

Independent
Banker

MadDash
for

CASH

Guaranteed to drive traffic to your booth!

Exhibitors at ICBA LIVE 2027 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 to win cash.

Act fast!

**ONLY 25 PARTNERSHIP
SPOTS AVAILABLE!**

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

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ICBA
LIVE

LAS VEGAS

MARCH 1-4, 2027

FONTAINEBLEAU LAS VEGAS