

# Where to



2023



SDBA/NDBA ANNUAL CONVENTION



STIOUX FALLS CONVENTION CENTER



STIOUX FALLS, SD



JUNE 4-6, 2023

## BUSINESS PARTNER INFORMATION

- 📍 SPONSOR
- 📍 ADVERTISE
- 📍 EXHIBIT





# Where to NEXT?

As we explore WHERE TO NEXT? at the 2023 SDBA/NDBA Annual Convention on June 4-6 at the Sioux Falls Convention Center, the South Dakota Bankers Association invites you to participate and connect with attendees through sponsoring, advertising, and/or exhibiting.

## SPONSOR

BOARDING PASS

AIR TICKET

AIR TICKET

BOARDING PASS

ALL sponsorships include the following:

- Recognition in convention registration materials\*
- Company logo on convention screen
- Recognition in convention program
- 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
- 2 complimentary golf hole sponsorships
- Full-page ad in convention program



#### PLATINUM (\$5,000)

- 3 complimentary convention registrations
- Half-page ad in convention program



#### GOLD (\$3,000)

- 2 complimentary convention registrations



#### SILVER (\$1,000)

- 1 complimentary convention registration



### GOLF HOLE (\$1,000)

- 1 complimentary convention registration
- Sign at sponsored golf hole
- Opportunity to greet bankers on golf hole



## itinerary

Times are CDT and subject to change.

### Sunday, June 4

5:00-7:00 p.m. Welcome Party

### Monday, June 5

7:30-9:30 a.m. Breakfast  
 8:00 a.m. Exhibitor Setup  
 8:00-11:00 a.m. Board Meetings  
 8:00-11:00 a.m. Emerging Leader Breakfast  
 11:00 a.m. Golf Tournament  
 11:00 a.m. Optional Outing  
 5:00-7:30 p.m. Opening Party

### Tuesday, June 6

7:00-8:00 a.m. Breakfast  
 8:00-12:15 p.m. Sessions  
 12:15-1:30 p.m. SDBA and NDBA Business Luncheons  
 1:30-4:45 p.m. Sessions  
 4:45-7:00 p.m. Reception

\*Sponsorship must be placed by **March 8** to be listed in convention registration materials. To secure your sponsorship, fill out the business partner agreement form and submit it to the SDBA. We will work with you to design a sponsorship that best fits your needs. To discuss sponsorship opportunities, contact Haley Juhnke with the SDBA at **605.224.1653** or at **hjuhnke@sdba.com**.



# Where to NEXT?

As we explore WHERE TO NEXT? at the 2023 SDBA/NDBA Annual Convention on June 4-6 at the Sioux Falls Convention Center & Sheraton Sioux Falls, the South Dakota Bankers Association invites you to participate and connect with attendees through sponsoring, advertising, and/or exhibiting.

## ADVERTISE

- 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.
- Inside Front Cover: \$850
- Inside Back Cover: \$800

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Advertising must be placed by **May 1**. To secure your advertising spot, fill out the business partner agreement form and submit it to the SDBA. (If you are sponsoring and receive a complimentary ad, please check the complimentary ad box in the advertising section of the agreement form.) Email high-resolution PDF, EPS or TIF file to [hjuhnke@sdba.com](mailto:hjuhnke@sdba.com). Questions, contact Haley Juhnke at **605.224.1653** or [hjuhnke@sdba.com](mailto:hjuhnke@sdba.com).

## Full-Page Ad

7.5" x 10"

\$700



## 1/2-Page Ad

7.5" x 4.75"

\$400





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## EXHIBIT

AIR TICKET

AIR TICKET

BOARDING PASS

BOARDING PASS

### Exhibit Hall Times

Times are CDT and subject to change.

**Booth Set Up:** Monday | 8:00 a.m.  
**Booth Tear Down:** Tuesday | 10:30 a.m. - 1:30 p.m.  
**Exhibit Hours:** Monday | 5:00 - 7:30 p.m. Opening Party  
 Tuesday | 7:00 - 8:00 a.m. Breakfast  
 10:00 - 10:20 a.m. Break

### Booth Fees

**SDBA/NDBA Member (sponsor): \$1,100 per booth**  
**SDBA/NDBA Member (non-sponsor): \$1,500 per booth**  
**Non-Member: \$2,000 per booth**  
**Additional 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 register. Registration materials are expected to be released on March 15. The exhibit booth fee includes **one complimentary full convention registration**, which covers all sessions and meals (golf is an additional fee). Additional exhibitor attendees must register for an exhibit hall pass (booth only) in order to staff the booth. An exhibit hall pass is \$225 per person. You can also purchase a full convention registration at \$595 per person to attend all convention events (golf is an additional fee).

### Booth Assignments

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

### Prizes

You are encouraged to promote your product and/or service with a door prize at Monday's Opening Party.

### Cancellation Policy

A refund of 50 percent of the booth price will be given if cancellation is received in writing prior to May 9. No refunds will be given if cancellation is received after May 9.

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 4:45 - 7:00 p.m. Reception

Exhibit hall space must be reserved by **May 1**. To secure your exhibit hall space, fill out the business partner agreement form and submit it to the SDBA. Questions, contact Natalie Likness at 605.224.1653 or [nlikness@sdba.com](mailto:nlikness@sdba.com).





# 2023 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 exhibitor manager. Any request for goods or services not previously mentioned must be arranged by the exhibitor at 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 March 15, 2023. The SDBA's decision as to space allocation shall be final.

**Payment:** Payment 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 9, 2023, 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 9, 2023.

**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 exhibitor 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 10:30 a.m. on Tuesday, June 6, 2023. All exhibits must be removed from the exhibit hall by 2:30 p.m. on Tuesday, June 6, 2023. 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.





# BUSINESS PARTNER AGREEMENT

## Company Details

Company Name \_\_\_\_\_  
(Please record it exactly as you want it printed in convention materials)

Pre-Convention Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

### Yes, I would like to SPONSOR

- Diamond Sponsor: \$10,000
  - Platinum Sponsor: \$5,000
  - Gold Sponsor: \$3,000
  - Silver Sponsor: \$1,000
  - Golf Hole Sponsor: \$1,000
- (See sponsorship details on page 2)

### Yes, I would like to ADVERTISE

- Inside Front Cover (1 available): \$850
  - Inside Back Cover (1 available): \$800
  - Full-Page Ad: \$700
  - Half-Page Ad: \$400
  - Complimentary Ad with Sponsorship
- (See advertising details on page 3)

### Yes, I would like to EXHIBIT

- SDBA/NDBA Member (Sponsor) Exhibit Booth: \$1,100
  - SDBA/NDBA Member (Non-sponsor) Exhibit Booth: \$1,500
  - Non-Member Exhibit Booth: \$2,000
  - 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)
- (See exhibitor details on pages 4 & 5)

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 \_\_\_\_\_

## Payment Information

Total Fees Due: \_\_\_\_\_

- Check Enclosed
- Please send me an invoice
- Please bill credit card (call with card information)

## Submission Information

Please send completed form to **events@sdba.com** or fax **605.224.7835**.  
If mailing a check, send to **109 W. Missouri Ave., Pierre, SD 57501**.

## Attendee Registration

Registration materials and hotel information are expected to be released on March 15. Be watching for more details to come! If you are a sponsor with a complimentary registration, you must register the people who will be attending and using the comp registrations. Questions, contact the SDBA at 605.224.1653.