



# 2021 Vendor Registration Options

Available as of 10/26/2020

## ICBA Strategic Partner

### Platinum Strategic Partner Registration

**Available: 1 – SOLD**

#### Includes:

- **PRIMETIME 20-minute registration and (10) total Conference attendee registrations**
- **Pre-scheduled 20-minute virtual appointments with up to 3 stores per appointment**
- Business Encounter virtual meeting: **(1) 40-minute session** open to all Directors, Managers, Store Leaders, and Course Materials attendees
- Training on use of Business Encounter & PRIMETIME appointment platform

#### Marketing:

- Pre-Conference email broadcast coordinated by ICBA
- Prominent recognition on Conference Platforms and in pre-Conference, Conference and Post-Conference communications
- Spring webinar (coordinated by ICBA)
- On-stage (virtual) introduction during a General Session
- Pre-Conference attendee list (without email addresses) plus Post-Conference attendee list with email addresses
- Your “SHOW SPECIAL” communicated to each conference attendee (*optional*)
- ICBA will host your conference presentations and documents in your online Virtual Profile viewable by Store Attendees for 60 days Post-Conference

#### Event Schedule:

Visit [ICBAinc.com](http://ICBAinc.com) for full details

- Access to all Conference general education sessions not designated as “open to store attendees only” February 4-5-8, 2021
- Conference attendees may participate in open virtual social functions TBD
- **Business Encounter:**
  - February 9 or 10 from 11:30 AM ET – 5:00 PM ET / 8:30 AM PT – 2:00 PM PT
  - First Choice – Time Slot TBD
- **PRIMETIME scheduled virtual appointments:**
  - Course Materials Track – 2 Days
  - February 16-17 from 11:30 AM ET – 5:00 PM ET / 8:30 AM PT – 2:00 PM PT*Scheduled appointment dates and times subject to change based on number of registrations*

**Contact ICBA for additional ways to boost your  
ICBA Virtual Experience with Sponsorships**

#### Cost

**\$14,999 Platinum Strategic Partner SOLD**  
**\$ 149 Additional Representatives**

**Register by 11/13/2020 and Qualify for  
\$250 OFF Your 2022 ICBA Registration**

*\*Bonus offer cannot be combined with other offers*

**Registration Closes 12/31/2020**



# 2021 Vendor Registration Options

Available as of 10/26/2020

## ICBA Strategic Partner

### Gold Strategic Partner Registration

**Available: 8**

**Includes:**

- **PRIMETIME 20-minute registration and (8) total Conference attendee registrations**
- **Pre-scheduled 20-minute virtual appointments with up to 3 stores per appointment**
- Business Encounter virtual meeting: **(1) 40-minute session** open to all Directors, Managers, Store Leaders, and Course Materials attendees
- Training on use of Business Encounter & PRIMETIME appointment platform

**Marketing:**

- Pre-Conference email campaign coordinated by ICBA
- Recognition on Conference Platforms and in pre-Conference, Conference and Post-Conference communications
- Pre-Conference attendee list (without email addresses) plus Post-Conference attendee list with email addresses
- Your "SHOW SPECIAL" communicated to each conference attendee (*optional*)
- ICBA will host your conference presentations and documents in your online Virtual Profile viewable by Store Attendees for 60 days Post-Conference

**Event Schedule:**

Visit [ICBAinc.com](http://ICBAinc.com) for full details

- Access to all Conference general education sessions not designated as "open to store attendees only" February 4-5-8, 2021
- Conference attendees may participate in open virtual social functions TBD
- **Business Encounter:**
  - February 9 or 10 from 11:30 AM ET – 5:00 PM ET / 8:30 AM PT – 2:00 PM PT
  - Time Slots TBD
- **PRIMETIME scheduled virtual appointments:**
  - Course Materials Track – 2 Days
  - February 16-17 from 11:30 AM ET – 5:00 PM ET / 8:30 AM PT – 2:00 PM PT
  - Scheduled appointment dates and times subject to change based on number of registrations*

**Contact ICBA for additional ways to boost your  
ICBA Virtual Experience with Sponsorships**

**Cost**

**\$8,999 Gold Strategic Partner – Course Materials 20-Minute Virtual PRIMETIME**  
**\$7,999 Gold Strategic Partner – Course Materials 10-Minute Virtual PRIMETIME**  
**\$ 149 Additional Representatives**

**Register by 11/13/2020 and Qualify for  
\$250 OFF Your 2022 ICBA Registration**

*\*Bonus offer cannot be combined with other offers*

**Registration Closes 12/31/2020**



# 2021 Vendor Registration Options

Available as of 10/26/2020

## ICBA Strategic Partner

### Strategic Partner Registration

**Available: 2**

**Includes:**

- **(4) total Conference attendee registrations**
- Business Encounter virtual meeting: **(1) 40-minute session** open to all Directors, Managers, Store Leaders, and Course Materials attendees
- Training on use of Business Encounter platform

**Marketing:**

- Pre-Conference email campaign coordinated by ICBA
- Pre-Conference attendee list (without email addresses) plus Post-Conference attendee list with email addresses
- ICBA will host your conference presentations and documents in your online Virtual Profile viewable by Store Attendees for 60 days Post-Conference

**Event Schedule:**

Visit [ICBAinc.com](http://ICBAinc.com) for full details

- Access to all Conference general education sessions not designated as “open to store attendees only” February 4-5-8, 2021
- Conference attendees may participate in open virtual social functions TBD
- **Business Encounter:**
  - February 9 or 10 from 11:30 AM ET – 5:00 PM ET / 8:30 AM PT – 2:00 PM PT
  - Time Slots TBD

***Contact ICBA for additional ways to boost your  
ICBA Virtual Experience with Sponsorships***

**Cost**

**\$ 4,999 Strategic Partner – No PRIMETIME appointments, Business Encounter Only**  
**\$ 149 Additional Representatives**

**Register by 11/13/2020 and Qualify for**

**\$250 OFF Your 2022 ICBA Registration**

\*Bonus offer cannot be combined with other offers

**Registration Closes 12/31/2020**



# 2021 Vendor Registration Options

Available as of 10/26/2020

## ICBA PRIMETIME Exhibitor Registration

| Course Materials or Supplies Track  |
|---|
| 10-Minute Virtual Appointments  |
| <p><b>Includes:</b></p> <ul style="list-style-type: none"><li>• <b>PRIMETIME registration and (2) Conference attendee registrations</b></li><li>• <b>Pre-scheduled 10-minute virtual appointments with up to 3 stores per appointment</b></li><li>• Training on use of PRIMETIME appointment platform</li></ul> <p><b>Marketing:</b></p> <ul style="list-style-type: none"><li>• Pre-Conference attendee list (without email addresses) plus Post-Conference attendee list with email addresses</li><li>• Your "SHOW SPECIAL" communicated to each conference attendee (<i>optional</i>)</li><li>• ICBA will host your conference presentations and documents in your online Virtual Profile viewable by Store Attendees for 60 days Post-Conference</li></ul> <p><b>Event Schedule:</b><br/>Visit <a href="http://ICBAinc.com">ICBAinc.com</a> for full details</p> <ul style="list-style-type: none"><li>• Access to all Conference general education sessions not designated as "open to store attendees only" February 4-5-8, 2021</li><li>• Conference attendees may participate in open virtual social functions TBD</li><li>• <b>PRIMETIME scheduled virtual appointments:</b><br/>Course Materials Track or Supplies Track – 2 Days<br/>– February 16-17 from 11:30 AM ET – 5:00 PM ET / 8:30 AM PT – 2:00 PM PT<br/><i>Scheduled appointment dates and times subject to change based on number of registrations</i></li></ul> <p><b>Contact ICBA for additional ways to boost your<br/>ICBA Virtual Experience with Sponsorships</b></p> |
| 20-Minute Virtual Appointments  |
| <p><b>Includes same as above EXCEPT:</b></p> <ul style="list-style-type: none"><li>• <b>PRIMETIME registration and (4) Conference attendee registrations</b></li><li>• <b>Pre-scheduled 20-minute virtual appointments with up to 3 stores per appointment</b></li></ul>  |
| Cost  |
| <p><b>\$ 1,699 10-Minute Virtual Appointments</b></p> <p><b>\$ 3,399 20-Minute Virtual Appointments</b></p> <p><b>\$ 149 Additional Representatives</b></p> <p><b>Register by 11/13/2020 and Qualify for<br/>\$250 OFF Your 2022 ICBA Registration</b><br/>*Bonus offer cannot be combined with other offers</p> <p><b>Registration Closes 12/31/2020</b></p>   |



# 2021 Vendor Registration Options

Available as of 10/26/2020

## ICBA PRIMETIME Exhibitor Registration

### Apparel or Gift Tracks

#### 10-Minute Virtual Appointments

**Includes:**

- **PRIMETIME** registration and (2) Conference attendee registrations
- Pre-scheduled 10-minute virtual appointments with up to 3 stores per appointment
- Training on use of PRIMETIME appointment platform

**Marketing:**

- Pre-Conference attendee list (without email addresses) plus Post-Conference attendee list with email addresses
- Your "SHOW SPECIAL" communicated to each conference attendee (*optional*)
- ICBA will host your conference presentations and documents in your online Virtual Profile viewable by Store Attendees for 60 days Post-Conference

**Event Schedule:**

Visit [ICBAinc.com](http://ICBAinc.com) for full details

- Access to all Conference general education sessions not designated as "open to store attendees only" February 4-5-8, 2021
- Conference attendees may participate in open virtual social functions TBD
- **PRIMETIME scheduled appointments:**

Apparel/Gift Track – 4 days

– February 9-12 from 11:30 AM ET – 5:00 PM ET / 8:30 AM PT – 2:00 PM PT

*Scheduled appointment dates and times subject to change based on number of registrations*

**Contact ICBA for additional ways to boost your  
ICBA Virtual Experience with Sponsorships**

#### 20-Minute Virtual Appointments

**Includes same as above EXCEPT:**

- **PRIMETIME** registration and (4) Conference attendee registrations
- Pre-scheduled 20-minute virtual appointments with up to 3 stores per appointment

**Cost**

\$ 3,199 **10-Minute Virtual Appointment – Apparel Track**

\$ 6,399 **20-Minute Virtual Appointment – Apparel Track**

\$ 2,399 **10-Minute Virtual Appointment – Gift Track**

\$ 4,799 **20-Minute Virtual Appointment – Gift Track**

\$ 149 **Additional Representatives**

**Register by 11/13/2020 and Qualify for  
\$250 OFF Your 2022 ICBA Registration**

*\*Bonus offer cannot be combined with other offers*

**Registration Closes 12/31/2020**



# 2021 Vendor Registration Options

Available as of 10/26/2020

## ICBA PRIMETIME Exhibitor Registration

| Technology Products  |                                      |
|--|--------------------------------------|
| 10-Minute Virtual Appointments*  |                                      |
| <p><b>Includes:</b></p> <ul style="list-style-type: none"><li>• <b>PRIMETIME registration and (2) Conference attendee registrations*</b></li><li>• <b>Pre-scheduled 10-minute virtual appointments with up to 3 stores per appointment</b></li><li>• Training on use of PRIMETIME appointment platform</li></ul> <p><b>Marketing:</b></p> <ul style="list-style-type: none"><li>• Pre-Conference attendee list (without email addresses) plus Post-Conference attendee list with email addresses</li><li>• Your "SHOW SPECIAL" communicated to each conference attendee (<i>optional</i>)</li><li>• ICBA will host your conference presentations and documents in your online Virtual Profile viewable by Store Attendees for 60 days Post-Conference</li></ul> <p><b>Event Schedule:</b><br/>Visit <a href="http://ICBAinc.com">ICBAinc.com</a> for full details</p> <ul style="list-style-type: none"><li>• Access to all Conference general education sessions not designated as "open to store attendees only" February 4-5-8, 2021</li><li>• Conference attendees may participate in open virtual social functions TBD</li><li>• <b>PRIMETIME scheduled appointments:</b><ul style="list-style-type: none"><li>Technology Track – 3 days<ul style="list-style-type: none"><li>– February 9-11 from 11:30 AM ET – 5:00 PM ET / 8:30 AM PT – 2:00 PM PT</li></ul></li></ul><p><i>Scheduled appointment dates and times subject to change based on number of registrations</i><br/><i>*The only option for appointments in 2021 is 10-minutes</i></p></li></ul> <p><i>Contact ICBA for additional ways to boost your<br/>ICBA Virtual Experience with Sponsorships</i></p> |                                      |
| Cost   |                                      |
| \$ 3,199   | <b>10-Minute Virtual Appointment</b> |
| \$ 149   | <b>Additional Representatives</b>    |
| <p><b>Register by 11/13/2020 and Qualify for<br/>\$250 OFF Your 2022 ICBA Registration</b><br/>*Bonus offer cannot be combined with other offers<br/><b>Registration Closes 12/31/2020</b></p>   |                                      |



# 2021 D&H Brand Partners Registration Options

Available as of 9/20/2020

## ICBA PRIMETIME D&H Pavilion

### 10-Minute Meetings

Includes:

- **PRIMETIME registration and 2 Conference attendee registrations**
- **Pre-scheduled 10-minute virtual appointments with up to 3 stores per appointment**
- Training on use of PRIMETIME appointment platform

#### Marketing:

- Pre-Conference attendee list (without email addresses) plus Post-Conference attendee list with email addresses
- Your "SHOW SPECIAL" communicated to each conference attendee (*optional*)
- ICBA will host your conference presentations and documents in your online Virtual Profile viewable by Store Attendees for 60 days Post-Conference

#### Event Schedule:

Visit [ICBAinc.com](http://ICBAinc.com) for full details

- Access to all Conference general education sessions not designated as "open to store attendees only" February 4-5-8, 2021
- Conference attendees may participate in open virtual social functions TBD

- **PRIMETIME scheduled appointments:**

Technology Track – 3 days

– February 9-11 from 11:30 AM ET – 5:00 PM ET / 8:30 AM PT – 2:00 PM PT

*Scheduled appointment dates and times subject to change based on number of registrations*

***\*The only option for appointments in 2021 is 10-minutes. Contact [PaulaHaerr@ICBAinc.com](mailto:PaulaHaerr@ICBAinc.com) for information on registering for multiple appointment options.***

***Contact ICBA for additional ways to boost your  
ICBA Virtual Experience with Sponsorships***

### D&H Brand Partner Cost

**\$ 3,199 10-Minute Virtual Appointments**

**\$ 149 Additional Representatives**

**For more information, contact D&H Event Coordinators:**

Susan Bakalardzyk - [sbakalarczyk@dandh.com](mailto:sbakalarczyk@dandh.com)

Kelly Corby - [kcorby@dandh.com](mailto:kcorby@dandh.com)

Linsley Gentile - [LGentile@dandh.com](mailto:LGentile@dandh.com)

**All booth registrations must be received by December 31, 2020**

#### Cancellation Policy:

By November 13, 2020

November 14, 2020 - December 15, 2020

After December 15, 2020

#### Refund Amount:

100% of registration fee

50% of registration fee

No refund will be issued



# 2021 The Douglas Stewart Company Brand Partner Registration Options

Available as of 9/20/2020

## DSC - Technology Products Track

### 10-Minute Meetings\*

Includes:

- **PRIMEtime registration and 2 Conference attendee registration\***
- **Pre-scheduled 10-minute virtual appointments with up to 3 stores per appointment**
- Training on use of PRIMEtime appointment platform

#### Marketing:

- Pre-Conference attendee list (without email addresses) plus Post-Conference attendee list with email addresses
- Your "SHOW SPECIAL" communicated to each conference attendee (*optional*)
- ICBA will host your conference presentations and documents in your online Virtual Profile viewable by Store Attendees for 60 days Post-Conference

#### Event Schedule:

Visit [ICBAinc.com](http://ICBAinc.com) for full details

- Access to all Conference general education sessions not designated as "open to store attendees only" February 4-5-8, 2021
- Conference attendees may participate in open virtual social functions TBD

#### PRIMEtime scheduled appointments:

Technology Track – 3 days

– February 9-11 from 11:30 AM ET – 5:00 PM ET / 8:30 AM PT – 2:00 PM PT

*Scheduled appointment dates and times subject to change based on number of registrations*

***\*The only option for appointments in 2021 is 10-minutes. Contact [PaulaHaerr@ICBAinc.com](mailto:PaulaHaerr@ICBAinc.com) for multiple appointment options.***

***Contact ICBA for additional ways to boost your  
ICBA Virtual Experience with Sponsorships***

### Cost

**\$ 3,199 10-Minute Virtual Tech Track Appointments**

**\$ 149 Additional Representatives**

**For more information, contact your Douglas Stewart team:**

Angela Bluhm – [abluhm@dstewart.com](mailto:abluhm@dstewart.com)

Lesley Dancker – [ldancker@dstewart.com](mailto:ldancker@dstewart.com)

**All booth registrations must be received by December 31, 2020**

#### Cancellation Policy:

By November 13, 2020

November 14, 2020 - December 15, 2020

After December 15, 2020

#### Refund Amount:

100% of registration fee

50% of registration fee

No refund will be issued





# 2021 The Douglas Stewart Company Brand Partner Registration Options

Available as of 9/20/2020

## DSC - Supplies Track

### 10-Minute Meetings\*

Includes:

- **PRIMETIME** registration and 2 Conference attendee registrations
- Pre-scheduled 10-minute virtual appointments with up to 3 stores per appointment
- Training on use of PRIMETIME appointment platform

#### Marketing:

- Pre-Conference attendee list (without email addresses) plus Post-Conference attendee list with email addresses
- Your "SHOW SPECIAL" communicated to each conference attendee (*optional*)
- ICBA will host your conference presentations and documents in your online Virtual Profile viewable by Store Attendees for 60 days Post-Conference

#### Event Schedule:

Visit [ICBAinc.com](http://ICBAinc.com) for full details

- Access to all Conference general education sessions not designated as "open to store attendees only" February 4-5-8, 2021
- Conference attendees may participate in open virtual social functions TBD

#### PRIMETIME scheduled appointments:

Supplies Track – 2 Days

– February 16-17 from 11:30 AM ET – 5:00 PM ET / 8:30 AM PT – 2:00 PM PT

*Scheduled appointment dates and times subject to change based on number of registrations*

***Contact ICBA for additional ways to boost your  
ICBA Virtual Experience with Sponsorships***

### Cost

**\$1,699 10-Minute Appointments Supplies Track (2 representatives)**

**\$3,399 20-Minute Appointments Supplies Track (4 representatives)**

**\$ 149 Additional Representatives**

**For more information, contact your Douglas Stewart team:**

Angela Bluhm – [abluhm@dstewart.com](mailto:abluhm@dstewart.com)

Lesley Dancker – [ldancker@dstewart.com](mailto:ldancker@dstewart.com)

**All booth registrations must be received by December 31, 2020**

#### Cancellation Policy:

By November 13, 2020

November 14, 2020 - December 15, 2020

After December 15, 2020

#### Refund Amount:

100% of registration fee

50% of registration fee

No refund will be issued



# 2021 Vendor Registration Options

Available as of 10/1/2020

## ICBA Specialty Zone Spotlight

### By Invitation ONLY

**12 AVAILABLE**  
**February 11, 2021**

**Includes:**

- **Spotlight registration and (2) total Conference attendee registrations**
- **Scheduled 12-minute virtual presentation open to all** store attendees (exception: Apparel/Gift and Technology Products Tracks)
- Training on use of Spotlight platform

**Marketing:**

- Pre-Conference attendee list (without email addresses) plus Post-Conference attendee list with email addresses
- Your "SHOW SPECIAL" communicated to each conference attendee (*optional*)
- ICBA will host your conference presentations and documents in your online Virtual Profile viewable by Store Attendees for 60 days Post-Conference

**Event Schedule:**

Visit [ICBAinc.com](http://ICBAinc.com) for full details

- Access to all Conference general education sessions not designated as "open to store attendees only" February 4-5-8, 2021
- Conference attendees may participate in open virtual social functions TBD
- **Specialty Zone Spotlight:**
  - February 11<sup>th</sup> from 11:30 AM ET – 4:30 PM ET / 8:30 AM PT – 1:30 PM PT
  - Assigned Time Slot TBD

All Specialty Zone Vendors MUST be pre-approved by ICBA's Paula Haerr prior to registration.

### COST

**\$ 999 Specialty Zone Spotlight**

**\$ 149 Additional Representatives**

**Registration Closes 12/31/2020**

**Early registration bonus does not apply to Spotlight Options**



# 2021 Vendor Registration Options

Available as of 10/1/2020

## ICBA Grad Spotlight

### By Invitation ONLY

**6 AVAILABLE**  
**February 16, 2021**

**Includes:**

- **Spotlight registration and (2) total Conference attendee registrations**
- **Scheduled 20-minute virtual presentation open to all store attendees** (exception: Course Materials and Supplies Tracks)
- Training on use of platform

**Marketing:**

- Pre-Conference attendee list (without email addresses) plus Post-Conference attendee list with email addresses
- Your "SHOW SPECIAL" communicated to each conference attendee (*optional*)
- ICBA will host your conference presentations and documents in your online Virtual Profile viewable by Store Attendees for 60 days Post-Conference

**Event Schedule:**

Visit [ICBAinc.com](http://ICBAinc.com) for full details

- Access to all Conference general education sessions not designated as "open to store attendees only" February 4-5-8, 2021
- Conference attendees may participate in open virtual social functions TBD
- **Grad Spotlight:**
  - February 16<sup>th</sup>
  - Assigned Time Slot TBD

All Spotlight Vendors MUST be pre-approved by ICBA's Paula Haerr prior to registration.

### COST

**\$ 1,499 Grad Spotlight**

**\$ 149 Additional Representatives**

**Registration Closes 12/31/2020**

**Early registration bonus does not apply to Spotlight Options**