

2020 Annual Bankers Conference

OCTOBER
4-5, 2020

Exhibitor
Prospectus

Sheraton/Overland Park
Convention Center

Kansas City



Plan Now to Increase Your Business in 2020!

Exhibit at the 2020 DCI Annual Bankers Conference, coming to the Overland Park Convention Center outside Kansas City, October 4-5, 2020, and watch your business grow!

The DCI conference has successfully brought many companies, just like yours, face-to-face with hundreds of community bank decision-makers for over 20 years. Described as “beneficial,” “outstanding,” “a great conference,” and “fun,” our conference is always popular with attendees and exhibitors alike.

You'll meet up to 200 community bank decision-makers!

The DCI conference gives you the most for your trade show dollars while providing special conference activities that keep you in the limelight! And, as always, the 2020 conference will be exhibitor-friendly by:

- Maximizing exhibit size, location, program schedule and traffic to keep attendees accessible to you
- Keeping booth fees at a minimum
- Offering excellent sponsorship opportunities and benefits, including exclusive marketing, merchandising, advertising, and presentations to make your company stand out
- Providing enticing conference programming that will attract more existing, new and potential DCI customers than ever!



Who Attends

Approximately 70% of conference attendees are senior executive decision makers, joined by other bank officers and operations staff from banks across 23 or more U.S. states (AZ, CA, CO, FL, IL, IN, KS, MD, MN, MO, MT, NE, NM, OH, OK, OR, PA, SD, TX, UT, VA, WA, WY).

You'll meet our clients...CEOs, presidents, vice presidents, technology officers, operations officers...from banks of all sizes and types, and all looking for products and services like yours.

Make a Statement!

Our attendees consistently tell us that the exhibit showcase is something they enjoy most about the conference, and they pay close attention to which companies exhibit.

And, if you let us spotlight your company by becoming a sponsor, you'll set yourself apart and let our attendees know that you really appreciate their business!

Being a conference sponsor maximizes your exhibit's potential and provides you bonuses like attendee lists, booth fee discounts, complimentary booth attendant registrations, premium signage, free advertising, free golf and more. (Check out our sponsorship levels at www.datacenterinc.com/vendors.)

Register online at: www.datacenterinc.com/vendors

What Comes With Your Registration?

Booth registration fee is \$900.

Your registration includes:

- 10' x 10' exhibit space
- 6' table/1 chair
- Side and rear drape
- Company ID signage
- Room is carpeted
- Company description and contact information listed in conference program
- Meals with attendees during exhibit hours – a great deal!

Accommodations

Hotel accommodations are available at the Sheraton Overland Park at the DCI group rate. NOTE: Space is limited. Contact the Sheraton at 913.234.2100 and mention the DCI conference.

Maximum Exposure

The DCI Annual Bankers Conference begins with our always-popular reception in the exhibit hall on Sunday evening.

On Monday, the exhibits open for breakfast, followed by lunch with the attendees and the exhibits showcase finale – all designed to maximize the traffic through the exhibits and give you nearly **SEVEN** hours of face-to-face time with the bankers.

We also provide special enticements and games to keep attendees visiting your booth.

We have SPECTACULAR sponsorship opportunities available, including our Gold, Silver and Bronze level packages. Contact Mark Harris at exhibits@datacenterinc.com for more details!

Register Early and Save!

Booths are assigned on a first come and sponsorship basis – signing up early ensures you optimal booth placement! And, the sooner you register, the sooner your company will be included in our pre-event marketing materials!

Register by January 1, 2020, and receive **\$100 off your booth registration fee!**



For more information visit datacenterinc.com/vendors

It's a Win/Win Situation!

We'll be running our incentive program this year, to encourage our attendees to request a purchase or proposal from you while at conference.

Our "Commit to Win/Win" program motivates attendees to a higher level of interaction, by entering them in a cash drawing when they commit to a future - verified - interaction with our exhibitors.

Commit to Win/Win!

Joe Banker, Bank ooo

If you agree to make a purchase or request an official proposal from any exhibitor, ask them to place their QR code sticker on this entry card and bring it to the registration desk Monday afternoon to enter a special cash prize drawing after the conference.

For EACH validated vendor commitment you honor by Dec. 31, 2020, you will receive an entry to a cash prize drawing held on or about January 4, 2021*.



*Entries limited to qualified prospects that fully complete a purchase or receive an official proposal as validated by DCI with the vendor(s).

Register by January 1, 2020, and receive **\$100 off** your booth registration fee!

Exhibit Schedule

Sunday, October 4*

- Exhibit Hall Set-Up.....1 pm – 4:30 pm
- Pre-Conference Meeting.....4 pm
- Reception/Exhibits Open.....5 pm – 8 pm

Monday, October 5*

- Breakfast/Exhibits Open.....7 am
- Keynote Speaker.....8 am
- Break in Exhibit Hall.....9:30 am
- Break in Exhibit Hall.....11 am
- Lunch w/Attendees.....12:30 pm – 2 pm
- Break in Exhibit Hall.....3 pm
- Teardown.....5 pm

*Schedule subject to change.

Select sponsors have access to additional conference activities.

Let Us Treat You!

Vendors will have several opportunities on Monday to interact with our attendees, but in-between times, we hope you'll take a few minutes to have your shoes shined, or be pampered with a massage or manicure, as a token of our appreciation for your attendance - all available in the exhibit hall for your pleasure and relaxation.



For more information visit datacenterinc.com/vendors