



# GENERAL BULLETIN

CONNECTICUT  
BANKERS  
ASSOCIATION  
10 Waterside Drive  
Farmington, CT 06032-3083  
(860) 677-5060  
FAX: (860) 677-5066

**HURRY...Only 10 Booths  
available inside the exhibit  
hall...It's not too late to  
register!**

2010 - 41

March 3, 2010

**SENT TO:**

TO THE CHIEF EXECUTIVE OFFICER  
OR INDIVIDUAL ADDRESSED

CEO, CEO+  
Associate Member  
BankWorld Vendors

RE: **BankWorld 2010**  
**"Banking Should Not Be A Puzzle—Come To BankWorld—Get The Answers"**  
**Tuesday, April 27, 2010**  
**Sponsor & Exhibitor Information and Registration Forms**

On April 27, 2010, the Connecticut Bankers Association and The Warren Group will once again host the Northeast's premiere banking exposition, **BankWorld 2010** at the Crowne Plaza Hartford-Cromwell, Cromwell, CT. This fifteenth annual event will showcase seminars, services, equipment and technology for the financial services industry.

**BankWorld 2010** is designed to give bank management, mortgage bankers and other financial services professionals a central forum to learn new techniques and systems. Additionally, registrants will have the chance to talk with industry consultants and vendors face to face about new opportunities. We anticipate another sell-out, with upwards of 80 exhibit booths and over 700 attendees from across New England and the Northeast.

Attached you will find the **BankWorld 2010** Sponsor & Exhibitor Registration Forms for your review and completion. Please note, Exhibitor booth locations will not be confirmed until after the Sponsorship deadline of December 25, 2009. Should you have any questions regarding the attached, please don't hesitate to contact me. We look forward to your participation in **BankWorld 2010!**

Sincerely,

COLLEEN E. CLANCY  
Vice President

## IMPORTANT DATES

|                   |   |
|-------------------|---|
| January 15, 2010  | Seminar topic/room/time requests due from Gold Sponsors                 |
| January 31, 2010  | All sponsorship and exhibitor payments due                              |
| February 12, 2010 | Deadline for company name to be included in printed marketing materials |
| March 12, 2010    | Sponsor profiles due for Show Guide                                     |
| March 12, 2010    | Website articles due from Gold and Silver Sponsors                      |
| March 19, 2010    | Electrical & Phone Line Forms due                                       |
| March 19, 2010    | Hotel reservations due  |
| April 20, 2010    | Forms due to Demers Exposition Services                                 |
| April 20, 2010    | Both Staff Registration Forms due                                       |

Click [HERE](#) to view the brochure





## SPONSOR INFORMATION

### SCHEDULE

#### Monday, April 26

- 12:00 p.m.-7:00 p.m. Exhibitor Set-up
- 4:00 p.m.-6:00 p.m. Exhibitor Reception

#### Tuesday, April 27

- 8:00 a.m. Exhibit Hall Opens
- 9:00 a.m. Concurrent Seminars
- 10:15 a.m. Concurrent Seminars
- 11:30 a.m. Complimentary Lunch
- 1:15 p.m. Concurrent Seminars
- 2:15 p.m. Raffle Announcement
- 2:30 p.m. Exhibit Hall Closes

### SPONSORS

#### Gold Sponsor ~ \$4,495 for one (1) complimentary booth or \$5,495 for two (2) complimentary booths in the Exhibit Hall

- First preference for booth location (until December 25, 2009)
- One (1) 45 minute seminar
- Sponsor profile in the **BankWorld 2010** Show Guide
- Up to three (3) articles for inclusion on the **BankWorld 2010** website
- Web page registration form and link from the official BankWorld website
- Unlimited complimentary BankWorld registrations for Bankers
- Twelve (12) complimentary registrations for booth staff (individuals must be pre-registered) per booth
- Company logo prominently displayed on all marketing materials (company logos will be listed on a first come, first confirmed basis)
- Two (2) invitations to the exclusive CEO & CFO Luncheon
- Marketing flyer (1 page) included in the registration bag given to all attendees
- Maximum of twelve (12) gold sponsors or four (4) seminars per hour

#### Silver Sponsor ~ \$3,495 for one (1) complimentary booth in the Exhibit Hall

- Second preference for booth location (until December 25, 2009)
- Up to two (2) articles for inclusion on the **BankWorld 2010** website
- Web page registration form and link from the official BankWorld website
- Unlimited complimentary BankWorld registrations for bankers
- Eight (8) complimentary registrations for booth staff (individuals must be pre-registered)
- Company logo prominently displayed on all marketing materials (company logos will be listed on a first come, first confirmed basis)
- Two (2) invitations to the exclusive CEO & CFO Luncheon
- Marketing flyer (1 page) included in the registration bag given to all attendees

#### Event Sponsor (accepted on a first come, first serve basis) - acknowledged in the Program Guide (and by signage as appropriate)

- CEO & CFO Luncheon - \$4,495 (includes one (1) booth and Gold Sponsor privileges)
- Name badges and lanyards - \$4,495 (includes one (1) booth and Gold Sponsor privileges)
- Continental Breakfast (maximum 2) - \$750 each (signage)
- Buffet Lunch (maximum 2) - \$750 each (signage)
- Lunch Dessert - \$750 each (signage)
- Lunch Beverages - \$750 each (signage)
- Photography - \$750 each

**~ Deadline for sponsors to be included in marketing materials is FRIDAY, FEBRUARY 12, 2010 ~**



## EXHIBITOR INFORMATION

### EXHIBITOR INFORMATION

For a fee of \$1,395/booth for CBA Members and \$1,895/booth for non-members, **BankWorld 2010** exhibitors will receive:

- ◆ One (1) 8' x 10' booth (hallway booths are 6' x 10')
- ◆ One (1) 8' high backwall drape; two (2) 3' high sidewall drapes; one (1) draped table and; two (2) folding chairs
- ◆ One (1) 7" x 44" exhibitor ID sign
- ◆ Two (2) complimentary registrations for booth staff (individuals must be pre-registered)

### EXHIBITOR KITS

Once full payment is received, Exhibitors will receive an Exhibitor Kit which includes the Electrical Sign-up Form, the High-speed Internet/Telephone Line Sign-up Form, Advertising Information and the Demers Packet (detailing the procedures to ship your booth and show decoration additions).

### FLOOR PLAN

We have attached a diagram of the exhibit space for you to provide us with four requests for booth location. Choices can be indicated on the attached Exhibitor Registration Form. We will try to accommodate all booth requests, however **no booth assignments will be confirmed until full payment is received**. Final booth assignment is at the discretion of show management. Note: Booths located in the hallway are 10' wide and 6' deep.

### CONFIRMED SPONSORS

#### Gold Sponsor

**COCC**  
**DIEBOLD, INC.**  
**FISERV**  
**LIGHTHOUSE COMPUTER SERVICES, INC.**  
**MAINTECH**  
**OPEN SOLUTIONS INC.**  
**WOLF & COMPANY**

#### Silver Sponsor

**FINANCIAL SERVICES, INC.**  
**HARLAND CLARK**  
**MURTHA CULLINA LLP**  
**THE SAVINGS BANK LIFE INSURANCE COMPANY**  
**STRUNK & ASSOCIATES**

#### Function Sponsor

**Bankers' Bank Northeast**  
**CFT Atlantic & Central States**  
**Clark Consulting**  
**Federal Reserve Bank of Boston**  
**ICS Compliance**



## SPONSOR & EXHIBITOR REGISTRATION FORM

Company Name: \_\_\_\_\_  
(as it is to appear in print with correct capitalization, punctuation and/or abbreviations - **please print**)

Primary Product or Service: \_\_\_\_\_  
(maximum 5 words - **please print**)

Raffle Prize: \_\_\_\_\_

Please do not put our booth near (list companies): \_\_\_\_\_

Primary contact to receive all future exhibitor correspondence regarding **BankWorld 2010**:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

| SPONSORSHIP  | COST           | TOTAL **  |
|--|----------------|-----------|
| Gold Sponsor – two (2) booths                              | \$5,495        | \$        |
| Gold Sponsor – one (1) booth                               | \$4,495        | \$        |
| CEO & CFO Lunch – one (1) booth                            | \$4,495        | \$        |
| Name badges and lanyards - one (1) booth                   | \$4,495        | \$        |
| Silver Sponsor   | \$3,495        | \$        |
| Continental Breakfast (2 max)                              | \$750/sponsor  | \$        |
| Buffet Lunch (2 max) <b>SOLD</b>                           | \$750/sponsor  | \$        |
| Buffet Lunch Dessert <b>SOLD</b>                           | \$750          | \$        |
| Buffet Lunch Beverages                                     | \$750          | \$        |
| BankWorld Photography                                      | \$750          | \$        |
| Exhibitor - CBA Member                                     | \$1,395/booth* | \$        |
| Exhibitor - CBA Non-member                                 | \$1,895/booth* | \$        |
| <b>Total Enclosed (add \$300 late fee after 2/12/10)**</b> |                | <b>\$</b> |

~ **Deadline to be included in marketing materials is FRIDAY, FEBRUARY 12, 2010** ~

### BOOTH PREFERENCE

**Gold Sponsors receive first preference for booth location, followed by Silver Sponsors and then Exhibitors. Exhibitor booth locations will be confirmed after final payment has been received.** Please refer to the attached floor diagram and list your first four booth location choices. Final booth assignment is at the discretion of show management.

First: \_\_\_\_\_ Second: \_\_\_\_\_ Third: \_\_\_\_\_ Fourth: \_\_\_\_\_



## SPONSOR & EXHIBITOR REGISTRATION FORM

### PAYMENT METHOD

Full payment is required now to hold your booth. Companies will be invoiced or credit card charges will be applied for the balance in **January, 2010**. Final booth assignment is at the discretion of show management. If you cancel and have not yet submitted payment, you will be invoiced for the entire booth fee. Credit card charges will appear on your statement under the name of Connecticut Bankers Association.

Check                       Visa                       MasterCard                       American Express

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Security Code: \_\_\_\_\_ (3 digits on back of card)                      Amount: \$ \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

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

### AUTHORIZATION

By signing below, you agree to abide by the terms and conditions outlined on the next page.

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

Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Please return the completed form and payment to:

Connecticut Bankers Association  
**BankWorld 2010**  
10 Waterside Drive  
Farmington, CT 06032  
Fax: (860) 677-5066  
Email: [clancyc@ctbank.com](mailto:clancyc@ctbank.com)



## TERMS AND CONDITIONS

- 1) Overnight hotel accommodations must be telephoned directly to the Crowne Plaza at (860) 635-2000 by **Friday, March 19, 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 mailed 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 19, 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

Rest Rooms

Jersey Room

Kent Room

## Hallway Booths

Main Entrance  


Main Entrance  


68

|                       |                             |                  |                   |             |
|-----------------------|-----------------------------|------------------|-------------------|-------------|
| Cummins Allison<br>69 |                             |                  |                   | Calyx<br>73 |
|                       | 70                          | 71               | 72                |             |
| FRBB<br>Breakfast 1   | Clark Consulting<br>Lunch 2 | ICS<br>Dessert 3 | Diebold<br>Gold 4 |             |

|                 |              |  |  |
|-----------------|--------------|--|--|
| Infoshred<br>74 |              |  |  |
|                 | 75           |  |  |
| NE Money<br>5   | Agility<br>6 |  |  |

|                  |          |   |  |            |
|------------------|----------|---|--|------------|
| Mortgagebot<br>7 | ISG<br>8 |   |  | BCAC<br>10 |
|                  |          | 9 |  |            |

67

66

65

Magee  
64

Magee  
63

62

61

60

Hallway Booths

|               |                     |                   |                      |                           |
|---------------|---------------------|-------------------|----------------------|---------------------------|
| RDSI<br>20    | Secure Works<br>19  | SBLI<br>Silver 18 | Brand Partners<br>17 | Open Solutions<br>Gold 16 |
| Parabit<br>21 | Armored Money<br>22 | Main St.<br>23    | NES<br>24            | FSI<br>Silver 25          |

|                       |                 |                      |                       |                        |
|-----------------------|-----------------|----------------------|-----------------------|------------------------|
| COCC<br>Gold 15       | COCC<br>Gold 14 | AMNET<br>13          | Access To Money<br>12 | Recovery Planner<br>11 |
| Lighthouse<br>Gold 26 | Brintech<br>27  | Hartford Stamp<br>28 | Sheshunoff<br>29      |                        |

|               |                  |                  |                             |           |
|---------------|------------------|------------------|-----------------------------|-----------|
| Solidus<br>40 | A. M. Best<br>39 | S.H. Smith<br>38 | Murtha Cullina<br>Silver 37 | TWG<br>36 |
|               |                  | Level 5<br>43    | PULSE<br>44                 | TWG<br>45 |

|                 |                 |             |                  |           |
|-----------------|-----------------|-------------|------------------|-----------|
| Wolf<br>Gold 35 | BFS Group<br>34 | Vsoft<br>33 | BranchServ<br>32 | PHH<br>31 |
| Wolf<br>Gold 46 |                 |             |                  | IPS<br>50 |

|  |  |                     |                  |                 |                        |                                 |                       |  |    |               |
|--|--|---------------------|------------------|-----------------|------------------------|---------------------------------|-----------------------|--|----|---------------|
|  |  | Strunk<br>Silver 57 | Continuity<br>56 | CFT<br>Lunch 55 | Specialized Data<br>54 | Maintech<br>Gold/<br>Dessert 53 | Bankers Bank NE<br>52 |  | 51 | Break Station |
|--|--|---------------------|------------------|-----------------|------------------------|---------------------------------|-----------------------|--|----|---------------|



Hallway Entrance



BankWorld Registration Desk and Booths 80-85