

IGNITE Experience & Innovators' Showcase

Formerly the Bank Operations & Management Summit

INFORMATION

FEB. 25-26, 2020 • HYATT REGENCY BIRMINGHAM

BOOTH PRICING

Associate member rate: \$795 • Non-member rate: \$995

Table Top Booth Includes:

One 6' x 30" draped table
ID sign • Two chairs
One complimentary registration

Exhibit Schedule

INSTALLATION Begins Mon., Feb. 24 at 4 p.m.
OFFICIAL OPENING Tues., Feb. 25 at 7:30 a.m.
*(All booths must be set up by this time.
An exhibitor failing to comply will be
removed as an exhibitor.)*
DISMANTLING Wed., Feb. 26 at 1 p.m.

Trade Show Hours

Tues., Feb. 25 7:30 - 8:30 a.m.
9:30 - 9:45 a.m.
12 - 1 p.m.
4 p.m.
Wed., Feb. 26 8 - 8:30 a.m.
9:30 - 9:45 a.m.
12 - 1 p.m.

Add the IGNITE INNOVATORS SHOWCASE for even more exposure! This will feature a select group of vendors who upgrade their trade show booth to participate. Concurrent, 15-minute breakout sessions will be held featuring these vendors. Bankers will decide which presentation to attend. As a thank you for participating, the bankers will receive a free pair of sunglasses from the sunglasses bar.

Who attends this conference?

This conference is open to all bank personnel including: human resources, marketing/public relations, information technology, operations and supervisors. **New this year is a track specifically for branch managers!**

Conference events to be held in and around trade show area:

TUESDAY, FEBRUARY 25

Registration
Continental Breakfast
Morning Break
Lunch
Ignite Cocktail Reception

WEDNESDAY, FEBRUARY 26

Continental Breakfast
Morning Break
Lunch

MORE THAN FOUR value-packed hours of events in trade show area!

Please note that times shown are tentative. Please refer to conference program for final times and locations.

IGNITE

INNOVATORS SHOWCASE

New this year is our IGNITE INNOVATORS SHOWCASE.

This will feature a select group of vendors who upgrade their trade show booth to participate. Concurrent, 15-minute breakout sessions will be held featuring these vendors. Bankers will decide which presentation to attend. As a thank you for participating, the bankers will receive a free pair of sunglasses.

How does it work? Participating vendors will conduct a 15-minute presentation. There will be sessions running concurrently, so bankers will decide which presentation to attend.

How much does it cost? Participation in the showcase is \$750, and is only open to trade show vendors. Only a limited number of slots are available for this exclusive event which is only open to bankers and showcase participants.

Is there an incentive for bankers? Each banker will receive a free pair of sunglasses (valued at \$200) for attending the breakout sessions! We will offer a “sunglasses bar” where bankers can choose from among the following brands: Kate Spade, Revo, Ray-Ban, Tory Burch, and Costa.

What’s in it for the vendors? As a participating vendor, you will be allowed to make a 15-minute presentation and distribute marketing materials. We have purposefully planned this event for the first day of the conference to allow plenty of time for follow up during the remaining portion of the conference. Several events will be held in the trade show area including breakfasts, lunches, breaks and a cocktail reception.

Each banker will receive a free pair of sunglasses for attending both showcases! Our “sunglasses bar” will include the following brands:

TORY  BURCH



REVO




kate spade
NEW YORK




COSTA



Ray-Ban



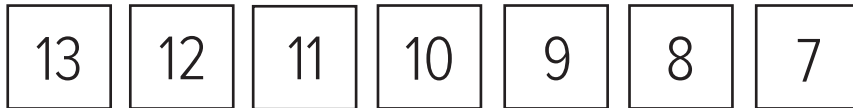
Are you a multiple event sponsor or trade show participant?

If so, you may qualify for a trade show package or an ad and sponsorship package.

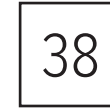
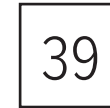
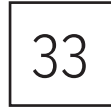
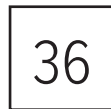
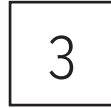
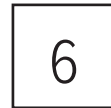
For more information about trade show packages contact Beth Oliver at (334) 301-3786.

For more information about ad and sponsorship packages contact Shelley Hildebrand at (334) 386-5743.

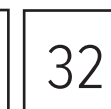
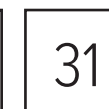
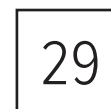
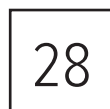
TRADE SHOW BOOTH LAYOUT



Payment must be received in full prior to booth reservation and assignment. All fees paid to ABA are non-refundable.



ENTRANCE



2020 IGNITE Experience

TRADE SHOW REGISTRATION

Company: _____

CONTACT INFORMATION • Who should receive communication about trade shows and sponsorships? _____

Title _____ Address _____ City, State & Zip _____

Email _____ Phone _____

TRADE SHOW

Associate Member (\$795)

Non-member (\$995)

IGNITE Innovators Showcase* (\$750)

Title of presentation: _____

**Must purchase Trade Show booth to participate. Limited number available.*

**Payment must be received in full prior to booth reservation and assignment. All fees are non-refundable.*

No. of Booths Purchasing _____ Booth Attendant Name (Complimentary) _____ Email _____

Address _____ City, State & Zip _____ Phone _____

ADDITIONAL REPRESENTATIVES who will work in the booth during the trade show (Each additional representative beyond the first complimentary attendee must pay a registration fee. (**Members** \$395 by Jan. 10, 2020 / \$445 after Jan. 10, 2020 / **Non-members** \$645)

1. Name _____ Email _____

2. Name _____ Email _____

BOOTH ASSIGNMENT (see trade show layout for booth numbers and locations.)

1st choice # _____ 2nd choice # _____ 3rd choice # _____

Please separate us from these competitors: _____

PAYMENT INFORMATION - ABA **will not accept** any registration form that is not accompanied with full payment. All conference trade show booths are non-refundable. Please send this form and payment to: ABA, 445 Dexter Ave., Ste. 10025, Montgomery, AL 36104 or fax to (334) 244-9382. Questions? Contact Beth Oliver at boliver@alabamabankers.com, Lisa Dunn at ldunn@alabamabankers.com, or Lisa Garrett at lgarrett@alabamabankers.com, or by calling (334) 244-9456.

Total amount due to ABA: \$ _____

My check is enclosed.

Please charge the following credit card: MasterCard Visa American Express Discover

Credit Card No. _____ Exp. Date _____ Signature _____

ABA Annual Convention & Marketplace

BOOTH INFORMATION

MAY 31 - JUNE 3, 2020 • THE BREAKERS RESORT • PALM BEACH, FLORIDA

8X10 BOOTH PRICING

Associate member rate: \$1,795

Non-member rate: \$2,295

Price includes one full convention registration
(valued at \$1,045).

Booth Includes:

8' High back wall and 3' high side drape

ID sign

One six-foot draped table and two chairs*

10X10 BOOTH PRICING

Associate member rate: \$1,995

Non-member rate: \$2,495

Price includes one full convention registration
(valued at \$1,045).

Booth Includes:

8' High back wall and 3' high side drape

ID sign

One six-foot draped table and two chairs*

*Option to upgrade table and chairs to a 30-inch round, pedestal table and two padded stools for an additional \$100 fee.

Exhibit Schedule

BOOTH INSTALLATION

EXCLUSIVE SOCIAL WITH ABA BOARD*

OFFICIAL OPENING

DISMANTLING

Sunday, May 31 from 12 p.m. - 4 p.m.

Sunday, May 31 (by invitation only) from 5 - 6 p.m.

Sunday, May 31 at 6 p.m.

(All booths must be set up by the designated time. An exhibitor failing to comply will be removed as an exhibitor.)

Tuesday, June 2 at 12 p.m.

*Our **EXCLUSIVE SOCIAL** with the **ABA BOARD OF DIRECTORS** is an invitation-only event. Only those marketplace vendors who have committed and paid by **March 1, 2020** will be invited to attend.

Convention events to be held in and around marketplace area:

SUNDAY, MAY 31

Registration & Welcome Reception

Marketplace opens

MONDAY, JUNE 1

Breakfast Buffet

Morning break during business session

Reception and silent auction in the marketplace area

TUESDAY, JUNE 2

Breakfast Buffet

Marketplace Day & Rapid Fire Learning Labs

ABA Leadership Division's Annual Silent Auction will be held in the marketplace area.

Please note: The registration form allows for the donation of an item for the Silent Auction. ABA recommends an item valued at least \$250.

If money is sent, ABA will purchase an item.

CONVENTION AGENDA

SUNDAY, MAY 31

Registration and Welcome Reception

Marketplace opens

MONDAY, JUNE 1

Prayer Service

Breakfast Buffet

General Business Session

Reception & Bankers 2 Leaders Silent Auction

TUESDAY, JUNE 2

Prayer Service

Breakfast Buffet

Marketplace Day & Rapid Fire Learning Labs

WEDNESDAY, JUNE 3

Prayer Service

Breakfast Buffet

General Business Session

Reception, Dinner & Entertainment

Rapid Fire Learning Labs

SPEAKING OPPORTUNITY FOR EXHIBITORS

New this year is an opportunity to participate in our Rapid Fire Learning Labs!

This will feature a select group of vendors who upgrade their marketplace booth to participate. Concurrent, 15-minute breakout sessions will be held featuring these vendors. Bankers will decide which presentations to attend, and the presentations will be conducted on the marketplace floor.

How does it work? Participating vendors will conduct a 15-minute presentation. There will be sessions running concurrently, so bankers will decide which presentation to attend. Our Rapid Fire Learning Lab “classrooms” will seat up to 50 bankers.

How much does it cost? Participation costs \$795, and is only open to exhibitors. Only a limited number of slots are available for this exclusive event.

What’s in it for the vendors? As a participating vendor, you will be allowed to make a 15-minute presentation and distribute marketing materials. We have planned this event during our “marketplace day” which will be held on Tuesday and allow for follow up during the remaining portion of our convention.

Are you a multiple event sponsor or trade show participant?

If so, you may qualify for a trade show package or an ad and sponsorship package.

For more information about trade show packages contact Beth Oliver at (334) 301-3786.

For more information about ad and sponsorship packages contact Shelley Hildebrand at (334) 386-5743.

MARKETPLACE BOOTH LAYOUT

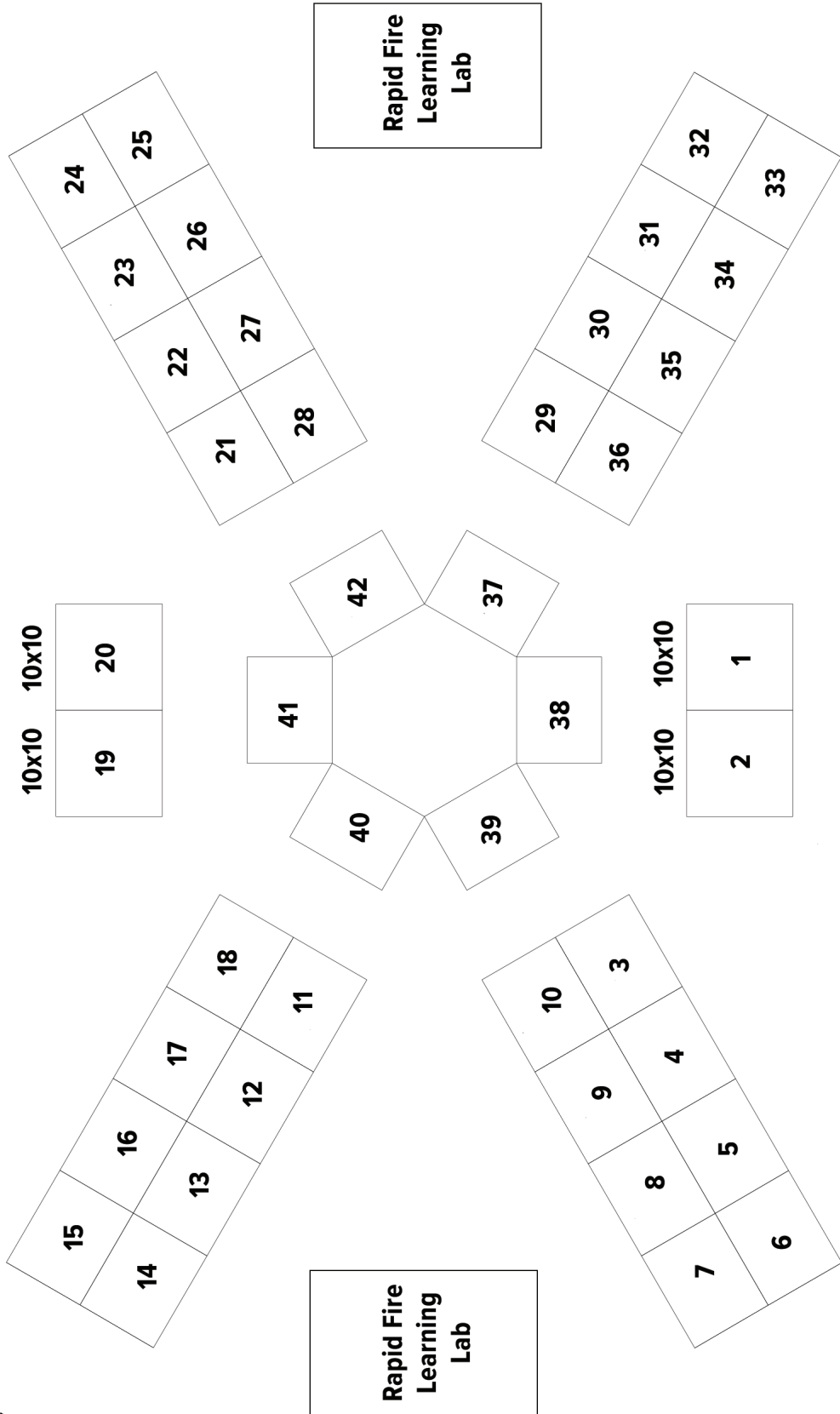
Payment must be received in full prior to booth reservation and assignment.

All fees paid to ABA are non-refundable.

BAR

BAR

BAR



BAR

ENTRANCE

ABA Annual Marketplace REGISTRATION

Registration type:

8 X 10 BOOTH

- Associate Member (\$1,795)
 Non-member (\$2,295)

10 X 10 BOOTH

- Associate Member (\$1,995)
 Non-member (\$2,495)

Number of booths purchasing: _____

- Yes! I want to participate in the Rapid Fire Learning Labs!** (additional \$795 fee)
 Yes! I want to upgrade to a 30-inch, pedestal table and two padded chairs. (additional \$100 fee)

Contact Name *(Person in charge of receiving communication regarding convention and trade show)* _____ Email _____

Booth Attendee *(Complimentary)* _____ Email _____

Company _____

Address _____ City, State & Zip _____

Phone _____ Fax _____

ADDITIONAL REPRESENTATIVES who will work in the booth during the marketplace (Each additional representative must pay the \$1,045 early bird registration fee if registered before March 20, 2020, \$1,095 regular registration fee after March 20, 2020, and \$1,295 for non-members)

1. Name: _____ Email: _____
2. Name: _____ Email: _____

BOOTH ASSIGNMENT *(see insert for booth numbers and locations)*

1st choice # _____ 2nd choice # _____ 3rd choice # _____

Please separate us from these competitors: _____

By completing this form and returning it to ABA, exhibitor accepts and hereby agrees to be bound by all rules and regulations set forth herein. All fees paid to ABA are non-refundable. Please sign and return exhibit fees to: ABA, 445 Dexter Ave, Suite 10025 Montgomery, AL 36104 or boliver@alabamabankers.com or ldunn@alabamabankers.com. **Questions?** Call Lisa Dunn (334) 386-5737 or Beth Oliver at (334) 301-3786.

LOGO SUBMISSION FOR MARKETING PURPOSES

Please submit a company logo in **HIGH-RESOLUTION** format (.eps preferred) **WITH** your registration.

PAYMENT INFORMATION (All registration fees must accompany booth payment. ABA will not accept any registration form that is not accompanied with full payment.)

- I'd like to donate to the Bankers 2 Leaders Silent Auction.
(ABA recommends an item valued at least \$250. If money is sent, ABA will purchase an item.)

Please specify whether you will donate money or a specific item:

Amount \$ _____ Item Description: _____

Do you want the item placed at your booth or on a general silent auction table?

Booth Silent auction table

Total Amount due to ABA: \$ _____

Payment Method:

- My check is enclosed
 Please charge the following credit card:
 MasterCard Visa American Express Discover
Credit Card No. _____ Exp. Date _____
Signature _____ Date _____

MARKETPLACE INFORMATION

BOOTH ASSIGNMENT. Please be sure to list your booth preferences on the registration form. Assignments will be made at the sole discretion of ABA. Booth space is available on a first-come, first-serve basis. Booths will not be assigned until full payment has been received by ABA. Two sizes are available: 8x10 and 10x10. Only four 10x10 booths are available.

SPECIAL EQUIPMENT. Exhibitors will be sent exhibitor information with detailed information on booth set-up.

RULES AND REGULATIONS

- Although the character of the proposed exhibits, individual requirements and preferences as to location will be considered in the assignment of space for each exhibit, booth assignments shall be at the sole discretion of the Alabama Bankers Association.
 - Payment must be received in full prior to booth reservation and assignment. **All fees paid to ABA are non-refundable.**
 - **For the 8 x 10 Booths:** Equipment provided consists of back and side draping; one six-foot skirted table, identification sign and two chairs. Exhibitor shall supply all other equipment. Exhibitor may upgrade to a pedestal table and padded stools for an additional \$100 fee.
 - **For the 10 x 10 Booths:** Equipment provided consists of back and side draping; one six-foot skirted table, identification sign and two chairs. Exhibitor shall supply all other equipment. Exhibitor may upgrade to a pedestal table and padded stools for an additional \$100 fee.
 - Nothing shall be posted on, tacked, nailed, screwed or attached to the walls, floors, columns or other parts of the area without permission from the exhibit coordinator.
 - ABA, in its sole discretion, may regulate or limit the hours of access to displays or admission to the exhibit area.
 - Neither ABA nor its officers, directors, agents, employees, successors or assigns shall be responsible for any claim, loss, damage or expense of any kind or character arising out of or in any way connected with exhibitor's participation in the trade show. By their participation, exhibitors agree to indemnify, release and hold harmless ABA. Exhibitors wishing to insure their goods must do so at their own expense.
 - Specific requirements as to time for installation and dismantling of exhibits shall be supplied to each exhibitor. Such requirements shall be binding upon the exhibitor and all displays must be in place and set up by one hour before the time of the official opening of the show **(which will be on Sunday, May 31)**.
 - In the event any exhibitor has failed to occupy its designated space within one hour of the official opening of the show, ABA shall have the right to use and/or reassign such space in its sole discretion. Neither an exhibitor's failure to occupy designated exhibit space nor ABA's reuse or reassignment of designated space shall relieve an exhibitor from its obligation to pay for such space at full price.
 - Exhibits shall be shown only in the official exhibit area as established by ABA. Exhibitor shall not be permitted to display articles, equipment or information concerning services or video of such articles, equipment or services in private suites or rooms during the show. **No exhibitor shall permit any other corporation or firm or its representative to use or share the space allotted to the exhibitor.**
 - No exhibitor may have more than three representatives in a booth at the same time without prior consent of ABA. Only one registration is included with booth. All other representatives must register separately and pay appropriate fees.
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- ABA reserves the right to rescind any of these rules and regulations and to make such other and further rules and regulations that ABA shall, in its sole judgment, deem appropriate from time to time.*