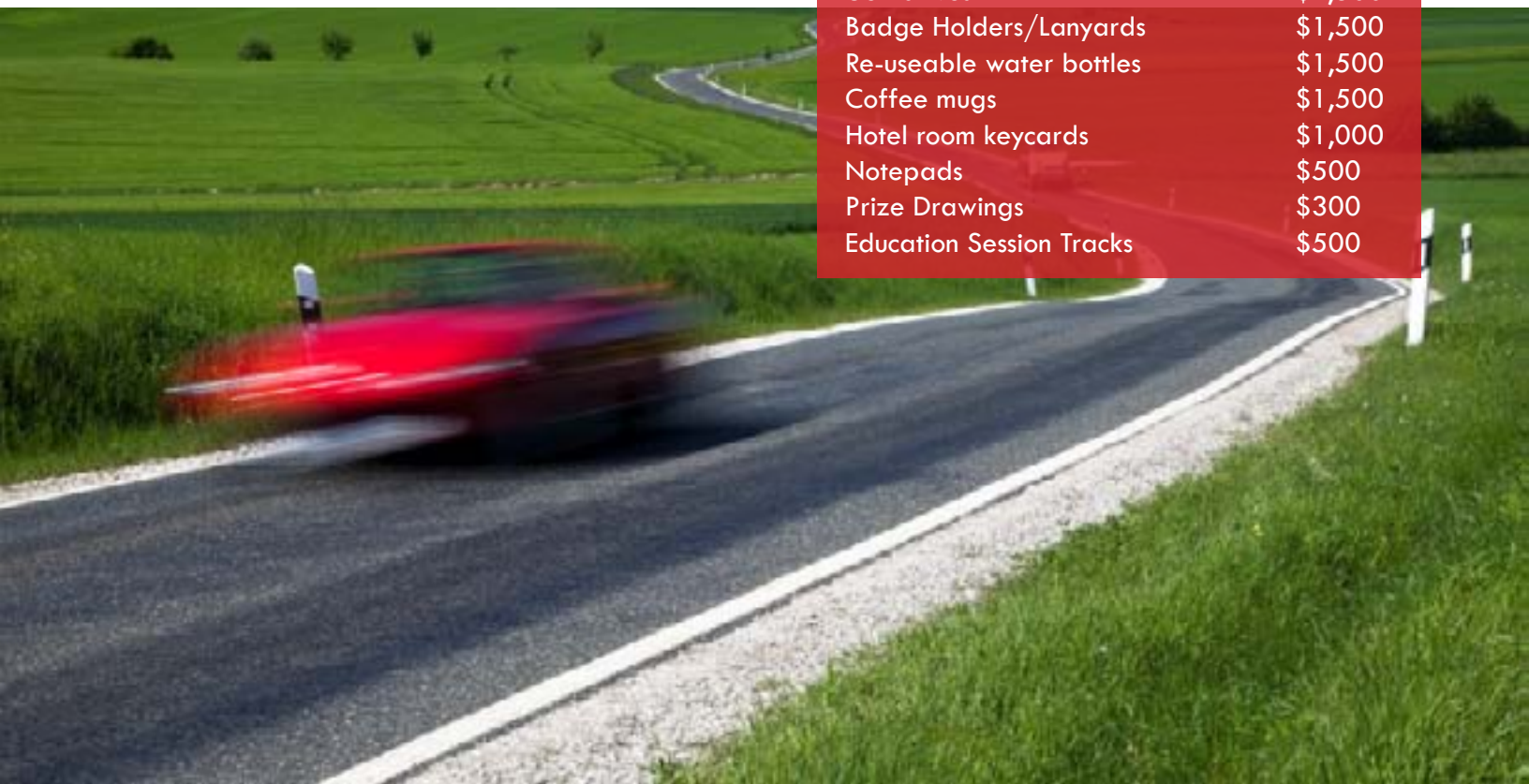
Also available:

Morning Coffee Break	\$1,500
Afternoon Refreshment Break	\$1,500

What's a BEST conference without swag?!

(Your logo will be printed on items – fun!)

Attendee Favors (tote bag insert)	\$300
USB drives	\$1,500
Badge Holders/Lanyards	\$1,500
Re-useable water bottles	\$1,500
Coffee mugs	\$1,500
Hotel room keycards	\$1,000
Notepads	\$500
Prize Drawings	\$300
Education Session Tracks	\$500



New for BEST 2012

(please contact us for special pricing)

Member lounge (on trade show floor)

Great place for fellow bankers to gather, rest their feet and enjoy some conversation. Sponsors will be recognized with a sign, in on-site agenda and may place literature on the tables.



Registration greeter

Enlist your company as an official greeter, and be the first company to welcome BEST attendees. Greeters can distribute product information or incentives to visit your booth! A great thing about this promotional opportunity: Being the first friendly face attendees see at the show.



Wine Tour

Arriving early? On Wednesday afternoon, we'll visit four vineyards on the beautiful Leelanau Peninsula. You'll have face to face time on the bus to welcome attendees and make a few remarks. You can place an item (or literature) in the special wine carrier (bag) for each guest.



Advertisements

Ads in e-mail blasts and on website are included. Special discount for magazine advertisers. Don't miss the BEST conference magazine issue. Magazines are in each BEST conference tote bag.



Use this in your e-mail invitations, on your website or even in printed invitations to bankers.



All sponsors receive:

- Listing in our trade show guide (printed and on website) and

Acknowledgement on:

- Signs
- In on-site agenda
- *mbaBanking* magazine
- Verbal recognition at conference
- Link and logo on our website
- Ready-to-go badge for your website





Sponsorship

Sponsorships must be pre-approved by MBA. Please contact us with any questions. MBA membership is required to exhibit at most events. Please contact us to find out how you can benefit from joining!

Opportunities

We're delighted to discuss other sponsorship opportunities. We will work to maximize your budget and build a sponsorship that works for you. All sponsorships are on a first come, first served basis, so act early! E-mail your ideas to sfisher@mibankers.com

Discounts

- Sign up for sponsorships at two or more events (must sign up for both on form inserted) by June 30, 2012 and receive a 10% discount.
- Sign up to exhibit at two or more events and receive an upgrade from a standard booth to a premium booth at each event.
- Exhibitors receive one complimentary badge.
- Sponsorships \$2,500 and up receive one complimentary badge.



Membership

Like to join?! For information, please contact the MBA at (517) 485-3600.

Follow Us



Join our social media community.

Your official MBA and event publication:

mbaBanking magazine goes to each attendee. Don't miss this chance to advertise with the premier Michigan banking publication. With circulation to more than 5,000 Michigan bankers and industry leaders, only *mbaBanking* magazine is delivered to every member bank branch in Michigan. Contact Anthony Kalogeridis at (313) 884-3550 or anthonykal@comcast.net for advertising opportunities.



Michigan Bankers Association



Please indicate item(s) or event(s) by filling out this side and the reverse side of form.

Registrant Name (attending event): _____

Contact Name (if different than above): _____

Title: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Method of Payment

Total Bill Amount: \$ _____

- Please Invoice (MBA Members Only)
- Check Payable to: Michigan Bankers Association
- Charge to my MasterCard Visa AMEX

Credit Card Number: _____ Exp. Date: _____

Cardholder's Name: _____

Cardholder's Signature: _____

It's Easy to Sign-Up!

Mail: Michigan Bankers Association
507 S. Grand Ave.
Lansing, MI 48933

Fax: 517-487-1235

E-mail: mbaregistrations@mibankers.com

For questions, please call us at (517) 342-9057.

Discounts

- Sign up for sponsorships at two or more events (must sign up for both, on reverse side) by June 30, 2012 and receive a 10% discount. Discounts will be taken off your total.
- Sign up to exhibit at two or more events and receive an upgrade from a standard booth to a premium booth at each event.
- Exhibitors receive one complimentary badge
- Sponsorships (\$2,500 and up) receive one complimentary badge.

Have Sponsorship Ideas?

Email your ideas to
sfisher@mibankers.com.



Bankers Education Summit & Trade Show (BEST) Grand Traverse Resort & Spa, Traverse City • April 11-13, 2012

- Exhibit Booth \$1,095
Premier Exhibit Booth \$1,295
Breakfast \$2,500
Lunch \$5,000
Keynote \$2,500
On-site Agenda Full Page Ad \$3,000
Official Tote Bag \$2,500
Morning Coffee Break \$1,500
Afternoon Refreshment Break \$1,500
Attendee Favors (tote bag insert) \$300
USB drives \$1,500
Badge Holders or Lanyards SOLD
Re-useable water bottles \$1,500
Coffee mugs \$1,500
Hotel room keycards \$1,000
Notepads \$500
Prize Drawings \$300
Education session tracks \$500

New For BEST 2012

- Member lounge Please contact us for pricing.
Registration greeter
Wine Tour
Ads in e-mail blasts and on website

Risk Management & Compliance Institute Lansing Community College West, Lansing • October 2012

- Badge lanyards Please contact us for pricing.
USB drives
Notepads
Pens
Coffee breaks
Lunch
Reception

Midwest Trust & Bank Management Conference The Inn and St. John's, Plymouth • October 9-11, 2012

- Tote bags
Badge lanyards
Attendee favors
USB drives
Notepads
Pens
Coffee breaks
Lunch
Reception
Prize drawings
Golf outing foursomes
Golf giveaways
Exhibit Booth \$795

MBA 126th Annual Convention Grand Hotel, Mackinac Island • June 19-22, 2012

- Exhibit Booth \$1,095
Premier Exhibit Booth \$1,295
Welcome Reception \$10,000
Meet the Exhibitors Reception \$5,000
Afterglow Reception \$5,000
Entertainment (Gold) \$10,000
Entertainment (Silver) \$5,000
Twilight Boat Cruise under the Mackinac Bridge \$4,000
Peddle and Picnic - bikes for all attendees and boxed lunch (with your logo on sticker) \$4,000
Keynote Speaker \$5,000
Printing \$7,500
Ferry Tickets \$5,000
Bar or desserts, coffee on boat cruise \$1,500
Cookout Picnic Lunch
Desserts \$1,500
Beverages \$1,000
Music \$1,000
Croquet and Bocce Ball Tournament \$500
Morning Coffee Break \$1,250
Afternoon Refreshment Break \$1,250
Official Convention Tote Bags \$2,500
Fudge please contact us
Attendee favor (i.e. chocolates at each meeting room setting) \$300
Wall Street Journal (with your logo on sticker) \$1,000
Tote Bag inserts \$300
USB drive \$1,500
Luggage tags \$750
Badge Lanyards SOLD
Bottled Water SOLD
Pocket Agenda SOLD
Notepads SOLD
Prize Drawings \$300
Golf sponsorships please contact us.

Total \$