



Mississippi Bankers Association

Trade Show 2017

May 17-18

Baytowne Conference Center, Sandestin Resort
Sandestin, Florida

held in connection with the MBA Annual Convention,
May 17-21, 2017, at the same location

Booth Fee

- MBA Affiliates will pay \$1,200 per 8' x 10' booth rental. Booth fee includes TWO full convention registrations.
- Non-affiliates will pay \$1,350 per 8' x 10' booth rental. Booth fee includes ONE full convention registration.
- The fee for additional booth workers is \$200 each, and this \$200 fee covers attendance at the following events: Trade Show-related events, sponsored parties, and eligibility to register for the golf tournament.

Show Hours

Booth Set Up:May 17, 3 - 6 p.m.
 Exhibitor Meeting in Trade Show Hall May 17, 5:45 p.m.
 Show Hours:May 17, 6 - 8 p.m.
 May 18, 7:30 - 9 a.m., 12 noon - 3 p.m.
 Booth Tear Down:May 18, 3 p.m.
 Grand Prize Giveaways:May 19, 11 a.m.

Bankers Who Attend

Executive officers and directors of Mississippi banks, along with their spouses and families, attend. Typical registration in past years has been around 600 people, including vendors.

MBA Affiliate Benefits

Exhibitors who are MBA Affiliates receive the following show privileges:

- Affiliates will be charged \$1,200 per booth rental and can designate TWO persons as full convention registrants for the \$1,200 booth cost. Non-Affiliates will be charged \$1350 per booth rental and can designate ONE full convention registrant for the \$1,350 booth cost.
- As a benefit, Affiliates receive an Excel spreadsheet of convention registrants prior to the show. Non-Affiliates receive a PDF list of registrants' names, bank names and cities.
- When assigning booths, Affiliates receive priority.
- Each Affiliate booth will be featured in the "Affiliate Spotlight" during the show and will have their company description featured at the microphone (Affiliates will be provided details on "Affiliate Spotlight" introductions prior to convention).
- To become an Affiliate, contact Brooke McCoy at the MBA (601-948-6366 or bmccoy@msbankers.com).

Accommodations

Please visit our website (www.msbankers.com/accommodations) for direct links to reservation information. The room block cannot be guaranteed after April 15.

Booth Assignment Day - April 25

All booths will be assigned on Friday, April 25, to paid exhibitors, and all exhibitors will be notified of their booth number shortly thereafter. (Note: Space will be assigned only after full payment is received.) In the exhibit contract, exhibitors state preferences for booth locations. We will attempt to honor these requests. Preference is given to MBA Affiliates, convention sponsors and endorsed vendors.

Mississippi Bankers Association - (601) 948-6366 - Fax (601) 355-6461
P.O. Box 37 - Jackson, MS 39205

Why you should participate in our GRAND PRIZE GIVEAWAYS:

These giveaways are exclusively for exhibitors - no other companies are allowed.

You'll get maximum exposure to bankers by personally giving away your prize. (We'll even let you come to the mike and say hello!)

The giveaways are one of the best-attended events during the convention, since MBA gives away \$2,500 worth of prizes and bankers must be present to win. About 400 bankers and family members attend each year.

Exhibitor Prizes

Trade Show Exhibitors have two options for giving away prizes:

- **Grand Prize Giveaways** (Friday, May 19, at 11:00 a.m.) - Exhibitors may donate prizes to be given away as a part of our Grand Prize Giveaways on Friday at 11 a.m. Each prize must have a value of \$50.00 or more. All prize winners will be drawn from Trade Show cards punched by all exhibitors. Exhibitors may announce the winner of their prize, if they wish. All persons must be present to win. We recognize all Exhibitors at this session, which is typically attended by about 400 persons.
- **Individual Exhibitor Prizes** - Exhibitors may give away prizes at their booth. Each exhibitor may determine the rules for these individual giveaways. The exhibitor is responsible for notifying the winners and delivering such prizes.

Trade Show Activities

The MBA provides activities and entertainment inside the Trade Show to encourage attendance. While specific activities for 2017 have not been booked, in the past we have hired musicians, magicians, caricaturists, massage therapists, manicurists and others to entertain and provide free services to attendees.

Trade Show Food

The MBA provides plenty of food during the Trade Show to keep registrants coming back. This includes:

- Buffet from 6-8 p.m. during Wednesday's Welcome Reception
- Breakfast from 7:30 - 8:30 a.m. on Thursday morning
- Buffet luncheon from 12 Noon - 1:30 p.m. on Thursday (Exhibitors will eat from 11:30 a.m. - Noon).
- Frozen daiquiri machine/milkshakes/snacks from 1:30 - 3 p.m. Thursday

Each booth includes:

- 8' x 10' booth space
- 8' back draping and 3' side draping
- (1) 6-foot draped table
- (1) side chair
- (1) wastebasket
- (1) 7" x 44" identification sign with name

Booth Service Company

Convention Display Services – (601) 948-4228 – will handle all booth decorations, labor, signs and other orders. CDS will mail out a packet listing all of their services about 6 weeks prior to the show.

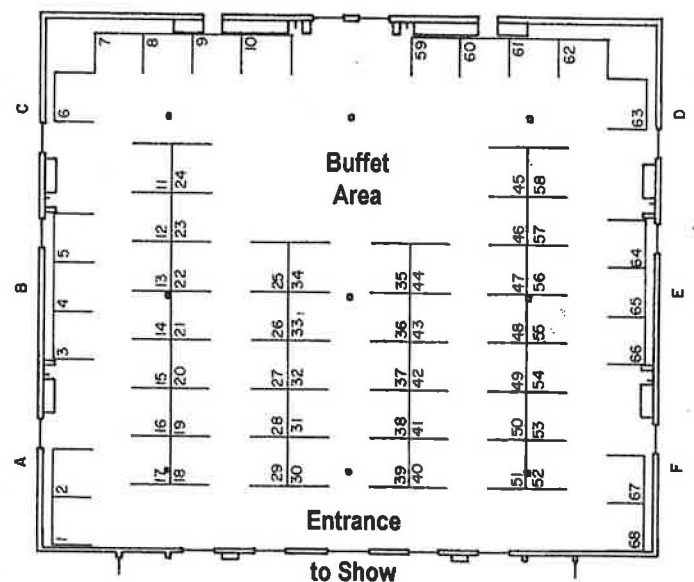
Electricity & Telephone

Baytowne Conference Center will handle all electrical and telephone needs for exhibitors. Information will be posted to our website with Convention Exhibitor information.

Internet Connection

The MBA will provide a wireless internet connection for the entire Trade Show area during the show, at no charge to exhibitors. If your laptop does not have wireless connectivity, please make arrangements for a telephone line to meet your Internet needs.

Booth Map



FOYER &
REGISTRATION
DESK AREA

Mississippi Bankers Association Annual Convention

Tentative Schedule of Events

(With Trade Show Events in Bold)

Village of Baytowne Wharf, Sandestin Resort • Sandestin, Florida

Wednesday, May 17

2:30 - 8 p.m..... Registration
3 - 6 p.m. Booth Set-up
5:45 p.m. Exhibitor Meeting in Trade Show Hall
6 - 8 p.m. Welcome Reception & Trade Show Open

Thursday, May 18

7:15 a.m. Sunrise Devotional
7:30 - 8:30 a.m. Continental Breakfast (in Trade Show area)
7:30 - 9 a.m..... Trade Show Open
8 a.m. - 5 p.m. Registration Desk Open
9 a.m. - 12 noon..... General Session
12 noon - 1:30 p.m..... Convention-Wide Buffet Luncheon in Trade Show (Exhibitors eat from 11:30 - 12 noon)
12 noon - 3 p.m. Trade Show Open
3:00 p.m. Booth Teardown
6 - 7:30 p.m..... Trustmark National Bank Party
6 - 7:30 p.m..... Silent Auction Benefitting MBA Education Foundation

Friday, May 19

7:15 a.m. Sunrise Devotional
7:30 a.m. Graduate School of Banking at LSU Breakfast
7:30 - 8:30 a.m. Continental Breakfast
8 a.m. - 12 noon Registration Desk Open
9 - 11 a.m. General Session
11 - 11:30 a.m..... Grand Prize Giveaways
12:00 p.m..... Golf Tournament
6:30 - 7:30 p.m. FNBB & FNBB Capital Markets Cocktail Party

Saturday, May 20

7:15 a.m. Sunrise Devotional
7:30 a.m. Federal Home Loan Bank of Dallas Breakfast
7:30 - 8:30 a.m. Continental Breakfast
8 - 11:30 a.m..... Registration Desk Open
8:30 a.m. - 12 noon..... Business Session
6 - 7 p.m. Pre-Banquet Reception
7 p.m..... Annual Banquet

CONDITIONS OF THE EXHIBIT SPACE CONTRACT - 2017

1. **AGREEMENT TO CONDITIONS:** Each exhibitor, for himself and exhibitor's employees and agents, agrees to abide by these conditions, it being understood and agreed that the sole control of the exhibit hall is with Mississippi Bankers Association (hereinafter called MBA).
2. **ASSIGNMENT OF SPACE:** Classification of exhibits and assignment of space will be determined by the character of the proposed exhibits and individual requirements and preferences as to location for each exhibitor. Once space has been approved by MBA, no exhibit will be moved without agreement by the exhibitor.
3. **PAYMENT:** Full payment for all booths must accompany each Exhibit Space Contract. Payment is due no later than April 25, 2017.
4. **CANCELLATION OR RELOCATION OF CONVENTION:** Upon the cancellation of convention, the liability of MBA shall be limited to a refund of the license fee.
5. **CANCELLATION BY EXHIBITOR:** Should the exhibitor be unable to occupy and use the exhibit space contracted for and should the exhibitor notify MBA at least 30 days prior to the opening of the conference or convention, all sums paid by the exhibitor, less a deposit of \$150 per booth, will be refunded. No refund will be made if notice of cancellation is received less than 30 days prior to the opening of the convention, unless the space has been resold, in which case the exhibitor will be entitled to a refund, less the deposit stated above.
6. **MBA'S RIGHT TO REMOVE THE EXHIBITOR'S PROPERTY:** MBA reserves the right to remove from the hotel or convention hall premises any or all of the property of the exhibitor should the convention be canceled or relocated or should the licensee violate any of the conditions of this Exhibit Space Contract. If the license is canceled for violation of such conditions, MBA assumes no liability for the return of the license fee or any part thereof.

In recognition of the common interest of all exhibitors and MBA in maintaining the appropriate standards, THE EXHIBITOR WAIVES ANY AND ALL RIGHTS EXHIBITOR MAY HAVE TO ANY NOTICE OR HEARING PRIOR TO THE REMOVAL OF EXHIBITOR'S PROPERTY FROM THE HOTEL OR CONVENTION HALL FOR THE REASONS STATED ABOVE.
7. **LIABILITY**
 - A. **MBA Liability** - MBA undertakes no duty to exercise care, nor assumes any responsibility, for the protection and safety of the exhibitor, exhibitor's officials, agents or employees, or the protection of the property used in connection with the exhibit, from theft or damage of destruction by fire, accident or any other cause. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safekeeping by the exhibitor. Any protection exercised, in fact, by MBA shall be deemed purely gratuitous on its part and shall in no way be construed to create liability to the exhibitor.

MBA shall not be liable for the fulfillment of this agreement as to delivery of space for any reason whatsoever. MBA will, however, in the event it is not able to hold an exhibit, reimburse exhibitors pro-rata on any rental fee paid, less any and all expenses incurred by MBA for advertising, administration and other expenses.

Exhibitor Liability: Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify and defend and save MISSISSIPPI BANKERS ASSOCIATION, BAYTOWNE CONFERENCE CENTER, Convention Display Services, and their employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorneys' fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of Baytowne Conference Center, Convention Display Services, or their respective employees and agents. Exhibitor agrees that it will not sue MBA and hereby releases MBA from any and all claims arising out of or connected with activities under or pursuant to this Agreement.

In addition, exhibitor acknowledges that MISSISSIPPI BANKERS ASSOCIATION, Baytowne Conference Center, and Convention Display Services, are not required to, and may not, maintain insurance covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption, liability and property damage insurance covering such losses by exhibitor.
8. **INSURANCE:** In all cases, exhibitors wishing to insure their goods and liability to other persons must do so at their own expense.
9. **PROTECTION OF THE EXHIBIT FACILITY:** Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the hotel or convention hall exhibit area without permission from the property building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with directions of the Trade Show Manager, the hotel or convention hall manager or their assistants.
10. **BOOTHS:** Standard booth equipment (back and side wall draping, and identification sign) will be provided by MBA without cost to the exhibitor if ordered in advance. If an exhibitor plans to install a completely constructed display of such a character that the exhibitor will not require or desire the use of standard booth equipment, no part thereof shall so project as to obstruct the view of adjacent booths. No display may exceed a height of eight (8) feet on the back wall nor be higher than side wall specifications, except with the permission of the Trade Show Manager. No display or part thereof shall project into any designated walkways.
11. **INSTALLATION AND DISMANTLING:** The specific requirements as to time for installation and dismantling of exhibits shall be supplied to each exhibitor prior to the convention. Such requirements shall be binding upon the licensee as though fully set forth herein. All displays must be in place and set up 30 minutes before the time of the official opening of the show. Space not occupied or set up by that time may be reassigned for other purposes by MBA.
12. **DEFAULT OCCUPANCY:** Any exhibitor failing to occupy space contracted for by one hour before the official show opening is not relieved of the obligation of payment for such space at the full rental price, and MBA shall have the right to use such space as it sees fit to eliminate blank space in the exhibit hall.
13. **VIOLATIONS OF THE CONDITIONS:** Any of the following actions by an exhibitor shall constitute a violation of the conditions of this Exhibit Space Contract:
 - a) Failure to man booth at all times during Trade Show hours.
 - b) Use of a display which varies in any significant way from its description in the Exhibit Space Contract.
 - c) Violation of any municipal, state or federal laws, rules or regulations, including safety codes.
 - d) Failure to follow the procedures specified herein or to abide by each provision of this agreement.
 - e) Failure to remove his property from the hotel or convention hall upon cancellation or relocation of the conference or convention.
14. **ACCESS TO DISPLAYS:** MBA may from time to time promulgate such regulations governing hours of access to display and any eligibility for admission thereto as may, in its judgment, be practicable.
15. **PERSONNEL:** All licensees participating in the exhibit area of MBA conferences or conventions are expected to use special care wherever they deem it necessary to hire temporary help to assist in their exhibit or hospitality activities, so that personnel so selected by them will be of a caliber in keeping with high standards of the exhibition and the meeting.
16. **USE OF SPACE:** Exhibits shall be shown only in the official exhibit area as established by MBA. Neither the exhibitors nor non-exhibitors shall be permitted to display articles, equipment or information concerning services or movies of such articles, equipment or services in private suites or rooms during the convention, in accordance with prior agreements between MBA and officials of the hotel and the convention bureau in the locale of the convention. No exhibitor shall permit any other corporation or firm or its representatives to use the space allotted to him, nor shall he display articles not manufactured or sold normally by him.
17. **DISTRIBUTION OF PRINTED MATTER OR SAMPLES:** Neither exhibitors nor non-exhibitors shall distribute to the convention delegates printed matter, samples, and the like, except from within rented space. Special distribution of such materials elsewhere must be approved by MBA.
18. **SELLING:** Over-the-counter sales shall not be made during the convention by any exhibitor or anyone on exhibitor's behalf. Exhibitor may at his own choice give away promotional items, e.g., shopping bags, key chains, etc. Items must be approved by the Trade Show Manager.
19. **GATE CRASHING:** Personnel employed by exhibitors and assigned to man a display booth are not considered registered delegates to the convention. However, each exhibitor who is a paid MBA Affiliate may designate two (2) persons for each booth rented, which person shall be recognized as a fully-registered convention delegate. Non-Affiliates may designate one (1) person as a fully-registered convention delegate. Attendance by exhibitor personnel (other than persons designated as herein above provided) at any programmed convention function or party sponsored by a correspondent bank to which this individual has not been invited either by an official of MBA for an officially programmed function, or by an officer of the correspondent bank hosting the party, shall be cause for termination of this agreement forthwith and the removal of the exhibitor which this individual represents, his employees, agents and property from the exhibit area without adjustment or refund of any part of the license fee. **Booth workers can be registered for additional \$200 fee and are eligible to attend Trade Show events, sponsored parties, and play in Golf Tournament for an additional fee.** *Persons wishing to register for the convention should write or call the Mississippi Bankers Association, P.O. Box 37, Jackson, MS 39205-0037, Phone (601) 948-6366.*
20. **CONTESTS:** Exhibitors wishing to hold drawings or other contests wherein delegates will receive prizes may do so only after receiving written permission from the Trade Show Manager. All drawings or contests must be completed and all prizes presented to winners in accordance with rules established by the Trade Show Manager. All prizes must be on display in the exhibitor's booth during the show. In the event that display of the prize is not practical because of its size or where other complications make display of the actual prize impossible, the exhibitor must provide a photo and complete details as to the prize's size, approximate value, color, etc., to the Trade Show Manager no later than 14 days prior to the opening of the show.
21. **CONFLICTING MEETINGS AND SOCIAL ACTIVITIES:** In the interest of the success of the entire convention and exposition, the exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of members or exhibitors from the convention or exhibit hall during the official hours of the convention or exposition, including hotel suites on or off premises during the date of the convention.



Annual Convention and Trade Show
 Baytowne Conference Center, Sandestin Resort • Sandestin, Florida
 May 17-21, 2017

EXHIBIT SPACE CONTRACT

Company: _____ Number of Booths Requested: _____

(Please PRINT clearly. The listing above will be the verbiage used on all convention publications/signs/booths.)

Contact Person: _____ E-mail: _____

Street Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Preferred Booth Number (see enclosed map, write several choices in order of preference): _____

To help us in assigning you a suitable booth, please list any special requirements for your display, such as **names of competitors you do not wish to be near**, unusual size or shape of display, or other special needs:

Describe the substance and form of your proposed display in enough detail to assure us that it will be appropriate and not unduly noisy or otherwise objectionable to neighboring exhibitors: _____

Total cost for each MBA Affiliate booth is \$1,200. For all non-affiliates, the cost is \$1,350 per booth. Full payment must be received by April 25, 2017. **All booths will be assigned on April 25, 2017** to fully-paid exhibitors only. Efforts will be made to honor location preferences and to accommodate special requests. However, exhibitors' requests do not create any entitlement. All decisions by the MBA are final. Submission of this signed contract to the Mississippi Bankers Association shall constitute your agreement to the accompanying Conditions of the Exhibit Space Contract, all of which are incorporated herein by reference. In addition to such conditions, the MBA reserves the right to deny exhibit space to any person or firm submitting an Exhibit Space Contract, with such decision being in the sole discretion of the Trade Show Manager.

Printed Name: _____ Title: _____ Date: _____

Signature: _____ Amount Enclosed: _____

INFORMATION FOR NAME BADGES & OFFICIAL REGISTRATION LIST:

Remember, the exhibit fee includes a convention registration for ONE designated person.
 For MBA Affiliates, the fee includes convention registrations for TWO designated persons.

Convention Registrant 1: _____ E-mail: _____

Mailing Address: _____ City, State, ZIP: _____

Convention Registrant 2 (MBA Affiliates Only): _____ E-mail: _____

Mailing Address: _____ City, State, ZIP: _____

List Additional Booth Workers -- \$200 EACH (eligible to attend Trade Show events & sponsored parties Wed.-Fri.; & to play in golf tournament for a fee)

Name: _____ City, State: _____

Name: _____ City, State: _____

Please return this form with a check for booth payment made payable to Mississippi Bankers Association. Send to the following address:
 Mississippi Bankers Association • P.O. Box 37 • Jackson, MS 39205-0037 • Phone: (601) 948-6366 • Fax: (601) 355-6461
Payment must be received on or before April 25, 2017. Booth space will NOT be assigned until full payment is received.



ATTENTION EXHIBITORS

- (1) Please see our accommodations section on the MBA website, www.msbankers.com/accommodations, to choose your accommodations. To reserve your rooms, contact the resort or hotel directly. The room block cannot be guaranteed after April 15, 2017.
- (2) You will receive in the coming weeks an official “invitation” to our convention, which will contain more details for convention-goers.
- (3) This “invitation” will be mailed to Trade Show contacts, sponsors and Mississippi bankers. Exhibitors do not need to complete the Convention Registration Form that will be enclosed in the mail out, because the Exhibit Space Contract will serve as your registration form. *(The exception to this is if your company wants to pay the full registration fee for others to attend, in addition to the complimentary registrants. Complete a convention registration form for the additional people.)*
- (4) Information on optional events (Golf Tournament, etc.) will be included in the “invitation” mail out.
- (5) One must be an official convention registrant or registered booth worker to participate in optional events. Each event requires separate registration and fees.
- (6) All Trade Show Registrants who have submitted an Early Bird Registration Form must also complete an Exhibit Space Contract.