



New York Bankers Association
Trust & Investment Division

You are invited to Co-Host the Association's
64TH ANNUAL TRUST & INVESTMENT CONFERENCE

DoubleTree Hotel, Tarrytown, NY October 5-7, 2010

A unique opportunity to market your products and services

This well attended meeting offers an excellent opportunity to promote your products and services on an informal basis to trust and investment bankers from throughout New York State.

Co-Host Opportunities

- Each Co-Host will have a 6' wide skirted table to display company literature.
- The on-site Program will include a description of each Co-host firm, products, services and contacts.
- Co-Hosts are eligible to attend the Conference at the discounted member rate.

Co-Host Instructions

Complete the Registration Form **and** Co-Host Company Information Form. Include your Co-Host fee of \$600 along with your Conference Registration Fee. **Conference registration is a separate fee** and admits you to all sessions/events.

Fees (before September 7; see form for late fees):

Co-Host participation.....	\$600 per firm
NYBA Members – First Registrant.....	\$495
NYBA Members – Each Additional Registrant.....	\$415
Non-Member Registration.....	\$700 per person

- **Unable to attend? Stay involved!** Attendance at the 64th Annual Trust & Investment Conference is not required to be a Co-Host. Just check the Co-Host section on the Conference Registration Form and complete the CoHost & Sponsor Description Form.

Sponsorship Opportunities

To sponsor an event at this Conference, please contact Mary Robb at (212) 297-1662 or e-mail mrobb@nyba.com

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| • \$4,000: Tuesday Evening Chairman's Reception | • \$2,500: Wednesday Evening Reception |
| • \$1,800 each: Tuesday and Wednesday Dinner Wine | • \$5,000: Wednesday Entertainment |
| • \$1,200 each: Wednesday and Thursday Breakfasts | • \$2,500: Wednesday After Dinner Reception |
| • \$1,500 am; \$1,500 pm: Wednesday Refreshment Breaks | • \$1,000: Thursday Refreshment Break |
| • \$1,200 Golf Tournament ~ Refreshments and Prizes | • \$800: <i>The Wall Street Journal</i> and
<i>The New York Times</i> |

Conference Schedule

Tuesday, October 5, 2010

- 4:00 pm on Set up of Displays (table top displays)
- 7:00 pm on Reception and Dinner in the *Exhibit Area*

Wednesday, October 6, 2010

- 7:15-8:15 am Breakfast in the *Exhibit Area*
- 8:30 am-12:00 noon General Session
- 9:50-10:10 am Refreshment Break in the *Exhibit Area*
- 12:00 noon-1:00 pm Luncheon in the *Exhibit Area*
- 1:00- 4:30 pm General Session
- 2:15-2:30 pm Refreshment Break in the *Exhibit Area*
- 6:30-7:15 pm Reception in the *Exhibit Area*
- 7:15 – 9:00 pm Dinner

Thursday, October 7, 2010

- 7:30-8:30 am Breakfast in the *Exhibit Area* (breakdown of exhibits following breakfast)
- 8:30-11:45 am Closing General Session

QUESTIONS? Mary Robb - (212) 297-1662; mrobb@nyba.com; Helene Yanofsky - (212) 297-1667; hyanofsky@nyba.com

Check www.nyba.com for conference updates



**New York Bankers Association
64th Annual Trust and Investment Conference**

CO-HOST & SPONSOR COMPANY DESCRIPTION FORM

PLEASE TYPE OR PRINT the following information for the on-site conference program booklet. Please e-mail a black and white copy of your logo, .jpeg or .pdf format, to mrobb@nyba.com.

Company _____
 Address _____ City _____ State _____ Zip _____
 Contact Person _____ Website _____
 Phone _____ Cell Phone _____ Fax _____ E-mail _____

Registration: (If more space is needed for additional registrants, please copy form.)

CO-HOST

Name _____ Title _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Cell Phone _____ Fax _____ E-mail _____

ADDITIONAL COHOST REGISTRANT

Name _____ Title _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Cell Phone _____ Fax _____ E-mail _____

ADDITIONAL COHOST REGISTRANT

Name _____ Title _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Cell Phone _____ Fax _____ E-mail _____

We request that our display table not be adjacent to the following CoHosts: _____

A brief description of your firm (provide information in sample below): (attach separate page, if needed)

Company description sample

TECHTALK Communications, Inc.
 99 Parkside Road, Suite 900
 Nowhere, NY 10892

Phone: (231) 666-6666
 Fax: (231) 555-5555

E-mail: hbass@techtalk Website: www.techtalk.org

Representatives:

Phillip Wass, President Hal Jones, Sales Representative

TECHTALK Communications provides technical support to IT managers specializing in financial services organizations. TECHTALK has over 2,000 clients nationwide and has been ISO certified since 1992. Contact us to see how we can help you with your system technology needs.

Fax by September 13, 2010 to Mary K. Robb at (212) 297-1683 or email to mrobb@nyba.com