



TRUST, ASSET MANAGEMENT
& PRIVATE BANKING DIVISION

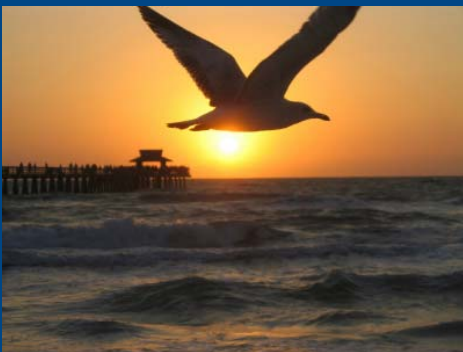
2011

WEALTH MANAGEMENT CONFERENCE

September 19 - 20, 2011



Exhibitor Kit



*The Ritz-Carlton Beach Resort
Naples, Florida*



2011 WEALTH MANAGEMENT CONFERENCE

EXHIBITOR INFORMATION

Exhibit Hall Hours

Monday, September 19, 2011

- 8:00 a.m. - 2:00 p.m. Exhibitor Set-up
- 2:15 p.m. - 2:45 p.m. Break in Exhibit Hall
- 4:00 p.m. - 4:15 p.m. Break in Exhibit Hall
- 5:30 p.m. - 7:00 p.m. Welcome Reception in Exhibit Hall with Dine Around & Open Bar

Tuesday, September 20, 2011

- 8:00 a.m. - 9:00 a.m. Breakfast & Door Prize Drawings in Exhibit Hall
- 10:15 a.m. - 10:45 a.m. Break in Exhibit Hall (Dine Around Drawing)
- 11:00 a.m. Exhibit Hall Break Down

TABLE TOP BOOTH DISPLAY SPACE

Please review the exhibit hall floor plan and select your top 5 choices for booth space. Booth space will be assigned on a first-received first -placed basis and **must be accompanied by payment** in order for a booth number to be assigned.

EXHIBITOR BENEFITS

- A single booth includes one complimentary registration. If you wish to bring additional exhibitors (in addition to the one included in the booth fee) they will be charged the extra exhibitor fee. All booth personnel must be registered for the conference.
- Each table booth will include one 6' skirted table, a wastebasket and chair. Table Top displays are appropriate for this tradeshow.
- All exhibitors will receive a list of registrants three weeks prior to the conference and a final attendee list one week after the conference.
- Exhibitors will have a listing in the Conference Program.

IMPORTANT DEADLINE

August 1, 2011: Final booth payment due, if not received by this date - your booth will be forfeited.

BOOTH CANCELLATION & REFUND POLICY

In the event of written cancellation by the exhibitor (cancellation is date of receipt by FBA); the following refund schedule will apply, less a \$100 processing fee:

- Cancellation on or BEFORE June 30, 2011 – 100% Refund
- Cancellation BETWEEN July 1 and August 1, 2011 – 50% Refund
- Cancellation on or AFTER August 2, 2011 – NO REFUND

Cancellations must be IN WRITING (by fax or mail, please do not email). If a reserved space is not properly cancelled, you WILL BE CHARGED for the booth space.



2011 Wealth Management Conference

Hotel Information

The Ritz Carlton Beach Resort Naples
280 Vanderbilt Beach Road
Naples, FL 34108
Reservations: (888) 856-4380

The FBA room rate is \$169 per night, plus applicable taxes. The deadline for reserving your room at the group rate is August 10, 2011 or when the block sells out. Please call the hotel directly to secure your room, make sure to mention the FBA room block.

Shipping Information

Packages may be delivered to the hotel up to 3 working days prior to the event and will be subject to a small handling charge (\$5.00 per package or \$150 per pallet). Any packages larger than 500 pounds (in any combination of weight/size) will be stored at a local warehouse and be delivered to the resort at the client's request with prevailing charges for this service. Such large shipments must be received at warehouse one week prior to the function. To ensure your materials are stored and delivered properly, please include the following information on each package:

The Ritz-Carlton Beach Resort Naples
280 Vanderbilt Beach Road
Naples, FL 34108
Florida Bankers Meeting
Guest Name
Attn: Jerie Lin Pasko

Additional Services

Internet, phone lines, electricity and items you may need can be coordinated through The Ritz-Carlton Beach Resort (see their form included in this packet). If you have any questions, please contact the Audio Visual department at (239) 598-6660.

Dine-Around Food Stations

The 2011 Wealth Management Conference will kick off with a welcome reception featuring the "dine-around" on Monday, September 19th in the exhibit hall. This exciting event features a cash prize drawing and is designed to encourage excellent traffic at participating exhibitors' displays. Here is how it works: attendees will each receive a "dine-around" card that will list exhibitors who are hosting food stations at their display during the welcome reception. Attendees participating in the contest must travel to each exhibitor listed and have their "dine-around" card signed. When all stations have been visited, the completed cards will be deposited in a door prize basket and a winner will be drawn on Tuesday during the morning break. **In order for an attendee to qualify for the drawing, they MUST visit your booth!** The lucky winner will receive \$250 in cash!

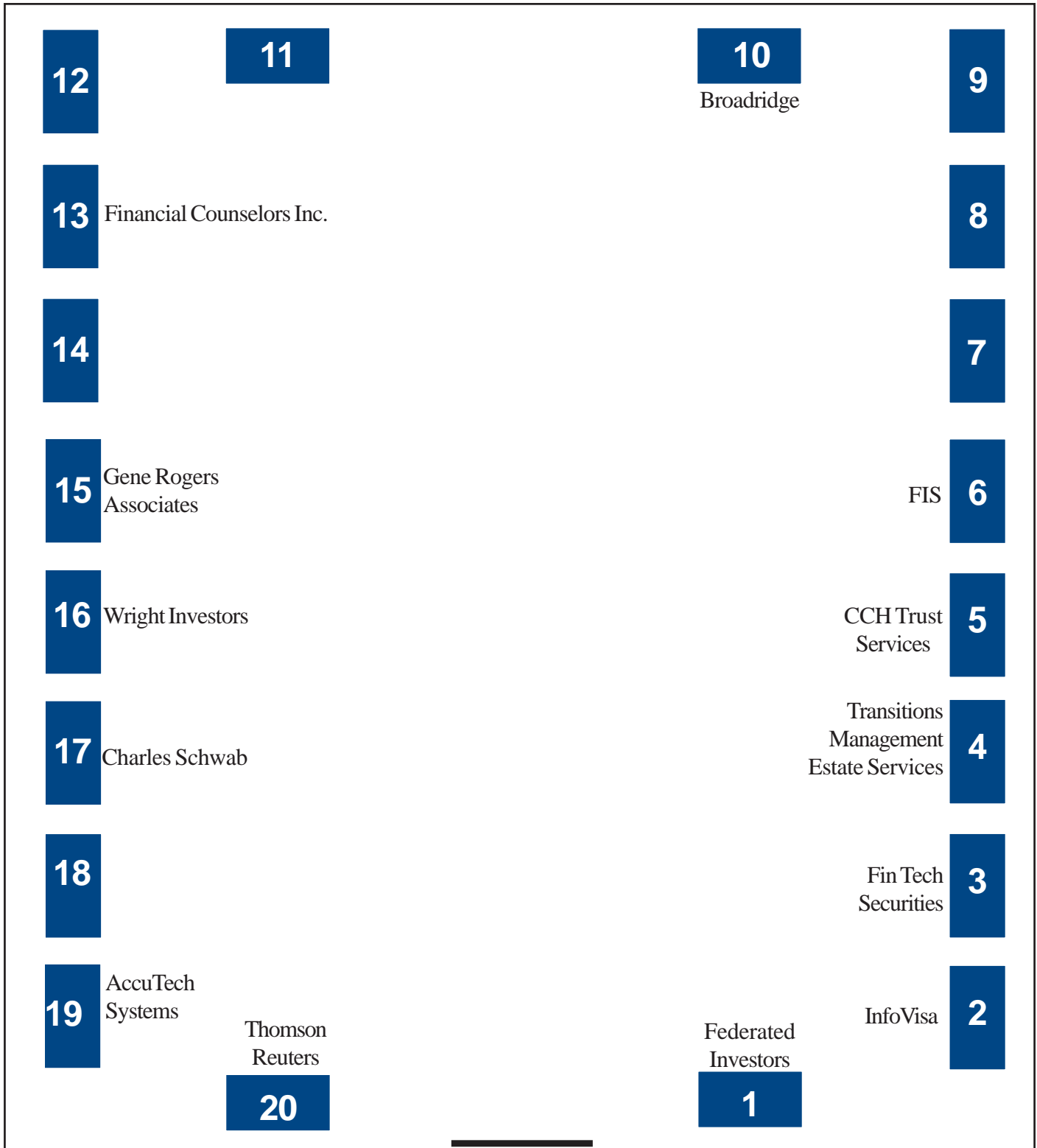
The event promises to be a lot of fun, and should generate excellent traffic at your booth. **The cost to host a dine-around food station is \$300.** If you would like to participate in this year's dine-around, please sign up for a food station using the exhibitor registration form.

FOOD STATION CHOICES - \$300 each

Mini Grab Cakes w/Cajun Tartar **SOLD**
Chicken Satay Tandoori w/Mint Yogurt **SOLD**
Duck Potsticker w/Sweet & Sour Sauce **SOLD**

Crispy Vegetable Egg Roll w/Spicy Mustard **SOLD**
Spinach & Feta Cheese Turnover **SOLD**
Coconut Shrimp w/Orange Ginger Sauce **SOLD**

EXHIBIT HALL FLOOR PLAN



ENTRANCE



2011 WEALTH MANAGEMENT CONFERENCE

Exhibit Hall Space Request

Company Name: _____
Please print your company name as it is to appear in the program

Booth space choices: 1.) _____ 2.) _____ 3.) _____ 4.) _____ 5.) _____

If possible, do not place us next to the following companies:

Program Listing Information:

Please complete the following information as you would like it to appear in the program

Address: _____

Contact Name: _____ **Phone:** _____

Email: _____ **Web site:** _____

PRODUCT CATEGORIES: please check the products & services that you offer from the list below:

- | | | |
|--|--|--|
| <input type="checkbox"/> Accounts Receivable Financing | <input type="checkbox"/> Consulting Firms | <input type="checkbox"/> Marketing |
| <input type="checkbox"/> Auditing & CPA Firms | <input type="checkbox"/> Correspondent Services | <input type="checkbox"/> Mortgage Services |
| <input type="checkbox"/> Bank Building & Design | <input type="checkbox"/> Data Processing/ATM Services | <input type="checkbox"/> Payment Processing |
| <input type="checkbox"/> Bank Card Services | <input type="checkbox"/> Disaster Recovery | <input type="checkbox"/> Real Estate |
| <input type="checkbox"/> Bank Equipment/Supplies | <input type="checkbox"/> Education | <input type="checkbox"/> Receivership |
| <input type="checkbox"/> BSA/AML | <input type="checkbox"/> Facility Maintenance | <input type="checkbox"/> Security |
| <input type="checkbox"/> Check Program | <input type="checkbox"/> Financial Services/Investment Banking | <input type="checkbox"/> Staffing |
| <input type="checkbox"/> Collection Agencies | <input type="checkbox"/> Human Resources | <input type="checkbox"/> Trust Related Products & Services |
| <input type="checkbox"/> Compensation/Executive Plans | <input type="checkbox"/> Insurance | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Compliance Consultants | <input type="checkbox"/> Legal Firms | |
| <input type="checkbox"/> Computer Hardware, Software & Technology (including internet) | | |

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Contract Agreement

I understand that this application becomes a contract when signed by myself and accepted by the exhibit manager. This contract will not be accepted without a signature.

Signature of Exhibitor _____ Date _____ Print Name _____



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Door Prizes

Door prizes are another great way of attracting attendees to the exhibit hall and keeping them there. Please indicate on the form below if you would like to provide a door prize during the trade show. The drawings will be held on Tuesday, September 20th at the breakfast in the exhibit hall. You will have the opportunity to personally award your prize to the winner. We hope you will be able to participate in some fashion to help add excitement to the 2011 Wealth Management Conference!

Yes, count us in for a door prize!

Company: _____

Contact Person: _____

Phone Number: _____ email: _____

Door Prize: _____

Description: _____

Please return this form to: Angela Foster
Florida Bankers Association
P.O. Box 11117
Tallahassee, FL 32302-3117

Or fax to: (850) 222-6338

Thank you for your participation!

