



**Wednesday, April 24<sup>th</sup>, 2019**

*DoubleTree Hotel, Bloomington, MN*

Today's bankers face a wide range of challenges from the ever-changing landscape of regulation, technology, and competition. To address these needs, ICBM has expanded the focus of our bi-annual expo beyond just technology.

This year we have rebranded the event as the CONNECT Community Banking Expo and are moving to a new larger location to accommodate the demand for quality speakers, exhibitors, and sponsors. Known as the TechXpo in 2017, the event brought together more than 70 banks and over 250 bankers.

Companies like yours that deliver products and services to banks are encouraged to exhibit. In addition to exhibitor space we encourage you to consider additional sponsorship opportunities.

Don't miss this opportunity to reach hundreds of bankers who are interested in your products and services.



## **Sponsorship and Exhibit Packages**

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### **Platinum \$5,500 (ONLY 4 AVAILABLE)**

#### ***Pre-Show Exposure***

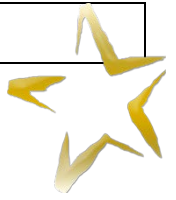
- Name and logo featured on the ICBM.org homepage during the month of April
- Recognition in pre-event monthly ICBM email promotion
- Name, logo and link to website featured on CONNECT Community Banking Expo Show Page
- Name and logo featured in Expo Ad in Q1 ICBM NEWS
- Listing on Exhibitor Page on ICBM.org
- Name, logo, and link to website featured in E-Publication marketing campaign
- One free pre-show article featured in Thought Leadership in BankWise (sponsored content)

#### ***During Show***

- Double Size 14'x10' exhibit space in preferential location (including basic electricity)
- Video screen backdrop in booth that can be seen throughout the show floor
- Eight Free Exhibitor Passes, additional passes \$50 each
- Signage throughout the Exhibits and Conference area
- Half page ad in CONNECT Community Banking Expo show directory
- Company name and logo included with listing on CONNECT Community Banking Expo final show directory



## Gold \$4,000 (ONLY 7 AVAILABLE)



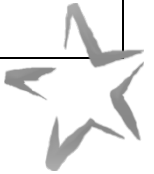
### Pre-Show Exposure

- Name, logo and link to website featured on CONNECT Community Banking Expo Show Page
- Name and logo featured in Expo Ad in Q1 NEWS
- Listing on Exhibitor Page on ICBM.org
- 30% discount total \$490 (Retail \$700) on a pre-show article featured in Thought Leadership in BankWise

### During Show

- Two 8'x10' exhibit spaces in preferential location (including basic electricity)
- Six Free Exhibitor Passes, additional passes \$50 each
- Signage throughout the Exhibits and Conference area
- Company name and logo included with listing on CONNECT Community Banking Expo final show directory

## Silver \$3,000 (ONLY 10 AVAILABLE)



### Pre-Show Exposure

- Name and link to website featured on CONNECT Expo Show Page
- Listing on Exhibitor Page on ICBM.org
- 15% discount total \$595 (Retail \$700) on a pre-show article featured in Thought Leadership in BankWise

### During Show

- Complimentary 8'x10' exhibit space in preferential location (including electricity)
- Four Free Exhibitor Passes, additional passes \$50 each
- Signage throughout the Exhibits and Conference area
- Company name and logo included with listing on CONNECT Community Banking Expo final show directory

## Exhibitor Booth: \$1,300 Member Rate \$2,500 Non-Member Rate

### Pre-Show Exposure

- Name and link to company website featured on CONNECT Community Banking Expo Show Page
- Listing on Exhibitor Page on ICBM.org

### During Show

- 8'x10' exhibit space in preferential location (including basic electricity)
- Two Free Expo Passes
- Company name and listing included CONNECT Community Banking Expo final show directory

## Show Directory Advertising

Increase your company's exposure at the ICBM CONNECT Expo by advertising in the show directory/final conference program.

**PREFERRED FILE TYPES:** .pdf, .doc, .jpg, .gif, .ppt

**DEADLINE:** Please submit your advertising image to Emmy Ross (eross@icbm.org) no later than **3/22/19**

- Full Page, Back cover outside, Color - \$1,000
- Full Page, Front cover inside, Color - \$500
- 1/4 page inside directory, Color (Limit 8) \$250

**Looking for an alternative sponsorship option that you don't see listed above? Let us know we can work with you to create the ultimate package! Contact Emmy Ross at [eross@icbm.org](mailto:eross@icbm.org) for more details!**



## A La Carte Sponsorships

Wednesday, April 24<sup>th</sup>, 2019  
DoubleTree Hotel, Bloomington, MN

*All sponsorships will be featured online and in our official show directory.*

### **Lunch (Limit 1) - \$5,000**

Signage during free exhibit hall lunches upon entrance to exhibit hall and on table tents throughout the room.

### **Attendee Goodie Bag (Limit 1) - \$5,000**

Picture your logo on all Connect Expo Swag Bags that each attendee will receive at registration.

### **Selfie Booth (Limit 1) - \$3,000**

Looking for an interactive activity to engage attendees? Sponsor the Selfie Booth and get your logo on each selfie photo border.

### **Breakfast (Limit 1) - \$2,000**

Signage during free exhibit hall breakfast upon entrance to exhibit hall and on table tents throughout the room.

### **Graffiti Wall (Limit 1) - \$2,000**

Watch as attendees get their photo taken to create a large picture mural which will be later featured in the ICBM office. Your logo could be featured in the graffiti wall image.

### **Lounge (Limit 2) - \$2,000**

The CONNECT Expo will feature two lounge areas for attendees to eat, gather and meet. Your logo company name and logo will be featured on table tents throughout the lounge.

### **Charging Station (Limit 1) - \$2,000**

A table station will be in the exhibit hall with phone chargers and extra space for laptops to plug in. Your name and logo will be featured throughout the station.

### **Tote Bag (Limit 1) - \$2,000**

Picture your logo on all of the CONNECT Expo attendee bags!

### **Lanyard (Limit 1) - \$1,500**

Picture your logo on all of the CONNECT Expo attendee lanyards!

### **Wi-Fi (Limit 1) - \$1,200**

Have your company's name or product/service as the WiFi's Username and Password all attendees needing internet connection will have to enter in your company's name and password each time they log out.

### **Refreshment (Limit 1) - \$1,000**

Signage during refreshment breaks upon entrance to exhibit hall and on table tents featured throughout the room.

### **Pitch (Unlimited) - \$1,000**

Have a new product or service you want to feature? Our pitch area will feature a short live demonstration by your company and will be broadcasted within the exhibit hall.

### **Coffee (Limit 1) - \$1,000**

Signage at coffee stations in exhibit hall. Name and logo on branded coffee cups

### **Service (Limit 1) - \$1,000**

Your company can be the sponsor of our service project going on throughout the exhibition. We will be packing bags for service men and women overseas.

### **Donation to Service Project (Unlimited)**

We will be accepting donations in any amount in support for our Service Project, packing bags for service men and women serving overseas.

Donation items will also be accepted, please contact Greg McCurry for more information at [gmccurry@icbm.org](mailto:gmccurry@icbm.org)



# CONNECT Expo Registration

Wednesday, April 24<sup>th</sup>, 2019  
DoubleTree Hotel, Bloomington, MN

Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Country/ Zip \_\_\_\_\_  
Pre-Show Contact \_\_\_\_\_  
Phone \_\_\_\_\_ E-Mail \_\_\_\_\_  
Website \_\_\_\_\_

### Exhibitor Booth:

- Exhibitor Booth – Member (\$1,300) \_\_\_\_\_
- Exhibitor Booth – Non-Member (\$2,500) \_\_\_\_\_
- Additional Exhibitor Badges (\$50/rep) \_\_\_\_\_

### Sponsorships Packages:

- Platinum (\*\$5,500 includes exhibit booth) \_\_\_\_\_
- Gold (\*\$4,000 includes exhibit booth) \_\_\_\_\_
- Silver (\*\$3,000 includes exhibit booth) \_\_\_\_\_
- Lanyards (\$1,500) \_\_\_\_\_
- Wi-Fi (\$1,200) \_\_\_\_\_
- Coffee (\$1,000) \_\_\_\_\_
- Refreshment (\$1,000) \_\_\_\_\_
- Pitch (\$1,000) \_\_\_\_\_
- Service Project (\$1,000) \_\_\_\_\_
- Service Project Donation (Any Amount) \_\_\_\_\_

### Sponsorships A La Carte:

- Lunch (\$5,000) \_\_\_\_\_
- Attendee Goodie Bag (\$5,000) \_\_\_\_\_
- Selfie Booth (\$3,000) \_\_\_\_\_
- Breakfast (\$2,000) \_\_\_\_\_
- Graffiti Wall (\$2,000) \_\_\_\_\_
- Lounge 2 of 2 (\$2,000) \_\_\_\_\_
- Charging Station (\$2,000) \_\_\_\_\_
- Tote Bags (\$2,000) \_\_\_\_\_
- Show Directory Advertising
  - Full Page, Back Cover outside, (\$1,000) \_\_\_\_\_
  - Full Page, Front cover inside, (\$500) \_\_\_\_\_
  - 1/4 page, Color, inside directory (\$250) \_\_\_\_\_

*\*Sponsor Packages are members priced, non-members please contact Emmy.*

**Payment:** Please charge my fees to \_\_\_ Visa \_\_\_ MasterCard \_\_\_ AmEx \_\_\_ Check Enclosed \_\_\_ Invoice Us

Card # \_\_\_\_\_ Expiration Date \_\_\_\_/\_\_\_\_ Security Code \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Cardholder \_\_\_\_\_ Signature \_\_\_\_\_

### Terms and Conditions:

**Cancellations:** All cancellations must be in writing and shall become effective when received. Platinum Sponsorships are non-refundable. Cancellations for Gold, Silver, Lunch and Reception sponsorships received on or before Feb 28, 2019 will be refunded in the full amount minus a \$75 admin fee. Cancellations received after the dates mentioned above cannot be refunded.

**Payment:** All checks should be made payable to ICBM, 7900 International Drive, Suite 685, Bloomington, MN 55425

**Use of Company Name and Logo:** The Sponsor grants ICBM a non-exclusive, royalty-free, worldwide license to use the Sponsor’s name and logo in materials for the sole purpose of identifying its sponsorship of CONNECT Community Banking Expo.

**Email your completed form to:** Emmy Ross at ICBM [eross@icbm.org](mailto:eross@icbm.org)

# ICBM CONNECT Exhibit Space Agreement

Agreement this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, between Independent Community Bankers of Minnesota, hereafter called ICBM, and \_\_\_\_\_ hereafter called the Exhibitor.

ICBM, in consideration of payments and agreements on the part of the Exhibitor hereby grants to the Exhibitor the right to use the space as assigned in Great Hall of the Doubletree - Bloomington, with the following terms and conditions:

1. The use of space is subject to Rules and Regulations of Doubletree Hotel, and rules of ICBM CONNECT Expo as outlined in this document.
2. ICBM will issue the Exhibitor up to **two credentials for your company representatives for a one booth (8' x 10') display**, four for a two booth display and pro rata to those Exhibitors whose displays occupy additional booth space. Credentials will be issued in Exhibitor's name. Any additional credentials above the stated numbers will be charged at a rate of \$50.00 per badge.
3. Exhibitors must insure their own exhibits including public liability. Neither ICBM nor the Doubletree Hotel - Bloomington will assume any responsibility for the safety of exhibits and exhibit material against robbery, fire, accidents, or for any cause whatsoever. In all cases, Exhibitors must insure and be responsible for their own goods. Furthermore, The Exhibitor will hold ICBM harmless from any damage, expense, or liability arising from any injury or damage to Exhibitor, its agents, employees, or the general public, or to the property of Exhibitor.
4. The Exhibitor agrees to pay for the use of exhibit space at the rate shown on the space application, payable in full at the time of submission of the Exhibition Space Application. Exhibit space will not be assigned and credentials will not be issued until payment in full is received. Refund policy is shown below.
5. The Exhibitor recognizes and acknowledges that ICBM has incurred expenses and has obligated itself for expense in organizing and arranging for the CONNECT Expo, including expenses for rent and advertisement, and ICBM will continue to incur additional expenses in the production of CONNECT Expo. Exhibitor recognizes that these services are of benefit to Exhibitor. It is agreed that should Exhibitor fail to make payment in full or should Exhibitor otherwise terminate this lease or not appear on or before 8:00 a.m. on Wednesday, April 24<sup>th</sup>, 2019, on ICBM's event day, all rights of the Exhibitor will be terminated and any payments made will be retained by ICBM as damages for breach of this agreement; additionally, assigned space will be converted to other uses by ICBM for the run of the CONNECT Expo.
6. The Exhibitor names \_\_\_\_\_ telephone number: \_\_\_\_\_ email: \_\_\_\_\_ as the duly authorized representative in charge of this exhibit.
7. Merchandise or exhibit material may not be placed so as to block the view of adjacent exhibits or extend into walkways and/or aisles of the Show. Any exhibitor whose display does not meet these requirements must submit a layout of their exhibit to show management for approval.
8. This contract is valid only for the move-in, show, and move-out dates (April 23<sup>rd</sup> – 24<sup>th</sup>, 2019).
9. ICBM reserves the right to decline or prohibit any exhibit, Exhibitor, or items included in the exhibit. This covers persons, things, conduct, printed matter, souvenirs, emblems, and all things that affect the character of the exhibition.
10. Exhibitor agrees to adhere to the following with regard to their exhibit:
  - All decoration must be flameproof and pass inspection by all designated authorities.
  - Signs will be professional in appearance, and no signs can be hung from the ceiling over the Exhibit. Show Management reserves the right to approve/reject any signs.
  - There will be no use of microphones, loudspeakers, or other amplifying public address devices unless approved by show management.
  - All displays, distribution of literature, and lectures will be made inside the leased exhibit space.
  - No use of helium-filled balloons is allowed.
  - Exhibitor may not adhere advertising or promotional materials to any surfaces in the Doubletree Hotel – Bloomington, other than the space occupied by their Exhibit.
  - **The exhibit will not be dismantled until an announcement is made at the close of ICBM CONNECT Expo. Early dismantlement is discourteous and disruptive to attendees as well as other Exhibitors and will not be permitted.**
11. Exhibit space in the CONNECT Expo is not guaranteed by submission of this application. If Exhibit hall is sold out, booth space will be awarded based on ICBM membership status and technologies being demonstrated. If application is not accepted, all monies will be refunded.
12. Refund policy will be as follows: 90 days prior to the CONNECT Community Banking Expo – 100% refund; 60 days prior - 75% refund; 30 days prior 25% refund; within 30 days of the CONNECT Expo – no refunds.

Exhibitor Company Name: \_\_\_\_\_

Exhibitor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please sign and return with Exhibit Space Application form to Emmy Ross at ICBM [eross@icbm.org](mailto:eross@icbm.org)**