

## 60th Annual Retail & Small Business Banking Conference

**September 22-24, 2010**

**Crowne Plaza Albany**

State & Lodge Streets  
Albany, New York

### ***Exhibitor & Sponsor Information***

New York Bankers Association  
99 Park Avenue, 4th Floor  
New York, NY 10016  
[www.nyba.com](http://www.nyba.com)

Phone: 212-297-1662  
Fax: 212-297-1683  
Email: [mrobb@nyba.com](mailto:mrobb@nyba.com)



- Cost-effective and time-efficient
- Face-to-face buyer contact during meals, receptions and breaks held in exhibit area
- Network with decision makers from 40+ New York Financial Institutions
- Conference sessions on the latest industry developments
- Opportunity for new market entrants to showcase their firms and products

# 60th Annual Retail & Small Business Banking Conference

September 22-24, 2010 — Albany, New York

## Exhibitor and Sponsor Information

### Exhibitors

- ◆ Tabletop displays are preferred. Each exhibit space will include a 6' wide skirted table, one chair and sign. Space is limited between exhibitor display tables; freestanding exhibits wider than 6' may not fit.
- ◆ Special requirements, including power and Internet access, may incur additional charges. Exhibitors are responsible for set up and removal of their displays, drayage and electrical/telephone/Internet/other installations. Details will be forwarded upon receipt of registration.
- ◆ Receptions, Wednesday dinner, breakfasts, refreshment breaks and lunch will be held in the exhibit area.
- ◆ The on-site program booklet will include exhibitor descriptions, company logos and contact information.

### Exhibit Hall Schedule (subject to revision)

#### Wednesday, September 22, 2010

3:00–6:00 pm Exhibitor Registration and Set-Up  
6:30–8:30 pm Reception, Dinner & Networking  
in Exhibit Area

#### Thursday, September 23, 2010

7:30–8:30 am Breakfast in Exhibit Area  
10:00–10:30 am Refreshment Break in Exhibit Area  
12:00–1:00 pm Lunch in Exhibit Area  
2:15–2:45 pm Refreshment Break in Exhibit Area  
5:30–6:30 pm Reception in Exhibit Area  
6:30 pm on Dinner

#### Friday, September 24, 2010

7:30–8:30 am Breakfast in Exhibit Area  
8:30 am Exhibitor Tear-Down

### Exhibitor Fees

Exhibitor registration includes one complimentary registration. Additional company representatives must register for the event. Exhibitor registration covers all meals and attendance at business sessions. Fees increase after 7/16/10.

\$1200 Exhibit registration — includes one complimentary registration

\$375 Additional company representatives

\$400 Additional registrants—Non-members

\$450 Conference attendee only (Service Member)

\$600 Conference attendee only (nonmember)

**Exhibit space will be assigned by NYBA on a first-come, first-served basis.**

### Sponsors

**Make your company stand out from the crowd.** Sponsors of Forum events will be recognized from the podium, in program materials, on the web and on signage. As sponsors are confirmed, they will be recognized in promotional literature (hard copy and electronic).

### Sponsorship Opportunities

\$4000 Receptions (each)  
\$1500 Refreshment Breaks (each—Thursday)  
\$1500 Refreshment Break (Friday am)  
\$2000 Breakfasts (each)  
\$3000 Lunch  
\$500 each day The New York Times (Thursday & Friday)

If a sponsor firm does not have an exhibit space, then company representatives must register at the rates below.

### To discuss sponsorship availability, contact:

Mary K. Robb—212-297-1662; mrobb@nyba.com

### How to Register

Complete the **Exhibitor/Sponsor Registration Form** and return to:

Mary K. Robb (mrobb@nyba.com)  
New York Bankers Association  
99 Park Avenue, 4th Floor  
New York, NY 10016  
Tel: 212-297-1662  
Fax: 212-297-1683

**Note: If your firm chooses not to exhibit, then any company representative who attends the Conference must register for the full program at the rates listed below. Fees increase after 7/16/10.**

\$375 NYBA Service members

\$600 Non-members

### New York Bankers Association

99 Park Avenue, 4th Floor  
New York, NY 10016  
www.nyba.com



# Exhibitor/Sponsor/Vendor Registration Form

Complete Both Sides

Company \_\_\_\_\_

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

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

<u>Exhibitor Registration</u>	#	Early	After 7/16/10	
Exhibit *	_____	<b>\$1200</b>	<b>\$1300</b>	\$ _____
Sponsor *	_____	<b>\$900</b>	<b>\$950</b>	\$ _____
Sponsor (not attending Conference)	_____	<b>\$650</b>	<b>\$700</b>	\$ _____
Additional Company Representatives	_____	<b>\$375</b>	<b>\$400</b>	\$ _____
Conference Attendee ONLY (service member)	_____	<b>\$450</b>	<b>\$500</b>	\$ _____
Conference Attendee ONLY (nonmember)	_____	<b>\$600</b>	<b>\$650</b>	\$ _____
<b>TOTAL</b>				\$ _____

\* *Exhibit Space fee includes one registration and exhibit space for one firm.*

**Registrants** (copy this form for additional registrants)

Name \_\_\_\_\_ Title \_\_\_\_\_

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

Address \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

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

Address \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

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

Address \_\_\_\_\_

**Upon receipt of exhibitor registration, NYBA will forward shipping instructions and order information/pricing for electrical, telephone, Internet and other services.**

**Payment Method:**

- Check enclosed    Check to follow/please invoice    Visa    MasterCard  
 Checks payable to New York Bankers Association

CC# \_\_\_\_\_ Exp \_\_\_\_\_ V-Code \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

I understand that NYBA will assign booths on a first-come, first-served basis. All Exhibit Booth personnel must be registered as Conference attendees at the rates listed above. Booths will not be assigned until payment is received. The New York Bankers Association will not be responsible for any loss to exhibits or to persons resulting from theft, accident, injury or any other causes. I have read and am aware that this provision is an express condition of this registration agreement. I agree that the provisions of this agreement shall be construed in accordance with the laws of the State of New York and any action or proceeding brought to enforce or interpret this agreement shall be brought in a court of competent jurisdiction in the State, City and County of New York. I understand that this paragraph contains the entire agreement for Exhibit Reservations, which may be modified only in writing signed by the New York Bankers Association and me.

Signature \_\_\_\_\_ Title \_\_\_\_\_

Date \_\_\_\_\_

**Registration—**

Mail form (both sides) and payment to:

**Retail & Small Business Banking Conference**

New York Bankers Association  
 99 Park Ave., 4th Floor  
 New York, NY 10016

Fax to: (212) 297-1683

Email to: mrobb@nyba.com

Confirmations will be sent via email.

**Cancellations—**

Requests for booth or registration cancellation must be confirmed via email or letter within 5 days of initial request. Cancellations on or after 8/27/10 are subject to a 25% cancellation fee. No fees will be refunded for exhibit space cancelled after 9/8/10. No fees will be refunded for registrations cancelled after 9/14/10.

**Hotel Reservations—**

Call the Crowne Plaza Albany at 877-462-4441. Mention NYBA Group Booking Code BZU to obtain the preferred room rate of \$134.

The room block will be held until September 7, 2010. After that date, rooms are subject to availability.

State & Lodge Streets  
 Albany, NY 10591  
 Tel: 518-462-6611  
 www.cpalbany.com

**Questions?**

Call Mary K. Robb at 212-297-1662 or email mrobb@nyba.com.

Confirmed sponsor and exhibitor firms will be listed online at:

[www.nyba.com](http://www.nyba.com)

# 2010 Annual Retail & Small Business Banking Conference

## Exhibitor Registration Form

Complete Both Sides

### Exhibitors/Sponsors 2008 - 2009

AEGON Financial Solutions  
Group

Antares Information  
Technologies, Inc.

Baker Hill

Bankerstuff.com

Best Products Sales  
& Service

Brintech

The Centsables

COCC

Cummins-Allison Corp.

Deluxe Financial Services

Diebold, Inc.

Disney Institute—Walt

Disney World Resort

Glory (U.S.A.) Inc.

Magee Company

Mortgagebot LLC

Northeast Investors Title

Insurance Company

NYBA-Profit Solutions

Parabit Systems

POM Recoveries, Inc.

Progressive Financial

Services Inc.

PWCampbell

Regalo

Seibold Security Inc.

Shoreline Business

Solutions Inc.

Strunk & Associates, L.P.

TransFirst LLC

WNC Insurance

Services Inc.

Wolf & Company, P.C.

Zero-In

Please **type, print or email** the following information for the on-site program booklet:

**Company Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**City/State/Zip** \_\_\_\_\_

**Website** \_\_\_\_\_

**We will exhibit the following products and/or services:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**We request that our exhibit space not be adjacent to or opposite the following companies:**

\_\_\_\_\_

\_\_\_\_\_

**A brief description of your firm:** (provide information as per sample below—attach separate page, if needed)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Company description sample:**

Simpson Card Company  
American Plaza—P.O. Box 21  
Tompkins, KS 32967  
www.simpsoncc.com

Representative Attending:  
Fred B. Simpson  
fsimpson@scco.com

Telephone: (800) 848-9000/Fax: (777) 234-4567

The Simpson Card Company is an 80-year old international business that provides a complete line of customized cards to advertise bank products and services. From statement stuffers to fee notices, our products are designed to meet the needs of NYBA member banks. Our Custom Design Division is well known in the industry for its creativity and responsiveness as well as its marketing expertise.

Fax to 212-297-1683; email information to [mrobb@nyba.com](mailto:mrobb@nyba.com)

[www.nyba.com](http://www.nyba.com)