



Independent Bankers Association of Texas

36th Annual Convention

September 25-28, 2010 • Renaissance Worthington Hotel, Fort Worth



Sponsorship Information & Benefits

Reaching the right audience with information about your company or organization and the products and services you offer is **critical** to success in today's competitive business environment.

IBAT's annual convention is a great opportunity to **meet, visit** and **network** with CEOs, senior managers and directors to promote your company's or organization's service and image **OUTSIDE** the traditional 10' x 10' exhibit booth.

We **GUARANTEE** your audience will be comprised of key decision makers...primarily CEOs! ***Sounds too good to be true, you say?*** Our attendance continues to be very steady, and we can virtually ensure that there will be representatives from over **300 DIFFERENT** locations throughout Texas.

Interested? The IBAT Convention presents a unique opportunity for vendors and bank suppliers to gain even greater exposure. In addition to simply attending, there are a number of other ways you may participate further...

- **FULL Sponsorship of an Event...**Under IBAT's supervision, you will be the **SOLE** sponsor of the function. **ALL** events are open to full sponsorship.
- **CO-SPONSORSHIP of an Event...**Also under IBAT's supervision, you may contribute a portion of the cost of the event (as indicated on the accompanying list of events available) that will enable you to co-sponsor an event with another company and/or IBAT.

Note: To further enhance your visibility, you may want to consider diversifying your sponsorship dollars by participating in *different* events (Convention **and** Golf). Only these events may be combined to elevate your level of sponsorship (*i.e., hospitality suites, exhibits and ads are NOT applicable*). **IMPORTANT:** only sponsorship of **convention activities**, however, qualifies for complimentary registrations, tabletop exhibits and/or ad space in the convention guide (*i.e., only events/items on pages 5-7*).

To ensure your sponsorship, complete the enclosed application and return it with the applicable deposit(s) at your earliest convenience.

Questions?

Call Janey Holstien at 800-749-4228, or e-mail jholstien@ibat.org.

Type of Recognition	TITANIUM Sponsorship \$50,000 and above	PLATINUM Sponsorship \$18,000 - \$49,999	GOLD Sponsorship \$10,000 - \$17,999	SILVER Sponsorship \$4,500 - \$9,999	BRONZE Sponsorship \$1,500 - \$4,499	BLUE RIBBON Sponsorship \$750 - \$1,499
FREE Exhibit	One 10' x 10' exhibit on Sunday and Monday (9/26-27) (a \$2,595/3,490 value) for convention sponsors* of \$50,000 or more.	One tabletop exhibit on Sunday and Monday (9/26-27) (a \$1,845/\$2,740 value) for convention sponsors* of \$18,000 or more.				
FREE AD SPACE in Convention Guide/Attendee Listing	One full page ad with premium choice of placement inside either the front or back cover [7.5" w x 10" h full color camera-ready] in the Convention Guide/Attendee Listing (\$595/\$845 value) for convention sponsors* of \$50,000 or more.	One full page ad [7.5" w x 10" h black & white camera-ready] in the Convention Guide/Attendee Listing (\$595/\$845 value) for convention sponsors* of \$18,000 - \$49,999	One half page ad [7.5" w x 4.5" h black & white camera-ready] in the Convention Guide/Attendee Listing (\$295/\$420 value) for convention sponsors* of \$10,000 - \$17,999.			
Verbal Recognition during CONVENTION	Company's designated representative will be introduced and allowed 5-8 minutes for remarks from the podium at the event sponsored.	Company and representatives in attendance to be recognized from the podium during the event sponsored.	Company to be recognized from the podium at the event sponsored.			
Slide Show Credit during CONVENTION	Company's logo to be shown on every slide during the event sponsored (if applicable). In addition, it will also be shown as part of the credits at the beginning of each general session.	Company's logo to be shown at the event sponsored (if applicable), as well as in credits at the beginning of each general session.	Company's logo to be shown at the event sponsored (if applicable).			

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CONVENTION T-SHIRTS	Company's logo to be listed on official convention giveaway keepsake by level sponsored.	Company's logo to be listed on official convention giveaway keepsake by level sponsored.	Company's logo to be listed on official convention giveaway keepsake by level sponsored.			
FREE Registrations	One complete convention registration for every \$4,500 contributed to convention activities* only (a \$695/\$845 value each!).	One complete convention registration for every \$4,500 contributed to convention activities* only (a \$695/\$845 value each!).	One complete convention registration for every \$4,500 contributed to convention activities* only (a \$695/\$845 value each!).	One complete convention registration for every \$4,500 contributed to convention activities* only (a \$695/\$845 value each!).		
WEB SITE Recognition	Company will be listed on IBAT's Web site with a link to its own Web site from the time the application is processed through April of 2011.	Company will be listed on IBAT's Web site with a link to its own Web site from the time the application is processed through April of 2011.	Company will be listed on IBAT's Web site with a link to its contact information from the time the application is processed through April of 2011.	Company will be listed on IBAT's Web site with a link to its contact information from the time the application is processed through April of 2011.	Company will be listed on IBAT's Web site with a link to its contact information from the time the application is processed through April of 2011.	Company will be listed on IBAT's Web site from the time the application is processed through April of 2011.
Recognition in CONVENTION PROMOTIONAL if application received by May 16	Specific mention for event sponsored (<i>if applicable</i>) as well as listing in promotional brochure.	Listing in promotional brochure.	Listing in promotional brochure.	Listing in promotional brochure.	Listing in promotional brochure.	Listing in promotional brochure.
PRE-CONVENTION ATTENDEE LISTING	Advance use of an electronic convention attendee list (available September 7).	Advance use of an electronic convention attendee list (available September 7).	Advance use of an electronic convention attendee list (available September 7).	Advance use of an electronic convention attendee list (available September 7).	Advance use of an electronic convention attendee list (available September 7).	Advance use of an electronic convention attendee list (available September 7).
SIGNAGE AT EVENT	Appropriate professional signage recognizing your company at the event.	Appropriate professional signage recognizing your company at the event.	Appropriate professional signage recognizing your company at the event.	Appropriate professional signage recognizing your company at the event.	Appropriate professional signage recognizing your company at the event.	Appropriate professional signage recognizing your company at the event.

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OTHER SIGNAGE	1m x 8' Professional signage listing <i>by level</i> to be located outside the main ballroom for the <u>duration</u> of the convention.	1m x 8' Professional signage listing <i>by level</i> to be located outside the main ballroom for the <u>duration</u> of the convention.	1m x 8' Professional signage listing <i>by level</i> to be located outside the main ballroom for the <u>duration</u> of the convention.	1m x 8' Professional signage listing <i>by level</i> to be located outside the main ballroom for the <u>duration</u> of the convention.	1m x 8' Professional signage listing <i>by level</i> to be located outside the main ballroom for the <u>duration</u> of the convention.	1m x 8' Professional signage listing <i>by level</i> to be located outside the main ballroom for the <u>duration</u> of the convention.
SPONSOR RIBBON	Conference badge with light blue colored "Sponsor" ribbon for all attending representatives who are registered in full for the convention .	Conference badge with white colored "Sponsor" ribbon for all attending representatives who are registered in full for the convention .	Conference badge with gold colored "Sponsor" ribbon for all attending representatives who are registered in full for the convention .	Conference badge with silver colored "Sponsor" ribbon for all attending representatives who are registered in full for the convention .	Conference badge with bronze colored "Sponsor" ribbon for all attending representatives who are registered in full for the convention .	Conference badge with blue colored "Sponsor" ribbon for all attending representatives who are registered in full for the convention .
Recognition in OFFICIAL CONVENTION GUIDE/ATTENDEE LISTING**	Listing in Convention Guide – company logo, sponsor level, event(s) sponsored, key contact, address and phone number.	Listing in Convention Guide – company logo, sponsor level, event(s) sponsored, key contact, address and phone number.	Listing in Convention Guide – company logo, sponsor level, event(s) sponsored, key contact, address and phone number.	Listing in Convention Guide – sponsor level, event(s) sponsored, key contact, address and phone number.	Listing in Convention Guide – sponsor level, key contact, address and phone number.	Listing in Convention Guide – sponsor level.
OTHER PRINT Recognition**	Special mention in the IBAT bi-monthly publication, <u>The Texas Independent Banker</u> **.	Special mention in the IBAT bi-monthly publication, <u>The Texas Independent Banker</u> **.	Special mention in the IBAT bi-monthly publication, <u>The Texas Independent Banker</u> **.	Special mention in the IBAT bi-monthly publication, <u>The Texas Independent Banker</u> **.	Special mention in the IBAT bi-monthly publication, <u>The Texas Independent Banker</u> **.	Special mention in the IBAT bi-monthly publication, <u>The Texas Independent Banker</u> **.

*NOTE: Complimentary Registrations, Ads in Convention Program Guide and/or Exhibit Space are awarded for \$\$\$'s spent on **Convention activities only**. Combinations and/or \$\$\$'s spent on: exhibit space, program ad, hospitality suite or golf sponsorships are not eligible. You may combine these other items **ONLY** to elevate your level of recognition.

**Subject to timing of commitment.

Sunday, September 26

Event	Est. Attendance	FULL Sponsorship	Co-Sponsorship	
Coffee Break <i>during</i> General Session – 1:00 – 3:00 p.m.	300 people	\$3,750	\$2,250	
Refreshments in Exhibit Area – 3:00 – 5:00 p.m. Note: A satellite registration area will be set in this location and there will be lots of traffic. Prize drawings will also be held continuously via our “Stay and Play” game.	400 people flow	\$4,500	\$2,750	
Welcome Reception with Exhibitors – 5:00 – 7:00 p.m.	400 people	\$22,500	Food Station	\$4,500
			Food Station	\$4,500
			Food Station	\$4,500
			Bar Service	\$3,000
			Bar Service	\$3,000
			Bar Service	\$3,000
Late Show - Songwriters’ Review – 9:30 – 11:30 p.m.	450 people			
Entertainment (Songwriters)		\$19,500	\$12,500	
Beverage Service (Coffee/Nightcaps)		\$6,250	\$3,750	

Monday, September 27

Event	Est. Attendance	FULL Sponsorship	Co-Sponsorship	
Coffee Service for Daily Devotional – 7:00 – 7:30 a.m.	100 people	\$750	NA	
Early Riser Continental Breakfast – 7:30 – 8:30 a.m.	350 people	\$7,750	\$4,650	
Coffee Break – Learning Labs – 8:45 – 9:15 a.m.	300 people	\$4,500	\$2,750	
Coffee Break with Exhibitors – 10:00 – 12:00 noon (will be set in Exhibit Area)	400 people	\$4,500	\$2,750	
Lunch & Learns – 12:00 – 1:30 p.m. (Four sessions will be offered with limited seating. A luncheon buffet will be offered.)	200 people	\$12,500	\$7,500	
Networking Luncheon – 12:00 – 1:30 p.m. (An informal lunch will be provided for those not attending the Lunch & Learns, Exhibitors and Spouses included)	200 people	\$12,500	\$7,500	
Afternoon Coffee Break – 2:30 – 3:30 p.m. (will be set in the back of the Regulator Roundtable Room)	300 people	\$4,500	\$2,750	
Auction to Benefit the IBAT PAC – 5:30 – 9:30 p.m.	450 people			
Silent Auction Appetizers		\$6,500	\$4,000	
Dinner		\$35,000	\$21,000	
Beverage		\$15,000	Bar Service	\$5,000
			Bar Service	\$5,000
	Bar Service		\$5,000	
Chairman’s Nightcap Party – 10:00 – 11:30 p.m.	150 people {invitation only}	\$5,500	\$3,300	

Tuesday, September 28

Event	Est. Attendance	FULL Sponsorship	Co-Sponsorship		
Coffee Service for Daily Devotional – 7:00 – 7:30 a.m.	100 people	\$750	NA		
Early Riser Continental Breakfast – 7:30 – 8:30 a.m.	350 people	\$7,750	\$4,650		
Coffee Break <i>before</i> General Session – 9:00 – 9:30 a.m.	300 people	\$4,500	\$2,750		
Coffee Break <i>during</i> General Session – 10:30 – 11:00 a.m.	300 people	\$4,500	\$2,750		
Luncheon with Keynote Speaker – 12:30 – 2:00 p.m.	400 people	\$25,000	\$15,000		
Afternoon Coffee Break – 2:15 – 2:45 p.m. (will be set in the back of the Legal Roundtable Room)	200 people	\$4,500	\$2,750		
21 st Annual Texas Informal Theme Party – 6:30 – 10:00 p.m.	350 people	\$10,500	\$18,000		
Food			\$30,000		
Beverage			\$3,500	Bar Service	\$3,500
Entertainment			\$8,500	Bar Service	\$3,500
	\$5,000				
	\$5,000				
Item	Est. Attendance or Quantity (if applicable)	Full Sponsorship	Co-Sponsorship		
Lanyards at Registration – Sponsorship of this item guarantees your company exclusive distribution of the official lanyards with your company's message and/or logo to ALL attendees registered for the convention. <u>Cost of producing the actual item(s) is additional and will be at sponsor's expense and MUST be approved by association management. Note: It can be a "stock item" and not specific to the convention.</u>	800 people	\$3,500	N/A		
Personalized Hotel Key Cards – Sponsorship of this item guarantees your company exclusive distribution of your company logo and/or message on all hotel key cards distributed to attendees staying at the hotel. <u>Cost of producing the actual item(s) is additional and will be at sponsor's expense and MUST be approved by association management.</u>	800 people 425-450 rooms	\$3,500	N/A		
Tote Bags at Registration – Sponsorship of this item guarantees exclusive distribution of your company's tote bag to official attendees during the registration process. <u>Cost of producing the actual item(s) is additional and will be at sponsor's expense and MUST be approved by association management. Note: It can be a "stock item" and not specific to the convention.</u>	Estimated Qty. 800	\$3,500	N/A		
Keynote Speakers – Sponsorship fee guarantees both verbal mention of your company during the convention as well as a logo slide and signage at the specific session.	300 - 400 people				
<i>Mark Dotzour – General Session, Sunday, 9/26</i>		\$5,000	\$3,000		
<i>Stan Slap – General Session, Tuesday, 9/28</i>		\$20,000	\$12,000		
<i>TBD – Luncheon Keynote, Tuesday, 9/28</i>		\$10,000	\$6,000		
Door Prizes – Names will be drawn throughout the exhibit hours on Sunday and Monday, September 26-27, for cash prizes.	350 people	\$3,500	\$2,100		

General Convention Sponsorship

You don't have to choose a specific event or item – you may simply contribute at one of the following levels to receive the corresponding sponsorship benefits.

ADDITIONAL BONUS: General sponsors will be listed on signage posted at registration for the duration of the convention!

TITANIUM Sponsorship	PLATINUM Sponsorship	GOLD Sponsorship	SILVER Sponsorship	BRONZE Sponsorship	BLUE RIBBON Sponsorship
\$50,000 and above	\$18,000 - \$49,999	\$10,000 - \$17,999	\$4,500 - \$9,999	\$1,500-\$4,499	\$750-\$1,499