

# ABA Annual Convention & Marketplace

## BOOTH INFORMATION

JUNE 6-9, 2021 • LA CANTERA RESORT & SPA • SAN ANTONIO, TEXAS

### 10X10 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\*

### Exhibit Schedule

#### **BOOTH INSTALLATION**

Sunday, June 6 from 12 p.m. - 4 p.m.

#### **EXCLUSIVE SOCIAL WITH ABA BOARD\***

Sunday, June 6 *(by invitation only)* from 5 - 6 p.m.

#### **OFFICIAL OPENING**

Sunday, June 6 at 5:30 p.m.

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

#### **DISMANTLING**

Tuesday, June 8 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 **April 1, 2021** will be invited to attend.*

### **Convention events to be held in and around marketplace area:**

#### **SUNDAY, JUNE 6**

Registration & Welcome Reception

Marketplace opens

#### **MONDAY, JUNE 7**

Breakfast Buffet

Morning break during business session

Reception and silent auction in the marketplace area

#### **TUESDAY, JUNE 8**

Breakfast Buffet

Marketplace Day

### **Bankers 2 Leaders 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, JUNE 6**

Registration and Welcome Reception

Marketplace opens

#### **MONDAY, JUNE 7**

Prayer Service

Breakfast Buffet

General Business Session

Reception & Bankers 2 Leaders Silent Auction

#### **TUESDAY, JUNE 8**

Prayer Service

Breakfast Buffet

Marketplace Day

Reception, Dinner & Entertainment

#### **WEDNESDAY, JUNE 9**

Prayer Service

Breakfast Buffet

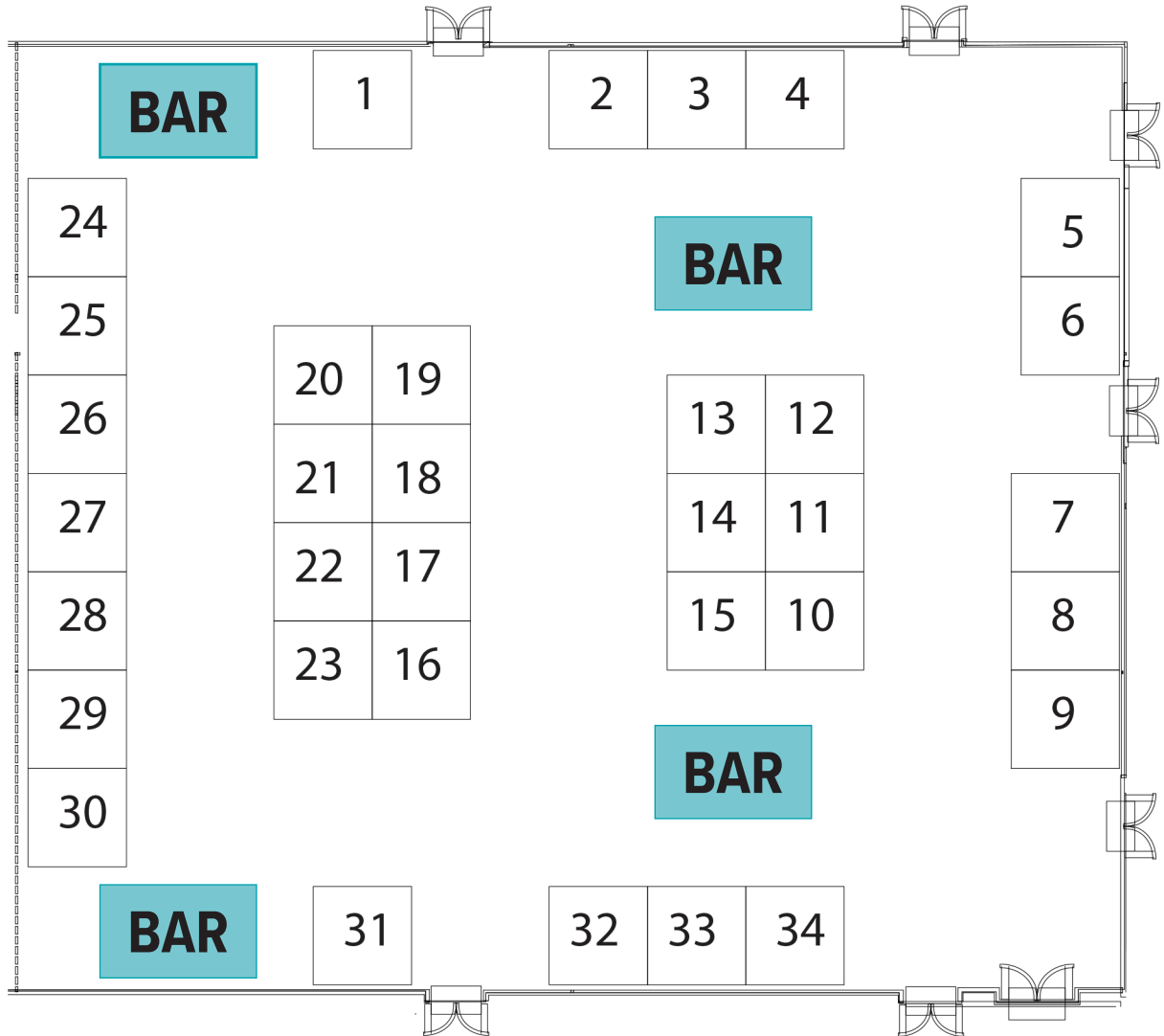
General Business Session

# MARKETPLACE BOOTH LAYOUT

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

*All fees paid to ABA are non-refundable.*

## ENTRANCE



# ABA Annual Marketplace REGISTRATION

**Registration type:**

**10 X 10 BOOTH**

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

**Number of booths purchasing:** \_\_\_\_\_

\_\_\_\_\_  
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 30, 2021, \$1,095 regular registration fee after March 30, 2021, 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.

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

## RULES AND REGULATIONS

- Unless otherwise stated in writing, attendance at this event is governed by the Alabama Bankers Association's "Standard Event Waiver and Indemnity Policy" available at [www.alabamabankers.com/event-waiver-and-indemnity-policy](http://www.alabamabankers.com/event-waiver-and-indemnity-policy). Please contact ABA with any questions.
- 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.**
- **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, June 6)**.
- 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.*

# IGNITE Experience & Innovators' Showcase

## INFORMATION

**AUGUST 25-26, 2021 • 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

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

#### Exhibit Schedule

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

#### Trade Show Hours

<b>Wed., Aug. 25</b>	7:30 - 8:30 a.m. 9:30 - 9:45 a.m. 12 - 1 p.m. 4 p.m.
<b>Thurs., Aug. 26</b>	8 - 8:30 a.m. 9:30 - 9:45 a.m. 12 - 1 p.m.

*Add the TRADE SHOW SPEED DATING SHOWCASE for even more exposure! We offer an event where our bankers can "speed date" with participating vendors. This exclusive event is only open to trade show vendors who also sign up to be a part of the showcase and is limited to 30 vendors. Participating bankers receive a pair of FREE sunglasses for attending the speed dating part of the conference.*

### Who attends this conference?

*This conference is open to all bank personnel including: branch managers, human resources, marketing/public relations, information technology, operations and supervisors.*

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

#### WEDNESDAY, AUG. 25

Registration  
Continental Breakfast  
Morning Break  
Lunch  
Ignite Cocktail Reception

#### THURSDAY, AUG. 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.*

# “SPEED DATING” SHOWCASE

*Two “speed dating” sessions will be held in the trade show area. One will be held before lunch on Tuesday, and one will be held after lunch on Tuesday. Limited to 15 vendors per session! **The showcase always sells out so act fast if you want to participate!***

*To give our vendors even more exposure at the 2021 Ignite Conference, we will host an event where our bankers can “speed date” with participating vendors. This exclusive event is only open to trade show vendors who also sign up to be a part of the showcase. It is limited to 30 vendors.*

**How does it work?** Participating vendors will visit with tables of bankers for 3-4 minutes and have their undivided attention! When the bell rings, the vendors move to the next table. Vendors can pass out any materials/giveaways that they choose during this time.

**How much does it cost?** Participation in the showcase is \$500, 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 both showcases!

**What’s in it for the vendors?** As a participating vendor, you will have time to meet with each banker in a small group setting and distribute marketing materials. Since participation is limited, you will be in a small pool of vendors in a large room of bankers! 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 a reception on Tuesday and breakfast, lunches and breaks on Wednesday.

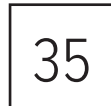
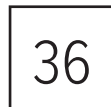
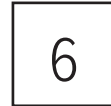


***Each banker will receive a free pair of sunglasses of their choice for attending both showcases!***

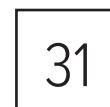
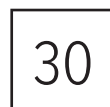
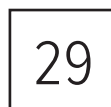
# TRADE SHOW BOOTH LAYOUT



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



ENTRANCE



## IGNITE Experience

*Audience: Branch managers, HR, IT, operations, PR and marketing*

*Previous Attendance: 200 people, 44 banks*

**AUG. 25-26**

*Hyatt Regency*

*Birmingham -*

*The Wynfrey*

### SPONSORSHIP BENEFITS

Recognition commensurate with sponsorship level

Advanced attendee roster

Company listing on the mobile app

Signage of sponsorship at various events

Listing in *Banking Traditions* magazine as a sponsor

Company listed as sponsor on *Weekly News Byte* on emails prior to the event

Sponsor ribbon for name badge

Recognition on promotional brochure

### SPONSORSHIP FEES

#### Signature Level • \$2,500

*Sponsors at this level receive two complimentary registrations*

##### Options include:

Cocktail Reception

Mobile App

Keynote Speaker

#### Deluxe Level • \$2,000

*Sponsors at this level receive two complimentary registrations*

##### Options include:

Tote Bag / Charging Station / Folios & Pens / Track Sponsor (4)

Lunch / Name Badge Wallet / WiFi / Money Grab Booth / Name Badge

#### Premium • \$1,250

*Sponsors at this level receive one complimentary registration*

##### Options include:

Attendee List / Break / Candy Basket at Registration Table

Continental Breakfast / Lanyard / Game Sponsor

#### General • \$750



# 2021 IGNITE Experience

## TRADE SHOW REGISTRATION

Company: \_\_\_\_\_

**CONTACT INFORMATION** • Who should receive communication about trade shows and sponsorships? \_\_\_\_\_

Title \_\_\_\_\_ Address \_\_\_\_\_ City, State & Zip \_\_\_\_\_

Email \_\_\_\_\_ Cell Phone \_\_\_\_\_

### TRADE SHOW

Associate Member (\$795)

Non-member (\$995)

Speed Dating (\$500)

*\*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 \_\_\_\_\_ Cell 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 Feb. 12, 2021 / \$445 after Feb. 12, 2021 / **Non-members** \$645)

1. Name \_\_\_\_\_ Email \_\_\_\_\_ Cell Phone \_\_\_\_\_

2. Name \_\_\_\_\_ Email \_\_\_\_\_ Cell Phone \_\_\_\_\_

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

1st choice # \_\_\_\_\_ 2nd choice # \_\_\_\_\_ 3rd choice # \_\_\_\_\_

**Please separate us from these competitors:** \_\_\_\_\_

### SPONSORSHIP OPPORTUNITIES

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

**SIGNATURE SPONSOR (\$2,500)**

*Includes two complimentary registrations.*

Choose one of the following options:

Ignite Cocktail Reception

Mobile App

Keynote Speaker

**DELUXE SPONSOR (\$2,000)**

*Includes two complimentary registrations.*

Choose one of the following options:

Charging Station

Folio and Pens

Lunch (2 available)

Money Grab Booth

Name Badge Wallet

Name Badge

Tote Bag

Track Sponsor (4 available)

WiFi

**PREMIUM SPONSOR (\$1,250)**

*Includes one complimentary registration.*

Choose one of the following options:

Attendee List

Break (2 available)

Candy Basket at  
Registration Table

Continental Breakfast  
(2 available)

Game Sponsor

Lanyard

**GENERAL SPONSOR (\$750)**

**PAYMENT INFORMATION** - ABA **will not accept** any registration form that is not accompanied with full payment. All conference sponsorships and 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 \_\_\_\_\_