

ABA Annual Convention & Marketplace

BOOTH INFORMATION

JUNE 2-5, 2024 • THE FOUR SEASONS HOTEL • NASHVILLE, TENNESSEE

8 x 10 BOOTH PRICING

Associate member rate: \$1,895

Non-member rate: \$2,495

Price includes one full convention registration

Booth Includes:

10' high back wall with 3' high side drape

ID sign

One six-foot table and two chairs*

Exhibit Schedule

(Times are tentative.)

BOOTH INSTALLATION

EXCLUSIVE SOCIAL WITH ABA BOARD*

OFFICIAL OPENING

DISMANTLING

Sunday, June 2 from 2 - 5 p.m.

Sunday, June 2 *(by invitation only)* from 5 - 6 p.m.

Sunday, June 2 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 **April 1, 2024** will be invited to attend.*

Convention events to be held in and around marketplace area:

SUNDAY, JUNE 2

Registration & Welcome Reception

Marketplace opens

MONDAY, JUNE 3

Breakfast Buffet

Marketplace Day

Reception and silent auction in the marketplace area

TUESDAY, JUNE 4

Breakfast Buffet

Morning break during business session

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 \$300.

If money is sent, ABA will purchase an item.

CONVENTION AGENDA

SUNDAY, JUNE 2

Registration and Welcome Reception

Marketplace opens

MONDAY, JUNE 3

Prayer Service

Breakfast Buffet

Marketplace Day

Reception & Bankers 2 Leaders Silent Auction

TUESDAY, JUNE 4

Prayer Service

Breakfast Buffet

General Business Session

Reception, Dinner & Entertainment

WEDNESDAY, JUNE 5

Prayer Service

Breakfast Buffet

General Business Session

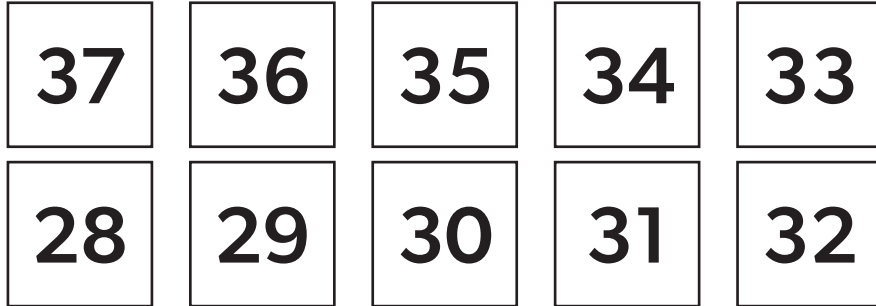
MARKETPLACE BOOTH LAYOUT

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

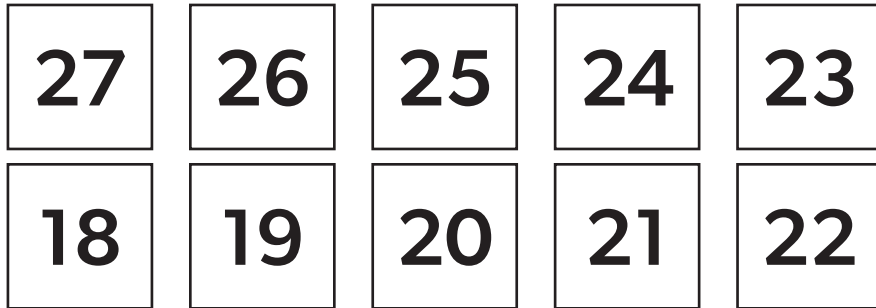
All fees paid to ABA are non-refundable.



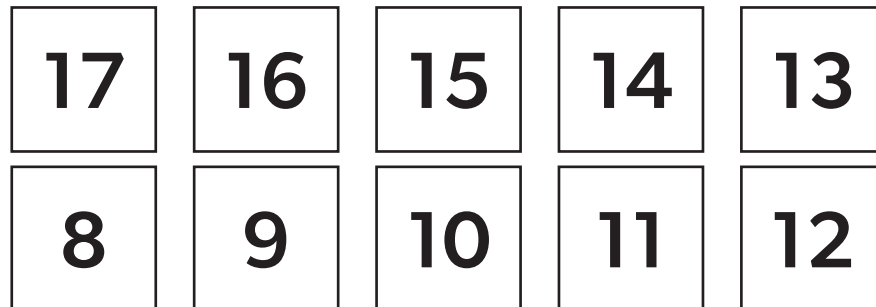
BAR



BAR



ENTRANCE



Rapid Fire

SPEAKING OPPORTUNITY FOR EXHIBITORS

Take advantage of the 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, short breakout sessions in front of small groups of bankers will be held featuring these vendors.

How does it work? Participating vendors will conduct a short presentation (no A/V) and will have the opportunity to present to all participating bankers. Small groups of bankers will be divided amongst several rooms and vendors rotate through each room. Bankers who participate will receive a free pair of sunglasses.

How much does it cost? Participation costs \$695, 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 4-5 minute elevator pitch and distribute marketing materials. We have planned this event during our "marketplace day" which will be held on Monday 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.

ABA Annual Marketplace REGISTRATION

Registration type:

TRADE SHOW BOOTH

- Associate Member (\$1,895)
 Non-member (\$2,495)

RAPID FIRE

- Yes! Sign me up for Rapid Fire! (\$695)

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

Email

Booth Attendee *(Complimentary)*

Email

Company

Cell number of ATTENDEE

Address

City, State & Zip

Phone number

Fax number

ADDITIONAL REPRESENTATIVES who will work in the booth during the marketplace (Each additional representative must pay a full registration fee. Member rate: \$1,245 by 3/1/2024 and \$1,295 after 3/1/2024 - Non member rate \$1,695)

1. Name: _____ Email: _____ Cell: _____

2. Name: _____ Email: _____ Cell: _____

SPOUSE REGISTRATION: Spouses and guests must register to enter the trade show or attend any convention event. Spouses and guests who are **NOT** registered may **NOT** be on the trade show floor or in a booth.

Please register the following spouses/guests (additional fee):

1. Name: _____ 2. Name: _____

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@alabama.bank. **Questions?** Call 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 \$300. 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.alabama.bank/abaimis/alabamabankers/waiver. 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.**
- **Trade Show Booths:** One six-foot table, identification sign and two chairs. Exhibitor shall supply all other equipment.
- 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 2)**.
- 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 **TWO** 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.

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.