



Mississippi Bankers Association

Trade Show 2012

June 10

**Baytowne Conference Center, Sandestin Resort
Sandestin, Florida**

**held in connection with the MBA Annual Convention,
June 9-13, 2012, at the same location**

Booth Assignment Day - May 9

All booths will be assigned on Wednesday, May 9, to paid exhibitors, and all exhibitors will be notified of their booth number shortly thereafter. *(Note: Space will be assigned only after full payment is received.)* In the exhibit contract, exhibitors state preferences for booth locations. We will attempt to honor these requests. Preference is given to MBA Associates, convention sponsors and endorsed vendors.

MBA Associate Benefits

Exhibitors who are MBA Associates receive the following show privileges:

- Associates can designate TWO persons as full convention registrants for the \$1,000 booth cost. Non-associates may designate one for the same cost.
- As a benefit, Associates receive an Excel spreadsheet of convention registrants prior to the show. Non-Associates receive a PDF list of registrants' names, bank names and cities.
- When assigning booths, Associates receive priority.
- To become an Associate, call MBA at (601) 948-6366.

Bankers Who Attend

Senior-level bankers, along with their spouses and families, attend. Typical registration in past years has been around 600 people, including vendors.

Show Hours

Booth Set Up: June 10, 7 - 8:30 a.m.
 Show Hours: June 10, 8:30 - 10 a.m., noon - 5 p.m.
 Booth Tear Down: June 10, 5 p.m.
 Grand Prize Giveaways: June 11, 11:30 a.m.

Booth Cost

\$1,000 per 8' x 10' booth (includes a full convention registration for one designated person). The fee for booth workers is \$200 each, and that \$200 fee covers attendance at the following events: Trade Show-related events, sponsored parties, and the golf tournament.

Accommodations

Please see our Accommodations Guide to choose your accommodations and make reservations. The room block cannot be guaranteed after April 15, 2012. Make your reservations early!

Why you should participate in our GRAND PRIZE GIVEAWAYS:

These giveaways are exclusively for exhibitors - no other companies are allowed.

You'll get maximum exposure to bankers by personally giving away your prize. (We'll even let you come to the mike and say hello!)

The giveaways are one of the best-attended events during the convention, since MBA gives away \$2,500 cash and bankers must be present to win. About 400 bankers and family members attend each year.

Giving Away Your Prize

The MBA will provide two options for those exhibitors who wish to give away a prize:

- **Grand Prize Giveaways** (held Tuesday at 11:30 a.m.) - If you donate a prize to our giveaways, it must be worth at least \$50. At this session, all exhibitors are recognized and asked to stand. Exhibitors can even say a few words from the podium as their prize is being given away. To be eligible for these drawings, each banker/spouse must have their Trade Show card punched by all exhibitors.
- **Choose Your Own Winner** - If you wish to give away your own prize to whomever you choose, you may do so, but MBA and trade show staff will not notify winners or deliver prizes to the winner. You must make arrangements for prize delivery.

Trade Show Entertainment

The MBA always provides entertainment inside the Trade Show area from 12 noon - 3 p.m. to encourage attendance. Entertainment has not yet been booked for 2012, but in the past few years, we have hired caricaturists, manicurists, massage therapists, shoe shiners and magicians to provide free services to convention registrants:

Trade Show Food

The MBA provides plenty of food during the Trade Show to keep registrants coming back. This includes:

- Breakfast from 8-9 a.m. on Sunday morning
- Buffet Luncheon from 12 noon - 1:30 p.m. on Sunday
- Frozen daiquiri machine/snacks from 1:30 - 3 p.m. Sunday

Booth Accessories

- 8' x 10' booth space
- 8' back draping and 3' side draping
- 1 6-foot draped table
- 1 side chair
- 1 wastebasket
- 1 7" x 44" identification sign with name

Booth Service Company

Convention Display Services - (601) 948-4228 - will handle all booth decorations, labor, signs and other orders. CDS will mail out a packet listing all of their services about 6 weeks prior to the show.

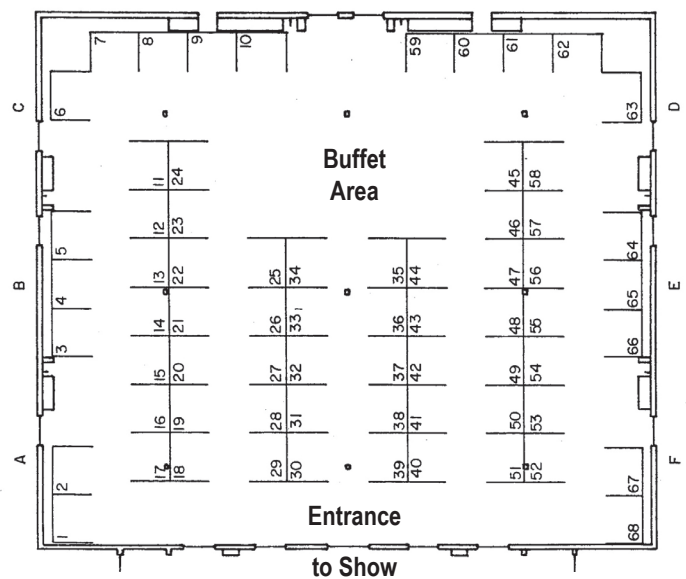
Electricity & Telephone

Baytowne Conference Center will handle all electrical and telephone needs for exhibitors. Information will be sent out about 6 weeks prior to the show.

Internet Connection

The MBA will provide a wireless internet connection for the entire Trade Show area during the show, at no charge to exhibitors. If your laptop does not have wireless connectivity, please make arrangements for a telephone line to meet your Internet needs.

Booth Map



FOYER &
REGISTRATION
DESK AREA

Mississippi Bankers Association Annual Convention

Tentative Schedule of Events

(With Trade Show Events in Bold)

Village of Baytowne Wharf, Sandestin Resort • Sandestin, Florida

Saturday, June 9

2:30 – 8 p.m. Registration and Registration Refreshments
6-8 p.m. Barefoot Beach Party

Sunday, June 10

7 a.m.-9 a.m. Trade Show Setup
8 a.m. – 2:30 p.m. Registration Desk Open
8-9 a.m. Continental Breakfast
9-10:30 a.m. Trade Show Open
10:30-12 noon MBA Patriotic Morning
12 noon Trade Show Luncheon
12-5 p.m. Trade Show Open
6-7 p.m. Sponsored Party

Monday, June 11

8 a.m. – 12 noon Registration Desk Open
7:15 a.m. Sunrise Devotional
7:30 – 8:30 a.m. Continental Breakfast
7:30 a.m. Graduate School of Banking at LSU Breakfast (Graduates Only)
8:30 – 12 noon General Session
9-12 noon Spouse Event
12 noon Grand Prize Giveaways
6-7 p.m. Sponsored Party
7 p.m. Past Chairmen and Board of Directors Dinner

Tuesday, June 12

7:15 a.m. Sunrise Devotional
8 a.m.- 11:30 a.m. Registration Desk Open
8:30 a.m. – 11 a.m. Business Session
11 a.m. - 12 noon Board of Directors Meeting
1 p.m. Golf Tournament
6 p.m. Sponsored Party
7 p.m. Banquet

CONDITIONS OF THE EXHIBIT SPACE CONTRACT - 2012

1. **AGREEMENT TO CONDITIONS:** Each exhibitor, for himself and exhibitor's employees and agents, agrees to abide by these conditions, it being understood and agreed that the sole control of the exhibit hall is with Mississippi Bankers Association (hereinafter called MBA).
2. **ASSIGNMENT OF SPACE:** Classification of exhibits and assignment of space will be determined by the character of the proposed exhibits and individual requirements and preferences as to location for each exhibitor. Once space has been approved by MBA, no exhibit will be moved without agreement by the exhibitor.
3. **PAYMENT:** Full payment of \$1,000 per booth must accompany each Exhibit Space Contract. Payment is due no later than April 30, 2012.
4. **CANCELLATION OR RELOCATION OF CONVENTION:** Upon the cancellation of convention, the liability of MBA shall be limited to a refund of the license fee.
5. **CANCELLATION BY EXHIBITOR:** Should the exhibitor be unable to occupy and use the exhibit space contracted for and should the exhibitor notify MBA at least 30 days prior to the opening of the conference or convention, all sums paid by the exhibitor, less a deposit of \$200 per booth, will be refunded. No refund will be made if notice of cancellation is received less than 30 days prior to the opening of the convention, unless the space has been resold, in which case the exhibitor will be entitled to a refund, less the deposit stated above.
6. **MBA'S RIGHT TO REMOVE THE EXHIBITOR'S PROPERTY:** MBA reserves the right to remove from the hotel or convention hall premises any or all of the property of the exhibitor should the convention be canceled or relocated or should the licensee violate any of the conditions of this Exhibit Space Contract. If the license is canceled for violation of such conditions, MBA assumes no liability for the return of the license fee or any part thereof.

In recognition of the common interest of all exhibitors and MBA in maintaining the appropriate standards, THE EXHIBITOR WAIVES ANY AND ALL RIGHTS EXHIBITOR MAY HAVE TO ANY NOTICE OR HEARING PRIOR TO THE REMOVAL OF EXHIBITOR'S PROPERTY FROM THE HOTEL OR CONVENTION HALL FOR THE REASONS STATED ABOVE.
7. **LIABILITY**
 - A. **MBA Liability** - MBA undertakes no duty to exercise care, nor assumes any responsibility, for the protection and safety of the exhibitor, exhibitor's officials, agents or employees, or the protection of the property used in connection with the exhibit, from theft or damage of destruction by fire, accident or any other cause. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safekeeping by the exhibitor. Any protection exercised, in fact, by MBA shall be deemed purely gratuitous on its part and shall in no way be construed to create liability to the exhibitor.

MBA shall not be liable for the fulfillment of this agreement as to delivery of space for any reason whatsoever. MBA will, however, in the event it is not able to hold an exhibit, reimburse exhibitors pro-rata on any rental fee paid, less any and all expenses incurred by MBA for advertising, administration and other expenses.

Exhibitor Liability: Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify and defend and save MISSISSIPPI BANKERS ASSOCIATION, BAYTOWNE CONFERENCE CENTER, Convention Display Services, and their employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorneys' fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of Baytowne Conference Center, Convention Display Services, or their respective employees and agents. Exhibitor agrees that it will not sue MBA and hereby releases MBA from any and all claims arising out of or connected with activities under or pursuant to this Agreement.

In addition, exhibitor acknowledges that MISSISSIPPI BANKERS ASSOCIATION, Baytowne Conference Center, and Convention Display Services, are not required to, and may not, maintain insurance covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption, liability and property damage insurance covering such losses by exhibitor.
8. **INSURANCE:** In all cases, exhibitors wishing to insure their goods and liability to other persons must do so at their own expense.
9. **PROTECTION OF THE EXHIBIT FACILITY:** Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the hotel or convention hall exhibit area without permission from the property building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with directions of the Trade Show Manager, the hotel or convention hall manager or their assistants.
10. **BOOTHS:** Standard booth equipment (back and side wall draping, and identification sign) will be provided by MBA without cost to the exhibitor if ordered in advance. If an exhibitor plans to install a completely constructed display of such a character that the exhibitor will not require or desire the use of standard booth equipment, no part thereof shall so project as to obstruct the view of adjacent booths. No display may exceed a height of eight (8) feet on the back wall nor be higher than side wall specifications, except with the permission of the Trade Show Manager. No display or part thereof shall project into any designated walkways.
11. **INSTALLATION AND DISMANTLING:** The specific requirements as to time for installation and dismantling of exhibits shall be supplied to each exhibitor prior to the convention. Such requirements shall be binding upon the licensee as though fully set forth herein. All displays must be in place and set up one hour before the time of the official opening of the show. Space not occupied or set up by that time may be reassigned for other purposes by MBA.
12. **DEFAULT OCCUPANCY:** Any exhibitor failing to occupy space contracted for by one hour before the official show opening is not relieved of the obligation of payment for such space at the full rental price, and MBA shall have the right to use such space as it sees fit to eliminate blank space in the exhibit hall.
13. **VIOLATIONS OF THE CONDITIONS:** Any of the following actions by an exhibitor shall constitute a violation of the conditions of this Exhibit Space Contract:
 - a) Failure to man booth at all times during Trade Show hours.
 - b) Use of a display which varies in any significant way from its description in the Exhibit Space Contract.
 - c) Violation of any municipal, state or federal laws, rules or regulations, including safety codes.
 - d) Failure to follow the procedures specified herein or to abide by each provision of this agreement.
 - e) Failure to remove his property from the hotel or convention hall upon cancellation or relocation of the conference or convention.
14. **ACCESS TO DISPLAYS:** MBA may from time to time promulgate such regulations governing hours of access to display and any eligibility for admission thereto as may, in its judgment, be practicable.
15. **PERSONNEL:** All licensees participating in the exhibit area of MBA conferences or conventions are expected to use special care wherever they deem it necessary to hire temporary help to assist in their exhibit or hospitality activities, so that personnel so selected by them will be of a caliber in keeping with high standards of the exhibition and the meeting.
16. **USE OF SPACE:** Exhibits shall be shown only in the official exhibit area as established by MBA. Neither the exhibitors nor non-exhibitors shall be permitted to display articles, equipment or information concerning services or movies of such articles, equipment or services in private suites or rooms during the convention, in accordance with prior agreements between MBA and officials of the hotel and the convention bureau in the locale of the convention. No exhibitor shall permit any other corporation or firm or its representatives to use the space allotted to him, nor shall he display articles not manufactured or sold normally by him.
17. **DISTRIBUTION OF PRINTED MATTER OR SAMPLES:** Neither exhibitors nor non-exhibitors shall distribute to the convention delegates printed matter, samples, and the like, except from within rented space. Special distribution of such materials elsewhere must be approved by MBA.
18. **SELLING:** Over-the-counter sales shall not be made during the convention by any exhibitor or anyone on exhibitor's behalf. Exhibitor may at his own choice give away promotional items, e.g., shopping bags, key chains, etc. Items must be approved by the Trade Show Manager.
19. **GATE CRASHING:** Personnel employed by exhibitors and assigned to man a display booth are not considered registered delegates to the convention. However, each exhibitor who is a paid MBA Associate may designate two (2) persons for each booth rented, which person shall be recognized as a fully-registered convention delegate. Non-Associates may designate one (1) person as a fully-registered convention delegate. Attendance by exhibitor personnel (other than persons designated as herein above provided) at any programmed convention function or party sponsored by a correspondent bank to which this individual has not been invited either by an official of MBA for an officially programmed function, or by an officer of the correspondent bank hosting the party, shall be cause for termination of this agreement forthwith and the removal of the exhibitor which this individual represents, his employees, agents and property from the exhibit area without adjustment or refund of any part of the license fee. *Persons wishing to register for the convention should write or call the Mississippi Bankers Association, P.O. Box 37, Jackson, MS 39205-0037, Phone (601) 948-6366.*
20. **CONTESTS:** Exhibitors wishing to hold drawings or other contests wherein delegates will receive prizes may do so only after receiving written permission from the Trade Show Manager. All drawings or contests must be completed and all prizes presented to winners in accordance with rules established by the Trade Show Manager. All prizes must be on display in the exhibitor's booth during the show. In the event that display of the prize is not practical because of its size or where other complications make display of the actual prize impossible, the exhibitor must provide a photo and complete details as to the prize's size, approximate value, color, etc., to the Trade Show Manager no later than 14 days prior to the opening of the show.
21. **CONFLICTING MEETINGS AND SOCIAL ACTIVITIES:** In the interest of the success of the entire convention and exposition, the exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of members or exhibitors from the convention or exhibit hall during the official hours of the convention or exposition, including hotel suites on or off premises during the date of the convention.



Annual Convention and Trade Show
 Baytowne Conference Center, Sandestin Resort • Sandestin, Florida
 June 9-13, 2012

EXHIBIT SPACE CONTRACT

Company: _____ Number of Booths Requested: _____

(Please PRINT clearly. The listing above will be the verbiage used on all convention publications/signs/booths.)

Contact Person: _____ E-mail: _____

Street Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Preferred Booth Number (see enclosed map, write several choices in order of preference): _____

To help us in assigning you a suitable booth, please list any special requirements for your display, such as **names of competitors you do not wish to be near**, unusual size or shape of display, or other special needs:

Describe the substance and form of your proposed display in enough detail to assure us that it will be appropriate and not unduly noisy or otherwise objectionable to neighboring exhibitors: _____

All trade show exhibitors receive a complimentary black and white 3.75 in (wide) by 5 in (tall) ad in The Mississippi Banker magazine. This offer is only valid for the May/June 2012 convention issue. Please submit your print-ready ad to Brittany Martin at bmartin@msbankers.com by Apr. 13.

____ I would like to redeem my complimentary ad. Ad will be submitted by April 13.

____ I decline the complimentary advertising offer this year.

Total cost for each booth is \$1,000. A 10 percent discount will apply for multiple booth rental. Full payment must be received by April 30, 2012. **All booths will be assigned on May 9, 2012** to fully-paid exhibitors only. Efforts will be made to honor location preferences and to accommodate special requests. However, exhibitors' requests do not create any entitlement. All decisions by the MBA are final. Submission of this signed contract to the Mississippi Bankers Association shall constitute your agreement to the accompanying Conditions of the Exhibit Space Contract, all of which are incorporated herein by reference. In addition to such conditions, the MBA reserves the right to deny exhibit space to any person or firm submitting an Exhibit Space Contract, with such decision being in the sole discretion of the Trade Show Manager.

Printed Name: _____ Title: _____ Date: _____

Signature: _____ Amount Enclosed: _____

INFORMATION FOR NAME BADGES & OFFICIAL REGISTRATION LIST:

Remember, the \$1,000 exhibit fee includes a convention registration for ONE designated person. For MBA Associates only, the fee includes convention registrations for TWO designated persons.

List Registrant 1: _____ E-mail: _____

Mailing Address: _____ City, State, ZIP: _____

List Registrant 2 (MBA Associates Only!): _____ E-mail: _____

Mailing Address: _____ City, State, ZIP: _____

List Additional Booth Workers – \$200 EACH (eligible to attend all convention events from Wednesday - Friday):

Name: _____ City, State: _____

Name: _____ City, State: _____


Please return this form with a check for booth payment made payable to Mississippi Bankers Association. Send to the following address:
 Mississippi Bankers Association • P.O. Box 37 • Jackson, MS 39205-0037 • Phone: (601) 948-6366 • Fax: (601) 355-6461
Payment must be received on or before April 30, 2012. Booth space will NOT be assigned until full payment is received.



MISSISSIPPI
BANKERS
ASSOCIATION

ATTENTION EXHIBITORS



- (1) To secure hotel rooms for your booth personnel, you will need our official Accommodations Guide, which can be obtained from our web site - go to www.msbankers.com, and click on 'Conventions.' If you don't have access to the Web, call the Mississippi Bankers Assn. at (601) 948-6366.
 - (2) You will receive in the Spring an official "invitation" to our convention, which will contain more details for convention-goers.
 - (3) This "invitation" is mailed to trade show contacts, sponsors and Mississippi bankers. Exhibitors should not fill out the Convention Registration Form that will be enclosed, because the Exhibit Space Contract will serve as your registration form. *(The exception to this is if your company wants to pay the full registration fee for someone else to attend, in addition to the complimentary registrants. Fill out a registration form for only those additional people.)*
 - (4) The people whom you register for our convention will probably ask you about our optional events (Golf Tournament, etc.) This information will be included in the "invitation" mailout.
 - (5) One must be an official convention registrant or booth worker to participate in optional events.
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