



2010 PENNSYLVANIA BANKERS ASSOCIATION
Wealth Management & Trust
Conference & Exhibition

*Pennsylvania Bankers Association
Wealth Management & Trust
Conference & Exhibition*

October 27 - 29, 2010

The Hershey Lodge & Convention Center
Hershey, PA

*This is your invitation to participate as an exhibitor
at one of the best-attended meetings in the nation.*

Become involved in a national-level conference
for a state conference fee.

Meet decision-makers in Wealth Management & Trust Divisions
from Pennsylvania's top financial institutions.

SHOW DATES & TIMES

Wednesday, Oct. 27
4 p.m. - 6:30 p.m.

Thursday, Oct. 29
7:30 a.m. - 5:45 p.m.

Friday, Oct. 30
7:30 a.m. - 1 p.m.

SHOW LOCATION

Great American Hall
Blue Room
The Hershey Lodge & Convention Center
Hershey, PA

**BACK BY POPULAR DEMAND...
VENDOR BINGO!**

RESERVE YOUR BOOTH TODAY!

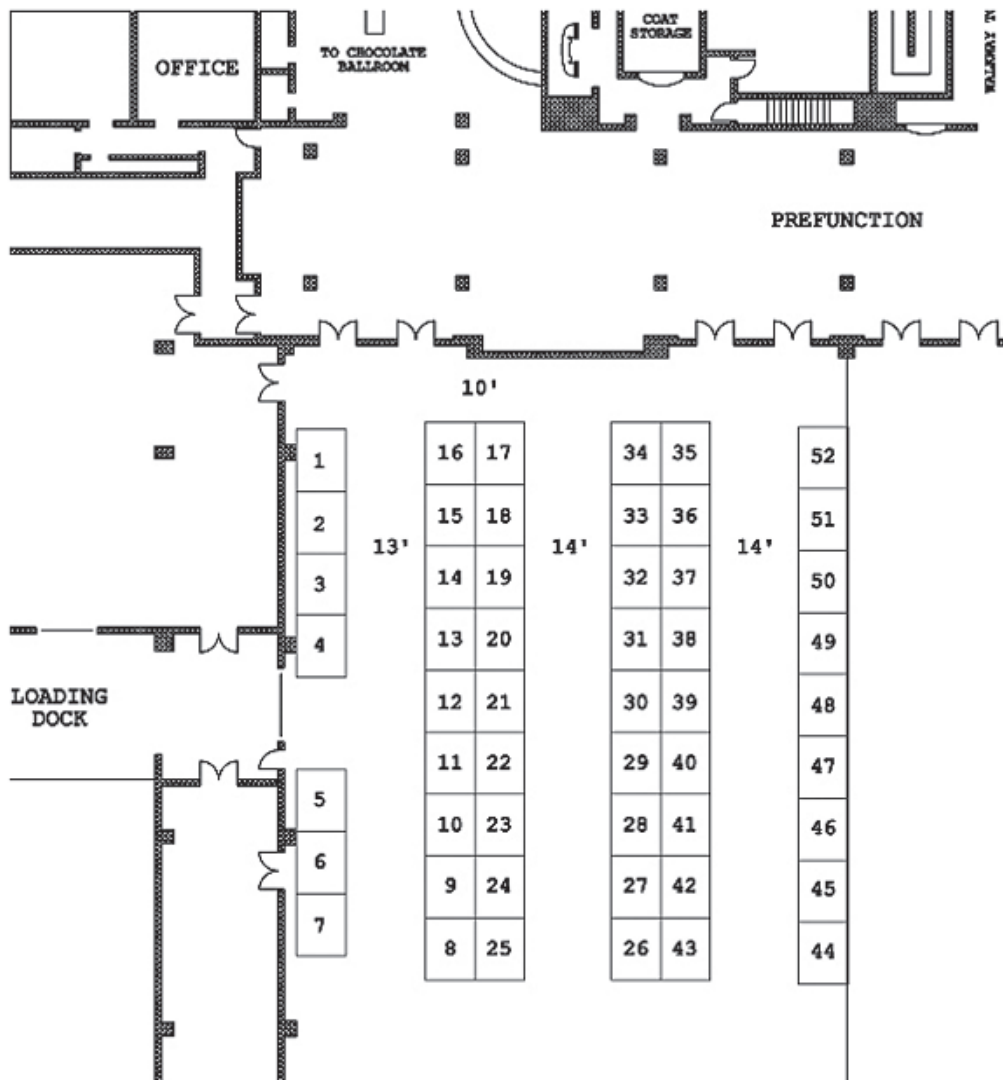
EXHIBIT BOOTH SIZE/PRICE

- All booths are 8' x 10'
- \$610 (5 percent discount for PBA Affiliate Members)
- Fee **must** accompany signed contract

BOOTH FURNISHINGS

- Back and side wall draping (silver and blue in color)
- One (1) 6' table, draped and skirted
- Two (2) chairs
- One (1) 7" x 44" company sign (black ink on white card)

If an exhibitor utilizes a completely constructed display, which does not require the use of standard booth equipment, no part of it may project so as to obstruct the view of adjacent booths. No display may exceed a height of eight feet (8') on the back wall nor be higher than three feet (3') on sidewalls, except with the specific permission of the Show Manager.



CONFERENCE SCHEDULE AT-A-GLANCE

**This is a tentative agenda.*

Wednesday, Oct. 27

4 p.m. - 6:30 p.m. Registration/Reception in Exhibit Hall

Thursday, Oct. 28

7:30 a.m. Registration Desk Opens
8:15 a.m. Exhibition 2010/Buffer Breakfast
8:30 a.m. General Session
10:30 a.m. Visit Exhibit Hall
11:10 a.m. Sessions
12:15 p.m. Luncheon
1:30 p.m. Sessions
2:30 p.m. - 3 p.m. Visit Exhibit Hall
3 p.m. Sessions
4:15 p.m. - 5:45 p.m. Exhibition 2010/Reception and Entertainment

Please Note: Dinner is absent from the program in order for you to entertain clients.

Friday, Oct. 29

7:30 a.m. Continental Breakfast
8:30 a.m. Sessions
10 a.m. - 10:30 a.m. Visit Exhibit Hall
10:30 a.m. General Session
12:30 p.m. Exhibitor Prizes & Wrap-Up
1 p.m. Adjourn

Important Note: A company representative is required to remain in the exhibit hall until Friday at 12:40 a.m. Early tear down will jeopardize participation in future shows. Please make travel arrangements accordingly.

EXHIBITOR BINGO

Each exhibitor will participate in exhibitor bingo. Company will receive one space on a bingo card. The object of the game is for Conference attendees to visit as many booths as possible and request participating exhibitors to affix a coded label on the card. Completed bingo cards will be eligible for prize drawing to take place as the Conference adjourns. Attendees must be present to win. (Prizes include, TV, VCR, CD players, etc.) This participation is included in your exhibitor fee.

EXHIBITOR PRIZES

Exhibitors providing a gift to a conference attendee may present their gift after the General Session on Friday, Oct. 29, at 12:30 p.m. In order to incorporate announcements into the Conference Chairman's remarks, PBA requests that all Exhibitors turn in the name of their winner to Cindy Wallett by Friday at 10:30 a.m. A company representative must be present to award the prize.

ASSIGNMENT OF SPACE

Booth locations are assigned on a first come, first-served basis according to the order in which contracts are received and preferred location. All contracts **must** be accompanied by the \$610 booth fee.



INSTALLATION OF EXHIBITS

Wednesday, Oct. 27 • 1 p.m. - 3 p.m.

TEAR DOWN OF EXHIBITS

Friday, Oct. 29 • After the mid-morning break - 10:30 a.m.

Important Note: In keeping with the Exhibition Agreement, Show Management insists that Exhibitors adhere to the installation and tear down times set forth in this prospectus. Exhibitors arriving after the show opens or departing prior to its close will seriously jeopardize their participation in future years.

EVENTS IN THE EXHIBIT AREA

To promote exhibit traffic flow, two 30 minute refreshment breaks, one reception, Thursday's Buffet Breakfast, Friday's Continental Breakfast and Friday mid-morning break will be held in the exhibit area.

SECURITY

PBA will have the exhibition area doors secured upon the conclusion of the show each day. The room will be locked until one half hour before the opening of the show.

CONVENTION SERVICES CONTRACTOR

Forms for services, such as shipment of freight, rental of special furniture, or purchase of floral arrangements must be made in advance through **Rileighs**. Appropriate forms will be mailed following the receipt of exhibit contract and booth fee. The Hershey Lodge & Convention Center has **no** provisions for receiving and storing freight.

ELECTRICAL/TELEPHONE SERVICE

Electrical and telephone service forms will be forwarded to show participants by the PBA following receipt of Exhibitor Contract.

REGISTRATION POLICIES

For each booth purchased, the exhibiting company receives one complimentary registration; this entitles one designated representative to attend all sessions and food functions. A maximum of two additional representatives per booth may attend the Exhibition only. If any or all "Booth Personnel" wish to attend all Conference activities, each must register at the non-member fee of \$610 per person. **Official Conference badges must be worn at all times.**

HOTEL RESERVATIONS

The PBA has secured a block of rooms at The Hershey Lodge & Convention Center with a discounted room rate of \$183 for all registered bankers, sponsors and exhibitors of the PBA Wealth Management & Trust Conference & Exhibition. Upon receipt of a completed Exhibitor Contract, PBA will provide your company with information and instructions on how to secure reservations within the block.



EXHIBIT SPACE CONTRACT & INVOICE

Pennsylvania Bankers Association Wealth & Trust Management Conference & Exhibition

October 27 - 29, 2010

Information - Submit with Payment (please print or type)

Company Name _____

Mailing Address _____

City _____ State _____ Zip _____

Logistical Contact to receive Conference information and distribute to company attendees:

Name _____

Title _____ Tel. _____

E-mail _____ Fax _____

Booth Price includes registrations for three (3) company attendees, as outlined below:

Attendee #1 - Full conference registration; all meals, speaker and exhibit functions included.

Name for Badge _____

Mailing Address _____

Tel. _____ E-mail _____

Attendees #2 and #3 - Exhibit hall functions ONLY. Meals and speaking program not included.

(Separate meal tickets may be purchased on-site, if desired.)

Name for Badge _____

Mailing Address _____

Tel. _____ E-mail _____

Name for Badge _____

Mailing Address _____

Tel. _____ E-mail _____

Briefly describe company product or service _____

If possible, don't place us next to _____

Price Per Booth: \$610 (5 percent discount for PBA Affiliate Members). PBA accepts VISA, MasterCard or checks.

VISA MasterCard Card No. _____ Exp. _____ Name _____

Preferred booth locations : 1st choice ____ 2nd choice ____ 3rd choice ____

Signature _____ Title _____

This contract is your invoice. Booth assignments will be made upon receipt of payment and executed contract. Please sign and return along with a check (payable to Pennsylvania Bankers Association) to:

Cindy L. Walleit, Pennsylvania Bankers Association, 3897 North Front Street, Harrisburg, PA 17110

Tel. (717) 255-6913 Fax: (717) 233-6362