



2011 PENNSYLVANIA BANKERS ASSOCIATION
Wealth Management & Trust
Conference & Exhibition

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

October 24 - 26, 2011

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

Monday, Oct. 24
4 p.m. - 6:30 p.m.

Tuesday, Oct. 25
7:30 a.m. - 5:30 p.m.

Wednesday, Oct. 26
7:30 a.m. - 12:20 p.m.

SHOW LOCATION

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

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

RESERVE YOUR BOOTH TODAY!

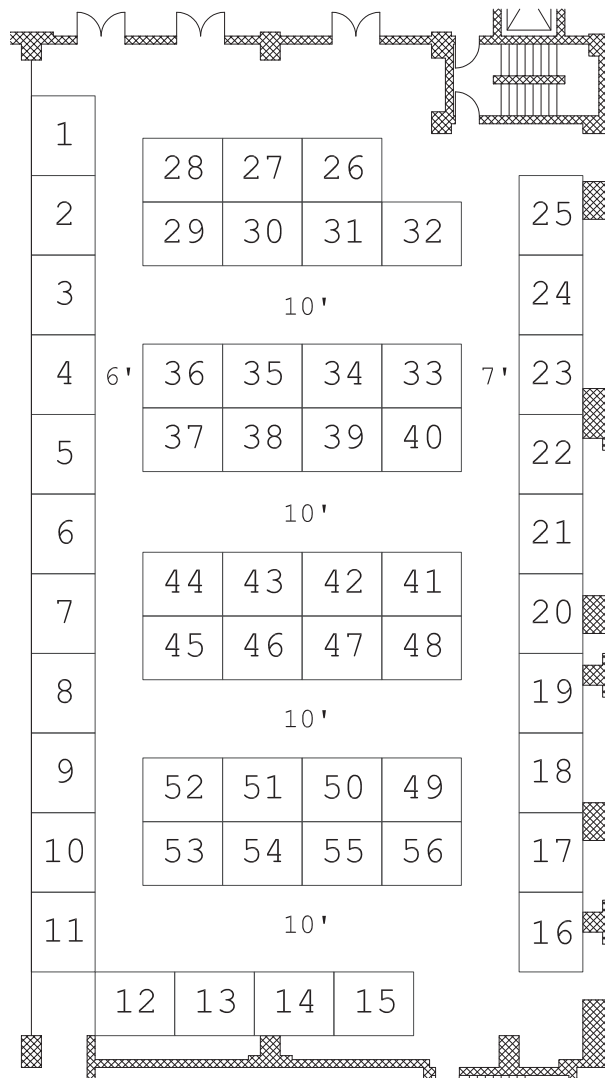
EXHIBIT BOOTH SIZE/PRICE

- All booths are 8' x 10'
- \$625 (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.*

Monday, Oct. 24

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

Tuesday, Oct. 25

7:30 a.m. Registration Desk Opens/Continental 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. - 5:30 p.m. Exhibition 2011/Reception and Entertainment

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

Wednesday, Oct. 26

7:30 a.m. Registration/Continental Breakfast

8:15 a.m. Sessions

10:30 a.m. Visit Exhibit Hall

11 a.m. General Session/Exhibition Prizes

12:20 p.m. Grand Exhibition Bingo Prize/Adjourn

Important Note: A company representative is required to remain in the exhibit hall until Wednesday at 11 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 Wednesday, Oct. 26, at 11 a.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 Wednesday at 10:45 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 \$625 booth fee.



INSTALLATION OF EXHIBITS

Monday, Oct. 24 • 1 p.m. - 3 p.m.

TEAR DOWN OF EXHIBITS

Wednesday, Oct. 26 • After the mid-morning break - 11 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, a Continental Breakfast on Tuesday and Wednesday as well as a mid-morning break on Wednesday 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 \$625 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 24 - 26, 2011

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 _____ M F

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 _____ M F

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 _____ M F

Mailing Address _____

Tel. _____ E-mail _____

Name for Badge _____ M F

Mailing Address _____

Tel. _____ E-mail _____

Briefly describe company product or service _____

If possible, don't place us next to _____

Price Per Booth: \$625 (5 percent discount for PBA Affiliate Members). PBA accepts check, Visa or Mastercard.

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. Wallett, Pennsylvania Bankers Association, 3897 North Front Street, Harrisburg, PA 17110

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

A SPECIAL INVITATION ...

Pennsylvania Bankers Association 2011 Wealth Management & Trust Conference & Exhibition

The PBA sends this special sponsorship notice as an invitation for your company to be involved as a sponsor during one of the premier state banker's association trust, private banking & asset management conferences. Participation as an event sponsor will reward you with the opportunity to be highlighted before the senior management of trust, private banking and asset management professionals from banks across Pennsylvania.

Two Levels of Sponsorship are Available

FULL SPONSORSHIP: All events are open to full sponsorship. Under PBA's creative and logistical administration, you become the sole sponsor of the event.

CO-SPONSORSHIP: By investing 50 percent of a full event sponsorship, you will co-sponsor a conference event with another company or PBA.

As acknowledgment for sponsorship, your company will receive recognition in the following ways:

- *Advance Acknowledgment* - Upon sponsor confirmation, the event sponsorship will be listed in the promotional materials mailed in conjunction with the conference as well as in *paBanker Magazine*.
- *Signs* - The PBA will print identification signs for each event. These signs are complete with your company's name and logo. A sign is placed in a prominent position during the function and a large sponsorship board is placed at the registration area throughout the entire Conference.
- *Conference Badges* - Your representative's badge will have a ribbon embossed with the word "sponsor."
- *Complimentary Registration* - Sponsors contributing \$1,500 or more will receive one complimentary registration per each \$1,500 contributed.
- *Spot Acknowledgements* - Will be made from the podium thanking all sponsors.

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Sponsorship Invitation

A Sponsorship Application and Prospectus is enclosed. Please complete the application and return it to Cindy Wallett, PBA, 3897 North Front Street, Harrisburg, PA 17110, along with your check for a deposit in the amount of 50 percent of the event sponsorship fee. Read the Prospectus carefully. Please return the deposit as soon as possible, so that we may feature your company in future promotional materials

In order to place a hold on your event of interest, please send the executed application, two (2) camera-ready logos and a 50 percent deposit. Sponsorship requests will be taken on a first-come, first-served basis.

We hope you will accept this invitation and capture the opportunity of sponsoring a portion of the PBA Wealth Management & Trust Conference & Exhibition.

**For more information, or to talk personally about sponsorship opportunities
please contact:**

**Cindy L. Wallett
Show Manager
Tel: (717) 255-6913
Fax: (717) 233-6362**

The Pennsylvania Bankers Association reserves the right to make all final creative and administrative decisions regarding sponsorships.

APPLICATION FOR SPONSORSHIP

Pennsylvania Bankers Association
 PBA Wealth Management & Trust Conference & Exhibition
 October 24-26, 2011
 Hershey Lodge & Convention Center

Please indicate your first and second choice of events in which your organization has selected to participate as a contributing sponsor.

FULL SPONSORSHIP All events are open to full sponsorship. Under PBA's administration, you become the sole sponsor of the event.

CO-SPONSORSHIP By investing 50 percent of a full event sponsorship, you will co-sponsor a conference event with another organization, or PBA.

EVENT DATE	COST	TYPE OF SPONSORSHIP	
		Full	Co/50%
Meeting Binders <i>(Spiral notebooks with Company and Conference Logo)</i>	\$2,500	_____	XXXX
Welcome Reception <i>(October 24 - First Official Event - Exhibit Hall)</i>	\$3,000	_____	_____
Continental Breakfast <i>(October 25 - Served in Exhibit Hall)</i>	\$2,000	_____	XXXX
A.M. Refreshment Break <i>(October 25 - Served in Exhibit Hall)</i>	\$2,000	_____	XXXX
Luncheon <i>(October 25 - Hot food served)</i>	\$3,500	_____	_____
Ice Cream Sundae Bar Break <i>(October 25 - Served in Exhibit Hall)</i>	\$1,500	_____	XXXX

PBA Affiliate Members receive a 5 percent discount on all sponsorships, as well as additional signage on site. For more information about becoming an affiliate member please contact Cindy Wallett, (717) 255-6913

EVENT DATE	COST	TYPE OF SPONSORSHIP	
		Full	Co/50%
Reception & Entertainment <i>(October 25 - Held outside the Exhibit Hall)</i>	\$5,000	_____	_____
Continental Breakfast <i>(October 26 - Served in Exhibit pre-function area)</i>	\$2,000	_____	XXXX
Lite Get-Away Lunch <i>(October 26 - Served in Exhibit Hall)</i>	\$3,000	_____	_____
Chocolate Give-Away	\$2,000	_____	_____

Please complete this application and mail it to Cindy L. Wallett, 3897 North Front Street, Harrisburg, PA 17110. **Your application should be accompanied by a check for deposit in the amount of 50 percent of the sponsorship, and a camera-ready company logo.** If this event is unavailable, the PBA will notify you.

_____		_____	
<i>Authorized Representative</i>		<i>Signature (Indicates acceptance of sponsorship terms)</i>	
_____		_____	
<i>Company (List as it should appear in all promotional materials)</i>		<i>Telephone</i>	<i>Fax</i>

<i>Address, City, State, Zip</i>			

Attn: Cindy Wallett
 PA Bankers Association
 3897 North Front Street
 Harrisburg, PA 17110
 Tel: (717) 255-6913
 Fax: (717) 233-6362
 E-mail: cwallett@pabanker.com

The Pennsylvania Bankers Association reserves the right to make all final creative and administrative decisions regarding sponsorships.

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October 24-26, 2011
Hershey Lodge & Convention Center
Hershey, PA*

SPONSORSHIP PROSPECTUS

AGREEMENT TO CONDITIONS: Each sponsor, for himself and his employees, by signing the application for sponsorship, agrees to abide by these conditions, it being understood and agreed that the sole control of the event rests with the Pennsylvania Bankers Association (PBA).

PAYMENT: Fifty percent payment must accompany the application for sponsorship. Payment in full is required not later than October 1, 2011.

CANCELLATION BY A SPONSOR: Should the sponsor be unable to take financial responsibility for the contracted event, he must notify, in writing, the PBA 30 days prior to the opening of the Conference. The sponsorship fee will be refunded minus a 50 percent cancellation fee. If written notification of the cancellation occurs less than 30 days prior to the opening of the Conference, the sponsor will receive a refund, less an 80 percent cancellation fee. No refund will be given if the written cancellation request is received less than 15 working days prior to the opening of the Conference. All cancellation requests must be in writing to the Pennsylvania Bankers Association.

LIABILITY: The Pennsylvania Bankers Association shall not be liable for the fulfillment of this agreement as to delivery of the event, if non-delivery is due to any one of the following causes: destruction of, or damage to the building, where the event is to take place, by fire or act of God; acts of a public enemy; strikes; by authority of the law; or any cause beyond its control. The Association will, however, in the happening it is not able to hold the event for any of the above-named causes, reimburse the sponsor of any pre-paid fee, less any and all legitimate expenses incurred by the Pennsylvania Bankers Association for promotion, administration, etc.

NO SELLING: No sales of any kind, whether for cash or credit, whether for immediate or future delivery and whether completed within or outside the sponsored event area, shall be made during the event by a sponsor, or anyone in its behalf.

PROTECTION OF SPONSORSHIP FACILITY: Nothing shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors, or other parts of the hotel or sponsored event area.

Company: _____

Authorized Representative Signature: _____

Date: _____