

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

Phone: 212-297-1662

Fax: 212-297-1683

Email: mrobb@nyba.com



NYBA's Annual Retail & Small Business Banking Conference is *the* in-state forum for retail and small business bankers.

At a time of significant change in the industry, innovative retail banks can lead the way in connecting with their customers, capturing new business, and enhancing the bank's bottom line.

This in-state conference is **your chance to meet with New York bankers** who want to stay abreast of retail banking innovations and gain new insights on engaging customers, managing branch staff, increasing revenue and delivering retail excellence.

We look forward to seeing you in Albany.

Why Attend?

- 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

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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 8/20/10.

\$1200 Exhibit registration — includes one complimentary registration
\$375 Additional exhibitor representatives
\$425 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 8/20/10.

\$425 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 8/20/10	
Exhibit *	_____	\$1200	\$1300	\$ _____
Sponsor *	_____	\$900	\$950	\$ _____
Sponsor (not attending Conference)	_____	\$650	\$700	\$ _____
Additional Exhibitor Representatives	_____	\$375	\$400	\$ _____
Conference Attendee ONLY (service member)	_____	\$425	\$450	\$ _____
Conference Attendee ONLY (nonmember)	_____	\$600	\$625	\$ _____
TOTAL				\$ _____

* *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 12207
 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

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

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

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

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

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