



KANSAS BANKERS  
ASSOCIATION

# 25TH ANNUAL BANK TECHNOLOGY & OPERATIONS CONFERENCE

**EXHIBITOR PACKET**

**FEBRUARY 8-9 | WICHITA  
HYATT REGENCY HOTEL | 400 W. WATERMAN**

## **FEATURING**

- Dark Web Dissection-Examining the Hidden Layer of the Internet
- Strategy for the New Normal: Shifts and Tipping Points Shaping Payments in the Post-Pandemic Era
- Cybersecurity: Not Just for IT
- Transforming from Paper-based to Digital
- How Do Hackers Hack: Methods Used Against Your Bank

**AND MUCH MORE!**

## **MONDAY, FEBRUARY 8**

12:15 – 1:00 p.m.

**Registration and Refreshments**

1:00 p.m. – 2:30 p.m.

**Dark Web Dissection-Examining the Hidden Layer of the Internet**

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**

Cybersecurity: Not Just for IT (repeated)

How Do Hackers Hack: Methods Used Against Your Bank

Payment Trends and FinTech Disruptors (repeated)

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. Cybersecurity: Not Just for IT

2. To be announced

3. Payment Trends and FinTech Disruptors

6:00 p.m. – 8:00 p.m.

**Reception in Showcase**

**Showcase Grand Opening**

## **TUESDAY, FEBRUARY 9**

7:45 a.m. – 8:45 a.m.

**Showcase Open**

8:45 a.m. – 9:00 a.m.

**Welcome by Technology Committee Chair, Jeff Martin**

9:00 a.m. – 10:15 a.m.

**Strategy for the New Normal: Shifts and Tipping Points Shaping Payments in the Post-Pandemic Era, Lee Wetherington**

10:15 a.m. – 10:30 a.m.

**Refreshment break**

10:30 a.m. – 11:30 a.m.

**Concurrent Session III**

1. To be announced

2. Corporate Account Takeover

3. Transforming from Paper-based to Digital

11:40 a.m. – 12:30 p.m.

**Lunch with Participants - Showcase Closed**

12:30 p.m. – 1:00 p.m.

**Dessert with Exhibitors - Showcase Open**

1:10 p.m. – 1:30 p.m.

**Awarding of Exhibitor Prizes (Exhibit Hall)**

1:40 p.m. – 2:40 p.m.

**Concurrent Session IV**

1. Online Application

2. How to Define Your Digital Strategies

3. Tracking your Data: Data location and flow diagrams

2:50 p.m. – 4:00 p.m.

**The Genie is Out of the Bottle - Connecting & Engaging in a Post Pandemic World**

4:00 p.m.

**Adjournment**

## EXHIBIT DETAILS

**Booth Pricing – KBA Member:** \$775 per 10' x 8' booth  
**Non-Members:** \$895 per 10' x 8' booth

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

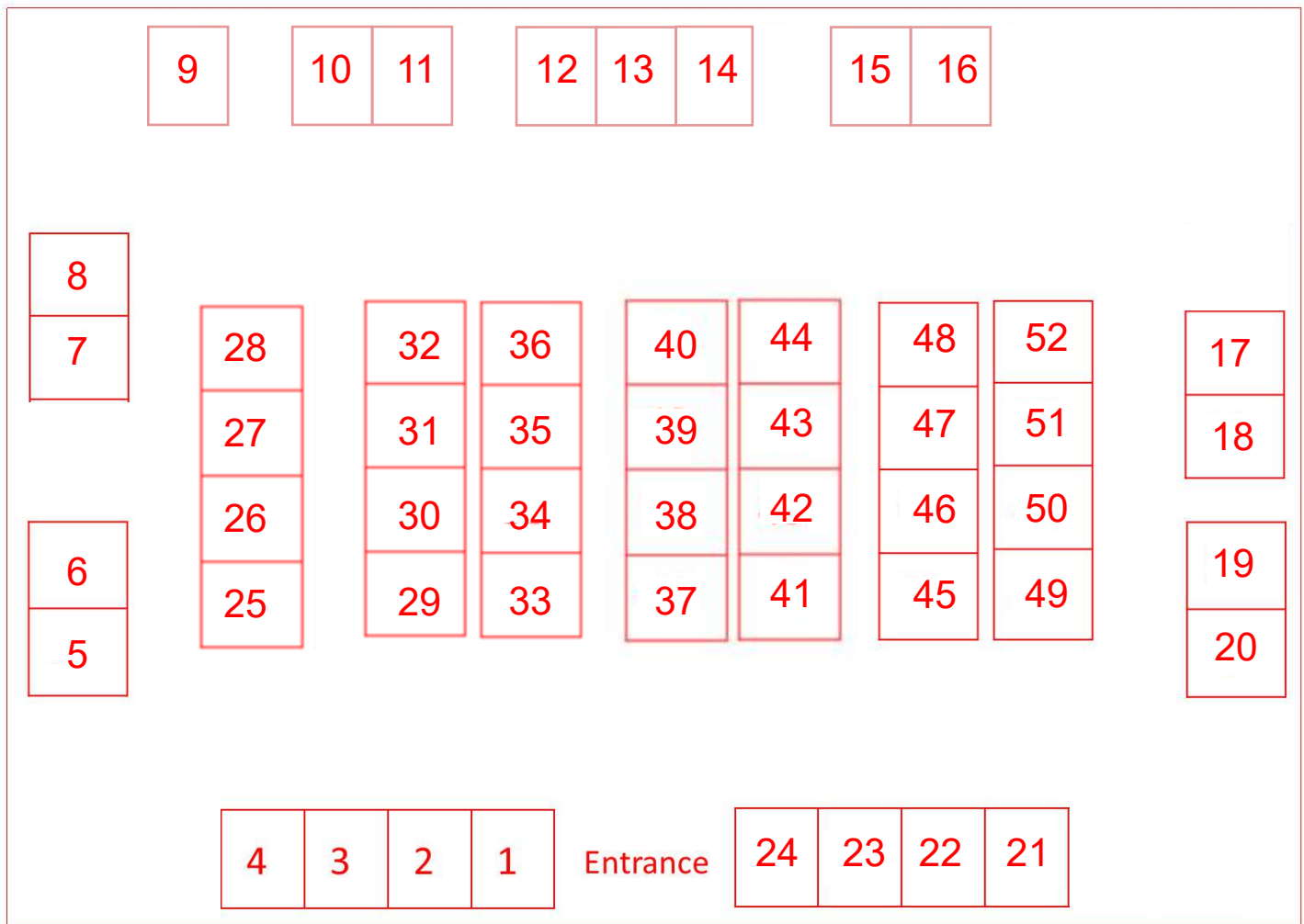
### **Service – Henry Helgerson Company**

Contact: Phone #316-943-1851, FAX #316-941-4613

### **KBA Exhibit Contacts – 785-232-3444**

Becky Milne – [bmilne@ksbankers.com](mailto:bmilne@ksbankers.com)

# SHOWCASE LAYOUT WICHITA | HYATT REGENCY HOTEL





# KANSAS BANKERS ASSOCIATION

## EXHIBITOR SALES OPPORTUNITY

We are offering an additional opportunity for exhibitors to connect with attendees of our Bank Technology & Operations 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 Monday afternoon, February 8 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 Tuesday, February 9 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 15, 2021**. Thank you, and please let us know if you have questions.

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*Please include the following contact information in a distribution list to registrants of KBA's 2021 Bank Technology & Operations Conference and Showcase.*

Company Name \_\_\_\_\_  
Representative Name \_\_\_\_\_  
Representative E-mail \_\_\_\_\_  
Representative Phone \_\_\_\_\_

*Please complete and return to [bmilne@ksbankers.com](mailto:bmilne@ksbankers.com) or fax 785-272-8392.*

## **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 2021 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: \$775; 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 \$175 each (up to three additional, four 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 Tuesday, February 9, 2021. All exhibits must be removed from the building by 7:00 p.m. on February 9. 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

## 2021 Exhibitor Presentation Opportunities

As in previous years, we would like to provide our 2021 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: **corporate account takeover; how to define your digital strategies, transforming from paper-based to digital, online applications.**

If you are interested in presenting a breakout session, please complete and return the form below **no later than November 5** along with your exhibitor application and payment. Only presenters who have submitted their exhibit application will be considered, with selections being made by the middle 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 Becky Milne: [bmilne@ksbankers.com](mailto:bmilne@ksbankers.com)



# KANSAS BANKERS ASSOCIATION

## BANK TECHNOLOGY and OPERATIONS CONFERENCE & SHOWCASE

February 8-9, 2021  
Wichita, KS

### SPONSORSHIP OPPORTUNITIES

**PLATINUM LEVEL: \$6,000**

Two complimentary registrations to the conference  
Premier placement of sponsor's logo on the mobile app  
Recognition during the conference

**Please make a selection**

Tuesday Luncheon  
 Keynote Speaker

**GOLD LEVEL: \$4,000**

One complimentary registration to the conference  
Prominent placement sponsor's logo on the mobile app  
Recognition during the conference

Tuesday Breakfast  
 General Session Speaker  
 Mobile App

**SILVER LEVEL: \$2,500**

Recognition during the conference  
Preferred placement of sponsor's logo on mobile app

General session speaker  
 All-day Candy Station  
 Imprinted room key  
 Imprinted badge holder  
 Imprinted tote bag  
 Wireless/mobile charging station

**BRONZE LEVEL: \$1,500**

Recognition during the conference  
Placement on the mobile app

Refreshment Break  
 Dessert in Showcase

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 **November 20, 2020** in order to have your company listed in the printed conference brochure. Sponsorships received after this date will be acknowledged at the conference and on the mobile app.

**Please submit to Becky Milne at [bmilne@ksbankers.com](mailto:bmilne@ksbankers.com). Thank You!**

**Kansas Bankers Association**  
**2021 BANK TECHNOLOGY SHOWCASE**  
Exhibitor Application Form

**February 8-9**  
**Wichita**  
**Hyatt Regency Hotel**  
**400 W. Waterman**

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 3 additional; 4 total):**

Name \_\_\_\_\_ @ \$175 Name \_\_\_\_\_ @ \$175

City \_\_\_\_\_ State \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Name \_\_\_\_\_ @ \$175

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: \$775 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, 2020 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, 2020.

The below authorized signature from your company hereby makes application for exhibit space at the KBA 2021 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  
at 785-232-3444 or e-mail  
[bmilne@ksbankers.com](mailto:bmilne@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	_____