



2024 ANNUAL CONFERENCE & DIRECTORS FORUM

Fairmont Orchid, Hawaii




Sponsorship Prospectus

April 19-23, 2024

[Calbankers.com/ac24](https://calbankers.com/ac24)



ANNUAL CONFERENCE



The Annual Conference for bank presidents, senior officers, and directors is our flagship event. With an impressive agenda of thoughtfully selected sessions, attendees will explore issues relevant to technology, innovation, and leveraging opportunities.

The conference guides bank executives through the industry's greatest challenges and provides insights and information to help their bank's achieve vital short-term and long-term initiatives.

The 2024 Annual Conference will take place April 19 - 23, 2024 at the Fairmont Orchid on the Big Island of Hawaii. This event attracts top-level executives and offers exciting networking opportunities for firms looking to connect with bank presidents, directors, and other C-level executives.

Conference sponsorship packages include an exhibit space based upon availability. Exhibit time runs for 3 full days to provide maximum engagement with conference attendees. All sponsors are also invited to take full advantage of the education sessions and networking events offered throughout the conference.

Conference Attendees Include:

- ▶ Account Executives
- ▶ Associate Directors
- ▶ Bank Counsel
- ▶ Board Members
- ▶ CEOs & Presidents
- ▶ CFOs
- ▶ Chairmen
- ▶ COOs
- ▶ Directors
- ▶ EVPs, SVPs, VPs
- ▶ Managing Directors
- ▶ Partners



Sponsorship Details



SPONSORSHIP BENEFITS

- ▶ Access to banking industry leaders
- ▶ Strengthen relationships with existing customers
- ▶ Generate new prospects and gain quality industry leads
- ▶ Discuss customers' needs in person and gain real-world feedback
- ▶ Opportunity to demonstrate your products and services
- ▶ Promote your company's name and gain valuable market exposure
- ▶ Build brand awareness among our membership (bankers and associates)

SPONSORSHIP FEATURES

- ▶ Sponsor logo and short bio featured in the conference app
- ▶ Company logo included on signage in CBA registration area, acknowledging all sponsors
- ▶ Company logo presented on Conference welcome slideshow
- ▶ Networking with attendees (breakfast, lunch, and receptions)
- ▶ Conference attendee list two weeks prior to the conference
- ▶ Complimentary registrations for your company with sponsorship
- ▶ Option to participate in Vendor Showcase

Sponsorship Next Steps



SECURE YOUR SPONSORSHIP

- ▶ Email the sponsor contract and registration form to Jennifer Benson at jbenson@calbankers.com.
- ▶ Include a high-resolution JPG/PNG and/or EPS/SVG/PDF logo file and a 100-word company description by Friday, April 12, 2024.

CUSTOM OPTIONS AVAILABLE

- ▶ Sponsorship opportunities are not limited to those listed in this brochure and our team is willing to consider other opportunities.
- ▶ For all sponsor questions, contact Jennifer Benson at (916) 438-4416 or jbenson@calbankers.com.

*Please note that sponsor companies must be within the financial industry. CBA reserves the right to refuse sponsorships to those who do not meet the criteria.



Sponsorship Opportunities

Please review descriptions of conference sponsorship opportunities. If you don't see a package that fits your needs, our team will work with you to build a custom opportunity.

CHAIRMAN CIRCLE SPONSOR

Member rate: **\$20,000**
Non-member rate: **\$25,000**

As a **Chairman Circle** Sponsor, you will receive the following opportunities and benefits:

- ▶ Complimentary exhibit space with standard CBA setup
- ▶ Three complimentary registrations for your company
- ▶ One digital advertisement in our CBA presentation (between general sessions)
- ▶ Conference attendee list
- ▶ Vendor Showcase participation
- ▶ A sponsor item of your choice from the **Maximum Visibility** level or below

DIAMOND SPONSOR

Member rate: **\$15,000**
Non-member rate: **\$17,000**

As a **Diamond** Sponsor, you will receive the following opportunities and benefits:

- ▶ Complimentary exhibit space with standard CBA setup
- ▶ Two complimentary registrations for your company
- ▶ One digital advertisement in our CBA presentation (between general sessions)
- ▶ Conference attendee list
- ▶ A sponsor item of your choice from the **Premium Visibility** level or below
- ▶ *Vendor Showcase participation may be added for an additional \$2,000.*

PLATINUM SPONSOR

Member rate: **\$11,000**
Non-member rate: **\$13,000**

As a **Platinum** Sponsor, you will receive the following opportunities and benefits:

- ▶ Complimentary exhibit space with standard CBA setup
- ▶ Two complimentary registrations for your company
- ▶ One digital advertisement in our CBA presentation (between general sessions)
- ▶ Conference attendee list
- ▶ A sponsor item of your choice from the **Enhanced Visibility** level or below
- ▶ *Vendor Showcase participation may be added for an additional \$2,000.*

GOLD SPONSOR

Member rate: **\$8,000**
Non-member rate: **\$10,000**

As a **Gold** Sponsor, you will receive the following opportunities and benefits:

- ▶ Complimentary exhibit space with standard CBA setup
- ▶ One complimentary registration for your company
- ▶ One digital advertisement in our CBA presentation (between general sessions)
- ▶ Conference attendee list
- ▶ A sponsor item of your choice from the **Standard Visibility** level
- ▶ *Vendor Showcase participation may be added for an additional \$2,000.*



Sponsorships At-A-Glance

The pricing below reflects sponsor package pricing for CBA members only.

Sponsor Member Rate	CHAIRMAN CIRCLE \$20,000	DIAMOND LEVEL \$15,000	PLATINUM LEVEL \$11,000	GOLD LEVEL \$8,000
Marketplace Exhibit Space	✓	✓	✓	✓
Conference Registrations	3	2	2	1
Expected Attendee List	✓	✓	✓	✓
Sponsor Item	✓	✓	✓	✓
Conference Visibility	MAXIMUM <ul style="list-style-type: none"> ▶ Welcome Reception Cocktails ▶ Welcome Reception Appetizers ▶ Welcome Reception Entertainment ▶ Farewell Party Cocktails ▶ Farewell Party Appetizers ▶ Co-host Farewell Party Dinner ▶ Farewell Party Entertainment ▶ Keynote Speaker Introduction 	PREMIUM <ul style="list-style-type: none"> ▶ Banker Tote Bag ▶ Mobile App ▶ Name Badge Lanyards ▶ Conference Wi-Fi ▶ Golf Tournament ▶ Golf Tournament Beverage Tickets ▶ Breakfast ▶ Lunch 	ENHANCED <ul style="list-style-type: none"> ▶ Know-Before-You-Go Email ▶ Schedule-At-A-Glance ▶ Welcome Party Leis ▶ Refreshment Break ▶ Registration Desk 	STANDARD <ul style="list-style-type: none"> ▶ Branded Tote Bag Item ▶ Tote Bag Insert ▶ Seat Drop ▶ Golf Tournament Hole Sponsor ▶ Conference Day Emails

For more information, please contact contact Jennifer Benson at (916) 438-4416 or jbenson@calbankers.com.



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SPONSORSHIP APPLICATION

If additional representatives will attend the conference, beyond the number included in your sponsor package, those representatives must register separately.

Additional registrations are **\$1,895**, and spouses are **\$795**.

SPONSOR/EXHIBITOR CONTRACT

Company Name *(will appear verbatim on all CBA marketing material)*

COMPANY POINT OF CONTACT

Name

Title

Email

Telephone

Full Address

2024 ANNUAL CONFERENCE SPONSORSHIP SELECTION

Our company is interested in participating as a sponsor at the following level:

CBA MEMBER SPONSOR LEVEL

Chairman (\$20,000)

Platinum (\$11,000)

Diamond (\$15,000)

Gold (\$8,000)

Add-on: Vendor Showcase (\$2,000)

NON-MEMBER SPONSOR LEVEL

Chairman (\$25,000)

Platinum (\$13,000)

Diamond (\$17,000)

Gold (\$10,000)

REPRESENTATIVE 1

Included In Sponsor Fee

Additional Registrant

Spouse

First Name

Last Name

Professional Title

Email

Telephone

Mailing Address

City

State

Zip Code

Sponsorship application continued...

PAYMENT INFORMATION

- Payment will be mailed for our total sponsorship balance due.
- Payment has already been collected by CBA for my sponsorship.
- I hereby authorize CBA to charge my credit card for 100% of our sponsorship fee.

Credit Card Charge \$ _____ Visa Mastercard American Express

_____ Card Number CWV Exp Date

_____ Cardholder Name Zip Code Signature

PLEASE RETURN TO:

California Bankers Association
Attn: Accounting Dept. — A/R
1303 J Street, Suite 600
Sacramento, CA 95814

SPONSOR CONTACT

Jennifer Benson, VP Conferences at 916.438.4416 or jbenson@calbankers.com.

TERMS OF PAYMENT

Sponsors are required to pay 100 percent within 30 days of the date we receive the signed contract. If the event start date is less than 30 days from contract submission, payment must be received immediately. No branding or promotion will take place until full payment is received. If payment is not received in the time frame specified above, the sponsorship/exhibit space will be released and made available for sale again by CBA.

CANCELLATION POLICY

Written notice is required for all substitutions/cancellations. The full sponsorship fee will be refunded if written notice is received by **February 16, 2024** and 50 percent if by **March 15, 2024**. No refunds will be provided after March 15, 2024.

DEADLINES

Along with the completed agreement, please provide a high-resolution JPG/PNG and/or EPS/SVG/PDF logo and a 100-word company description. Logo recognition is not guaranteed if received after **Friday, March 15, 2024**.

FOR INTERNAL USE ONLY

_____ Batch #

_____ (E)2531/(S)2533-300333

_____ CK # AMT Date Iss

_____ Corp/Pers Date Dep By

_____ Invoice #

_____ Contact #

_____ Date

_____ By