

# BANKWORLD 2010

## EXHIBITOR KIT



## Forms Included:

- 1) Electrical Form -- due **March 26, 2010**
- 2) Phone Line Form -- due **March 26, 2010**
- 3) Program Guide Advertising -- due **April 7, 2009**
- 4) Exhibitor Both Staff Registration Form -- due **April 20, 2010**
- 5) Banker Registration Form -- due **April 20, 2010**

## **BANKWORLD AGENDA/EXPOSITION DETAILS** (subject to change)

### **Monday, April 26, 2010**

12:00 p.m. - 7:00 p.m.  
4:00 p.m. - 6:00 p.m.

Exhibitor Booth Set-up  
Exhibitor Reception (cocktails and hors d'oeuvres)

### **Tuesday, April 27, 2010**

6:00 a.m. - 8:00 a.m.  
8:00 a.m. - 8:45 a.m.  
9:00 a.m. - 9:45 p.m.  
10:15 a.m. - 11:00 a.m.  
11:30 p.m. - 12:30 p.m.  
11:30 p.m. - 12:30 p.m.  
1:15 p.m. - 2:00 p.m.  
2:15 p.m.  
2:30 p.m.

Exhibitor Setup  
Attendee/Vendor Continental Breakfast (complimentary)  
Concurrent Seminars  
Concurrent Seminars  
Attendee/Vendor Luncheon (complimentary)  
Bank CEO & CFO Luncheon (by invitation only)  
Concurrent Seminars  
Raffle (for bankers only and must be present to win)  
Exhibit Hall Closes

## **BANKWORLD INFORMATION CENTER**

Connecticut Bankers Association  
Colleen E. Clancy, Vice President  
10 Waterside Drive  
Farmington, CT 06032-3083  
Phone (860) 677-5060  
Fax (860) 677-5066  
[clancyc@ctbank.com](mailto:clancyc@ctbank.com)

Crowne Plaza Hartford-Cromwell  
Adam Yother  
100 Berlin Road  
Cromwell, CT 06416  
Phone (860) 807-2452  
Fax (860) 635-7768  
[ayother@shanercorp.com](mailto:ayother@shanercorp.com)

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Demers Exposition Services  
BankWorld  
180 Johnson Street  
Middletown, CT 06457  
Phone (860) 344-9919  
Fax (860) 344-9878  
[info@DemersExpo.com](mailto:info@DemersExpo.com)

## **CROWNE PLAZE HARTFORD-CROMWELL**

**BankWorld 2010** exhibitors and attendees wishing to reserve overnight accommodations must contact the Crowne Plaza Hartford-Cromwell directly at (860) 635-2000 **by Friday, March 26, 2010**. In order to receive the preferred rate, guests must identify their affiliation with BankWorld. Any rooms not reserved by this date will be released by the hotel for sale to the general public.

Check-in time for hotel guests is 3:00 p.m. and checkout time is by 12:00 p.m. The room rate is \$114/night plus tax, single or double occupancy. All rooms must be guaranteed with a credit card or by submitting a deposit of one night's room and tax.

The exhibit hall and hallways are carpeted.

# BANKWORLD 2010 TERMS AND CONDITIONS

**Tuesday, April 27, 2010**  
**Crowne Plaza Hartford-Cromwell, Cromwell, CT**

- 1) Overnight hotel accommodations must be telephoned directly to the Crowne Plaza at (860) 635-2000 by **Friday, March 26, 2010**. In order to receive the preferred rate, guests must identify themselves as a BankWorld attendee. Check-in time is 3:00 p.m. and check-out is 12:00 p.m. The room rate is \$114.00 plus tax per night.
- 2) The exhibit area will be open for exhibitors to set-up on Monday, April 26, 2010 from 12:00 p.m.-7:00 p.m. and on Tuesday, April 27, 2010 from 6:00 a.m.-8:00 a.m. All exhibits must be installed by 8:00 a.m. on Tuesday, April 28, 2010.
- 3) One 10' exhibit space/booth includes one (1) 8' high backwall drape; two (2) 3' high sidewall drapes, one (1) draped table, two (2) folding chairs and; one (1) 7" x 44" exhibitor ID sign.
- 4) Booths located in the hallway are 10' wide and 6' deep.
- 5) Gold Sponsors will receive twelve (12) complimentary registrations for booth staff; Silver Sponsors will receive eight (8) complimentary registrations for booth staff and; exhibitors will receive two (2) complimentary registrations for booth staff. Individuals must be pre-registered.
- 6) All Exhibitor booth staff representatives must be directly employed by the registered Exhibitor. Exhibitors may not allow individuals who are not directly employed by the Exhibitor to purchase or act as an Exhibitor representative or to be located in the Exhibitor's booth. Exhibitor representatives may be required to produce evidence of employment with the Exhibitor at registration. BankWorld reserves the right to deny access to Exhibitor representatives who, in Bankworld's sole discretion, may use their presence at the meeting or in the Exhibit Hall to discuss or represent products or services that are inconsistent with BankWorld's policies and philosophies.
- 7) Exhibitor Kits will be available only when the Exhibitor Registration Form **and** full-payment are received.
- 8) The Electrical Form and Telephone Line Form must be completed and returned to the CBA by **Friday, March 26, 2010**.
- 9) No booth can be dismantled before 2:30 p.m. and must be removed by 6:00 p.m. at the latest on Tuesday, April 27, 2010.
- 10) No exhibitor may assign its contract for exhibit space or permit any other person to use any part of such space.
- 11) Exhibitors must provide for protection of their property while in their exhibit booth.
- 12) In the event the exhibitor has not paid the balance due as agreed, booth space may be reassigned to another exhibitor. If exhibitor does not claim its assigned space before 7:00 a.m. on Tuesday, April 27, 2010, booth space may be reassigned to another exhibitor.
- 13) We reserve the right to reject or prohibit any exhibit or part thereof which, in our opinion, is not in keeping with the character of the exhibition.
- 14) Show management reserves the right to deny/remove any exhibitor from the show at its discretion.
- 15) Limitations of Liability: Indemnification. Neither BankWorld nor the Crowne Plaza Hotel nor any agent or employee thereof will be liable for any loss or damage to Exhibitor's property from fire, theft or any other cause, or for personal injury to agents or employees of the Exhibitor. The Exhibitor agrees to indemnify and hold harmless BankWorld, its representatives, employees and agents, from any and all claims from property damage or personal injury by whomsoever sustained including the Exhibitor, its agents or employees which claims may be incident to, arise from, or be in any way connected with the Exhibitor's occupation of display space and which are proximately caused by negligence of the Exhibitor, his agents or employees.
- 16) Exhibitor's participation in BankWorld does not constitute an endorsement or recommendation of Exhibitor or its products and services. Exhibitor agrees that it shall not make any oral or written statement to the effect that BankWorld endorses or recommends Exhibitor or its products and services.
- 17) In the event of cancellation, no refunds will be made.

# **BANKWORLD 2010 EXHIBITOR TIPS**

## **PROMOTION**

It is important that we all promote BankWorld. We encourage you to snail mail and/or email your banking clients and especially prospective banking clients to visit you at your booth (include your booth #, a PDF of the BankWorld Brochure, your raffle prize). If you have a website, put a banner on your home page with a link to the BankWorld website ([www.nebankworld.com](http://www.nebankworld.com)). Add a tagline to your invoices and emails.

The fee for Bankers to attend BankWorld 2010 is \$45 per person or complimentary if registered by an Exhibitor. Let your banking clients/potential banking clients know you have registered them for the show and take credit for registering them for free.

## **RAFFLES**

Raffles are voluntary. However, it is widely known that people like to receive “free” things at tradeshow and it also gets your companies name listed in the brochure/program guide twice. If you intend to offer a raffle prize:

- You should let us know your raffle prize in advance so we can include it in the BankWorld Brochure and BankWorld Program Guide (getting your companies name listed twice).
- You should display it in your booth with a bowl for attendees to put their business cards in (you can use the business cards as sales leads).
- It is your responsibility to get the raffle prize to the tradeshow.
- It is your responsibility to pick a winner – we suggest you make the winner a “Banker” only (put a sign on the bowl where they drop their business cards).
- If you let us know by 2:00 p.m. on the day of show, we will announce your winner at the 2:15 p.m. raffle announcement. If the winner isn't present, you will need to send (or deliver) the gift to the winner.

## **GIVEAWAYS**

Exhibitors should have little giveaways (pencils, bags, magnets etc) in their booths as, again, people like to get “free” things at tradeshow and they might use them at home or at the office, which gives your company more name recognition.

## **BOOTH TIPS**

Exhibitors should have something “flashy” to make attendees want to stop (wheel of fortune, putting mat etc).

To be more approachable, we suggest:

- Move the tables to the back of the booth and stand in front of the table instead of behind the table.
- Exhibitors should have no more than two personnel in the booth at any one time. More than that, and it feels like an army of salespeople waiting to attack.
- Take breaks when needed, but not in the booth.
- Don't chitchat with each other in the booth.
- Don't eat, drink, sit, or read in the booth.
- Don't make phone calls from the booth.
- Don't leave booth unattended.
- Do smile and be approachable.

# BANKWORLD 2010 ELECTRICAL FORM

Tuesday, April 27, 2010  
Crowne Plaza Hartford-Cromwell, Cromwell, CT

Company: \_\_\_\_\_  
 Booth: \_\_\_\_\_  
 Primary Contact: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

~~ Only complete this form if you need electricity ~~

DESCRIPTION	QUANTITY	VOLTS	WATTS	AMPERAGE	PRICE	TOTAL
1 Outlet		110	1,000 max	Max. 15	\$30.00	\$
2 Outlets					\$60.00	\$
3 Outlets					\$90.00	\$
4 Outlets					\$120.00	\$
1 Dedicated 20 AMP Circuit				20	\$30.00	\$
1 Dedicated 220 Volt Name of plug _____ Number of plugs _____ Male <input type="checkbox"/> Female <input type="checkbox"/>		220			\$60.00	\$
Type of equipment to be utilized:					SubTotal	\$
					6% CT Sales Tax	\$
					<b>Balance Due</b>	\$

## IMPORTANT

This form and payment must be received by the CBA by **Friday, March 26, 2010** to ensure proper connections and service. The Hotel Engineer may refuse connections where wiring is not in accordance with the Connecticut State Safety Codes. Exhibitors are responsible for providing their own Surge Protectors. There are a limited number of Dedicated 20 amp circuits and 220 volt circuits available.

Credit Card			
Type of Credit Card (circle):	AMEX   MC   VISA	\$	
Card Number #:		Exp. Date:	
Cardholder Name:		Security Code:	
Billing Address:		Signature:	

Please mail/fax completed form by **Friday, March 26, 2010** to:

**Connecticut Bankers Association**  
**10 Waterside Drive**  
**Farmington, CT 06032**  
**Attention: BankWorld 2009**  
 Phone: (860) 677-5060      Fax: (860) 677-5066  
[bankworld@ctbank.com](mailto:bankworld@ctbank.com)

# BANKWORLD 2010 PHONE LINE FORM

**Tuesday, April 27, 2010**  
**Crowne Plaza Hartford-Cromwell, Cromwell, CT**

Company: \_\_\_\_\_  
 Booth: \_\_\_\_\_  
 Primary Contact: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

**~~ Only complete this form if you are ordering phone service ~~**

DESCRIPTION	QUANTITY	PRICE	TOTAL
High-speed Internet Installation/Use		\$55.00	
Voice/Fax Phone Line(s) Installed		\$210.00	
Phone Line(s) Installed with Phone(s)		\$55.00	
Type of Usage (please specify below):	SubTotal		\$
	6% CT Sales Tax		\$
	<b>Balance Due</b>		<b>\$</b>

Wireless internet is complimentary unless you need a hard wire.

**IMPORTANT**

This form must be received by the CBA by **Friday, March 26, 2010** to ensure proper connections and service. Hotel phone lines require "Dial 9" access for outside calls. For "Direct" access for outside calls, please call the Hotel directly. As there are a limited number of hotel phone lines available, all requests will be handled on a "first come/first serve" basis.

Credit Card			
Type of Credit Card (circle):	AMEX   MC   VISA	\$	
Card Number #:		Exp. Date:	
Cardholder Name:		Security Code:	
Billing Address:		Signature:	

**Please mail/fax completed form by **Friday, March 26, 2010** to:**

**Connecticut Bankers Association**  
**10 Waterside Drive**  
**Farmington, CT 06032**  
**Attention: BankWorld 2009**  
**Phone: (860) 677-5060      Fax: (860) 677-5066**  
[bankworld@ctbank.com](mailto:bankworld@ctbank.com)





# BANKWORLD 2010 BANKER REGISTRATION FORM

Tuesday, April 27, 2010  
Crowne Plaza Hartford-Cromwell, Cromwell, CT

Exhibitors may register an unlimited number of Bankers to attend BankWorld 2010 complimentary! Non-bankers can be registered for a fee of \$495 per person (does not include exhibitor staff). Please pre-register bankers to avoid the long registration lines.

Company: \_\_\_\_\_  
Booth: \_\_\_\_\_  
Primary Contact: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

~~ Only **Bankers** may be registered on this form ~~

Banker Name	Title	Company	Badge

Please return completed form by **Tuesday, April 20, 2010** to:

Colleen E. Clancy, Vice President  
Connecticut Bankers Association  
10 Waterside Drive  
Farmington, CT 06032-3083  
Fax (860) 677-5066  
[bankworld@ctbank.com](mailto:bankworld@ctbank.com)