



HOW TO PLAY:



All exhibitors at the ICBA Convention & Expo who advertise in the February and March Convention issues of ICBA *Independent Banker*® magazine can participate in the convention exhibit hall event for added visibility and increased booth traffic! (February space closes 12/21/16 and materials are due 1/6/17.)



Mad Dash for Cash game-cards list all participating exhibitors and are distributed to all attending bankers. Participants receive special Mad Dash for Cash signage to display at your booth letting bankers know to stop by and play to win!



As bankers stop by your booth, put a sticker over your company's name on their game-card. When bankers have collected 20 stickers, they come the Mad Dash for Cash Money Vault to grab for cash and prizes. We provide the cash—you have the opportunity to supply a prize. All contributing companies will be promoted on signage next to the Money Vault with your company name and donated prize. Cash is redeemed instantly. If bankers grab a flying prize, they are directed back to your booth for redemption.



Bankers can “black out” their game-card (cover every participating company with a sticker) to be entered into a grand prize drawing in which we will draw a banker's name at the end of each day the exhibit hall is open. Bankers can only enter the Money Vault once, but can fill out as many game-cards as they want to increase their chances to win the grand prize.

WE LOOK FORWARD TO YOUR PARTICIPATION!

Please call your marketing representative with questions, for sponsorship information or to sign-up to play!

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