



SUMMIT 2010

IBAT and TBA
INVITE YOU TO JOIN AN
EXCLUSIVE NETWORK OF KASASA™ FIs.

ATTEND BANCVue'S KASASA SUMMIT

MARKET DOMINANCE

IBAT and TBA are proud to endorse Kasasa, a new national brand of checking and savings accounts that will empower your bank in ways that were never before possible. With Kasasa, BancVue is creating an exclusive network of community financial institutions, dedicated to market dominance through a pioneering range of products and services.

SEIZE THE DAY

Don't miss out on the exclusivity of a brand that will make your name synonymous with banking superiority. Attend the Kasasa Summit – only available to IBAT and TBA member banks – and be a part of history in the making. Plus, IBAT and TBA members are eligible for discounts on BancVue setup fees.

Kasasa Summit is your chance to reach the pinnacle of market dominance.

NO COST TO ATTEND

BancVue will arrange and cover the cost (airfare, ground transportation, hotel, and event meals) for two attendees provided one of the attendees is the President or CEO. If additional persons wish to participate we welcome them to do so, however BancVue will cover their event meals only.*

Space is limited, register today!

www.BancVue.com/KasasaSummit

APRIL 13 – 14, 2010

BancVue Headquarters

5300 Riata Park Court, Austin, TX 78727

*In the event the CEO or Bank President does not attend, all bank attendees will be required to cover their transportation and hotel costs.

There's a lot that goes into creating a National Brand. At the Kasasa Summit, BancVue will share all of the research, product development, marketing strategy, traditional and online marketing techniques, data analysis, consulting and training elements that bring it all together and make it work.

Here's a quick overview of the schedule.

APRIL 13

12:00 - 5:30 p.m.

Where is the Passion?

Don Shafer, Chairman, BancVue

Do You Have Patch Values?

Gabriel Krajicek, CEO, BancVue

Can My Bank Actually Deliver World Class Marketing?

Susan Sierota, CMO for BancVue / FIRST ROI

Can My Bank Offer Innovative Products that the Competition Cannot Currently Match?

Gabriel Krajicek, CEO, BancVue

What Happened to Travel Agencies? Where is Tower Records?

Can My Bank Really Dominate the Competition?

John Waupsh, CEO, FIRST ROI

6:30 p.m. Dinner

APRIL 14

8:15 a.m. - 3:15 p.m.

What Can Mining My Data Tell Me About Mistakes I Can Avoid?

Patrick Laughlin, VP, Director of Consulting, BancVue

Greg Wempe, VP, Executive Consultant, BancVue

Jeremy Foster, VP, Executive Consultant, BancVue

Do You KASASA?

Susan Sierota, CMO for BancVue / FIRST ROI

A Kasasa Pioneer

Larry Brown, Bank of Little Rock

Q&A and the Tell Us What You Think Session!

Don Shafer, Chairman, BancVue

COST & REGISTRATION INFO

	President/CEO + Additional Attendee	Attendees without President/CEO
Airfare	No Cost	At own expense
Hotel	No Cost	At own expense
Event Meals	Provided	Provided
Ground Transportation	Provided	Provided

Note: BancVue's travel agent will contact you to make travel arrangements once you have registered.

Space is limited so we encourage you to register today!

To complete the online registration form and for more information on travel reservations, visit: www.BancVue.com/KasasaSummit

Detailed instructions will be provided in your Kasasa Summit confirmation e-mail.

For any question regarding the event, please contact:

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