



GUARANTEED TO DRIVE TRAFFIC TO YOUR BOOTH!

All exhibitors at ICBA LIVE 2020 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!

Mad Dash for Cash game cards are distributed to all attending bankers upon arriving to convention and are labeled with participating companies' names and booth number. Exhibitors receive special Mad Dash for Cash signage to display at your booth alerting bankers to stop by.

As bankers stop by your booth, put a sticker over your company's name. When bankers have collected 20 stickers, they visit the Mad Dash for Cash booth to play a PLINKO to win cash and prizes. We provide the cash—you have the opportunity to supply a prize. All contributing companies will be promoted on signage at the booth with your company name and donated prize. Cash is redeemed instantly. If bankers land on a prize, they are directed back to your booth for redemption with a voucher for their prize.

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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**Independent
Banker**

ICBA LIVE
20/20
BOLD VISION / CLEAR FOCUS