



ANNUAL PEER GROUP CONFERENCE

1. What is Peer Group? Peer Group is a term we use to describe our annual conference.
2. How do I register to attend Peer Group? Registration is done on-line and usually opens in August of each year. When it does, a link will be available on the home page of the HCI website. An announcement is sent out to members in our monthly e-Newsletter. Only members in good standing can register.
3. Does conference registration include lodging? Lodging is NOT included in your registration. Partners have the option to reserve their room through HCI at a discounted online rate and may select as many nights as they need to stay. Additional nights for late departure or early arrival can be arranged at this special rate. Meals and materials ARE included.
4. How do I make my hotel reservation? Indicate the days that you will be attending on your registration form, and Heritage Clubs will make hotel reservations for all attendees. If you need early or late departure, Heritage Clubs can make those arrangements for you at the special conference rate.
5. Is there transportation to and from the airport to the host hotel? Yes, the Host City provides complimentary shuttle service for all attendees on the main arrival/departure days which are Monday and Friday of the conference. You will need to send your flight itinerary to Tina Goeske. Details will be provided closer to the conference date.
6. What is the dress code at Peer Group? Dress code for the conference is business casual. No jeans, please. You may dress in costume during an event that you have sponsored or during the Business Appointment Marketplace if you wish to represent your product.
7. Who are the buyers? The 'buyers' in our organization represent Community Banks from across the country. They are the Bank Club Directors (Loyalty, Travel Clubs) from their banks. Some wear multiple hats in addition to being the director and others you may find are solely the club director. They are the Group Travel planners and buyers.
8. What is a PTO Destination Showcases? Our Preferred Tour Operators have 30-minute presentations throughout the conference where they present to the Bank Club Directors in a small group setting.
9. What is the Business Appointment Marketplace and is it optional? The BAM is your time to shine! Each industry partner is encouraged to have a BAM booth. The cost for this is \$650. Second delegates from the same company share a booth but must also be a registered conference attendee. Exhibitors have scheduled appointments with every banker registered at the conference. The BAM is optional.
 - You are guaranteed a business appointment with every Banker in attendance. Each day of the BAM will include scheduled appointments with the bank club directors lasting 8- 10 minutes each. You will remain at your booth and the bank club directors will come to you in a series of scheduled appointments.
 - Small promos and giveaways are welcome at your booth.
 - Exhibitors are provided tabletop surface approx. 6 ft long and can use the floor space next to or behind the table for displays. We recommend tabletop or pop-up floor displays; tables will not be set with pipe and/or drape.
 - Exhibitors will receive details prior to the conference as to when they can set up for the expo, where they can ship materials.
 - Space is available to store exhibit materials before and after the BAM.

10. What materials may I distribute during the BAM? We recommend a one-page, 3-hole punched profile which our bankers can add to their Resource Director Binders. Beyond that you may distribute any other material you like. Just keep in mind that the bankers have to transport this material back home and may not be able to take everything. You might consider some of this material for post-conference follow up.
11. Can I bring prizes to give away to the buyers? Prizes are encouraged but not required. We highly recommend gifts that are small and easy for winners to get back home. For larger prizes, you may want to create a certificate which describes the item that will be shipped to the winner after the conference. We will make time to do any prize drawings.
12. Do Partners invited to go on the half day Sightseeing Tour? Priority is given to our Bankers, however Partners who register for the 4-night option (Monday – Thursday) and pay by the early bird registration date will be allowed to participate if there is room available. You must indicate your interest on the registration form.
13. Do I have to stay for the entire conference? At Heritage Clubs we believe that the foundation of your success is built upon the relationships that you build with the bank club directors. We believe that the best time and place to nurture and cultivate these relationships is while at the annual conference. We encourage partners to stay the entire time and take advantage of talking with bankers during meals, breaks, etc. to really get to know them and develop that relationship. Of course, if it is necessary to arrive late or leave early, that is permissible but there are no credits given for registration and you will need to arrange your own transportation to and from the airport.
14. Is there anything else about the schedule that I should know?
 - All sessions (business and social) will begin on time. They are designed to educate, inspire and engage you. We start on time so that you can experience all that has been tirelessly prepared for you.
 - You may check in at the hotel desk when you arrive (your room may not be ready before 4 pm). Also stop at the HCI conference registration tables in the lobby from noon to 5pm to pick up your Conference Resource Directory complete with conference schedule and nametag.
 - Breakfast – There is typically a Keynote Speaker/Business session at each breakfast. It starts at 7:30 am (doors open at 7:15 am). This is not a ‘stop-in’ when you can to grab a bite to eat.
 - Educational Sessions – Heritage Clubs tries to provide valuable educational sessions for our partners as well. There are only a few ‘bankers only’ sessions but otherwise, if there is not a partner session going on simultaneously, partners are welcome to sit in on Banker educational sessions.
 - Attend All Meals: Bankers notice when partners are missing from meals. Again, we recommend attending all functions and meeting new people to cultivate relationships.
 - Opening Ceremony - This session is for all conference attendees. We introduce the HCI management, HCI Advisory Board all the states that have Travel Industry Partners represented. We also review the conference schedule and share any important reminders.

15. Who can be a conference sponsor? All Industry Partners are encouraged and invited to be a sponsor. Each sponsorship delivers different benefits for the sponsor but all come with valuable recognition. Sponsorships range in price from \$500 - \$3,000 including but not limited to meals, speaker introductions, coffee breaks, hospitality suites and advertising. We encourage our Partners to get creative with sponsorships. Partner with others from your state or region. Theme your sponsorship to really represent you!

Contact Tina for more details and availability (952) 835-6543 Tina@heritageclubs.com
