



CALIFORNIA
BANKERS
ASSOCIATION



Sponsorship Prospectus

2026 ANNUAL CONFERENCE *and* DIRECTORS FORUM

The Ritz-Carlton Maui Kapalua

MAY 12-15, 2026

www.calbankers.com/events/ac26



Annual Conference & Directors Forum



We're headed back to paradise! Mark your calendar for May 12–15, 2026, as CBA returns to Hawaii for our Annual Conference & Directors Forum at The Ritz-Carlton Maui, Kapalua. **This flagship event bring together bank leaders, board members, and industry experts for a series of engaging sessions, timely insights, and high-level networking —all set against the stunning backdrop of Maui.** From thought-provoking discussions on the industry's hottest topics to meaningful connections with peers, this is your opportunity to gain fresh perspectives and recharge in a truly unforgettable setting.

And for golf enthusiasts, don't miss the chance to tee off on the world-renowned Kapalua courses—where championship-level play meets jaw-dropping ocean views.

Conference sponsorship packages include a tabletop exhibit space based upon availability. Exhibit time runs for two and half 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
- Board Chairs
- CEOs & Presidents
- C-Suite Executives
- 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

- Company logo included on virtual and printed materials
- Complimentary tabletop exhibit space*
- Networking with attendees (breakfast, lunch, and receptions)
- Conference attendee list with contact information
- Complimentary registration(s) for your company with sponsorship
- Option to participate in Vendor Showcase*
- Optional participation in the Annual Golf Tournament (*additional fee*)

***Exhibit Space:** All sponsorships for this program include CBA's standard exhibit setup: a 6-foot table-top display and two chairs (8ft x 8ft backdrops are welcomed). While many sponsors use the standard setup, some get creative with their booth design to stand out. If you have specific ideas or questions about customizing your space, please contact Gina at gtitus@calbankers.com.

***Vendor Showcase:** Your Five Minutes to Shine! Step into the spotlight and show our members what you've got! The Vendor Showcase gives sponsors five minutes on stage to pitch, demo, or dazzle — no "sales pitch limits" here. It's your time to stand out, be bold, and make an impression.

Space is limited. Included for CBA Premier Members and Chairman Level Sponsors. Available to add-on: \$2,000

Sponsorship Next Steps:

Secure Your Sponsorship

- Email the sponsor contract and registration form(s) to Gina Titus at gtitus@calbankers.com
- Include a high-resolution JPG/PNG and/or EPS/SVG/PDF logo file by Friday, April 17, 2026.

*CBA reserves the right to refuse sponsorships to those who do not meet sponsorship criteria.

- **Questions?** Contact Gina Titus at (916) 438-4417 or gtitus@calbankers.com.
- **Cancellation Policy:** Written notice is required for all cancellations. The full sponsorship will be refunded if notice is received by March 6, 2026 and 50% if by April 10, 2026 minus a \$100 processing fee. No refunds will be provided after April 10, 2026.





Sponsorship Opportunities:

Please review the sponsorship opportunities outlined below. If none align perfectly with your goals, please let our team know and we will explore whether a custom option may be available to better align with your objectives.

CHAIRMAN CIRCLE SPONSOR

Member Rate: \$15,750

Non-Member Rate: \$18,750

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

- Complimentary tabletop exhibit space
- (3) complimentary registrations for your company
- Logo recognition on virtual and print materials
- Attendee list 4 weeks prior to event
- Vendor Showcase participation (*limited opportunities on first come first served basis*)
- A sponsor item of your choice from the **Maximum Visibility** level or below

DIAMOND SPONSOR

Member Rate: \$11,750

Non-Member Rate: \$13,750

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

- Complimentary tabletop exhibit space
- (2) complimentary registrations for your company
- Logo recognition on virtual and print materials
- Attendee list 3 weeks prior to event
- A sponsor item of your choice from the **Premium Visibility** level or below
- *Vendor Showcase participation may be added for an additional \$2,000 (limited opportunities on first come first served basis)*

PLATINUM SPONSOR

Member Rate: \$9,250

Non-Member Rate: \$11,250

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

- Complimentary tabletop exhibit space
- (2) complimentary registrations for your company
- Logo recognition on virtual and print materials
- Attendee list 2 weeks prior to event
- A sponsor item of your choice from the **Enhanced Visibility** level or below
- *Vendor Showcase participation may be added for an additional \$2,000 (limited opportunities on first come first served basis)*

GOLD SPONSOR

Member Rate: \$6,750

Non-Member Rate: \$8,250

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

- Complimentary tabletop exhibit space
- (1) complimentary registration for your company
- Logo recognition on virtual and print materials
- Attendee list 2 weeks prior to event
- A sponsor item of your choice from the **Standard Visibility** level
- *Vendor Showcase participation may be added for an additional \$2,000 (limited opportunities on first come first served basis)*



Sponsorships At-A-Glance:

The pricing below reflects sponsor package pricing for CBA members only. Have a unique or custom visibility item in mind? We'd love to connect!

Sponsor Level	CHAIRMAN CIRCLE \$15,750	DIAMOND LEVEL \$11,750	PLATINUM LEVEL \$9,250	GOLD LEVEL \$6,750
<i>Member Rate</i>				
Exhibit Space	✓	✓	✓	✓
Conference Registrations	3	2	2	1
Expected Attendee List	✓	✓	✓	✓
Sponsor Item	✓	✓	✓	✓
Conference Visibility	MAXIMUM <ul style="list-style-type: none">• Welcome Amenity• Welcome Reception Co-Sponsor (x2)• Farewell Party Dinner Co-Sponsor (x2 Available)• Speaker Introduction (x2 Available)• Name Badge Lanyards	PREMIUM <ul style="list-style-type: none">• Banker Tote Bag• Conference Wi-Fi• Farewell Party Entertainment Co-Sponsorship (x2 Available)• Signature Cocktail• Exhibit Hall Mixer Sponsorship (x2 Available)• QuickLinks Sponsor	ENHANCED <ul style="list-style-type: none">• Know-Before-You-Go Email• Agenda• Breakfast (1 day)• Lunch (1 day)• Refreshment Break• Golf Tournament Breakfast• Golf Tournament Beverage Tickets• Event Survey Sponsor• Grab-n-Go Station (x2 Available)	STANDARD <ul style="list-style-type: none">• Branded Tote Bag Insert• Seat Drop (x5 Available)• Golf Tournament Hole Sponsor• Conference Day Email (x4 Available)

Ancillary Events: CBA welcomes and supports ancillary events in connection with the conference. Please note that, per CBA policy, ancillary events may not be scheduled during official conference programming hours, including scheduled receptions.

For more information, please contact Gina Titus at (916) 438-4417 or gtitus@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 **\$2,095 (Associate Members)**, **\$2,495 (Associate Non-Members)**, and guests 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

2026 ANNUAL CONFERENCE SPONSORSHIP SELECTION

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

CBA MEMBER SPONSOR LEVEL

Chairman (\$15,750) Platinum (\$9,250)
Diamond (\$11,750) Gold (\$6,750)

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

NON-MEMBER SPONSOR LEVEL

Chairman (\$18,750) Platinum (\$11,250)
Diamond (\$13,750) Gold (\$8,250)

REPRESENTATIVE 1

Included In Sponsor Fee

Additional Registration:
\$2,095 (Member)

Additional Registration:
\$2,495 (Non-Member)

Guest:
\$795

First Name

Last Name

Professional Title

Email

Telephone

Mailing Address

City

State

Zip Code

Sponsorship application continued...

REPRESENTATIVE 2

Included In Sponsor Fee

Additional Registration:
\$2,095 (Member)

Additional Registration:
\$2,495 (Non-Member)

Guest:
\$795

First Name

Last Name

Professional Title

Email

Telephone

Mailing Address

City

State

Zip Code

REPRESENTATIVE 3

Included In Sponsor Fee

Additional Registration:
\$2,095 (Member)

Additional Registration:
\$2,495 (Non-Member)

Guest:
\$795

First Name

Last Name

Professional Title

Email

Telephone

Mailing Address

City

State

Zip Code

REPRESENTATIVE 4

Included In Sponsor Fee

Additional Registration:
\$2,095 (Member)

Additional Registration:
\$2,495 (Non-Member)

Guest:
\$795

First Name

Last Name

Professional Title

Email

Telephone

Mailing Address

City

State

Zip Code

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 _____ CVV _____ 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

Gina Titus, AVP Conferences at 916.438.4417 or
gtitus@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.

I acknowledge and agree to the terms and deadlines above.

Name (Printed) _____

Signature _____

FOR INTERNAL USE ONLY

Batch # _____

Invoice # _____

(E)2531/(S)2533-300333

Contact # _____

CK # _____

AMT _____

Date Iss _____

Date _____

Corp/Pers Date Dep _____

By _____

By _____