



# CONNECTION 2021

October 12 - 14, 2021  
Embassy Suites Hotel  
Lincoln, Nebraska



## WHAT IS CONNECTION 2021 AND WHY EXHIBIT?

Each October, Automated Systems, Inc. hosts a conference for users of the Insite Banking System. The conference draws 150+ banking representatives from over 75 community banks in the Midwest and across the nation.

During the conference, sponsors can participate and communicate face-to-face with community bankers. We offer 5 different levels of sponsorship, ranging from Silver to Luncheon. These provide excellent opportunities for advertising, exhibiting, and more!



## EMBASSY SUITES BY HILTON

The Embassy Suites Hotel in downtown Lincoln, Nebraska, serves as the home for Connection 2021. You will find convenience, comfort, and style at your fingertips making your time more enjoyable. A limited number of rooms have been reserved for the conference until September 14, 2021. Be sure to make your hotel reservations early to ensure availability and discounted rates. All reservations must be made directly with the hotel. You can mention Automated Systems, Inc. when making reservations to receive the discounted rate.

Reservations can be made  
with the hotel by:

Calling **1.800.EMBASSY (362.2779)**

or

Online Now at [Hilton.com](https://www.hilton.com)

Embassy Suites is located at 1040 P Street, Lincoln, Nebraska, 68508.  
Rates are \$159.00/night + taxes for single or double occupancy.  
Reservations must be made by September 14, 2021.

# YOUR CONNECTION 2021 EXHIBITOR SCHEDULE

## **Tuesday, October 12**

### **Presentations**

10:00 a.m.- 4:00 p.m.

### **Welcome Reception Move In\***

5:30 p.m.- 6:30 .pm.

### **Welcome Reception Tear Down\***

9:30 p.m.- 10:30 .pm.

## **Wednesday, October 13**

### **Presentations\*\***

9:00 a.m.- 5:00 p.m.

### **Luncheon Presentation\*\***

11:00 a.m.- 1:30 p.m.

### **Networking Reception Move In**

3:00 p.m.- 5:00 p.m.

### **Networking Reception Tear Down**

9:30 p.m.- 10:30 p.m.

\*Luncheon and Diamond Sponsors only.

\*\*Luncheon and Diamond Sponsor presentations will be sometime during the allotted time slot but will be decided in August of 2021.



## SPONSORSHIP INFORMATION

### EXHIBITOR CONTACTS

**Mason Ritnour**

1201 Libra Drive  
Lincoln, NE 68512

Phone: 402.420.6000

Fax: 402.420.6006

[mason.ritnour@asiweb.com](mailto:mason.ritnour@asiweb.com)

**Automated Systems, Inc.**

1201 Libra Drive  
Lincoln, NE 68512

Phone: 402.420.6000

Fax: 402.420.6006

**Embassy Suites by Hilton**

1040 P Street  
Lincoln, NE 68508

Phone: 402.474.1111

Fax: 402.474.1144

A woman with blonde hair and glasses, wearing a dark jacket and a lanyard with a badge, is smiling. She is standing in front of a blue banner with white text that reads "We print DA ents." The background is slightly blurred, showing what appears to be a conference or trade show setting.

A sponsorship allows you access to community bankers at the conference. Sponsorship offers your company an opportunity to connect with new business contacts and provides maximum exposure for your company through announcements and other materials associated with Connection 2021.



## LUNCHEON SPONSORSHIP

- 4 complementary registrations
- Company profile printed in conference program
- Front and back promotional brochure included in attendee packet\*
- Company profile included in 3 newsletters leading up to the event
- Listing on event web page with a link to your website
- Attendee list 4 weeks prior to event
- Attendee list 3 weeks prior to event
- Attendee list 2 weeks prior to event
- Full Attendee list 1 week after event
- Company spotlight in 6 weekly Insite Update newsletters (October 2021 – September 2022)\*\*
- Company logo placement on networking reception napkins
- Recognition as a Luncheon Sponsor on ASI's Facebook, Twitter, and LinkedIn pages
- 3 featured articles in the weekly Insite Update newsletters (October 2021 – September 2022)\*\*\*
- Exhibit at Welcome and Networking Receptions
- Complementary 40 minute presentation (assigned at a later time)

\*Promotional brochure must be submitted on or before Friday, September 24, 2021.

\*\*This includes a headline, 500 words about your company, contact information, contact photo, and a company logo. Please schedule these at your convenience.

\*\*\*These can be a short excerpt of your article with a link to the original content or an article of under 750 words to be fully included in the newsletter. Please schedule these at your convenience.

# Only 1 Available!

This allows you a unique opportunity that includes having a presentation during our luncheon in front of all our attendees.

This is the ONLY sponsorship of its kind so make sure you sign up today!

## \$3,500.00



## DIAMOND SPONSORSHIP

- 4 complementary registrations
- Company profile printed in conference program
- Front and back promotional brochure included in attendee packet\*
- Company profile included in 2 newsletters leading up to the event
- Listing on event web page with a link to your website
- Attendee list 4 weeks prior to event
- Attendee list 3 weeks prior to event
- Attendee list 2 weeks prior to event
- Full Attendee list 1 week after event
- Company spotlight in 4 weekly Insite Update newsletters (October 2021 – September 2022)\*\*
- Company logo placement on networking reception napkins
- Recognition as a Diamond Sponsor on ASI's Facebook, Twitter, and LinkedIn pages
- 2 featured articles in the weekly Insite Update newsletters (October 2021 – September 2022)\*\*\*
- Exhibit at Welcome and Networking Receptions
- Complementary 40 minute presentation (assigned at a later time)

\*Promotional brochure must be submitted on or before Friday, September 24, 2021.

\*\*This includes a headline, 500 words about your company, contact information, contact photo, and a company logo. Please schedule these at your convenience.

\*\*\*These can be a short excerpt of your article with a link to the original content or an article of under 750 words to be fully included in the newsletter. Please schedule these at your convenience.

# Only 3 Available!

## Benefit Choices

Welcome Reception<sup>1</sup>

Afternoon Break<sup>2</sup>

Tote Bags

Water Bottles

Notepads

Pens

Lanyards

Registration<sup>3</sup>

Boxed Lunch  
(additional \$500.00)<sup>4</sup>

# \$3,000.00



## PLATINUM SPONSORSHIP

- 3 complementary registrations
- Company profile printed in conference program
- Company profile included in 1 newsletter leading up to the event
- Listing on event web page with a link to your website
- Attendee list 3 weeks prior to event
- Attendee list 2 weeks prior to event
- Full Attendee list 1 week after event
- Company spotlight in 2 weekly Insite Update newsletters (October 2021 – September 2022)\*\*
- Company logo placement on networking reception napkins
- Recognition as a Platinum Sponsor on ASI's Facebook, Twitter, and LinkedIn pages
- 1 featured article in the weekly Insite Update newsletter (October 2021 – September 2022)\*\*\*
- Exhibit at Networking Reception

\*\*This includes a headline, 500 words about your company, contact information, contact photo, and a company logo. Please schedule these at your convenience.

\*\*\*These can be a short excerpt of your article with a link to the original content or an article of under 750 words to be fully included in the newsletter. Please schedule these at your convenience.

### Benefit Choices

Tote Bags

Water Bottles

Notepads

Pens

Lanyards

Registration<sup>3</sup>

Boxed Lunch  
(additional \$500.00)<sup>4</sup>

**\$2,500.00**





## GOLD SPONSORSHIP

- 2 complementary registrations
- Company profile printed in conference program
- Listing on event web page with a link to your website
- Attendee list 2 weeks prior to event
- Company spotlight in 1 weekly Insite Update newsletter (October 2021 – September 2022)\*\*
- Exhibit at Networking Reception

\*\*This includes a headline, 500 words about your company, contact information, contact photo, and a company logo. Please schedule these at your convenience.

Benefit choices are only available for Diamond and Platinum Sponsors. If you would like to view these options, please refer to the Diamond, and Platinum Sponsorships.

**\$2,000.00**

## ◇ SILVER SPONSORSHIP

- 2 complementary registrations
- Company profile printed in conference program
- Exhibit at Networking Reception

Benefit choices are only available for Diamond and Platinum Sponsors. If you would like to view these options, please refer to the Diamond, and Platinum Sponsorships.

**\$1,500.00**

# SPONSORSHIP FORM - Deadline August 13, 2021

To become a sponsor, complete the online form at [asiweb.com/sponsorship-registration](http://asiweb.com/sponsorship-registration).  
You may also complete this form and email it to: [mason.ritnour@asiweb.com](mailto:mason.ritnour@asiweb.com).

**STEP 1:** Please provide your contact and company information in the box below.

Primary Contact Person: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Badge Information: Additional representatives and name badges are \$100 each. Please complete the information below for representatives attending the show.

Name: \_\_\_\_\_ City, State: \_\_\_\_\_

Name: \_\_\_\_\_ City, State: \_\_\_\_\_

Name: \_\_\_\_\_ City, State: \_\_\_\_\_

Name: \_\_\_\_\_ City, State: \_\_\_\_\_

Please write a brief description (100 words) of your company and the products or services you plan to display. This description will appear in the conference program. (Attach on separate sheet of paper if necessary).

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During the networking reception, we will be giving away door prizes. If your company would like to include a prize to be given away please list the item(s) below. Attendees will be encouraged to stop at each booth to register for available prizes. Prizes will also be listed in the conference brochure.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**STEP 2:** Please check next to your chosen sponsor level.  
Sponsorship Level

- Luncheon Sponsor (\$3,500)
- Diamond Sponsor (\$3,000)
- Platinum Sponsor (\$2,500)
- Gold Sponsor (\$2,000)
- Silver Sponsor (\$1,500)

## BENEFIT CHOICES

### Diamond Sponsors\*

- Welcome Reception<sup>1</sup>
- Afternoon Break<sup>2</sup>

### Platinum Sponsors

- Tote Bags
- Notepads
- Lanyards
- Boxed Lunch (additional \$500.00)<sup>4</sup>
- Water Bottles
- Pens
- Registration<sup>3</sup>

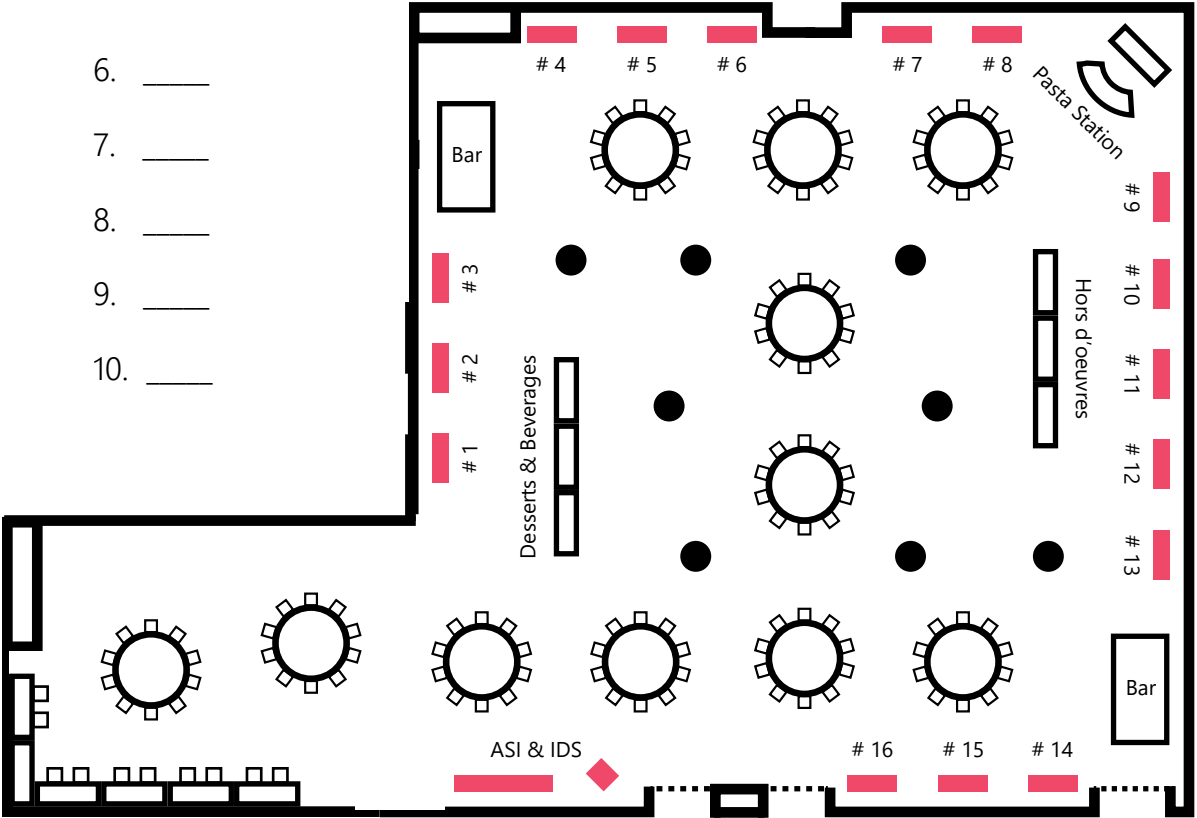
\*Diamond Sponsors may choose one benefit from any of the choices. Rate your top three choices with 1 being your most preferred and 3 being your least preferred.

**STEP 3:** Please choose your booth location.

Please write the numbers of your booth preferences below for the Networking Reception, 1 (highest) to 10 (lowest).

- |          |           |
|----------|-----------|
| 1. _____ | 6. _____  |
| 2. _____ | 7. _____  |
| 3. _____ | 8. _____  |
| 4. _____ | 9. _____  |
| 5. _____ | 10. _____ |

# NETWORKING RECEPTION



\*The layout of the exhibition space is not final and subject to change.

# WELCOME RECEPTION

**STEP 3:** Please choose your booth location.

## Luncheon and Diamond Sponsors Only

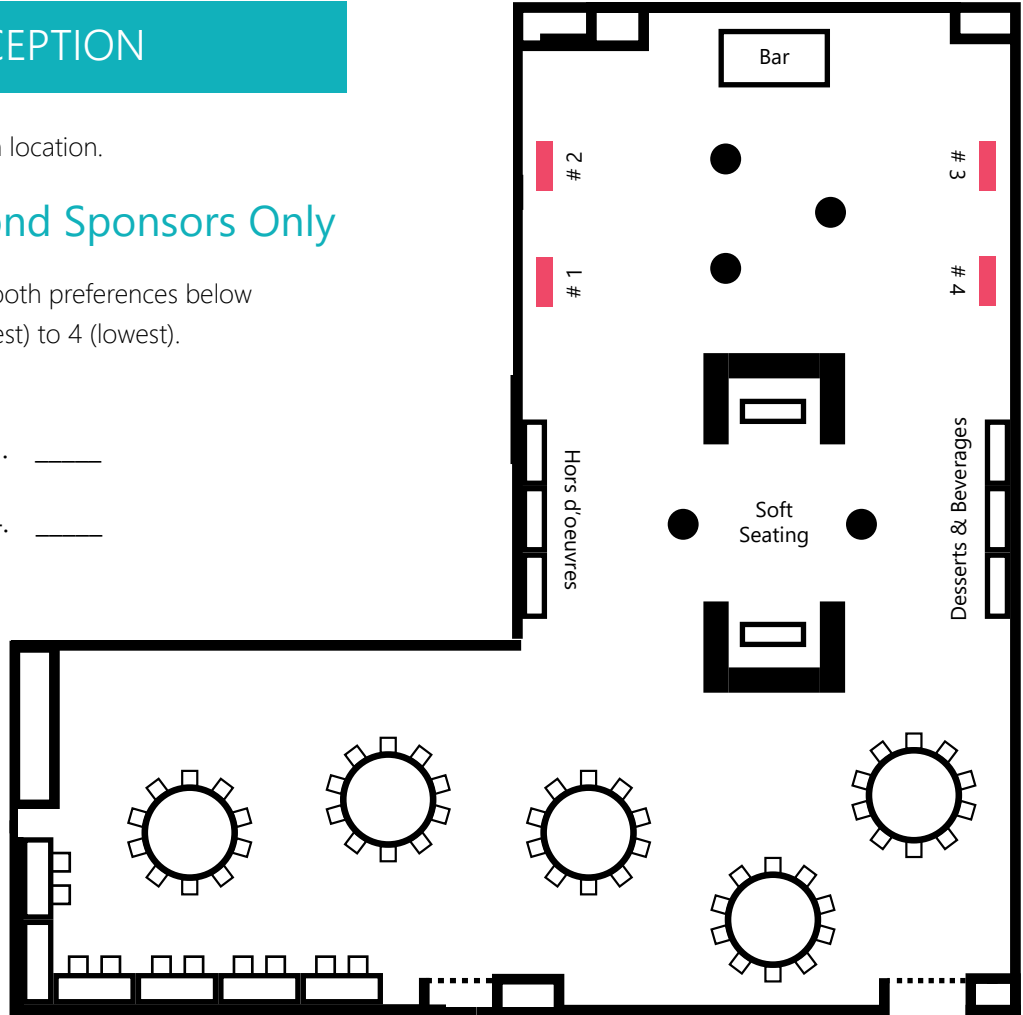
Please write the numbers of your booth preferences below for the Welcome Reception, 1 (highest) to 4 (lowest).

1. \_\_\_\_\_

3. \_\_\_\_\_

2. \_\_\_\_\_

4. \_\_\_\_\_



\*The layout of the exhibition space is not final and subject to change.

**STEP 4:** Please provide your payment information below.

- Company check has been mailed to 1201 Libra Drive, Lincoln, NE 68512.
- Please email an invoice to my company.

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

**STEP 5:** Please review and sign the exhibitor agreement below. See page 18 for the full exhibitor agreement.

**Exhibit Fees**

The fee for each exhibit booth is included with a conference sponsorship. Payment for sponsorship must be received in full before space is assigned. Fee includes conference registration for 2 - 4 people, 10' x 10' exhibit space including one 6' draped table, electricity, and two chairs during the Tuesday Welcome Reception and the Wednesday Networking Reception. Booths will be displayed in the same room as the Networking Reception. If you have any other special needs or concerns for your booth, please give us a call at 402-420-6000 for available options.

We hereby submit our application for exhibit space at the 2021 Insite Annual User's Conference. We agree to abide by the terms and conditions as set forth by Automated Systems, Inc.

**Exhibitor Installation/Dismantling Schedule**

Exhibitors will have access to setup from 5:30 p.m. - 6:30 p.m. on Tuesday, October 12, 2021 (if applicable) and 3:00 p.m. to 5:00 p.m. on Wednesday, October 13, 2021. All exhibits must be completely installed by 6:30 p.m. on Tuesday and 5:00 p.m. on Wednesday. Exhibitors may begin dismantling booths at 9:30 p.m. on Tuesday and Wednesday, unless otherwise instructed.

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

### **Benefit Choice Descriptions:**

1. Welcome Reception - Signage on each table and napkins with your logo included during the reception. Only Diamond Sponsors have access to this opportunity.
2. Afternoon Break - Signage throughout the break along with napkins with your logo included. Only Diamond Sponsors have access to this opportunity.
3. Registration - Signage throughout the registration process both on Tuesday and Wednesday included.
4. Boxed Lunch - Send attendees home on Thursday with a lunch featuring your logo on the box and the option to include a small promotional item. Additional \$500.00 is incurred with the sponsorship.

This agreement may be rescinded at any time without cause at the discretion of Automated Systems upon repayment of any fees advanced with the exception of any expenses which may have been incurred by Automated Systems.

### **Shipping Instructions**

Shipping of materials will be accepted and received three days prior to the show. Any items that are received prior to the three days may not be accepted due to the limited amount of space in the hotel receiving area.

Automated Systems, Inc.  
Insite Annual Conference, October 12, 2021  
Your company name, address,  
phone number, and contact

Embassy Suites Hotel  
Attn: ASI Insite Conference  
1040 P Street  
Lincoln, Nebraska 68508



**Agreement to Conditions** – Each exhibitor, for himself and his employees, agrees to abide by these conditions, it being understood and agreed that the sole control of the exhibit area rests with Automated Systems, Inc.

**Assignment of Space** – Classification of exhibits and assignment of space will be determined by the character of the proposed exhibits as to location for each exhibitor. Once Automated Systems has approved space, the exhibitor will move no exhibit without agreement.

**Cancellation** – Should the exhibitor be unable to occupy and use the exhibit space contracted for and should he notify Automated Systems 30 days prior to the opening of the conference, all sums paid by the exhibitor will be refunded. No refund will be made if notice of cancellation is received less than 30 days prior to the opening of the conference.

**Liability** – Automated Systems assumes no responsibility for the protection and safety of the property of the exhibitor or his representatives, or of the property destruction by fire, accident, or 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 Automated Systems shall be deemed purely gratuitous on its part and shall in no way be construed to involve it in liability by the exhibitor.

The exhibitor agrees to indemnify and hold Automated Systems harmless from all such claims and from all claims or liability of any nature whatsoever arising from the activities of the exhibitor or any of his representatives or from the property of the exhibitor. Automated Systems shall not be liable for the fulfillment of this agreement as to delivery of space, if no delivery is due to any one of the following causes: destruction of or damage to the building by the exhibit area by fire or act of God, acts of a public enemy, the authority of law, or any cause beyond its control. Automated Systems will, however, in the event it is not able to hold the conference, reimburse exhibitors the fee paid.

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

**Protection of Exhibit Facility** – Nothing shall be posted on or tacked, nailed, screwed, or otherwise attached to columns, walls, doors, or other parts of the exhibit facility without permission from the proper building authority. Packing, unpacking, and assembly of exhibits shall be done only in designated areas and in conformity with directions of Automated Systems.

The exhibitor agrees to indemnify and hold Automated Systems harmless from all such claims and from all claims or liability of any nature whatsoever arising

from the activities of the exhibitor or any of his representatives or from the property of the exhibitor. Automated Systems shall not be liable for the fulfillment of this agreement as to delivery of space, if no delivery is due to any one of the following causes: destruction of or damage to the building by the exhibit area by fire or act of God, acts of a public enemy, the authority of law, or any cause beyond its control. Automated Systems will, however, in the event it is not able to hold on to the conference, reimburse exhibitors the fee paid.

**Installation and Dismantling** – The specific requirements as to time for installation and dismantling of exhibits shall be supplied to each exhibitor. Such requirements shall be binding upon the licensee as fully set forth herein. All displays must be in place and set up by the designated start time. Automated Systems may reassign space not occupied or setup by that time for other purposes. Exhibitors will be expected to set up and tear down according to the schedule of events provided by Automated Systems.

**Use of Space** – Exhibits shall be shown only in the official exhibit area as established by Automated Systems. Neither the exhibitors nor non-exhibitors shall be permitted to display articles, equipment, or information concerning services, or movies of such articles, equipment or services in private suites or rooms during the conference, in accordance with prior agreements between Automated Systems and the officials of the hotel.

No exhibitor shall permit any other corporation or firm or its representatives to use the space allotted to them, nor shall they display articles not manufactured or sold normally by them. Participation by any other corporation or firm or its representatives in space assigned to the original applicant must be approved by written permission of Automated Systems, only, and shall be subject to an additional charge of \$150 per additional participant.

**Conflicting Meetings and Social Activities** – In the interest of the success of the entire conference, the exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of members or exhibitors from the conference or exhibit area during the official hours of the conference or Networking Reception.

This agreement may be rescinded at any time without cause at the discretion of Automated Systems upon repayment of any fees advanced with the exception of any expenses which may have been incurred by Automated Systems.



# CONNECTION 2021



**Automated Systems, Inc.**

[www.asiweb.com](http://www.asiweb.com)

Phone: 402.420.6000



**INSITE**  
DATA SERVICES

**Insite Data Services**

[www.insitedataservices.com](http://www.insitedataservices.com)

Phone: 402.420.6000