



## Exhibitor Prospectus

April 5 - 7, 2017  
Courtyard Marriott  
Allen, Texas



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# Welcome to K.E.Y.S.

The CoNetrix K.E.Y.S. Conference is an annual event designed to provide **K**nowledge **E**ssential to **Y**our **S**ecurity with educational sessions on **tandem** software and information security. The spring forum provides a gathering place for financial institutions to share ideas and gather pertinent information related to today's regulatory landscape.

## Why Sponsor?

The CoNetrix K.E.Y.S. Conference presents the opportunity to network with technology decision makers from financial institutions nationwide. Other benefits include:

- Personal interactions with attendees, due to a limited number of exhibits.
- High visibility, as exhibits are located in the general meeting space.
- Attendees are interested in learning about new solutions.
- Interactive game with a prize drawing encourages attendees to visit exhibits.
- Speaking opportunity to address the group about your services.
- Additional networking at the Topgolf social event and Welcome Hors d'ouvres Reception.

## Important Dates

- ☐ **November 14, 2016**  
Speaking proposals due.
- ☐ **February 6, 2017**  
Exhibit registration due.
- ☐ **March 1, 2017**  
Last day to reserve additional Topgolf pass(es).
- ☐ **March 7, 2017**  
Payment due in full.
- ☐ **March 14, 2017**  
Reserve hotel room for special rate.

# Conference Venue



By popular request of last year's attendees and sponsors, the 2017 CoNetrix K.E.Y.S. Conference will again be at the Courtyard Marriott at the John Q. Hammons Center in Allen, Texas. Located near the Dallas/Fort Worth International Airport and Dallas Love Field, the venue provides ease of access for those traveling from out of town.

Once there, it's just a few steps from the hotel to The Village at Allen's shopping, dining, and entertainment center. For the full experience, be sure to visit the local Dallas Cowboys Pro Shop, Splitsville bowling alley, Allen Community Ice rink, Cabela's, and Rudy's Country Store & Bar-B-Q. Learn more at **[www.thevillageshopping.com](http://www.thevillageshopping.com)**.

The Courtyard Marriott hotel features unique gathering areas for casual meetings with prospective customers, as well as large ballrooms for the breakout and general sessions. In addition to your exhibit in the main room, sponsors are encouraged to be active conference participants and make business connections with attendees that will extend beyond the event.

## Reserve Your Room

A block of rooms at the venue has been reserved for the nights of April 5th and 6th at a low rate of \$139 per night.

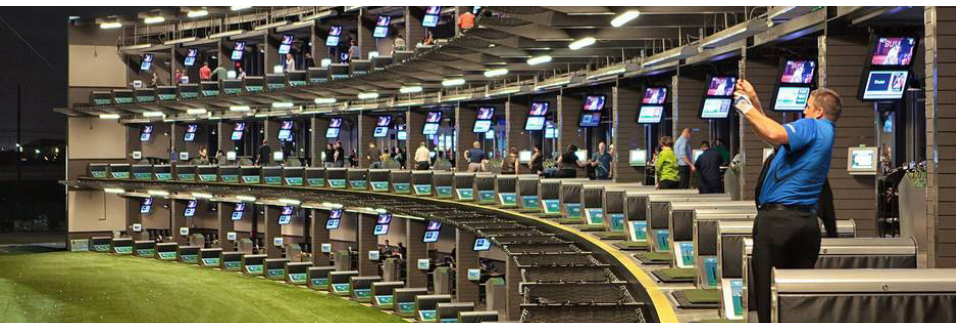
**This rate is only good until March 14, 2017, so be sure to book your room early.**

To make your reservation, visit **[CoNetrix.com/KEYS](http://CoNetrix.com/KEYS)** and click on the "Book a Room" button -OR- call Courtyard Marriott at 800.627.7468 and use the group code "**CNXC**" for CoNetrix K.E.Y.S. Conference.



# Transportation Options

Available transportation options from the Dallas/Fort Worth International Airport and Dallas Love Field include: Super Shuttle (800.BLUE.VAN), Taxi Service, and Uber.



## Topgolf Social Event

As a special part of the conference, CoNetrix has made reservations at Topgolf Allen on the evening of April 6th.

Each conference registration includes an individual pass for:

- Transportation to and from the venue.
- Three-hour bay access.
- A delicious buffet and dessert served right behind the tee-line.

The meal includes dinner, dessert, and unlimited soda, tea, and water.

Each bay is equipped with outdoor cooling and heat, so you're comfortable no matter the weather. A light jacket is recommended for unpredictable weather.

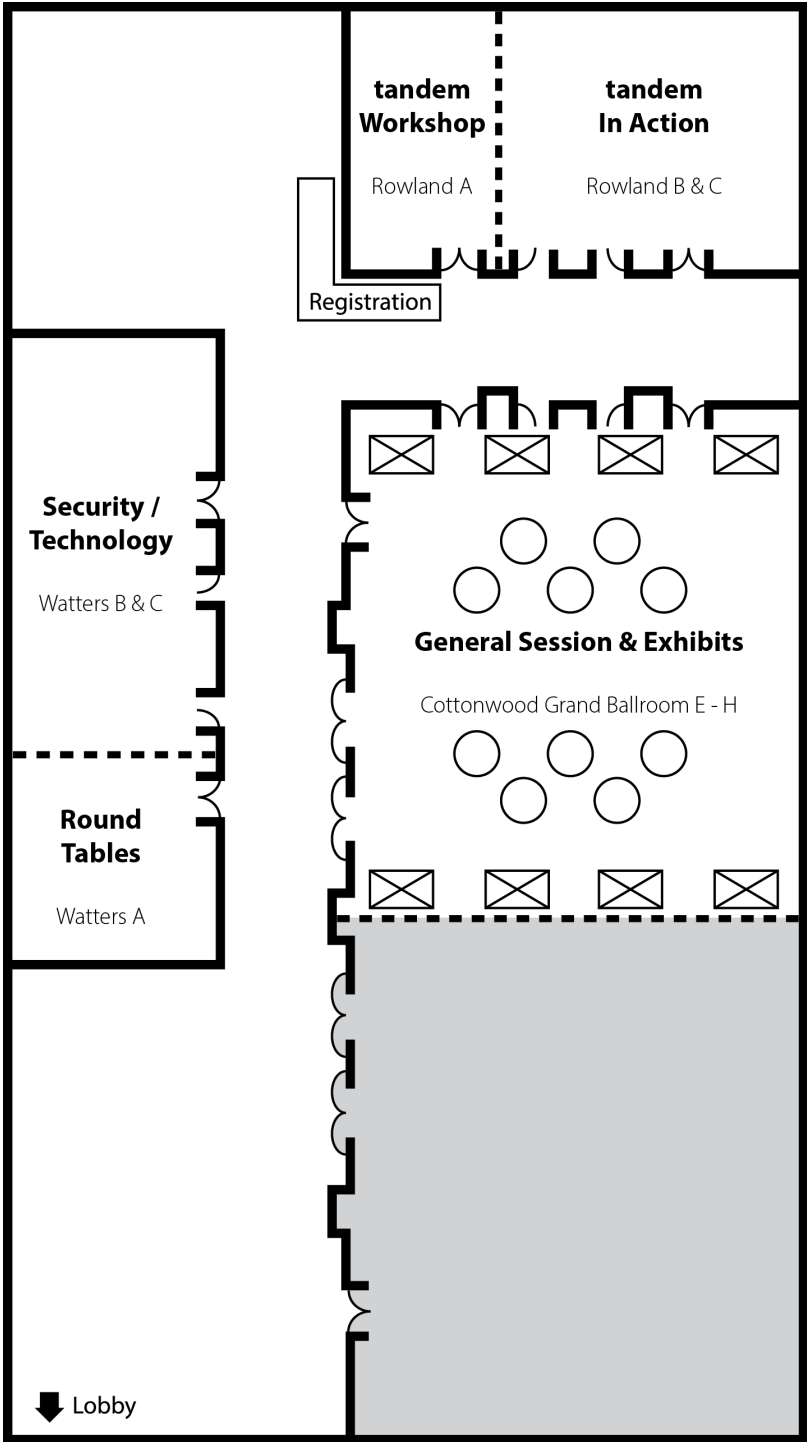


**TOPGOLF**

No golf experience required! Anyone can play Topgolf, from aspiring pros to those who have never walked 18 holes. All you have to do is swing a club and try to hit your microchipped golf balls into dartboard-like targets.

The social event is a great time to network with conference attendees and was a huge hit with last year's group. You won't want to miss out on the fun, so be sure to reserve a ticket when registering!

# Venue Map



# Schedule of Events

## Wednesday, April 5, 2017

1:30pm - 2:00pm	Welcome Session
2:15pm - 4:15pm	Exhibit Setup in Cottonwood E - H
4:30pm - 6:00pm	Welcome Reception with Exhibitors

## Thursday, April 6, 2017

8:00am - 8:30am	Continental Breakfast with Exhibitors
8:30am - 9:30am	Keynote Address
9:30am - 9:50am	Refreshments with Exhibitors
9:50am - 10:45am	Breakout Sessions
10:50am - 11:45am	Breakout Sessions
11:45am - 12:45pm	Lunch
12:45pm - 1:40pm	Breakout Sessions
1:45pm - 2:40pm	Breakout Sessions
2:40pm - 3:00pm	Refreshments with Exhibitors
3:00pm - 4:00pm	Keynote Address
5:00pm - 8:00pm	Topgolf Social Event and Dinner

## Friday, April 7, 2017

8:00am - 8:30am	Continental Breakfast with Exhibitors
8:30am - 9:15am	Breakout Sessions
9:30am - 11:00am	Examiner Panel
11:00am - 12:00pm	Lunch with Examiners and Prize Drawings
12:00pm - 1:00pm	Exhibit Teardown*

For more information about the agenda, visit **CoNetrix.com/KEYS**.

\*Please do not tear down until the set teardown time.

Exhibitors will be located in the General Session room for maximum exposure.



# Exhibit Setup/Teardown Times

- Booth Set Up: April 5th, 2:15pm - 4:15pm
- Booth Tear Down: April 7th, 12:00pm - 1:00pm
- Show Opens: April 5th, 4:30pm

## Shipping Directions

It is the responsibility of each exhibitor to ensure any shipping and/or storage fees are appropriately addressed. No charges will be paid by CoNetrix.

Please use the following address when shipping packages to the hotel.

Courtyard Marriott Dallas/Allen  
John Q. Hammons Center  
210 East Stacy Road  
Allen, TX 75002  
214.383.1151  
Attn: CoNetrix K.E.Y.S. Conference  
**Contact Name, Company**  
**Hold for Arrival Date of Wednesday, April 5, 2017**

Shipments may be sent for arrival a maximum of 48 hours prior to your arrival on Wednesday, April 5, 2017.

## Speak at K.E.Y.S.

In addition to sponsoring and attending the 2017 CoNetrix K.E.Y.S. Conference, we are pleased to invite you to apply to present at the conference.

Sessions must be informative and educational in nature, not a sales presentation, and be 50-55 minutes each. Encouraged topics include trends, issues, or challenges in the banking industry.

To learn more or apply now, visit **CoNetrix.com/KEYS**. Click on the **Resources** tab and download the **Speaker Form** today.

Proposals must be submitted by November 14, 2016.



# Sponsorship Opportunities

## Bronze: \$995

- ☐ **Continental Breakfast (2)**
- ☐ **Morning Coffee Break (1)**
- ☐ **Afternoon Refreshment (1)**

Bronze level sponsorship includes:

- One six-foot skirted table for tabletop display
- Two side chairs
- One complimentary registration
- Conference Internet access for one device
- Logo and listing on our website
- Logo and listing in conference program

## Silver: \$1295

- ☐ **Lunch (2)**
- ☐ **Welcome Reception (1)**
- ☐ **Topgolf Dinner (1)**

Silver level sponsorship includes the benefits of Bronze level sponsorship, plus:

- Enhanced visibility in Mobile App
- Active link on website

## Gold: \$1695

- ☐ **Mobile App (1)**
- ☐ **Wireless Access (1)**
- ☐ **Game Prize Table (1)**

Gold level sponsorship includes the benefits of other sponsorship levels, plus:

- First pick of booth space
- Ad in brochure
- Enhanced visibility on conference signage

# Sponsor Agreement

**CONETRIX LIABILITY:** CoNetrix undertakes no duty to exercise care, nor assumes any responsibility, for the protection and safety of the exhibitor, its officials, agents or employees, or the protection of the property used in connection with the exhibit, from theft of damage of destruction by fire, accident or any other cause. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safekeeping by the exhibitor. Any protection exercised, in fact, by CoNetrix shall be deemed purely gratuitous on its part and shall no way be constructed to involve it in liability by the exhibitor. CoNetrix shall not be liable for the fulfillment of this agreement as to delivery of space if non-delivery is due to any one of the following causes: destruction of or damage to the building or the exhibit area by fire or act of God; acts of public enemy; strikes; the authority of the law; or any cause beyond its control.

**VENDOR LIABILITY:** Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and hold CoNetrix, the Hotel and its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibit premises or a part thereof, excluding any such liability caused by the sole negligence of the Hotel and its employees and agents. In addition, exhibitor acknowledges that CoNetrix and the Hotel do not maintain insurance covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor.

**INSURANCE:** In all cases, exhibitors wishing to insure their goods must do so at their own expense.

**PAYMENT:** BRONZE level sponsorship: \$995; SILVER level sponsorship: \$1295; GOLD level sponsorship: \$1695 – Fee includes one (1) complimentary registration to all educational sessions and meal functions. Additional representatives may participate for an additional \$575 each. Exhibitors are encouraged to attend the group entertainment on April 6th at the Topgolf Social Event. One (1) Topgolf ticket is included with complimentary registration. Additional Topgolf tickets may be reserved for \$90 each. Payment must be made in full to secure space.

**CANCELLATION:** Should the exhibitor be unable to occupy the exhibit space contracted for, written notice of cancellation to CoNetrix 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.

**SECURITY:** All items brought into the facility are done so at exhibitor's own risk. Exhibitor is solely responsible for safeguarding its exhibit and its contents at all times.

**INSTALL/DISMANTLE:** Install and dismantle must take place during designated hours. All exhibits must remain intact until posted dismantle date and time. No goods may be packed or removed prior to that time. Early dismantle will result in a \$500 penalty.

**SHIPPING & RECEIVING:** Shipping and receiving instructions are provided with the exhibitor prospectus.

CoNetrix reserves the right to make changes, amendments and additions to these rules and further regulations as it deems necessary.

## Next Steps

To become an official K.E.Y.S. Sponsor, visit our website **CoNetrix.com/KEYS** to download the form. Just fill it out, send it back to us, and we'll contact you from there.

## Questions?

If you have questions, please contact:

**Leticia Saiid**

CoNetrix K.E.Y.S. Coordinator

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