



GENERAL BULLETIN

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June 10, 2020

SENT TO:

Associate Members
BankWorld® Exhibitors

TO THE CHIEF EXECUTIVE OFFICER
OR INDIVIDUAL ADDRESSED

RE: ***BankWorld® 2021 Is Now Open for Business!***
Mohegan Sun Convention Center

They say that challenging times bring out our most creative and innovative ideas. Certainly, the situation the world is dealing with now is offering all sorts of challenges to banks. They need to seek out the best options and opportunities for their branches, their business lines, and their brands. They're rethinking strategy, technology, marketing, and product as they work to navigate their path to a successful future through these turbulent times.

What better environment could there be than BankWorld® 2021 to show them the way?

Connecticut Bankers Association, in conjunction with our production partner AmBiz, is already getting ready for the 2021 BankWorld® event in January, at the Mohegan Sun. Coming off this year's record attendance (over 1600 bankers registered) and the most successful BankWorld® ever, we've launched an updated website at www.nebankworld.com, where you'll find links to [secure your booth or sponsorship](#) are now live. Importantly, as a valued Associate Member of the CBA, **you will receive an early pricing discount on the checkout page now through Aug. 31st**, after which regular pricing (the price you see listed on the website) will be in place. Enter code: **CBAMEM10** to receive this special member discount!

Like the banking community, and most of you, we are also being thoughtful and innovative about how we approach this year's event. Given that in January it's probable we will all still be in an era of social distancing and cautious gatherings, we are making the following changes to the coming event, which will ensure a safe and successful show for everyone.

BankWorld® 2021 Event Changes

- A two-day exhibitor event, not a one-day. By opting for a two-day schedule, we will be able to continue to attract a sizeable total audience while giving us the ability to space out attendees for proper social distancing. So, this year's show will be held on Thursday, January 14 and Friday, January 15, with exhibitor setup on Wednesday, January 13.
- Exhibits will be open both on Thursday and Friday, and exhibit staff may attend on both days. Attendees and non-exhibiting vendors will only get to attend one of the two days, and will be required at registration to choose which day they will be in attendance. CEOs and other select C-Suite executives will be allowed to attend both days.
- To make it easier for attendees to choose their day, we're going to create specialized themes for each day: Thursday, Tech and Innovation day. Friday, C-Suite Strategies. The SBA meeting is TBD. We will be arranging for special keynote for both days. This way, for example, an organization could choose to send its CIO on Thursday, and its COO on Friday.
- New Leaders in Banking is still on Thursday evening, January 14, to serve as a bridge between the two days.
- The Thursday schedule is planned to start later in the morning and end later in the afternoon, so that outgoing Thursday attendees and incoming Friday attendees can jointly attend evening networking events scheduled by sponsors.
- There will be full height drapes between all booths. Coffee only in exhibit hall, at rear. Food service will likely be in individual boxed lunches served in the foyer.
- We may be assigning attendees exhibit floor time (i.e.; Group A attends sessions, while Group B attends exhibitors. This would necessitate repeating sessions)
- At this point, we will require masks for all attendees and exhibitors. Mohegan Sun is planning on conducting a thermo screen of all visitors. We will also use new seating plans to space out attendees.

Some IMPORTANT points:

- Every hotel and meeting venue in the nation now has reduced capacity limits. **This is something that will affect every single event, whether ours or someone else's, until we're past this virus.** This is also a fluid situation, meaning it can improve or worsen depending on the rules of each state or locality. (Please remember that Mohegan Sun is within the Mohegan reservation, which means that it is in a sovereign nation with its own rules.) We do not yet know what the room capacities will be in January, but we have been assured by Mohegan Sun that they will be ample for our needs. To give you an example, we may have a capacity limit of 250 people per room, which might mean that we can have two or three sessions going on,

each with up to 250 people. And we can have the exhibit hall open, but it too can have only 250 people at a time. We expect something similar to be in place in January at Mohegan Sun. So that means:

- - While vendors may REGISTER as many staff as you'd like to attend the show, **exhibitors will be limited to 2 people staffing a booth at any one time** (or 4 if you've ordered a double booth), **Platinum or higher sponsors can have up to 8 people** in their booth at any one time, and **lesser sponsors can have up to 4 people** in their booth at any one time. Other staffers are welcome to go to the session rooms or networking lounges that will be set up. We all want as many attendees in the Exhibit Hall as possible, but we will be limited by a capacity cap, and that cap will include booth staff. So...the fewer people hanging around in the booth, the more attendees can be in the hall.
 - Because we need to limit the number of people in the room at any one time, we're going to have monitors counting attendees, and urging attendees to move to other rooms to allow others into the hall. We have also changed up the [booth space layout which you can see by clicking here](#) so that the aisles are wider. For those who are accustomed to – and expect – a huge influx of attendees in the Exhibit Hall at one time, that's not likely going to happen – neither for us or any other show. **We cannot suddenly put a large group of people into the room.** But we will have attendees constantly coming through, with a steady and changing flow. The aisles will be wider, the number of prospects in the hall at any one time will be fewer, but the **total number won't change. So, this doesn't lessen the opportunity for you to build business.**
- AmBiz has provided [specific guidelines that can be accessed by clicking here](#), that we need to follow to ensure that this is a safe and good experience for everyone. We will have lots of hand sanitizer, we will encourage frequent hand washing, and Face masks will be mandatory. The facility will be doing temperature checks on everyone entering the building.
- In your exhibitor kits, you will find an option to rent plexiglass "sneeze guards" for your booth. These will be on higher tables than we usually provide, but they will give you the option of being able to make attendees feel even more comfortable coming to your booth.
- All booth tables will otherwise be 8 feet long, rather than the usual 6 feet. This will allow you to put booth staffers at each end of the table, and know they are at least 6 feet apart. You can also talk directly with at least two prospects, who will also be at least 6 feet apart.

We know this seems like a lot to consider; however, we hope that what you'll take from all this is that we are being thoughtful and thorough in our planning. Bank leaders need to be able to see that their staff will be safe attending this event – and you want to be safe, too. We can accomplish this, and still put on an amazing conference for everyone. But there's also a reason we're opening up exhibitor and sponsor sales now: because of the changes we're making on the show floor, we will be reducing the total number of available booths. This show will sell out, and with inventory limited, will sell out faster than usual. Our bank attendees need to see how you can help them. But they won't be able to if you lose out on your opportunity to exhibit. [So please click here now and claim your space](#) and enter code **CBAMEM10** to receive your 10% CBA member discount!

Along with reserving a booth at BankWorld® 2021, we highly recommend submitting -an advertisement in the *CBA Quarterly* December, fourth quarter magazine, which has a distribution of 1800 bankers across Connecticut. This will give exhibitors - just a few weeks before BankWorld, 2021 - an opportunity to highlight your company and staff, announce your attendance and booth location at the event and show your support of the industry and the CBA. As another advantage of being a CBA Associate member, we are offering a 10 percent discount on any size ad to those who purchase a booth or sponsor at BankWorld® by October 31st. -Ad space is limited and was sold out in the most recent CBA Quarterly, so please respond early to guarantee your ad runs in December. Please contact Karen Horanzy at khoranzy@ctbank.com for more information on advertising in the magazine.

We look forward to seeing you at BankWorld® in January 2021!

Sincerely,

KIMBERLY M. TUTTLE
AVP & DIRECTOR OF EDUCATION