

**21st
Annual**

17



Bank Technology Conference & Showcase

**PRODUCTS
SOLUTIONS
SERVICES
VENDORS
SESSIONS
AND MORE!**



**FEBRUARY
15-16**

1717 SW Topeka Blvd
Topeka, KS

**CAPITOL PLAZA/
MANER CONFERENCE
CENTER**

**Ensure your
presence by
purchasing
your booth
today!**

EXHIBITOR PACKET

Wednesday, February 15

12:15 – 1:00 p.m.

Registration and Refreshments

Showcase Closed

1:00 p.m. – 2:30 p.m.

Welcome by KBA Chairman Jim Hoskins



Technology Trends for 2017 and Beyond

Dr. Kevin Streff, Secure Banking Solutions (invited)

2:00 p.m. – 5:00 p.m.

Exhibitor Check-in and Set-up

2:30 p.m. – 2:45 p.m.

Refreshment Break

2:45 p.m. – 3:45 p.m.

Concurrent Session I

1. Integrating Technology Into Your Bank's Strategic Plan
2. Cybersecurity Assessment/InTREx
3. ACH Fraud Schemes

3:45 p.m. – 4:00 p.m.

Refreshment Break

4:00 p.m. – 4:50 p.m.

Peer Group Discussion

5:00 p.m. – 6:00 p.m.

Concurrent Session II

1. Operational Efficiency Self-assessment
2. Cybersecurity Assessment/InTREx
3. Wire Fraud Schemes

6:00 p.m. – 8:00 p.m.

Reception in Showcase

Sponsored by Showcase Exhibitors

Showcase Grand Opening



Thursday, February 16

7:45 a.m. – 8:45 a.m.

Continental Breakfast in Showcase

8:45 a.m. – 10:15 a.m.

Welcome by Technology Committee Chair, Norma Storey

Debit Headwinds: Challenges, Strategies and Solutions

Lee Wetherington, ProfitStars

10:15 a.m. – 10:30 a.m.

Refreshment break

10:30 a.m. – 11:30 a.m.

Concurrent Session I

1. Communicating IT Value for Executive Management
2. The Art of Sucking: EMV, False Declines & Other Delights
3. Coaching Through a Successful Audit

11:40 a.m. – 12:30 p.m.

Lunch for All Participants

12:30 p.m. – 1:00 p.m.

Dessert in Showcase area

1:10 p.m. – 1:30 p.m.

Awarding of Exhibitor Prizes (general session ballroom)

1:40 p.m. – 2:40 p.m.

Concurrent Session II

1. Communicating IT Value for Executive Management
2. Ransomware in the Banking Industry
3. Coaching Through a Successful Audit

2:40 p.m. – 2:50 p.m.

Transition to Closing General Session

2:50 p.m. – 4:00 p.m.

AGE INVADERS: The Sweeping Impact of Changing Demographics on Banking Products and Technologies

Ron Galloway, Researcher and Film Maker

4:00 p.m.

Closing Remarks and Adjournment



2017 EXHIBIT SCHEDULE

Wednesday, February 15

Exhibitor Check-in and Setup	2:00 p.m. – 5:00 p.m.	Exhibit Setup
General Session	1:00 p.m. – 2:30 p.m.	C L O S E D
Refreshment Break	2:30 p.m. – 2:45 p.m.	C L O S E D
Concurrent Sessions I	2:45 p.m. – 3:45 p.m.	C L O S E D
Refreshment Break	3:45 p.m. – 4:00 p.m.	C L O S E D
Peer Group Discussions	4:00 p.m. – 4:50 p.m.	C L O S E D
Concurrent Sessions II	5:00 p.m. – 6:00 p.m.	C L O S E D
Reception in Showcase	6:00 p.m. – 8:00 p.m.	Exhibits OPEN

Thursday, February 16

Registration, Continental Breakfast	7:45 a.m. – 8:45 a.m.	Exhibits OPEN
General Session	8:45 a.m. – 10:15 a.m.	Exhibits OPEN
Refreshment Break	10:15 a.m. – 10:30 a.m.	Exhibits OPEN
Concurrent Sessions I	10:30 a.m. – 11:30 a.m.	Exhibits OPEN
Luncheon for all Participants	11:40 a.m. – 12:30 p.m.	C L O S E D
Dessert in Showcase	12:30 p.m. – 1:00 p.m.	Exhibits OPEN
Awarding of Exhibitor Prizes	1:10 p.m. – 1:30 p.m.	Exhibits OPEN
Showcase Disassembly	1:30 p.m. – 7:00 p.m.	C L O S E D
Concurrent Sessions II	1:40 p.m. – 2:40 p.m.	C L O S E D
Closing General Session	2:50 p.m. – 4:00 p.m.	C L O S E D
Adjournment	4:00 p.m.	C L O S E D

EXHIBIT PRICES

KBA Member: \$750 per 10 'x 8' booth
Non-Member: \$895 per 10 'x 8' booth

Showcase booth price includes:

- One full conference registration
- Co-sponsor of evening reception
- 3' side walls, one 8' draped wall
- One draped table
- Two chairs
- Electrical hookup – basic 120V

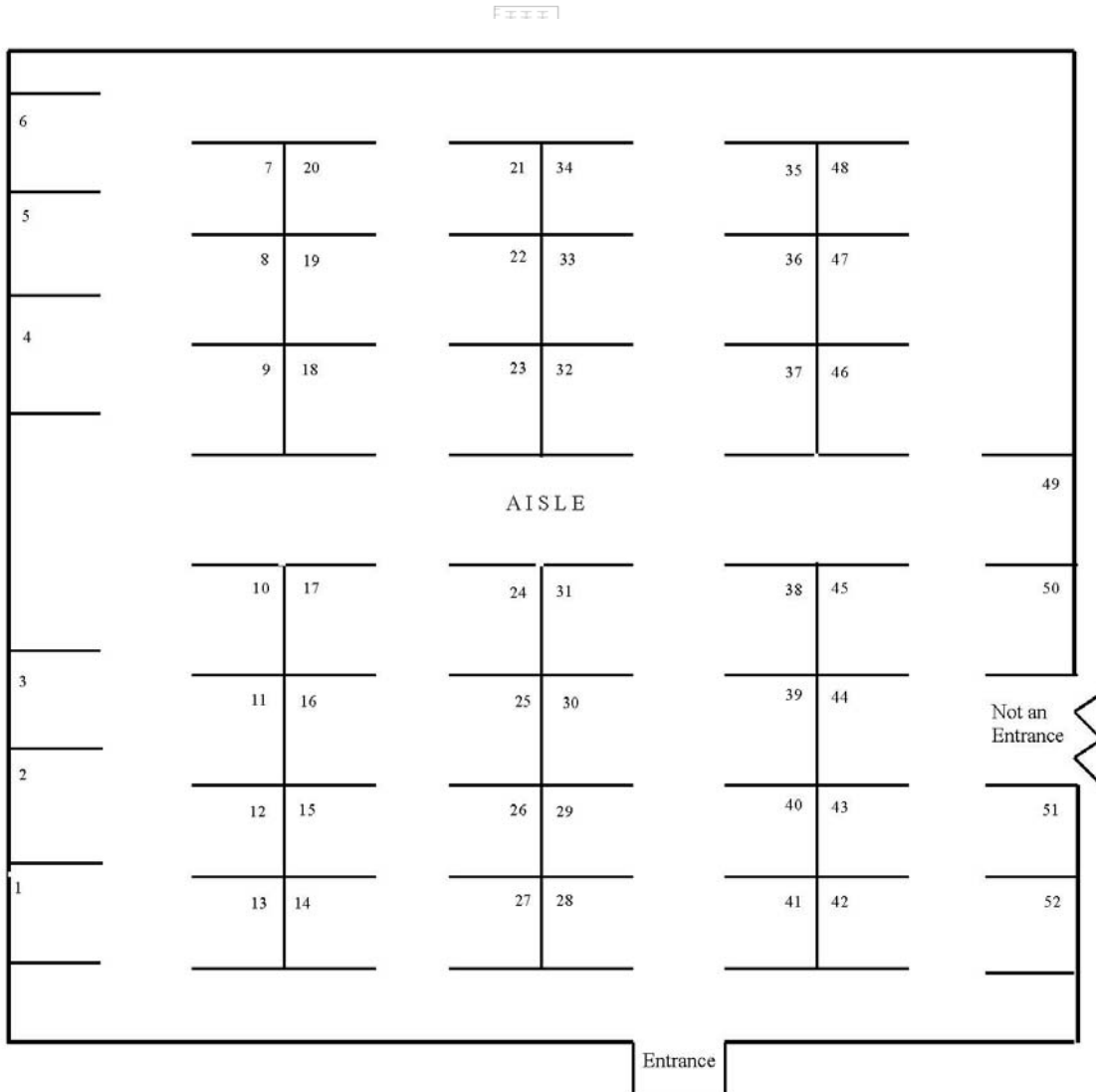
EXHIBIT SERVICE

Capitol Plaza Hotel
 Contact: Sarah House
 Phone: 785-431-4726
 FAX: 785-235-0194

EXHIBIT CONTACTS

Kansas Bankers Association
 785-232-3444
 Becky Milne – bmilne@ksbankers.com
 Mary Taylor – mtaylor@ksbankers.com

Exhibit Showcase Layout – Topeka, Maner Conference Center



EXHIBITOR AGREEMENT

Agreement to Conditions: Each exhibitor, for itself and its employees, agrees to abide by these conditions, with the understanding that the sole control of the exhibit area rests with the Kansas Bankers Association (KBA).

Assignment of Space: Booth location, based on the enclosed floor plan layout for the 2017 KBA Technology Conference, will be determined by KBA staff. Exhibitors may designate preferences when making application for space, in addition to listing exhibitors they wish not to be located next to. KBA staff shall have final decision of space allocation.

Payment: KBA Members: \$750; Non-Members: \$895 – Fee includes one (1) standard 8 ft deep x 10 ft wide booth with back and sidewall draping, 1 table, 2 chairs, identification sign, and electrical hookup – basic 120V. It also permits one booth representative to participate in educational sessions and all meal functions. Additional booth representatives may participate for \$150 each (up to four additional, five total). Payment must accompany application to secure space.

Cancellation: Should the exhibitor be unable to occupy the exhibit space contracted for, written notice of cancellation to Kansas Bankers Association is required. If notice of cancellation is received 30 days or more prior to the first day of the conference, 75% of the booth price will be refunded. If notice of cancellation is received less than 30 days prior to the first day of the conference and the booth is resold, 50% of the booth price will be refunded. If space is not resold, no portion of the fee will be refunded.

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, and the Kansas Bankers Association shall have the right to use the space as it sees fit to eliminate unoccupied space in the exhibit hall.

Liability: Kansas Bankers Association assumes no responsibility for the protection and safety of the exhibitor or its representative, 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 exhibit hours and placed in safekeeping by the exhibitor. Any protection exercised by KBA 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 Kansas Bankers Association 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 Kansas Bankers Association 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 Association 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 KBA 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 the columns, walls, floor, or other parts of the convention 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 directions of the exhibits manager or convention hall manager, or their assistants.

Booths: Standard booth equipment (back and sidewall draping, one table, 2 chairs, and identification sign) will be provided by the KBA without additional cost to the exhibitor. If an exhibitor plans to install a completely constructed display of such a character that the exhibit will not require or desire the use of standard booth equipment, no part thereof shall 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.

Dismantling: No exhibitor may start to disassemble their display prior to 1:30 p.m. on Thursday, February 16, 2017. All exhibits must be removed from the building by 7:00 p.m. on February 16. Failure to have exhibits out of the building by the designated time will result in additional rental charges as established by the management of the facility.

Shipping & Receiving: Shipping and receiving instructions are provided with the exhibit confirmation packet.

Use of Space: Exhibits shall be shown only in the official exhibit area as established by the Kansas Bankers Association. No exhibitor shall use its exhibit in any manner so as to interfere with the operation of any other exhibit. The Kansas Bankers Association shall be the arbiters of all disputes and their decision shall be final.

Conflicting Meetings & Social Activities: In the interest of the success of the entire conference and trade show, the exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of members or exhibitors from the conference.

Kansas Bankers Association
2017 BANK TECHNOLOGY SHOWCASE
Exhibitor Application Form

February 15-16
Topeka
**Maner Conference Center/
Capitol Plaza Hotel**

Company Name _____

Address _____

City/State/Zip _____

Telephone #(_____) _____ FAX _____

E-Mail _____ Website _____

Pre-Conference Contact Person _____

Complimentary Full Registrant (sessions & meals) _____ City _____ State _____

Additional Booth Representatives (sessions & meals; limited to 4 additional; 5 total):

Name _____ @ \$150 Name _____ @ \$150
City _____ State _____ City _____ State _____

Name _____ @ \$150 Name _____ @ \$150
City _____ State _____ City _____ State _____

**Describe your product/service in a 35-40-word paragraph suitable to include in the conference manual and in a video presentation:
Please send a logo with your application.**

Booth sign should read as follows: _____

Booth location preference (see diagram of Conference Layout on brochure): 1. _____ 2. _____ 3. _____
4. _____ 5. _____ 6. _____

Please list any exhibitors you would prefer NOT to be placed next to: (requests cannot be guaranteed)

Exhibit Hall Booth Price:

KBA Member: \$750 per 8' deep x 10' wide booth
Non-member: \$895 per 8' deep x 10' wide booth

Cancellation Policy -

Please see Exhibitor Agreement on back of brochure.

Deadline: Application and payment received prior to December 1, 2016 will be given priority consideration; those received after this date will be assigned in the order of receipt of booth application and payment. Booths will not be assigned without a signed application form and full payment. **The deadline for receiving the application and check is December 31, 2016.**

The below authorized signature from your company hereby makes application for exhibit space at the KBA 2017 Bank Technology Conference and Showcase. By signing this form, you further agree to abide by the terms and conditions as set forth by the Kansas Bankers Association on the back of the brochure. **Please note section under dismantling of booth.**

Name _____ Title _____

Signature _____ Date _____

Two Ways to Register

FAX: **Complete credit card info. and fax to 785-272-8392**
Mail: **Kansas Bankers Association, Educational Resources**
PO Box 4407
Topeka, KS 66604

If you have any questions, please call Becky Milne
or Mary Taylor at 785-232-3444 or e-mail
bmilne@ksbankers.com
mtaylor@ksbankers.com

Method of Payment (check one)

- Check made payable to Kansas Bankers Association
 Visa Mastercard Discover

Name on Card _____ Billing Address _____

Card # _____ Exp Date _____

Signature _____

Office Use Only:	
Date Received	_____
Amount Received	_____
Check #	_____
Booth Assignment	_____



BANK TECHNOLOGY CONFERENCE & SHOWCASE

February 15-16, 2017

Topeka, KS

SPONSORSHIP OPPORTUNITIES

PLATINUM LEVEL: \$6,000

Premier signage and introduction during conference
Prominent placement of sponsor's logo in materials
Two complimentary registrations to the conference

Please make a selection

Thursday Luncheon
 Keynote Speaker

GOLD LEVEL: \$4,000

Signage and recognition during the conference
Placement of sponsor's logo in materials
One complimentary registration to the conference

Thursday Breakfast
 General Session Speaker

SILVER LEVEL: \$2,500

Recognition during the conference
Placement of sponsor's logo in materials

General session speaker
 Conf. promotion/postcard
 Imprinted room key
 Imprinted badge holder
 Imprinted tote bag
 Wireless/mobile charging station

BRONZE LEVEL: \$1,500

Recognition during the conference

Refreshment Break

Contact Person _____ Title _____

Company Name _____ Telephone _____

Address _____ Fax _____

City, State, Zip _____ E-mail _____

Signature _____ Date _____

VISA/MC # _____ Exp. _____

Name on Card _____

This form must be returned with your accompanying payment no later than **December 1, 2016** in order to have your company listed in the conference brochure. Sponsorships received after this date will be acknowledged at the conference.

Please submit to **Becky Tongish** at btongish@ksbankers.com. Thank You!



2017 Exhibitor Presentations

As in previous years, we would like to provide our 2017 exhibitors the opportunity to submit a proposal to conduct a concurrent session at the conference. The KBA Technology Committee will be selecting exhibitors to fill several of these slots. Some of the topics of interest to the committee include: **cybersecurity assessment/InTREx; IT audit; and communicating IT value to management.**

If you are interested in presenting a concurrent session, please complete and return the form below **no later than October 21** along with your exhibitor application and payment. Only presenters who have submitted their exhibit application will be considered, with selections being made by the first part of November.

Exhibitor Company Name _____

Address _____ City _____ St _____ Zip _____

Contact Person _____ Email _____

Address _____ City _____ St _____ Zip _____

Telephone Number _____ Fax _____

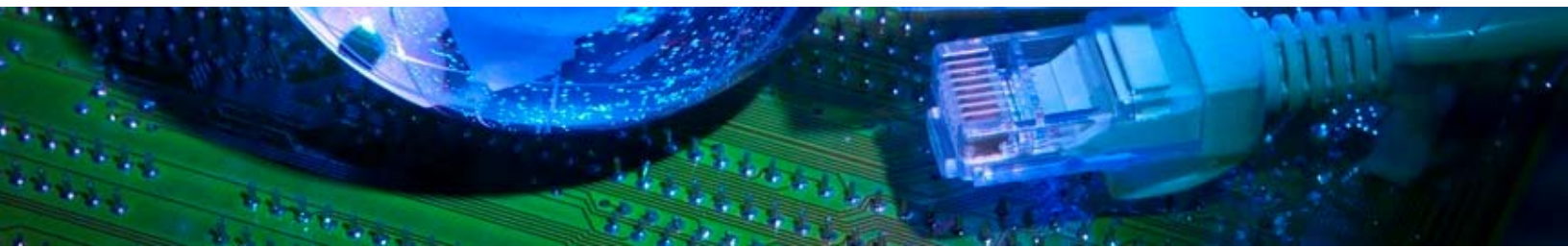
Presenter Name _____ Email _____

Title of Proposed Presentation _____

Synopsis of Proposed Presentation _____

Target Audience _____

Kansas Bankers Association
P.O. Box 4407
Topeka, KS 66604
Phone 785-232-3444, ext. 306
FAX 785-272-8392
E-mail: bmilne@ksbankers.com





NEW SALES OPPORTUNITY

We are offering an additional opportunity for exhibitors to connect with attendees of our Bank Technology Conference outside of the typical trade show environment. We have freed up some time during our conference for bankers to schedule personal appointments with exhibitors in the trade show area.

This is how it will work: Conference registrants will be provided contact information of interested exhibitors approximately two weeks ahead of the conference. Bankers will initiate contact with you if they are interested in scheduling a personal appointment. The specific time and duration of the appointment will be agreed on between you and the banker; however, we do ask that you be cognizant of conference sessions and events when scheduling. An ideal time will be on Wednesday afternoon, February 15 since the tradeshow will not open until 6:00 p.m. You may want to schedule your move-in accordingly. There will also be time during the day on Thursday, February 16 for appointments. *Only registered bankers will be allowed inside the exhibit area.*

If you are interested in participating, please complete and return the form below no later than **January 27, 2017**. Thank you, and please let us know if you have questions.

Please include the following contact information in a distribution list to registrants of KBA's 2017 Bank Technology Conference and Showcase.

Company Name _____
Representative Name _____
Representative E-mail _____
Representative Phone _____

Please complete and return to bmilne@ksbankers.com or fax 785-272-8392.