

COLORADO • MONTANA •
NEVADA • NEW MEXICO •
WYOMING BANKERS
ASSOCIATIONS

2009 FIVE-STATE BANKERS CONVENTION

GRAND HYATT • DENVER, COLORADO
JUNE 28-30, 2009



BANKERS...

going the EXTRA
mile for their communities

SHOW YOUR SUPPORT—STAY IN THE GAME

Our country and our industry are facing difficult economic times. Now is the time to show support for banking, our communities and each other. Join the Colorado, Montana, Nevada, New Mexico and Wyoming Bankers Associations in the Mile High City for an opportunity to stay in the game.



The 2009 Five-State Bankers Convention will provide you new opportunities to meet with bankers face to face while gaining valuable recognition for your company through varied and expanded sponsorship opportunities.

Check out our new program on the next page—by incorporating your thoughts and suggestions from 2008 we have put together a program that will benefit all attendees.

We are optimistic and excited about this year's convention, and hope that you will join us.

See you in Denver!

The 2009 Five-State Convention Planning Committee

HOTEL INFORMATION

This year's convention will be held at the Grand Hyatt in downtown Denver. Treat yourself to an exceptional hotel experience with personalized service. Close to all that the Mile High City has to offer, we are sure that your experience will be a positive one!

Room Rates: \$185 (single and double occupancy), \$235 (triple occupancy), \$260 (quadruple occupancy) Room rates apply for the dates of June 26th thru 30th.

Two ways to make reservations:

By phone: Call 1.800.233.1234 and ask for the "Five-State Bankers Convention" room block at the Grand Hyatt Denver.

Online: Go to <http://www.granddenver.hyatt.com/groupbooking/denrdcoba2009> to make reservations. Also view the hotel website, see a map and directions to the hotel and get information on dining, entertainment and activities in the Denver area.

SUNDAY, JUNE 28

- 9:00 a.m.—4:00 p.m. Golf Scramble—The Ridge at Castle Pines North
- 5:00—7:00 p.m. Welcome Reception

MONDAY, JUNE 29

- 7:00—11:30 a.m. Pipe & Drape Setup
- 9:00—11:30 a.m. Exhibitor Setup
- 8:00—9:00 a.m. Breakfast Buffet
(All Registered Attendees)
- 9:00—9:15 a.m. Opening Ceremonies
- 9:15—11:30 a.m. Business Session
- 11:30 a.m.—2:00 p.m. Lunch Buffet in Exhibitor Hall
(Bankers & Vendors Only)
- 2:00—3:00 p.m. Business Session
- 3:00—4:00 p.m. Snack Break in Exhibitor Hall
(Bankers & Vendors Only)
- 4:00—6:00 p.m. Exhibit Booth Tear Down
- 4:00—5:00 p.m. Annual State Business Meetings
- 6:00—7:00 p.m. Group Cocktail Reception
- 7:00—9:00 p.m. Individual State Dinners

TUESDAY, JUNE 30

- 8:00—9:30 a.m. Vendor Breakfast
(Bankers & Vendors Only)
- 8:00—9:00 a.m. Spouse Breakfast/Concierge
- 9:45 a.m.—Noon Breakout Sessions
- Noon—1:30 p.m. Lunch Buffet
(All Registered Attendees)
- 1:30—3:45 p.m. Business Session
- 5:00—7:00 p.m. Farewell Reception

Activities During Convention

In an effort to insure good attendance throughout the convention events, all business partners agree not to host social or business functions during the convention sessions and planned activities. (Events during optional activities are allowed.)

Suggested Attire

Suggested attire for the entire convention, including meetings and evening functions, is “business casual,” unless otherwise noted.

Cancellation Policy

A \$150 fee will be charged for all cancellations after, Friday, May 29th. There will be no refunds after Friday, June 12th; however a substitute participant may attend if notification is provided prior to the convention.

SPONSORSHIP OPPORTUNITIES

All sponsorships include the following:

- Recognition in the convention program
- Signage at sponsored event
- Access to Attendee List in Electronic Format (except Other)
- "Sponsor" identification on name badge

DIAMOND LEVEL

\$ 7,500

WELCOME RECEPTION (2 Sponsorships Available)

- Complimentary booth in Monday's exhibit hall (\$1,950 value)
- 2 full convention registrations (\$1,350 value)
- Opportunity to greet attendees at door of reception
- Opportunity to include promotional material in registration packet (\$500 value) - *sponsor to provide*

PLATINUM LEVEL

\$ 5,000

Registration Gift for Attendees Registration Tote Bags Finale Reception (2 Available) Finale Reception Entertainment

- 2 full convention registrations (\$1,350 value)
- Opportunity to greet attendees at entrance of finale reception (if sponsored)
- Opportunity to introduce sponsored speaker
- Opportunity to include promotional material in registration packet (\$500 value) - *sponsor to provide*



Keynote Speaker: Lowell Catlett *New Frontiers That Change Everything*

(Monday, June 29th: 9:15–10:15 a.m.)

A Regent's Professor at New Mexico State University and was appointed Dean of the College of Agriculture and Home Economics in January 2006. He is an exciting futurist whose knowledge of technologies and their implications on the way we will live and work is addressed in his varied and upbeat presentations. His vast knowledge astounds corporate and association audiences both nationally and internationally. His presentations are thought-provoking and highly-entertaining.



Keynote Speaker: Christopher Whalen *The US Banking Industry Post Bailout*

(Tuesday, June 30th: 1:30–2:30 p.m.)

Christopher Whalen, co-founder of Institutional Risk Analytics (IRA), is a regular contributor to American Banker, and recently has been a frequent guest on CNBC. Chris is an expert on the mortgage, asset securitization, and risk management markets, specifically as they relate to banks. How does the proposed nationalization of the banking system affect the US economy and our political landscape? Who are the people picking the winners and losers in the game of "Too Big To Fail?" What will the capital structure of the still partially private portion of the US banking industry look like in 2010 and beyond?



Closing Speaker: Karl Mecklenberg *Six Universal Unchanging Keys to Success*

(Tuesday, June 30th: 2:45–3:45 p.m.)

Karl Mecklenburg rose from a college walk-on and twelfth round draft choice to an NFL career that included three Super Bowl and six Pro Bowl appearances. Mecklenburg was arguably the most versatile player in the NFL playing all seven defensive front positions often in the course of a single game. Karl is now an author and motivational speaker inspiring long term positive change in teams and individuals. He approaches his speaking career with the same intelligence, passion and intensity that punctuated his great football career.

GOLD LEVEL

\$ 3,000

Welcome Reception Entertainment
 Golf Breakfast
 Golf Beverage Cart
 Monday Breakfast (4)
 Tuesday Lunch (4)
 Montana State Dinner
 New Mexico State Dinner

Speaker—Federal Regulatory Panel
 Golf Prizes
 Name Badge Holders
 Monday Lunch (4)
 Colorado State Dinner
 Nevada State Dinner

Opportunity to include promotional material in registration packet (\$500 value) - *sponsor to provide*

SILVER LEVEL

\$ 2,000

Convention Program (3)
 Monday Group Reception (5)
 Breakout—Joe Sullivan, *Building Your Brand in Times of Unprecedented Change*
 Breaks (12)
 Exhibit Hall Prizes

Opportunity to include promotional material in registration packet (\$500 value) - *sponsor to provide*

BRONZE LEVEL

\$ 1,000

ABA Speaker & Banker Panel
 Longest Drive & Closest to the Pin Golf Prizes
 Montana GBT Trustee Meeting
 Golf Tee Box Giveaways (3) - *sponsor to provide*

OTHER

\$ 500

Registration Bag Inserts—*sponsor to provide*
 Promotional Literature at Registration Area—*sponsor to provide*
 Vendor Breakfast Table (10) - *opportunity to place literature on “sponsor table” at door, literature and signage on sponsored table*
 Annual Business Meetings (CO, MT, NV, NM, WY)
 Board Meetings (CO, MT, NV, WY)
 Golf Bag Tags
 Golf Hole Sponsorship

PROMOTIONAL MATERIALS

Diamond, Platinum, Gold and Silver Level sponsorships provide a unique opportunity to include promotional materials in the convention attendee packets.

Sponsors are allowed one 8 1/2” x 11” double-sided marketing piece per attendee.

To take advantage of this opportunity, 500 copies of your marketing material must be **delivered by Friday, May 29th** to:

Five-State Bankers
 Convention
 Colorado Bankers Association
 140 East 19th Avenue
 Suite 400
 Denver, Colorado 80022
 303.825.1575

Questions regarding sponsorship opportunities:

Contact Jason Wood at the Montana Bankers Association—406.443.4121 or jason@montanabankers.com

In an effort to maximize your time and face time with the attendees of the 2009 convention, we have changed the outlook of our exhibit party of the past. You will now have the opportunity to meet with bankers in a more relaxed atmosphere (Bankers & Vendors Only), as well as multiple opportunities for follow up in a more social setting.

3 1/2 hours of exhibit time
Monday
11:30 a.m.—2:00 p.m. Lunch buffet in exhibit hall (bankers only)
3:00—4:00 p.m. Afternoon snack in exhibit hall (bankers only)

2 1/2 hours of social networking
Monday
6:00—7:00 p.m. Group Reception prior to individual state dinners
Tuesday
8:00—9:30 a.m. Vendor Breakfast (bankers only)—
SEE PAGE 5 regarding sponsoring a table!

Prices for an exhibit booth are: \$1,950 members \$2,250 nonmembers

Each 8x8 booth purchase includes:

- 2 full convention registrations (does not include golf or Monday night dinner & reception)
- 8x8 booth with pipe and drape
- 6' skirted table
- 2 chairs
- 1 wastebasket
- 7"x44" identification sign

To reserve an exhibit space please fill out the form included in this packet. Payment is required in full to reserve a booth—no exceptions. If you wish to have more than two people in your booth during the exhibitor hours only, additional people may attend for a \$250 fee each (fill out names on registration form).

PIPE & DRAPE COMPANY

This year we are pleased to be working with Freeman Decorating for our display needs. Freeman will send an information kit to all exhibitors once confirmed that will include everything you will need to know for a successful show.

POLICIES

The Five-State Bankers Convention Committee reserves the right to assign all booth spaces. Only companies that have paid in full will be assigned a booth space—no exceptions. Every effort will be made to avoid placing an exhibitor next to their competitor. Confirmation of booth space and a copy of the floor plan will be sent to all exhibitors approximately one month prior to the convention.

PRIZES & GIVEAWAYS

This year's attendees will have the opportunity to win grand prize drawings, but without any work on your part—no scavenger hunt, no card game...just a business card in a bowl. However we still want to extend the opportunity to you to give away an individual gift by gathering names at your booth. If you wish to award a giveaway, please contact Cheryl Johnston at the Wyoming Bankers Association no later than Friday, April 24th at 307.638.5008 or cheryl@wyomingbankers.com

Questions regarding
exhibitor space: Contact
Cheryl Johnston at the
Wyoming Bankers Association—
307.638.5008 or
cheryl@wyomingbankers.com

ADVERTISING

Page 7

For the duration of the convention, more than 300 chairman, directors, presidents and CEOs will be utilizing the convention program—your ad will have GREAT exposure to a broad audience!

Rates & Specifications

Full Page: \$500
8"w x 10.5"h

Half Page: \$300
8"w x 5"h

Quarter Page: \$200
3.75"w x 5"h

Every effort will be made to not place competing business ads in the same layout. Ad placements will be at the discretion of the convention committee.

Electronic Submission

Advertisements must be submitted in either .pdf or .jpg format via email to Amanda Rogowski at the Colorado Bankers Association, amanda@coloradobankers.org. Please submit ads fitting the correct dimensions listed above with a minimum density of 300 DPI. All ads will be printed in black and white and must be submitted and paid in full no later than Friday, April 24th.

Please note that advertising opportunities are limited and are available on a first come, first served basis. Questions on advertising: contact Amanda at amanda@coloradobankers.org

GOLF SCRAMBLE

Sunday, June 28th
The Ridge at Castle Pines
8:00 a.m.

Participation in this year's golf scramble will allow you the opportunity to meet with the attendees in a relaxed and beautiful setting. The shotgun start will begin at 8 a.m. and buses will leave the hotel at 6:30 a.m. Breakfast and refreshments will be served to all golf participants and prizes will be awarded at Monday's group reception. Participants must pre-register for golf.—Space is limited. Sign up early! Cost is \$195 per person.



Please note that this year's scramble is scheduled for Sunday, the first day of the convention. Be sure to make your travel plans accordingly.

SPONSORSHIP · EXHIBITOR · ADVERTISING SIGN UP FORM

Contact Name: _____ Title: _____
Company: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
Email: _____

Information in this box will be used exactly as submitted here for purposes of recognition and in the program.

Sponsorships

Our company is interested in sponsoring the following event/item: _____

Which falls under the following category:

- _____ Diamond (\$7,500)
- _____ Platinum (\$5,000)
- _____ Gold (\$3,000)
- _____ Silver (\$2,000)
- _____ Bronze (\$1,000)
- _____ Other

Sponsor Reminder...

Diamond, Platinum, Gold & Silver Sponsors

- Promotional materials for the registration packets must be submitted by **Friday, May 29th**

A staff member will follow up with you to confirm the availability of the sponsorship opportunity requested.

Exhibitor Booths

8x8 Booth _____ Member \$1,950 _____ Non-Member \$2,250

WE WILL NOT PROCESS BOOTH REQUESTS WITHOUT PAYMENT

Securing an exhibit booth allows two (2) complimentary convention registrations. Please provide names of those attending the convention and fill out attached registration form for meal counts, etc.*: _____

*Only those people listed above may be present during exhibiting hours at your booth. If you wish to have additional people in your booth, there is an additional \$250 fee for those individuals. Please provide names below of additional exhibitor hour attendees.

Name(s) of additional attendee(s) **during exhibitor hours only:** _____

Hold Harmless Agreement

The undersigned is an exhibitor at the Colorado, Montana, Nevada, New Mexico and Wyoming Bankers Associations' Annual Convention at the Grand Hyatt Denver from June 28-30, 2009. By this letter, the undersigned agrees that it will hold the above names associations and Grand Hyatt Denver and their customers, owners and employees harmless for any injury or claim resulting from the operation, installation or occupation of an assigned exhibitor space in connection with the exhibit or performances hereunder contemplated.

The undersigned exhibitor further agrees that no later than June 29th at 6 p.m. he/she will relinquish the assigned exhibit space referred to herein the same condition as it was received, normal wear expected, and assumes full responsibility for any and all damages which may occur to the space and/or facilities covered by this agreement as a result of the undersigned exhibitor's use and/or occupancy.

Exhibitor Representative (please print) Signature Date

Advertising

_____ Full-page Ad - \$500 _____ Half-page Ad - \$300 _____ Quarter-page Ad - \$200

Person Submitting Ad:

Name: _____ Phone: _____
Email: _____

See page 7 for submission details. Ads must be submitted and paid in full no later than Friday, April 24th.

Payment Processing

_____ Check Enclosed (Payable to MBA) _____ Credit Card _____ Please Invoice (booth requests not processed until payment is received in full)

Cardholder Name: _____ Signature: _____

Card Number: _____ Exp. Date: _____ 3-Digit Code: _____

Send all registrations to: Montana Bankers Association, 1 North Last Chance Gulch, Helena, MT 59601
(Please do not mail to your state association.) FAX: 406.443.7850