

Independent
Banker

MadDash
for

CASH

GUARANTEED TO DRIVE TRAFFIC TO YOUR BOOTH!

All exhibitors at ICBA LIVE 2025 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 provided sticker over your company's name. When bankers have collected all their stickers, they visit the Mad Dash for Cash booth to play PLINKO to win cash.

WE LOOK FORWARD TO YOUR PARTICIPATION!

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

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