



BUSINESS PARTNER PACKET

FOCUS *FORWARD*



SPONSOR



EXHIBIT



ADVERTISE

**2019 SDBA/NDDBA
ANNUAL CONVENTION**

June 2-4

Sioux Falls Convention Center & Sheraton Sioux Falls
Sioux Falls, South Dakota





As we **FOCUS FORWARD** at the 2019 SDBA/NDBA Annual Convention on June 2-4 at the Sioux Falls Convention Center & Sheraton Sioux Falls, the South Dakota Bankers Association invites you to explore the following ways that you can participate and connect with attendees.

SPONSORSHIP DETAILS.....

ALL sponsorships include the following:

- Company logo on convention screen
- Recognition in convention program
- Recognition in convention registration materials (*if confirmed by March 1*)
- Sponsor ribbons for on-site staff
- Verbal recognition at sponsored event

ADDITIONAL package inclusions at each sponsorship level:

DIAMOND (\$10,000)

- 6 complimentary convention registrations
- Complimentary exhibit booth
- 2 complimentary golf hole sponsorships
- Full-page ad in convention program

PLATINUM (\$5,000)

- 3 complimentary convention registrations
- 1 complimentary golf hole sponsorship
- Half-page ad in convention program

GOLD (\$3,000)

- 2 complimentary convention registrations
- Quarter-page ad in convention program

SILVER SPONSOR (\$1,000)

- 1 complimentary convention registration

GOLF HOLE SPONSOR (\$500)

- Sign at sponsored golf hole

Sponsorship must be placed by March 1 to be listed in convention registration materials.

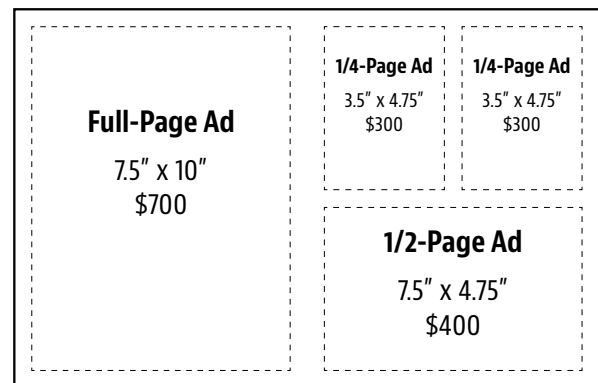
To secure your sponsorship, fill out the business partner payment form and submit it to the SDBA. We welcome suggestions and will work with you to design a sponsorship that best fits your needs. To discuss sponsorship opportunities, contact Alisa Bousa with the SDBA at 605.224.1653 or abousa@sdba.com.

ADVERTISING DETAILS.....

The convention program is an 8.5" x 11" booklet. All ads are in full color. Bleeds are not available, except on inside front and inside back covers.

Ad Sizes (width x height)

Inside Front Cover (8.5" x 11").....	\$850
Inside Back Cover (8.5" x 11")	\$800
Full-Page Ad (7.5" x 10")	\$700
Half-Page Ad (7.5" x 4.75")	\$400
Quarter-Page Ad (3.5" x 4.75").....	\$300



Advertising must be placed by May 2.

To secure your advertising spot, fill out the business partner payment form and submit it to the SDBA. (*If you are sponsoring and receive a complimentary ad, you do not need to complete the advertising section of the payment form.*) Email high-resolution PDF, EPS or TIF file to abousa@sdba.com. Questions, contact Alisa Bousa, SDBA, at 605.224.1653 or abousa@sdba.com.

EXHIBIT DETAILS.....

Exhibit Hall Times

Booth Set Up:	Sunday, June 2.....Noon–4:00 p.m.
Booth Tear Down:	Monday, June 3.....8:30–11:30 p.m.
Exhibit Hours:	Sunday Welcome Party.....6:00–8:00 p.m. Monday Morning Exhibit Hall Break.....8:30–9:00 a.m. Monday Exhibit Hall Party.....6:00–8:00 p.m.

Booth Fees

SDBA/NDDBA Member	\$1,000 per booth
Non-Member	\$1,500 per booth
Exhibit Hall Pass	\$225 per person
Full Convention Registration	\$595 per person

Booth Space

You will receive a fully-draped 8x10-foot exhibit booth, one skirted table and two chairs. 110v electricity will be provided; 220v electricity is an extra fee. You receive one complimentary full convention registration with your booth.

Exhibitor Attendee Registration

All exhibitors attending the convention must complete the business partner attendee registration form. The exhibit booth fee includes one complimentary full convention registration, which covers all sessions and meals on Sunday, Monday and Tuesday (*golf is an additional fee*). Additional exhibitor attendees must register for an exhibit hall pass in order to staff the booth. An exhibit hall pass at \$225 per person covers all events on Sunday and Monday (*golf is an additional fee*). You can also purchase a full convention registration at \$595 per person to attend all events on Sunday, Monday and Tuesday (*golf is an additional fee*).

Booth Assignments

Space in the exhibit hall is limited, so register early to reserve your spot. SDDBA/NDDBA endorsed vendors and associate members receive priority for reserving space in the exhibit hall through April 15. Non-member booth assignments will be processed after that date. Fees and form must be submitted before booth space will be assigned. SDDBA will acknowledge receipt, and booth assignments will be sent prior to the convention.

Prizes

While the SDDBA will give away exhibit hall prizes, exhibitors are also invited to give away prizes at their own booths. Prizes will be given away during the Monday Exhibit Hall Party.

Cancellation Policy

A refund of 50 percent of booth price will be given if cancellation is received in writing prior to May 2. No refunds will be given if cancellation is received after May 2.

Exhibit Hall Space must be reserved by May 2.

To secure your exhibit hall space, fill out the business partner payment form and submit it to the SDDBA. Questions, contact Nadine Kepford with the SDDBA at 605.224.1653 or nkepford@sdba.com.

2019 Annual Convention Exhibitor Terms & Conditions Agreement

Agreement to Conditions: Each exhibitor, for itself and its employees, agrees to abide by these conditions, it being understood and agreed that the sole control of the exhibit area rests with the South Dakota Bankers Association (SDBA).

Booth Details: Standard 8x10-foot booth equipment (back and sidewall draping, 110v electricity, one skirted table and two chairs) will be provided by the South Dakota Bankers Association at no extra cost to the exhibitor. 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 feet on the back wall nor be higher than the sidewall specifications, except with specific permission of the Exhibits Manager. Any request for goods or services not previously mentioned must be arranged by the exhibitor as their own expense.

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 exhibition. Assignment of space will be made on a first-come, first-served basis. SDBA and NDBA business partners will have priority for reserving space in the Exhibit Hall through April 15, 2019. The SDBA's decision as to space allocation shall be final.

Payment: \$1,000 member/\$1,500 non-member per 8-foot booth must accompany each application for exhibit space.

Cancellation by Exhibitor: Should the exhibitor be unable to occupy and use the exhibit space contracted for, and should they notify the SDBA in writing by May 2, 2019, all sums paid by the exhibitor less 50 percent of the booth price will be refunded per booth space. No refund will be made if notice of cancellation is received after May 2, 2019.

Liability: The South Dakota Bankers Association undertakes no duty to exercise care, nor assumes any responsibility for the protection and safety of the exhibitor, its officials, agents or employees, or its representatives, or of property used in connection with the exhibit, from theft or damage or destruction by fire, accident or other cause. Small and easily portable articles shall be properly secured or removed after each exhibition hours and placed in safekeeping by the exhibitor. Any protection exercised, in fact, by the SDBA shall be deemed purely gratuitous on its part and shall in no way be construed to involve it in liability by the exhibitor. The exhibitor agrees to indemnify and hold the SDBA harmless from all such claims and from all claims or liability of any nature whatsoever arising from the activities of the exhibitor or any of its representatives or from the property of the exhibitor.

The SDBA shall not be liable for the fulfillment of this agreement as to delivery of space, if nondelivery is due to any of the following causes: destruction of or damage to the building or the exhibit area by fire or act of God; acts of a public enemy; strikes; the authority of the law; or any cause beyond its control. The SDBA will, however, in the event it is not able to hold an exhibit for any of the above named causes, reimburse exhibitors pro-rata on any rental fee paid, less any and all legitimate expenses incurred by the SDBA for advertising, administration, etc.

Insurance: In all cases, exhibitors wishing to insure their goods must do so at their own expense.

Protection of the Exhibit Facility: Nothing shall be posted on, or tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the conference exhibit area without permission from the proper building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with the directions of the Exhibits Manager, or conference hall manager or their assistants.

Installation and Dismantling: The specific requirements as to time for installation and dismantling of exhibits shall be supplied to each exhibitor for the particular conference for which a license has been granted. Such requirements shall be binding upon the licensee as though fully set forth herein.

Default Occupancy: Any exhibitor failing to occupy space contracted for is not relieved of the obligation of paying for such space at the full rental price. The South Dakota Bankers Association has the right to use such space as it sees fit to eliminate blank space in the exhibit hall, provided such booth space is not occupied one hour before the official show opening.

Use of Space: Exhibits shall be shown only in the official exhibit area as established by the South Dakota Bankers Association. No exhibitor shall use its exhibit in any manner so as to interfere with the operation of any other exhibit. The South Dakota Bankers Association shall be the arbiters of all disputes and its decision shall be final. No exhibitor shall permit any other corporation or firm or its representatives to use the space allotted to them, nor shall they display articles not manufactured or sold normally by them. Co-participation by any other corporation or firm or its representatives in space assigned to the original applicant must be by written permission of the South Dakota Bankers Association only, and shall be subject to an additional charge of \$295 per day per additional participant for the run of the exposition.

Conflicting Meetings & Social Activities: In the interest of the success of the entire conference and exposition, the exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of members or exhibitors from the conference or exhibit area during the official hours of the conference or exposition. No exhibitors may start to disassemble their display prior to 8:30 p.m. on Monday, June 3, 2019. All exhibits must be removed from the exhibit hall by 11:30 p.m. on Monday, June 3, 2019. This agreement may be rescinded at any time without cause at the discretion of the South Dakota Bankers Association upon repayment of any fees advanced, less any expenses which may have been incurred by the SDBA.

Right of Refusal: The South Dakota Bankers Association expressly reserves the right to refuse exhibit space, without notice or hearing, to any applicant for exhibit space at any and all trade shows sponsored by the SDBA or any and all trade shows occurring in conjunction with SDBA forums.

CONVENTION AGENDA.....

Times subject to change.

Sunday, June 2

noon–4 p.m.	Exhibit Hall Booth Setup
4:00–8:00 p.m.	Convention Registration
6:00–8:00 p.m.	Welcome Party

Monday, June 3

6:45–7:30 a.m.	Fellowship Breakfast
7:30–8:30 a.m.	Fellowship Speaker
8:30–9:00 a.m.	Exhibit Hall Break
9:00–10:00 a.m.	Keynote Speaker
9:00–10:30 a.m.	Guest Program
10:00–11:00 a.m.	Keynote Speaker
Noon–5:00 p.m.	Golf Tournament
Noon–5:00 p.m.	Downtown Tour
6:00–8:00 p.m.	Exhibit Hall Party
8:30–11:30 p.m.	Exhibit Hall Booth Tear Down

Tuesday, June 4

7:00–8:00 a.m.	Continental Breakfast
8:00–9:00 a.m.	Keynote Speaker
8:00–11:00 a.m.	Guest Program
9:00–10:00 a.m.	Panel Discussion
10:15–11:15 a.m.	Keynote Speaker
11:15–12:15 p.m.	Ignite Sessions
12:30–2:00 p.m.	SDBA and NDBA Business Luncheons
2:00–3:00 p.m.	Dessert Social
5:00–6:00 p.m.	Reception
6:00–7:30 p.m.	Dinner
7:30–9:30 p.m.	Entertainment

Monday Afternoon Golf Tournament: Golf tournament details and registration form will be available at a later date. There is an additional fee to golf.

Monday Afternoon Downtown Tour: Join us for a fun-filled afternoon exploring downtown Sioux Falls. Our outing will include lunch and a visit to Sioux Falls' number one attraction—Falls Park—and the Sioux Falls Sculpture Walk—an outdoor exhibit featuring 55 sculptures by world-class artists. The afternoon will conclude with some retail therapy or a stop at a downtown brewery or coffee shop.

Hotel Details

Rooms have been reserved at the following hotels in Sioux Falls. When making your reservation, ask for a room out of the SDBA block.

Sheraton Sioux Falls

1211 North West Avenue, Sioux Falls
 Phone: 605.331.0100
 Traditional Room Rate: \$149 (June 1-4)
 Club Level Room Rate: \$169 (June 1-4)
 Block Cut Off: May 10

Ramada

1301 West Russell, Sioux Falls
 Phone: 605.336.1020
 Room Rate: \$123 (June 1)
 Room Rate: \$94 (June 2-4)
 Block Cut Off: May 4

Best Western Plus Ramkota Hotel

3200 W. Maple Street, Sioux Falls
 Phone: 605.336.0650
 Room Rate: \$104.99 (June 1-4)
 Block Cut Off: May 8

Holiday Inn Express

2040 West Russell Street, Sioux Falls
 Phone: 605.331.2040
 Room Rate: \$125 (June 1-4)
 Block Cut Off: May 1



BUSINESS PARTNER PAYMENT FORM.....

Yes, I would like to SPONSOR

Sponsorship Amount/Request _____

Yes, I would like to EXHIBIT

- SDBA/NDBA Member Exhibit Booth: \$1,000 Non-Member Exhibit Booth: \$1,500
- Additional Exhibit Hall Pass: \$225 Number of Additional Exhibit Hall Passes _____
- Full Convention Registration: \$595 Number of Full Convention Registrations _____
- 110v Electricity (free) 220v Electricity (extra fee)

Company Product/Service _____

On-site Contact _____ Phone _____

Email _____ Website _____

By signing below, you agree to accept the terms and conditions of the Convention Exhibitor Agreement.

Signature _____ Date _____

Yes, I would like to ADVERTISE

- Inside Front Cover: \$850 Full-Page Ad: \$700 Quarter-Page Ad: \$300
- Inside Back Cover: \$800 Half-Page Ad: \$400

Company Details

Company Name _____
exactly as you want it printed in convention materials

Pre-Convention Contact Name _____

Mailing Address _____

City/State/Zip _____

Email _____ Phone _____

Submit Payment to South Dakota Bankers Association

Mail: PO Box 1081, Pierre, SD 57501 **Fax:** 605.224.7835 **Email:** convention@sdba.com **Details:** www.sdba.com



Total fees due: \$ _____ Check enclosed. Please send me an invoice.

Please bill credit card: Visa MasterCard Discover American Express

Card Holder's Name _____

Credit Card No. _____ CVV _____

Expiration _____ Zip Code _____

Authorized Signature _____



What's Next?

BUSINESS PARTNER ATTENDEE REGISTRATION FORM.....

If you are a business partner, please register each person from your company who plans to attend the convention.

Company Name _____

Attendee

Name _____
exactly as you want it to appear on name badge

Mailing Address _____

City/State/Zip _____

Email _____ Phone _____

Select Events Person Will Attend:

- Sunday Evening Welcome Party
- Monday Fellowship Breakfast
- Monday Golf *(additional cost)*
- Monday Afternoon Downtown Tour
- Monday Evening Exhibit Hall Party
- Tuesday Lunch: SDBA or NDBA
- Tuesday Evening Reception/Dinner

Attendee

Name _____
exactly as you want it to appear on name badge

Mailing Address _____

City/State/Zip _____

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