



2009 BITS & FSTC Summit.... An extraordinary opportunity for Solution Providers

**The Summit
Offers The
Very Best
Networking
Environment
for
Companies
With
Innovative,
Profitable
Solutions for
Financial
Institutions**

**March 3-5
at the
Hyatt Regency
Sarasota,
Florida**

The Financial Services Technology Consortium (FSTC) and BITS, the business and technology division of the renowned Financial Services Roundtable, will co-host a Summit to resolve the ever challenging demands for enhanced operational efficiency, higher security and increased customer service. The times require us to rise to the challenges with innovative ideas and strategies to ensure financial institutions continue to be competitive both locally and globally. We will look toward interoperable solutions that help resolve the demands on industry IT and business professionals to effectively compete while cutting costs.

We invite you to become a Summit solution provider and present your cutting edge products and services that will lend to the mission. Attendees will look toward the leading companies who are Summit Sponsors and Exhibitors to provide the tools that enable financial institutions to implement the ideas and strategies gained at this important collaborative program.

Don't miss this prime opportunity to enhance your company's visibility at this first time ever gathering of members from two distinguished industry organizations.

BITS
FINANCIAL SERVICES
ROUND TABLE





Enhance your company's visibility in this unique venue that provides access to a highly targeted market, which spends more IT dollars than any other financial services sector in the world!

Solution Provider displays will be placed in the center of activity! Moreover, we will feature breakfasts, breaks, and receptions in this area to encourage idea exchange and knowledge sharing. Please see floorplan at the end of the Prospectus.



2009 Summit Sponsor Categories

Industry Navigator

LIMITED
PLEASE
INQUIRE

\$15,000

If you represent a product or service, resources, product, and capacity to move financial services forward with profitable solutions, FSTC and BITS invite you to consider becoming an Industry Navigator Sponsor. The following significant communications, advertising, and marketing advantages will be extended to you to reach beyond the Summit in visibility:

FSTC website listing as Prime Resource (includes logo, 50 word description of product and full contact information)

A complimentary full page ad in FSTC's quarterly journal, *INNOVATOR* (your choice of publication for your ad).

Article Invitation: Your company will be invited to submit an article for publication on a specific topic. The article will go before an executive review and should the article be approved for publication, your company's executive will be featured as a contributor to either FSTC's *INNOVATOR* or BITS monthly newsletter or both.

Full Summit Sponsorship Benefits:

- ❑ Your executive will be invited to a private reception with the FSTC Board of Directors and BITS Advisory Board on Monday evening preceding the Summit.
- ❑ Your logo will be featured on the websites of the hosting organizations: the home page of FSTC in a flash program to announce the Summit and on the Events page of BITS.
- ❑ Your company executive will be invited to speak and prepare an abstract for the Program Planning's review of a session topic.

- ❑ Your company will be provided a complimentary exhibit display, enabling your sales team to meet the industry’s top technology and business professionals and introduce your products and services.
- ❑ A prominent “thank you” will be listed on the conference website, on the big screen in general sessions and on all sessions’ introductory slides, on a sponsor logo loop played throughout the day at the beginning and end of all general sessions and luncheons, on signage at the entrance of all general sessions, and along with your contact information, your logo will be featured in the program onsite.
- ❑ You’ll receive three complimentary conference registrations.
- ❑ Large signage at the entrance of the Summit will feature your logo.

| | |
|------------------------|----------------|
| Summit Advocate | \$8,500 |
|------------------------|----------------|

Reach beyond the Summits’ visibility by advertising in the industry’s scholarly journal where the financial services industry taps into the most cutting edge solutions. **Advocates receive a complimentary ¼ page ad in FSTC’s *INNOVATOR*** (your choice of timing on the ad’s publication).

Summit Advocate Sponsorship Benefits:

- ❑ Your logo will be featured on the websites of the hosting organizations: the home page of FSTC in a flash program to announce the Summit and on the Events page of BITS.
- ❑ Your corporate logo will be designated as a sponsor of the session of your choice.
- ❑ Your company executive will be invited to introduce the speaker and topic.
- ❑ Complimentary exhibit display space will be provided, enabling your sales team to meet the industry’s top technology and business professionals and introduce your products and services.
- ❑ A prominent “thank you” will be listed on the Summit website, on a sponsor logo loop played throughout the day at the beginning and end of all general sessions and luncheons, and your logo and contact information will be listed in the program.
- ❑ You’ll receive two complimentary conference registrations.
- ❑ Large signage at the entrance of the Summit will feature your logo.

Opening Night Reception Sponsor Or Co-Sponsor

SOLD

\$7,500

\$5,000

Attendees are sure to appreciate your hospitality as sponsor of this **exciting opening social program, which kicks off the first evening following an engaging afternoon of general session topics led by industry thought leaders.** Please inquire about cosponsor benefits.

- ❑ Your logo will be featured on the websites of the hosting organizations: the home page of FSTC in a flash program to announce the Summit and on the Events page of BITS.
- ❑ Your executives will be introduced from the general session stage and attendees will be encouraged to stop and thank you for your hospitality and support.
- ❑ Your corporate logo will be designated as a sponsor of a specific session and shown on the general session big screen.
- ❑ Your company executive will be invited to introduce the speaker and topic of the specific session.
- ❑ Complimentary exhibit display space will be provided, enabling your sales team to meet the industry's top technology and business professionals and introduce your products and services.
- ❑ Your logo will be featured on the Summit website, on a sponsor logo loop played throughout the day at the beginning and end of general sessions and luncheons, on signage at the reception, and your logo and contact information will be listed in the program.
- ❑ You'll receive two complimentary conference registrations.
- ❑ Large signage at the entrance of the Summit will feature your logo.

Opening Luncheon Program

\$7,500

The Opening luncheon features a hot topic and a highly recognized expert in the industry. Your sponsorship mirrors the leadership qualities of the program. Benefits include:

- ❑ Your logo will be featured on the websites of the hosting organizations: the home page of FSTC in a flash program to announce the Summit and on the Events page of BITS.

- ❑ Your corporate logo will be designated as a sponsor of the luncheon and shown on the session big screen.
- ❑ A memorable token or brochure of your company at each place setting will demonstrate your company's innovative culture.
- ❑ Your company executive will be invited to introduce the luncheon speaker and topic.
- ❑ Complimentary exhibit display space will be provided, enabling your sales team to meet the industry's top technology and business professionals and introduce your products and services.
- ❑ Your logo will be featured on the Summit website, on a sponsor logo loop played throughout the day at the beginning and ending of general sessions and luncheons, signage at the luncheon and your logo and contact information will be listed in the program.
- ❑ You'll receive two complimentary conference registrations.
- ❑ Large signage at the entrance of the Summit will feature your logo.

| | | |
|---|----------------------------|----------------|
| Networking Reception or Co-Sponsor | Co-Sponsor Only | \$7,500 |
| | | \$5,000 |

Your next best customer will be sure to thank you during this networking event abuzz with the events over the last two days. Benefits are the same as those described above for the Opening Reception.

| | | |
|---|-----------------------------------|----------------|
| Wednesday Luncheon Sponsor or Closing Luncheon Sponsor | CLOSING LUNCH ONLY | \$7,000 |
| | | |

The Summit's program features thought provoking and broad reaching topics that affect all attendees. **Your brochures or token of remembrance as a sponsor will give your corporate initiative a boost in this high profile, decision making audience.** The generous benefits of luncheon sponsors are reflected above under the opening luncheon.

Program Sponsor

\$6,500

This is the **perfect sponsorship to effectively drive your message**...imagine your corporate logo associated with a session topic that is closely aligned with your company's goals and objectives.

- ❑ Your logo will be featured on the websites of the hosting organizations: the home page of FSTC in a flash program to announce the Summit and on the Events page of BITS.
- ❑ Your company executive will be invited to moderate the selected session.
- ❑ Complimentary exhibit display space will be provided, enabling your sales team to meet the industry's top technology and business professionals and introduce your products and services.
- ❑ A prominent "thank you" will be listed on the Summit website, on a sponsor logo loop played throughout the day at the beginning and ending of general sessions and luncheons, signage at your sponsored session, and your logo and contact information will be listed in the program.
- ❑ You'll receive one complimentary conference registration.
- ❑ Large signage at the entrance of the Summit will feature your logo.

Lanyards & Portfolios Logo Exclusivity

SOLD

\$6,000

Give attendees a lasting impression of your company by having your logo front and center on lanyards (sponsor provides) and Summit portfolios (sponsor provides). Other benefits include:

- ❑ Your logo will be featured on the websites of the hosting organizations: the home page of FSTC in a flash program to announce the Summit and on the Events page of BITS.
- ❑ Your company executive will be invited to moderate a selected session.
- ❑ Complimentary exhibit display space will be provided, enabling your sales team to meet the industry's top technology and business professionals and introduce your products and services.

- ❑ A prominent “thank you” will be listed on the Summit website, on a sponsor logo loop played throughout the day at the beginning and ending of general sessions and luncheons, signage at registration, and your logo and contact information will be listed in the program.
- ❑ You’ll receive one complimentary conference registration.
- ❑ Large signage at the entrance of the Summit will feature your logo.

| | | |
|------------------------------|--------------------------------|----------------|
| Continental Breakfast | ALL EVENTS SOLD | \$5,500 |
|------------------------------|--------------------------------|----------------|

Here is a very **warm, hospitable sponsorship** and a sure way to give your company extra visibility at a very cost effective price. Other benefits include:

- ❑ Complimentary exhibit display space will be provided, enabling your sales team to meet the industry’s top technology and business professionals and introduce your products and services.
- ❑ A prominent “thank you” will be listed on the Summit website, on a sponsor logo loop played throughout the day at the beginning and ending of general sessions and luncheons, signage at the breakfast, and your logo and contact information will be listed in the program.
- ❑ You’ll receive one complimentary conference registration.
- ❑ Large signage at the entrance will feature your logo.

| | | |
|----------------------|--------------------------------|----------------|
| Coffee Breaks | ALL EVENTS SOLD | \$5,000 |
|----------------------|--------------------------------|----------------|

A cup of coffee and conversation are always appreciated in between engaging, informative sessions.

- ❑ Complimentary exhibit display space will be provided, enabling your sales team to meet the industry’s top technology and business professionals and introduce your products and services.
- ❑ A prominent “thank you” will be listed on the Summit website, on a sponsor logo loop played throughout the day at the beginning and ending of general sessions and luncheons, signage at the coffee break, and your logo and contact information will be listed in the program.
- ❑ You’ll receive one complimentary conference registration.

- Large signage at the entrance of the Summit will feature your logo.

Exhibiting Information

Exceptional Networking at a Price You Can Afford: An exhibitor's 8x10 table top space is only **\$3,200 for Members and \$4,000 for Non Members**. Price includes one complimentary registration, draped & skirted 6' table, two chairs, wastebasket and ID sign. **Space is limited to maintain a prime networking environment so please RESERVE YOUR SPACE today** via the **Solution Provider Application** on the following pages, which lists more important information regarding the terms.

Call 917 939 9409 to discuss availability on booth space or complete and return application form by email or fax to betsyl@truenorthintl.com or fax number 410 923 1094.

Get connected to the most influential financial services institutions and corporations in North America.

Please contact Betsy Love

at 917 939 9409 or email her at betsyl@truenorthintl.com

Presented by

BITS
FINANCIAL SERVICES
R O U N D T A B L E





Solutions Provider Application
2009 BITS & FSTC Summit
 March 3-5 at Hyatt Regency Sarasota, Sarasota, FL

EXPO MANAGEMENT ONLY:
 Date received: _____
 Amount Rec'd: _____
 Booth Assigned: _____

Exhibit/Sponsor Contact Information:

Contact Name: _____ Title: _____

Telephone Number: _____ Mobile Number: _____

E-Mail Address: _____ Web Address: _____

Company Name: _____

Address: _____

City: _____ State and Zip: _____

My tabletop display will feature:

Competitors from whom we desire booth separation:

Company and Contact Information to be Listed in Show Directory: (If different then above).

Contact Name: _____ Title: _____

Telephone Number: _____ Mobile Number: _____

E-Mail Address: _____ Web Address: _____

Company Name: _____

Address: _____

City: _____ State and Zip: _____

Show Directory Description:

Sponsors: I wish to Sponsor _____ at _____
(sponsorship item) (see prospectus for cost)
Note to Sponsors (exhibit space is provided complimentary within the sponsor fee)

Exhibitors: Annual Conference: Members \$3,200 Non-Members \$4,000

Payment by Card or Check:

Please note: Your payment in full must be included with your application.

Type of Card: _____ Expiration date: _____

Card Number: _____ Security Code: _____

Checks: Please make payable to the **Financial Services Technology Consortium** and mail to conference organizer at address below.

Cancellation Policy: All cancellations must be made in writing. Cancellations will be accepted minus 50% of the price if notice is received in writing by Monday, December 15, 2008. After December 15, 2008 we cannot provide refunds for sponsors or exhibit cancellations.

Exhibitor Terms of Agreement: Please read the contract provisions immediately following this application. Your signature below signifies your understanding and agreement to the provisions that will govern the 2009 BITS & FSTC Summit. The prices above include two chairs and one draped and skirted 6' table.

Signature: _____ **Date:** _____

RETURN WITH PAYMENT TO CONFERENCE ORGANIZER:
 Betsy Love, True North International, llc, 1113 Ridge Place - Crownsville, MD 21032
 Please Fax All Signed Contracts to 410 923 1094 or email to betsyl@truenorthintl.com

2009 BITS & FSTC Summit Solution Provider Contract Provisions

The following general information and regulations supplement the Contract for exhibit space. Variation of any term or condition shall be valid only upon the written consent of all parties involved. Hereafter, the co-hosting organizations, FSTC and BITS, will be referred to as Hosts. Solution Providers, sponsors and/or exhibitors, hereafter will be referred to as Exhibitor.

(1) Location, Dates and Exhibit Hours:

The exhibits (table top displays) will be located within Ballroom and in the prefunction area

Exhibitor Access for Set Up

Tuesday, March 3 7am – 12:00 pm

Exhibits Open

Tuesday, March 3 12:00pm – 6:00 pm

Wednesday, March 4 8:00 am- 6:00 pm

Thursday, March 5 7:30 am - 12:30 pm

Move Out

Thursday, March 5 12:30 pm – 3:00 pm

Hosts reserve the right to make changes in the exhibit hours; however, such changes will be made known as far in advance of the exposition as possible. As a part of the contract with Hosts, all exhibitors must guarantee that their booth will be staffed by exhibit personnel during all show hours.

(2) Installation and Dismantling of Exhibits:

See hours stated above. We reserve the right to assign labor to set up any display that is on the premises but not set up by at least one hour in advance of the announced opening time and the exhibitor will be responsible for labor charges. Hosts or its official contractor shall not be responsible for any damages incurred. No setting up or moving of materials is permitted during exhibit hours. Dismantling may begin only **after 12:30 pm** on Thursday, March 5, 2009 and end at 3:00pm on Thursday, March 5, 2009. **Only authorized exhibit personnel may enter the exhibit area during installation and dismantling.**

(3) Assignment of Booth Space/Payment Terms:

Booth space will be assigned on a first-come, first-served basis. Any application not accompanied by proper payment as explained on the reverse side of this agreement will not be considered. Every effort will be made to honor specific requests. The balance of payment must be paid by January 15, 2009. Failure to do so will result in forfeiture of assigned space and the booth fee. Fees should be made payable to FSTC and mailed to the conference organizer: Betsy Love, True North International, 1113 Ridge Place, Crownsville, MD 21032 with the signed contract. Any exhibitor failing to occupy contracted space is not relieved of the obligation of paying the full rental of such space. Hosts reserve the right to reject any exhibit application, which might be objectionable, and to prohibit and/or remove any exhibits which might detract from the general character of the program.

(4) Display Restrictions:

Exhibit space includes a 6' draped and skirting table and two chairs. Booth furnishings must be ordered separately through the conference organizer. No walls, partitions, paintings, decorations or any other type of obstruction may be erected that is deemed by Hosts to interfere in any way with the view of any other exhibitor. The rear of all displays may not exceed 10' in height. All storage boxes must be stored from sight during show hours. In the course of the exhibition, no audio-visual device or sound system shall be operated in a manner that disturbs or interferes with other exhibitors. Hosts will be the sole arbiter of whether or not a given device is disturbing to other exhibitors or the conference proceedings.

(5) Rate and Layout Changes:

Hosts reserve the right to revise its booth space rates, and such revision shall be in writing. All contracts will be honored at the prevailing rates at the time of the contract. Hosts reserve the right to rearrange the floor plan and/or relocate any exhibit without prior notification to exhibiting companies.

(6) Cancellation of Booth Space and/or Sponsorship:

All requests for cancellation by an exhibitor must be made in writing. If this contract is cancelled, the following will apply: (a) The exhibitor will pay a cancellation fee equal to one-half the exhibit space rental fee for cancellation of an exhibit and 100% of the sponsorship fee for cancellation between time of application and Monday, December 15, 2008. (b) No refund will be given for any cancellation requests received after Monday, December 15, 2008. Once booth space is cancelled, Hosts reserve the right to resell the space.

(7) Registration Information for Sponsors and/or Exhibitors:

Sponsors will be given a varying number of complimentary registrations (see prospectus). For companies who exhibit only, one (1) representative per company will be given a complimentary registration. These complimentary registrations give access to all events. Unlimited additional booth personnel can be registered at the conference registration fees. Only badge-wearers will be allowed in the exhibit space or sessions.

(8) Official Contractor:

The following services will be provided by the conference organizer, True North International; freight handling in and out (labor fees apply); standard rental furnishings; a-v equipment, Internet access, and other ancillary services. **Any booth equipment must be ordered by February 3, 2009 and accompanied by corporate check made payable to: True North International llc, 1113 Ridge Place, Crownsville, MD 21032.** Cancellations of equipment will not be refunded after February 15, 2009. Shipping information to site must be clearly labeled and scheduled to arrive no earlier than Friday, February 27, 2009.

Attn: Betsy Love c/o The Summit

Ballroom G, H, Prefunction

Hyatt Regency Sarasota

1000 Boulevard of the Arts

Sarasota, Florida 34236

(9) Security:

Security guards will be furnished during the conference; however, the furnishing of such guards shall not be deemed to increase the liability of Hosts. The exhibitor retains sole responsibility for its own exhibit materials. We recommend that you not leave portable, valuable merchandise exposed anywhere in the conference and show space; especially during set-up, dismantling, and overnight.

(10) Liability/Insurance:

(a) Hosts, Hyatt Regency Sarasota or any agent, officer or staff member will not be responsible for the safety of property belonging to the exhibitor, his agent, or employees. Upon signing this contract, a) the exhibitor releases Hosts, Hyatt Regency Sarasota and officers and staff members from any responsibility. (b) The exhibitor will be responsible for payment of the total exhibit space rental fee whether the show is cancelled, delayed or relocated, in whole or in part, as a result of riot, strike, act of war, act of God, or any other cause not within the Hosts' control. (c) All exhibitors are urged to place "extraterritorial" and other coverage on their own equipment and exhibits, and to arrange for extended public liability insurance with their regular insurance carriers.

Please contact Betsy Love or Tammy Waitsman with your questions:

True North International, llc
1113 Ridge Place
Crownsville, MD 21032

Telephone: 917 939 9409
Fax 410 923 1094
Email: FSTC@truenorthintl.com