



## Exhibit & Sponsorship Opportunities



**May 10-12, 2017**  
**Henry B. González Convention Center**  
**San Antonio, Texas**





# May 10-12, 2017

## Henry B. González Convention Center

### San Antonio, Texas

## The Attendees

The Texas Bankers Association is the oldest and largest state bankers association in the nation.

Serving more than 460 institutions, TBA membership represents all types of banks in Texas, from small community independent banks to large regional banks. Attendance numbers are typically 250-275 Texas bankers. The majority of attendees are:

- CEOs
- Presidents
- Executive Vice Presidents
- Retail Bank Managers
- Community Bank Executives
- Other Senior Management Executives
- Operations Officers and Cashiers

## The Opportunities

Whether you choose to sponsor an event, highlight your products and services at an exhibit booth, or both, you will be taking advantage of a tailor-made opportunity to visit with decision-makers and gain quality leads. Come to strengthen relationships with existing customers or build new ones, this convention is for you!

## Sponsor

Increase your exposure by sponsoring one of the numerous convention events. Affordable levels of sponsorships are available to fit a variety of budgets. Opportunities to sponsor include the popular convention golf tournament, general session speakers, networking breakfasts and more! Benefits include:

- Recognition and a complimentary ad in the official Convention Program
- Special mention at the event and acknowledgement during the general session\*
- Listing on TBA's website
- Event signage
- Badge ribbons
- Complimentary full registration to all events\*

\*Dependent upon sponsorship level. See page 7 for details.

## Advertise

Increase your exposure by placing a FULL COLOR ad in the official Convention Program, which is distributed to all convention attendees. To sign up, select this option on the Sponsor or Exhibit Space Contract.

- Sponsors may upgrade their complimentary ad for a nominal fee.
- Exhibitors can maximize exposure by placing an ad at an affordable price.

## Exhibit

Bankers from across Texas will fill the aisles of the MarketPlace in search of the latest products and services.

### EXHIBITOR BENEFITS:

- Over 6 hours dedicated to the MarketPlace
- 4 receptions in the MarketPlace
- Popular cash prize drawings
- Registration list for advance marketing opportunities
- Listing in the official Convention Program
- Listing in Texas Banking magazine in February, March and April issues
- Listing on TBA website: [www.texasbankers.com](http://www.texasbankers.com)
- "Best of Show" competition to reward and recognize the most creative and effective exhibit. Winner receives a \$500 discount off the following year's exhibit space.

### Booth Price Includes:

- 10' x 10' exhibit space
- 8' draped back wall
- 3' draped side walls
- Lead retrieval system (Upgrade available at cost. More information after confirmation)
- Company ID sign
- 24-hour security for the hall
- 4 Complimentary booth personnel registrations
- Additional networking opportunity — complimentary admission to opening night party

### BOOTH SIZE AND PRICING:

**Booth Size: 10' x 10'**

Booth Type	Member	Non-Member
Premium Corner	\$2,500	\$3,200
Inline	\$2,050	\$2,750

### PRELIMINARY MARKETPLACE SCHEDULE (subject to change):

#### Tuesday, May 9

Exhibit Installation 2:00 pm – 5:00 pm

#### Wednesday, May 10

Exhibit Installation 8:00 am – 3:30 pm  
MarketPlace Preview Party 4:00 pm – 6:00 pm

#### Thursday, May 11

MarketPlace Networking Reception 10:45 am – 12:00 pm  
MarketPlace Dessert Reception 1:30 pm – 3:00 pm

#### Friday, May 12

MarketPlace Networking Reception 9:00 am – 10:00 am  
MarketPlace Networking Reception 11:30 am – 12:30 pm  
Exhibit Dismantling 12:30 pm – 5:00 pm

### Additional Services:

Additional furnishings (tables, chairs etc.) phone lines, electricity, wi-fi and other products/services you may need should be coordinated with Freeman Decorating. Exhibitor e-Kit will be provided to each confirmed Exhibitor as soon as it's available.

# 2017 Exhibit Space Application & Contract

May 10-12, 2017 • Henry B. González Convention Center • San Antonio, Texas



Company (List exactly as you wish it to appear in printed Convention materials)

Pre-event Exhibit Contact (list the person to receive all informational packets prior to Convention)

Title

Mailing Address

City

State

Zip

Phone

Email

Website

\*Type of Business (brief description)

\*List Competitors (TBA will make every effort to assign you to a booth that is not next to a competitor.)

**ENHANCE VISIBILITY!** Exhibiting companies are invited to advertise in the official Convention Program — an economical way to further enhance your company's exposure. Ad size is ¼ page at a cost of \$250.

**YES!** Please add \$250 to my invoice for the advertisement opportunity. *Space is limited and will be filled on a first-come, first-served basis.*

TBA will make every effort to assign you one of your six desired booth spaces. However, booth space is assigned on a first-come, first-served basis. If none of your choices are available, we will request additional selections. You will receive a confirmation email indicating your assigned booth.

	Dimensions	Associate Member	Non-Member
Premium Booth	10 x 10 Corner	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$3,200
Inline Booth	10 x 10	<input type="checkbox"/> \$2,050	<input type="checkbox"/> \$2,750

**Please select 6 booths in order of preference:**

1. \_\_\_\_\_ 4. \_\_\_\_\_  
 2. \_\_\_\_\_ 5. \_\_\_\_\_  
 3. \_\_\_\_\_ 6. \_\_\_\_\_

See page 5 for MarketPlace floor plan and available booths

**A deposit of 25% is required with your application to secure your booth space and will apply to the final cost of the space assigned.\***

	Associate Member	Non-Member
Premium Booth Deposit	\$625.00	\$800.00
Inline Booth Deposit	\$512.50	\$687.50

\*Should your application be received prior to the deposit, your application will be held and processed upon receipt of deposit.

**Check Enclosed**

Make check payable to Texas Bankers Association & mail with application to:  
 203 W. 10th St., Austin, TX 78701

**Credit Card**

Payments will only be accepted over the phone. Please call 512-472-8388 to provide this information.

- Final payment must be received by **March 31, 2017**
- Cancellation of booth space after **March 10, 2017** will be subject to a cancellation fee equal to the amount of deposit made.
- No refund of fees will be given after **April 7, 2017**.
- Payment in full is required to secure booth space after **March 31, 2017**.
- Note: An early dismantle fee of \$500 will be assessed post-event if necessary. (See Terms and Conditions for additional information.)

Associate members receive a discount on booth space(s) as reflected above. Exhibiting companies must be an Associate Member no later than April 28, 2017, to receive member discount. For information about becoming an Associate Member, please log on to [www.texasbankers.com/tbasco](http://www.texasbankers.com/tbasco).

We agree to comply with all instructions, rules and regulations as set forth on the application and in the Exhibit Terms and Conditions Agreement on the following page.

Signature

Title

Date

**Please return this contract along with payment to:**

**Tam Nguyen • Texas Bankers Association, 203 W. 10th Street, Austin, TX 78701**

**Fax: 512-473-2560 • Email: [tam@texasbankers.com](mailto:tam@texasbankers.com)**

# Terms and Conditions of Exhibitor's Agreement

May 10-12, 2017 • Henry B. González Convention Center • San Antonio, Texas



- 1. AGREEMENT TO CONDITIONS.** Each exhibitor, for himself and his employees, agrees to abide by these conditions, it being understood and agreed that the sole control of the MarketPlace rests with Texas Bankers Association hereinafter called TBA.
- 2. ASSIGNMENT OF SPACE.** Classification of exhibits and assignment of space will be determined by the character of the proposed exhibits and individual requirements and references as to location for each exhibitor. Once space has been approved by TBA, no exhibit will be moved without notifying the exhibitor.
- 3. PAYMENT POLICY.** A 25% deposit of booth price must accompany each Exhibit Space Application & Contract. All booth space must be paid in full by March 31, 2017.
- 4. CANCELLATION OR RELOCATION OF CONVENTION.** Upon the cancellation of convention, the liability of TBA shall be limited to a refund of the booth fee.
- 5. CANCELLATION BY EXHIBITOR.** Should the Exhibitor be unable to occupy and use the space contracted for and should he notify TBA at least 60 days prior to the opening of the show, a full refund of paid booth fees will be provided. If less than 60 days notice is given, booth fees minus the amount of deposit paid will be refunded. If less than 30 days notice is given, no refund will be provided.
- 6. TBA'S RIGHT TO REMOVE THE EXHIBITOR'S PROPERTY.** TBA reserves the right to remove from the hotel or convention hall premises any or all of the property of the exhibitor should the conference or convention be cancelled or relocated or should the licensee violate any of the conditions of the Exhibitor's Agreement. If the license is cancelled for violation of such conditions, TBA assumes no liability for the return of the license fee or any part thereof. In recognition of the common interest of all exhibitors and TBA in maintaining the appropriate standards of decorum established in the Request for Exhibit Space, THE EXHIBITOR WAIVES ANY AND ALL RIGHTS HE MAY HAVE TO ANY NOTICE OR HEARING PRIOR TO THE REMOVAL OF HIS PROPERTY FROM THE HOTEL OR CONVENTION HALL FOR THE REASONS STATED ABOVE.
- 7. EARLY DISMANTLE FEE.** *Per IAEE Best Practices for Exhibition Rules (2009):* Exhibitor shall not initiate tear-down, packing or abandon exhibit prior to close of MarketPlace reception on Friday, May 6. In the event exhibitor begins teardown prior to the close of exhibits, exhibitor will be issued a non-compliance warning and be subject to a \$500 fee and loss of participation at future TBA events.
- 8. TBA LIABILITY.** TBA undertakes no duty to exercise care, nor assumes any responsibility, for the protection and safety of the exhibitor, his officials, agents or employees, or the protection of the property used in connection with the exhibit from theft or damage or destruction by fire, accident or any other cause. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safekeeping by the exhibitor. Any protection exercised, in fact, by TBA shall be deemed purely gratuitous on its part and shall in no way be construed to involve it in liability by the exhibitor.

TBA shall not be liable for the fulfillment of this agreement as to delivery of space if non-delivery is due to any one of the following causes: destruction of or damage to the building or the exhibit area by fire or act of God; acts of public enemy; strikes; the authority of the law; or any cause beyond its control. TBA will, however, in the event it is not able to hold an exhibit for any of the above-named causes, reimburse exhibitors prorata on any rental fee paid, less any and all legitimate expenses incurred by the TBA for advertising, administration, etc.

**EXHIBITOR LIABILITY.** Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save TEXAS BANKERS ASSOCIATION, the HOTEL OR CONVENTION HALL and its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the HOTEL or CONVENTION HALL and its employees and agents.In addition, Exhibitor acknowledges that TEXAS BANKERS ASSOCIATION, and the HOTEL and CONVENTION HALL do not maintain insurance covering Exhibitor. Coverage for business interruption and property damage insurance covering such losses are the responsibility of the Exhibitor.
- 9. INSURANCE.** In all cases, EXHIBITORS WISHING TO INSURE THEIR GOODS MUST DO SO AT THEIR OWN EXPENSE.
- 10. PROTECTION OF THE EXHIBIT FACILITY.** Nothing shall be posted on, or tacked, nailed, screwed, or otherwise attached to columns, walls, floors or other parts of the hotel or convention hall exhibit area without permission from the proper building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with directions of the Exhibits Manager, the hotel or convention hall manager or their assistants.
- 11. BOOTHS.** Standard booth equipment (back and side wall draping and identification sign) will be provided by TBA without cost to the exhibitor if ordered in advance. If an exhibitor plans to install a completely constructed display of such a character that the exhibitor will not require or desire the use of standard booth equipment, no part thereof shall so project as to obstruct the view of adjacent booths. No display may exceed a height of eight feet on the back wall nor be higher than side wall specifications, except with the permission of the Exhibits Manager.
- 12. INSTALLATION AND DISMANTLING.** The specific requirements as to time for installation and dismantling of exhibits shall be supplied to each exhibitor for the particular convention for which a license has been granted. Such requirements shall be binding upon the licenses as though fully set forth herein. All displays must be in place and set up by the time of the official opening of the show. Space not occupied or set up by that time may be reassigned for other purposes by TBA. No display may be dismantled prior to the close of the show.
- 13. DEFAULT OCCUPANCY.** Any exhibitor failing to occupy contracted space is not relieved of the obligation of paying for such space at the full rental price and TBA shall have the right to use such space as it sees fit to eliminate blank space in the MarketPlace, provided such booth space is not occupied one hour before the official show opening.
- 14. VIOLATIONS OF THE CONDITIONS.** Any of the following actions by an Exhibitor shall constitute a violation of the conditions of the Exhibitor's Agreement.
  - a) Use of a display which varies in any significant way from its description in the Exhibit Space Application.
  - b) Violation of any municipal, state, or federal laws, rules or regulations, including safety codes.
  - c) Failure to follow the procedures prescribed in points 9 through 12 and 14 through 18.
  - d) Failure to remove property from the hotel or convention hall upon cancellation or relocation of the convention.
- 15. ACCESS TO DISPLAYS.** TBA may from time to time promulgate such regulations governing hours of access to display and eligibility for admission thereto as may be found in its judgment to be most practicable.
- 16. PERSONNEL.** All licensees participating in the exhibit area of TBA convention are expected to use special care wherever they deem it necessary to hire temporary help to assist in their exhibit or hospitality activities, so that personnel so selected by them will be of a caliber in keeping with high standards of the exhibition and the meeting.
- 17. USE OF SPACE.** Exhibits shall be shown only in the official exhibit area as established by the Exhibits Manager. Neither the exhibitors nor non-exhibitors shall be permitted to display articles, equipment or services in private suites or rooms during the convention, in accordance with prior agreements between TBA and officials of hotels and the convention bureau in the locale of the specific convention.

No exhibitor shall permit any other corporation or firm or its representatives to use the space allotted to him, nor shall he display articles not manufactured or sold normally by him. Co-participation by any other corporation or firm or its representatives in space assigned to the original applicant must be by written permission to the Exhibits Manager, only, and shall be subject to an additional charge of \$500 per day for each additional participant for the run of the convention.
- 18. DISTRIBUTION OF PRINTED MATTER, ETC.** Neither exhibitors nor non-exhibitors shall distribute to the convention delegates printed matter, samples, souvenirs and the like except from within rented space. Special distribution of such material elsewhere must be approved by the Exhibits Manager.
- 19. SELLING.** Sales may be made during the convention by any exhibitor or anyone on his behalf. These sales may be made within the MarketPlace or outside the hall.
- 20. GATE CRASHING.** Personnel employed by exhibitors and assigned to staff a display booth are not considered registered delegates to the convention. Exhibitors are prohibited from attending any programmed function or party, sponsored by a correspondent bank, unless invited by either an official of TBA or by an officer of the correspondent bank hosting the function. Doing so shall be cause for termination of this agreement and the immediate removal of the exhibitor which the individual, their employees, agents and property represents, without adjustment or refund of any part of the license fee.
- 21. CONTESTS.** Exhibitors wishing to hold drawings or other contests wherein delegates receive prizes may do so only after receiving written permission from the Exhibits Manager. All drawings or contests must be completed and all prizes presented to winners prior to closing of the show. All prizes must be on display in the exhibitor's booth during the show. In the event that display of the prize is not practical because of its size or where other complications make display of the actual prize impossible, the exhibitor must provide a photo and complete details as to the prize's size, approximate value, color, etc. to the Exhibits Manager no later than seven days prior to the opening of the show.
- 22. CONFLICTING MEETINGS AND SOCIAL ACTIVITIES.** In the interest of the success of the entire convention and exposition, the exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of members or exhibitors from the convention or MarketPlace during the official hours of the convention or exposition.
- 23. NOTICE.** All notices shall be required in writing and delivered to 203 West 10th Street, Austin, TX 78701.



# 133rd Annual Convention Texas Bankers Association

May 10-12, 2017

Henry B. González Convention Center  
San Antonio, Texas



PRIZE CENTER	129	228	230	229	328	330	329	428	MONEY BOOTH	429	528	530	529
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10'

124	125	224	225	324	325	424	425	524	525
122	123	222	223	322	323	422	BAR	522	523

10'

120	119	218	REGISTRATION				319	418	419	518	519
			117	216	317	416					

10'

112	113	212	313	412	413	512	515	513
BAR	111	210	311	410	411	510	TIX EX	517
108	109	208	309	408	409	508	509	

10'

10'

104	105	204	205	304	305	404	405	504	505
102	103	202	203	302	303	402	403	BAR	503
100	101	200	201	300	301	400	401	500	501



UPDATED 04/19/17  
\*Subject to change daily



# Convention Sponsorship Application



**YES, we want to sponsor the following event(s):**

**CONVENTION**

- Wifi — \$10,000
- Prize Drawings — \$6,000
- BankPac Cocktail Reception — \$6,000
- MarketPlace Preview Party — \$5,000
- Hotel Room Drops — \$5,000
- Friday Night Entertainment (Band) — \$5,000
- Thursday PM Dessert Reception in MarketPlace — \$3,000
- Traffic Magnet – MarketPlace — \$2,000
- Guest/Spouse Excursions — \$1,500

**GOLF TOURNAMENT**

- Regular Hole — \$1,000

**See the next page for a complete list of sponsor benefits.**

**ENHANCE YOUR VISIBILITY!**

Upgrade your complimentary ad\* in the official Convention Program! For an additional \$250, you may upgrade one ad size, or \$500 to upgrade two ad sizes. Maximum ad size is full page.

**YES! Please upgrade my ad to:**  1/2 page  Full page

\*See benefits on following page for the ad size that comes with your level of sponsorship.

TO SECURE YOUR SPONSORSHIP, fill out this form and fax to 512-473-2560 or email to [tam@texasbankers.com](mailto:tam@texasbankers.com). The **balance is due no later than March 31, 2017**. Make checks payable to Texas Bankers Association and mail to Attn: **Tam Nguyen**, 203 W. 10th St., Austin, TX 78701.

**PAYMENT OPTIONS:**

- Check Enclosed
- Invoice Me (Fax or email your application, your invoice will be emailed with a confirmation.)

**Credit card payments will only be accepted over the phone. Please call 512.472.8388 to provide this information.**

Complete the information below listing your **company name as you would like it to appear in all promotional materials**.

\_\_\_\_\_  
Company / Bank Name

\_\_\_\_\_  
Contact Person Title

\_\_\_\_\_  
Phone Fax Email

\_\_\_\_\_  
Mailing Address City State Zip

\_\_\_\_\_  
Signature Date



# Compare the levels of Sponsorship to find the right fit for your company

SPONSORSHIP BENEFITS	DIAMOND \$40,000 - \$60,000	PLATINUM \$20,000- \$39,999	GOLD \$10,000 - \$19,999	SILVER \$5,000 - \$9,999	BRONZE \$1,700 - \$4,999	SUPPORTER Up to \$1,699
Signage at event	✓	✓	✓	✓	✓	✓
Recognition in Convention Program	✓	✓	✓	✓	✓	✓
Recognition in Texas Banking magazine	✓ Logo	✓ Logo	✓ Logo	✓ Listing	✓ Listing	✓ Listing
Website promotion	✓ Link & logo	✓ Link & logo	✓ Link & logo	✓ Listing	✓ Listing	✓ Listing
Pre-convention attendee list	✓	✓	✓	✓	✓	✓
Complimentary ad in Convention Program	✓ Centerfold	✓ Full Page	✓ Full Page	✓ ½ Page	✓ ¼ Page	✓ ¼ Page
Recognition in event mobile app	✓	✓	✓	✓	✓	✓
Complimentary full registration(s)	10	6	4	2	1	
Recognition at sponsored event (if applicable)	✓	✓	✓	✓	✓	
Reserved seating at sponsored event	✓	✓	✓			
Recognition on social media	✓	✓	✓			
Four-night accommodation at Convention hotel	✓					
VIP Reception with Keynote speaker	✓					