



GUARANTEED TO DRIVE TRAFFIC TO YOUR BOOTH!

- 1)** All exhibitors at **ICBA LIVE 2019** who advertise in ICBA *Independent Banker's* February and March convention-focused issues can participate in **Mad Dash for Cash**, an exciting exhibit hall event that elevates visibility and increases booth traffic!
- 2)** 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 alerting bankers to stop by!
- 3)** 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 visit 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 who "black out" their card will be entered into a grand prize drawing at the end of each day.

WE LOOK FORWARD TO YOUR PARTICIPATION!

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

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