



COMMUNITY BANKS – THE FOUNDATION of all communities

**EARN UP
TO 8.5 CPE
CREDITS.**

IBANYS has been authorized
by the NYS Department of
Education to award continuing
professional education
(CPE) credits.

2015 ANNUAL CONVENTION

September 16 - 18, 2015

THE HOTEL THAYER AT WEST POINT

*Exhibitor, Sponsorship
& Auction Information*

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new *this year!*

Six Minute Drill

For our 2015 Annual Convention September 16 – 18 at The Hotel Thayer at West Point, IBANYS is launching an **EXCITING NEW SEGMENT**. We are instituting our *Six Minute Drill* – which offers our preferred providers the opportunity — from the podium — to take a brisk six minutes and showcase their firms, products and services — in short, to explain what they can do to help New York community banks. Our new *Six Minute Drills* will result in a win — for our member banks, our preferred providers and select associate members.



Here's the playbook:

THURSDAY: We will hear from our preferred providers. We will have two drills after breakfast, one each after our first and our second panel discussions, and another after lunch but before the final panel.

FRIDAY: We will schedule two more drills — these will feature two of our associate members (for a fee plus cash bonus — see *Sponsorship Form* on page 7 to secure your spot) which will take place after the first general session and again after the last general session.

REGISTRATION CARDS will be distributed for the six minute drills. Cards selected will have a contribution made in their name, or the name of their bank, to the *Cure the Blue* effort sponsored by IBANYS and the Buffalo Bills Alumni Foundation to raise funds and awareness regarding prostate cancer research in New York State.

schedule of events

WEDNESDAY, SEPTEMBER 16

- 11:00 A.M. – 4:00 P.M. Golf at West Point Golf Course
- 1:00 – 5:00 P.M. Registration opens; vendor booth set-up
- 6:00 – 7:00 P.M. **TRADESHOW OPENS** – Welcome Vendors/Cocktail Reception – Tradeshow floor
- 7:00 – 9:00 P.M. Dinner Buffet with Keynote speaker (TBA)

THURSDAY, SEPTEMBER 17

- 7:15 – 8:00 A.M. **Networking Breakfast**
- 8:00 – 8:15 A.M. **6 MINUTE DRILL**
- 8:15 – 8:55 A.M. *John Witkowski* – Opening remarks (10 minutes)
John Buhrmaster – Past ICBA Chair/Incoming IBANYS Chair – Intro ICBA chair (10 Minutes)
Jack Hartings – ICBA Chair Ohio – ICBA 2015 Update (20 minutes)
- 9:00 – 10:20 A.M. **Branch Transformation**
 This discussion will focus on the "Branch of the Future" for community banks. Industry experts will share their insight on what to expect from the next version of a bank branch. With transactions decreasing, we will look at how branches can become efficient and profitable, and how technology can and will change the future of branch banking. The panelists will share their unique experience and their concepts on what the future holds.
Panelists: David Welsh, Regional Vice President–DEI Corp.; Chris Hart Nova, Ridgelogic (digital signage), Bruce Clapp, President, Market Match, and Charlie Graham, Founder/Creative Director, Volum8creative, Inc.
- 10:20 – 10:30 A.M. **6 MINUTE DRILL**
- 10:30 – 10:40 A.M. **Coffee Break/Networking Opportunity**
- 10:40 – 12:00 P.M. **Cybersecurity Panel Discussion**
 Our panel of cybersecurity experts will address various issues related to the effects of Cybersecurity in today's banking and business environments. The presentation will incorporate operational, legal and law enforcement perspectives. The panelist will discuss community bank's cybersecurity challenges today, and what we can anticipate in the future.
Panelists: Deborah Snyder, Deputy Chief Information Security Officer–NYS Office of Information Technology Services; James Sproull, Executive VP–Genesis Merchant Services, and SSA Jay Kramer, NYO Cyber Division, FBI.
Moderator: Gary Bronstein, Esq., Partner — Kilpatrick, Townsend & Stockton
- 12:00 – 12:10 P.M. **6 MINUTE DRILL**
- 12:10 – 1:00 P.M. **Lunch/Networking Opportunity**
- 1:00 – 1:10 P.M. **6 MINUTE DRILL**
- 1:10 – 2:30 P.M. **Risk Management Panel Discussion**
Panelists: Stephen King, JD, Wolf and Company, P.C. additional panelist to be announced
Moderator: Jay Hack, Esq., Partner–Gallet, Dreyer & Berkey, LLP
- 2:30 – 4:30 P.M. **West Point Tours** (History & Tradition) *Additional fees–see registration page*
- 6:00 – 8:00 P.M. **Tradeshow Opens** — Cocktail reception, carving stations, PAC Silent Auction, *(no formal dinner, all food is on tradeshow floor)*
- 8:15 – 9:00 P.M. Dessert and coffee; wine and bourbon tasting and entertainment (TBA)

Continued

FRIDAY, SEPTEMBER 18

7:15 – 8:15 A.M.	Breakfast/Networking Opportunity
8:15 – 8:45 A.M.	Passing of the Gavel <i>Outgoing Chairman, Chris Dowd's closing comments (15 minutes)</i> <i>Incoming Chairman, John Buhrmaster – new Chairman (15 minutes)</i>
8:45 – 9:35 A.M.	Investment Management for 2015: What Happens When Rates Rise, or Don't? The Federal Reserve has reached a point in its monetary policy that it has never been before, and that could spell trouble for community bank investment portfolios. What the Fed is saying, and what the market expects, are currently two different outcomes. We will review recent Fed comments, will analyze the market's reaction to them, and will suggest some strategies that could help your investment portfolio outperform your peers'. <i>James Reber, President & CEO — ICBA Securities</i>
9:35 – 9:45 A.M.	6 MINUTE DRILL
9:45 – 10:35 A.M.	Get it Fast When You Need it Bad – What Happens When Your Customers Go On-line to Borrow? This session will explore the on-line space, the offerings, the disclosures and how bankers can work to retain their customers through proactive engagement via partners and direct action with borrowers. <i>Patrick MacKrell, President & CEO — New York Business Development Corporation</i>
10:35 – 10:45 A.M.	Refreshment Break/Networking Opportunity
10:45 – 11:30 A.M.	Winning the Talent Game: Three Disciplines of Great Banking Leaders Every banking leader agrees that talent is key to execution. Whether your bank's strategy is growth, operational excellence or customer intimacy, your people need to be aligned with the strategy. Alignment of people and strategy results in less friction in your people system, creating better execution. So why then are some leaders more successful at finding and hiring the right talent? How are they able to align people with strategy to drive results? The answer is discipline! <i>Steve Cundall, CEO—The Cornerstone Group</i>
11:30 A.M. – 12:20 P.M.	Emerging Payments Technology For decades, the magnetic stripe has served as the technological foundation for card payments in the U.S., but that is changing. Chip card and tokenization technology is on the way, and the payments industry will never be the same. Chip cards use a microchip to talk to the point-of-sale terminal, significantly reducing the chance of counterfeit card fraud. Additionally, NFC payments are also being introduced through such products as ApplePay, made possible through tokenization which ultimately replaces payment credentials with an alternate identifier, providing additional security. However, these new technologies will come at a price, and understanding its impact on your business is critical to your future success. This presentation will cover what EMV and tokenization are and how they work, the costs and benefits for community banks, when these products will become mainstream, and what you can do right now to get ready. <i>Kevin Christensen, Vice President of Audit, SHAZAM</i>
12:20 – 12:30 P.M.	6 MINUTE DRILL
12:30 – 12:45 P.M.	Closing Remarks —John Witkowski, President & CEO, IBANYS
12:45 – 1:45 P.M.	Lunch/Networking Opportunity CONVENTION ADJOURNS. THANK YOU FOR ATTENDING.

Sponsors as of July 21, 2015



silent auction

THURSDAY, SEPTEMBER 17, 2015

Support your industry's political action efforts!

This is a wonderful opportunity to help our industry stay competitive in the political process in Albany by supporting IBANYS' state political action committee. NYSIBPAC contributes to New York State candidates and officials who understand and support the vital role we play in our local and state economies, and the very fabric of New York's communities.

DONATE A GIFT. This is a perfect opportunity for you to showcase items from your region or unique items that others will enjoy. The gift donation is not tax deductible. Nationally-chartered banks must donate through a holding company, an individual officer, or a director. State-chartered banks may donate directly or through the holding company.

SUGGESTIONS. Avoid gift certificates for specific values. Participants tend to bid lower than the value stated on the certificates. Instead, consider donating a gift certificate for a specific item (i.e. case of wine or specialty product).

Donating any oversized, perishable or fragile items? Instead of shipping the items to the Convention, consider providing photos and/or marketing materials to advertise your item during the Auction. You can offer to ship items to the winning bidder once the Convention is over.

SHIPPING DEADLINE. All items shipped to IBANYS must arrive **no later than September 1, 2015.**

GIFT IDEAS We recommend a minimum value of \$100 for each donation.



KIDS

- Specialty toys
- Educational games
- Classic book collections
- Children's jewelry
- Handmade clothing
- Baby blanket
- Children's furniture
- Concert tickets



FINE CUISINE

- Donate a local specialty
- Case of regional wine
- Fresh seafood
- Lobster bake
- Omaha steaks
- BBQ
- Fruit of the Month Club



STYLE & CHARM

- Handmade or designed jewelry
- Fur/leather/suede coats or jackets
- Cufflinks
- Antique brooches
- Silk scarves
- Designer sunglasses
- Handbags



SPORTS & LEISURE

- Airline miles
- Cruises
- Hunting/fishing trip
- Autographed memorabilia
- Sporting event tickets
- Fishing rod
- Hunting equipment
- Fish finder
- Golf equipment



GEMS & TALENT

- Paintings
- Collages
- Pottery
- Fiesta ware
- Military memorabilia
- Trading cards
- Native American artifacts
- Hummel figurines
- Political memorabilia
- Handcrafted quilts
- Hand knit sweaters



HOUSEWARES/ ELECTRONICS

- Waterford or Tiffany vases, bowls, etc.
- Swarovski crystal
- Hand painted or customized barware
- Video game systems
- Holiday ornaments
- iPod or iPad
- Digital camera
- Kindle/Nook

AUCTION DONOR INFORMATION

Please list your name and company as you would like them to appear in the program and signage.

Donor
Company Name
Contact name listed in program booklet
Address
City
State/Zip
Phone
Fax
Email

We will participate in the following ways:

☐ I will donate an item to the Silent Auction.
Value of Gift/Price Paid \$
Description of Gift
☐ I would like to donate to PAC
Payment Information
☐ Charge \$_____ to ☐ MasterCard ☐ Visa
☐ My check is enclosed \$_____ Make checks payable to NYSIBPAC
Credit Card #
Exp. Date
CVV#
Print Card Name
Credit Card Address
Signature

exhibitor registration

Booths assigned first-come, first serve and preference is not guaranteed.

FULL REFUND LESS \$75 ON OR BEFORE 8/7/15. FULL REFUND LESS \$150 ON OR BEFORE 8/24/15. NO REFUNDS WILL BE GIVEN AFTER 8/25/15.

WAYS TO REGISTER FAX (518) 436-4648
EMAIL lindag@ibanys.net

MAIL IBANYS, 19 Dove St., Suite 101, Albany, NY 12210

A confirmation will be sent to you. This form is **designed to register one person and a spouse/guest**. Please duplicate this form when registering others from your organization. NOT to be used for additional exhibitor.

Booth Fees

	BEFORE AUG. 7	AFTER AUG. 7
Single Booth Member	☐ \$1,350	☐ \$1,650
Non-Member Exhibitor	☐ \$1,850	☐ \$2,150
Additional Exhibitor in Booth	☐ \$500	☐ \$575

- Please make your booth selection preference below.
- Include payment with the reservation form below.
- Booths include sign, 6' table, two chairs and waste can.
- **All booth fees include registration for (1) one person.**
Any additional vendors in booth must have a separate registration and payment.

Booth Registration

Print Name _____
Company Name _____
Company Address _____
Contact Email _____
Contact Phone Number _____
Booth Selection Preference 1. _____ 2. _____ 3. _____
Additional Exhibitor List name and email (address & phone if different from above) of additional exhibitor. _____

AGREEMENT. By completing and signing this form, I am agreeing that I understand that IBANYS assigns booth space on a first-come, first-served basis, and that my booth placement may be changed within reason. I understand that my booth space will be not be assigned until IBANYS receives my full payment, and that my company will not be listed on any correspondence until said payment is received. I further understand that all booth personnel must also be registered as convention attendees, and must pay admission accordingly. I agree that IBANYS will retain my payment in the event that my booth representatives are unable to attend, and that IBANYS is not responsible for any loss of money or property from booth abandonment, theft, accident, injury, or any other causes. I have read and am aware that this provision is an express condition of this registration agreement, and that all agreements herein shall be construed in accordance with the laws of the State of New York.

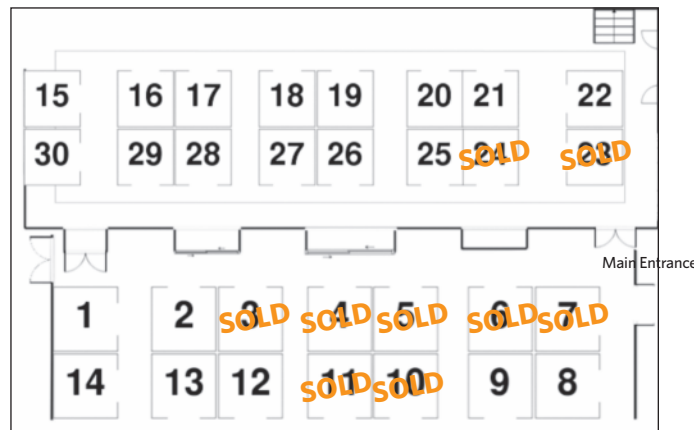
Signature _____ Date _____

Calculate

Total Booth Fees \$ _____
Total Activities Fees \$ _____
Grand Total \$ _____

Payment

☐ My check (payable to IBANYS) is enclosed for \$ _____ **OR** ☐ Charge \$ _____ to ☐ MasterCard ☐ Visa
Credit Card # _____
Expiration Date _____ CVV # _____
Print Card Name _____
Address of Credit Card (if different from above) _____
Signature _____



Activities

☐ **GOLF** \$125 per person. If you are interested in the golf outing, please list each participant and handicaps (11:00 am shotgun start):
NAME _____ HANDICAP _____
NAME _____ HANDICAP _____
NAME _____ HANDICAP _____
NAME _____ HANDICAP _____

NEW! Mulligans to benefit NYSIBPAC can now be purchased – set/3 for \$100.

Payment must be made payable to NYSIBPAC.

_____ # sets Mulligans x \$100/set = \$ _____

☐ **TOUR OF WEST POINT** (2:30–4:30 pm)
of people attending: _____ X \$40 per person = \$ _____

West Point is an active military base, all registrants for the tour must provide the following (use separate piece of paper for additional registrants):

Name of Person Registering (if different than above) _____
Date of Birth _____
Type of ID (Drivers License or Passport Required) _____
Name of Person Registering (if different than above) _____
Date of Birth _____
Type of ID (Drivers License or Passport Required) _____

sponsorship form

TO GUARANTEE SIGNAGE AND
INFORMATION PLACED IN PRINTED
MATERIALS, ALL SPONSORSHIPS AND
PAYMENT MUST BE RECEIVED BY:

DEADLINE
AUGUST 21,
2015

Name		
Company		
Address of Credit Card		
City/State/Zip		
Phone	Fax	Email
Please provide a brief description of the services you provide:		

PAYMENT	☐ Check (payable to IBANYS)	☐ MasterCard	☐ Visa
Card No.	Signature		
Print Cardholder Name	Expiration Date	CVV#	

Sponsorships are available on a first-come, first-serve basis. Please check choice of sponsorship.

COLONEL

- ☐ Vendor Reception - Wednesday (\$6,000)
- ☒ Welcome Dinner - Wednesday (\$7,500)
- ☐ Silent Auction Reception - Thursday (\$8,500)
- ☐ Entertainment - Thursday (\$5,000)
- ☒ West Point Tour - Thursday (\$4,000)

MAJOR

- ☐ Exhibit Space - (\$3,000)
- ☒ Dinner Wine - Wednesday Evening (\$3,000)
- ☒ Luncheon - Thursday (\$3,500)
- ☒ Dinner Dessert - Thursday Evening (\$2,500)
- ☐ Luncheon - Friday (\$3,500)

CAPTAIN

- ☐ Breakfast - Thursday (\$2,000)
- ☐ Breakfast - Friday (\$2,000)
- ☐ Program Book - (\$2,000)
- ☒ Wine & Bourbon Tasting - Thursday (\$2,000)
- ☐ Refreshment Breaks - Thursday (\$1,500)
- ☒ Cooler Bag w/joint logo w/IBANYS - (\$1,800)
- ☐ Portable phone charger w/joint logo w/IBANYS - (\$1,800)

CADET

- ☒ Golf Balls - Wednesday (\$1,000)
- ☐ Closest-to-the-Pin Prizes - Wednesday (\$1,000)
- ☐ Longest Drive - Wednesday (\$1,000)
- ☐ Lowest Team Score - Wednesday (\$1,350)
- ☒ Refreshment Breaks - Friday (\$1,000)

CONVENTION GENERAL SPONSOR

- ☐ Golf Hole Sponsorship - Wednesday (\$100)
- ☐ General Sponsorship - Amount \$ _____

6 MINUTE DRILL - Friday only

- ☐ First (\$1,000) ☐ Second (\$1,000)

This conference combines a balance of casual networking time and educational programming. Sponsorships are great platforms to position your company; as a sponsor you associate your company with one of our events and you are able to connect with your target audience, expose your brand, and leverage your advertising dollars in a cost effective manner.

All sponsorships include:

- Advanced member registration list
- Interaction with target market
- Recognition on the convention page of IBANYS website
- Sponsor ID ribbon with badge
- Signage with company name and logo at sponsored event, or on sponsored product where applicable
- Verbal acknowledgement at event where appropriate
- Signage listing of all convention sponsors (by level)
- Opportunity to provide promotional items for attendees
- Recognition in the Sept./Oct. editions of the *Inside IBANYS* e-newsletter
- Opportunity to bring raffle items for daily giveaways
- Sponsorship listing in convention show book

COLONEL Sponsorship

In addition to regular sponsor benefits sponsor receives:

- Opportunity to briefly speak at the event sponsored where applicable
- (1) complimentary booth w/first choice of location
- (1) complimentary additional registration
- 24 x 36 sponsor sign
- Full page ad in convention show book
- Recognition in September issue of *Banking NY*

MAJOR Sponsorship

In addition to regular sponsor benefits, sponsor receives:

- (1) complimentary additional registration w/booth purchase
- 18 x 24 sponsor sign
- Half-page ad in convention show book
- Recognition in September issue of *Banking NY*

LIMITED
SPONSORSHIPS
AVAILABLE -
CALL NOW TO
RESERVE
YOURS!

accommodations & activities

TO REGISTER Each attendee must make their own reservations by calling the hotel directly at **1-800-247-5057** (toll-free) or **(845) 446-4731**. To insure receiving the group rate, *please specify that you are with the Independent Bankers Association of NYS.*

ROOM RATES The Thayer at West Point • 674 Thayer Road • West Point, NY 10996

Package price INCLUDES ALL: hotel stay, meals and taxes. Note: reservations cannot be made online.

Option 1: 1 person/2 nights	\$710.44	Option 3: 2 people/2 nights	\$1,106.38
Option 2: 1 person/1 night	\$355.22	Option 4: 2 people/1 night	\$553.19

DEPOSIT/PAYMENT INFORMATION Only credit cards are acceptable for deposits.

CUT-OFF DATE: AUGUST 17, 2015 Reservations received after this date accepted on a space and rate availability basis and cannot be guaranteed at the conference rate.

CANCELLATION POLICY Individual room reservations may be cancelled 72 hours prior to arrival with no cancellation penalty. Cancellations within the 72 hours period will cause forfeiture of the deposit.

RECREATIONAL ACTIVITIES *Additional fees and minimum reservation required.*

- **Golf at the West Point Golf Course** – Wednesday, September 16, 2015 • 11:00 am (shotgun start) – 4:00 p.m. Lunch will be available. West Point Golf Course is a **soft spikes only** facility. Format: 4 man scramble, best ball.
NEW: To benefit NYSIBPAC, mulligans can now be purchased: set/3 for \$100 (see *Registration Form* on page 6).
- **Tour of West Point** – Thursday, September 17, 2015 • 2:30 – 4:30 pm
If you register to participate in the tour, you must include your date of birth and type of ID on the registration form. We are required to provide this information to the military for prior approval. If we do not have your information you may not be able to participate. Please be sure to complete the information on the *Registration Form* on page 6.

NOT EXHIBITING BUT ATTENDING please complete the *Registration Form* found in the banker/non-Exhibitor information packet available on the IBANYS website www.ibanys.net/education/annualconvention.

etc.

Dress Attire

Business Casual

Contact Information

Linda Gregware, Director of Administration & Membership Services

Phone (518) 436-4646

Fax (518) 436-4648

Mail IBANYS • 19 Dove St., Suite 101 • Albany, NY 12210

Email lindag@ibanys.net

Sponsorship Opportunities

To guarantee signage and information placed in printed materials, all sponsorships and payment **must be received by Aug. 21, 2015.**

Exhibitor Kits

Available on the IBANYS website:

www.ibanys.net/education/annualconvention

Silent Auction

Silent auction items **must be received no later than Sept. 1, 2015.**

Registration Form

To register for the Conference, please use the form on page 6. The form is designed to register one person and one additional exhibitor. Please duplicate the form when registering others from your organization. A confirmation will be sent to you.

Refund Policy

- Full refund less \$75 on or before 8/7/15.
- Full refund less \$150 on or before 8/21/15.
- **No refunds will be given after 8/24/15.**

Decorator Information

Total Events

4021 State Street, Schenectady, NY 12304
(518) 383-8602