

Independent  
Banker

**MadDash**  
for

**CASH**

**GUARANTEED  
TO DRIVE  
TRAFFIC TO  
YOUR BOOTH!**

Exhibitors at ICBA LIVE 2026 who advertise in ICBA *Independent Banker's* February and March convention-focused issues are eligible to 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. Participating 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.

*Act fast!*

**ONLY 25  
PARTNERSHIP  
SPOTS  
AVAILABLE!**

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

**AMANDA MYRICK**

amyrick@icbabanks.org • 651-675-7248

**ICBA  
LIVE**

**San  
Diego**