



**2026**

# Lending & Credit Conference

**November 3-5, 2026  
Hyatt Regency Newport Beach**

**SPONSORSHIP PROSPECTUS**



The Lending & Credit Conference is a program designed for banking professionals focused on lending and credit. The event features timely discussions on industry trends, policy developments, and innovations in lending & credit, along with peer-to-peer conversations addressing today's challenges and opportunities in the industry.

### Why Sponsor?

Sponsorship offers a unique opportunity to showcase your brand, build meaningful connections, and support a vibrant, engaged community. Align your organization with a high-quality event that values collaboration, innovation, and shared success. It's more than visibility—it's being part of something impactful.

### How to Secure Your Sponsorship:

- Review descriptions of conference sponsorship opportunities
- Send your completed and signed registration form to Gina Titus at [gtitus@calbankers.com](mailto:gtitus@calbankers.com)
- Include a high-resolution JPG/PNG and/or EPS/SVG/PDF logo file by October 15, 2026.

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

### Sponsorship Benefits & Features

- Tabletop Exhibit Space (Includes table & two chairs)
- Logo recognition on virtual and printed materials
- Registered attendee list with contact information
- Networking opportunities with bankers
- Complimentary registration(s) with sponsorship - includes program access & all meals
- Additional visibility item based on sponsorship level

### Target Audience

- Chief Credit Officers
- Chief Lending Officers
- EVPs, SVPs, AVPs and Managers in Lending and/or Credit
- Commercial Lending Managers
- Loan Operations Managers
- ...and more!



# Sponsorship Opportunities:

## Important Notes:

- Exhibit space and visibility items are reserved & assigned on a first-come, first-served basis.
- An offsite networking event with all attendees will take place on November 4, 2026.
- Sponsor-hosted activities may not be scheduled during official conference programming.

## DIAMOND SPONSORSHIP

Member Rate **\$7,500**    Non-Member Rate **\$8,500**

### Includes:

- Complimentary tabletop exhibit space
- (3) Complimentary registrations
- Logo recognition on printed and virtual material
- Attendee list 3 weeks prior to event
- (1) Visibility item from the Premium list

### Premium Visibility :

- Banker Tote Bags
- Name Badge Lanyards
- Welcome Reception
- Offsite Reception
- Quick Links
- Speaker Introduction

## PLATINUM SPONSORSHIP

Member Rate **\$6,000**    Non-Member Rate **\$7,000**

### Includes:

- Complimentary tabletop exhibit space
- (2) Complimentary registrations
- Logo recognition on printed and virtual material
- Attendee list 2 weeks prior to event
- (1) Visibility item from the Enhanced list

### Enhanced Visibility:

- Breakfast (seat drop optional)
- Lunch (seat drop optional)
- Refreshment Breaks (full day)
- Agenda-At-A-Glance
- Know Before You Go Email

## GOLD SPONSORSHIP

Member Rate **\$4,500**    Non-Member Rate **\$5,500**

### Includes:

- Complimentary tabletop exhibit space
- (1) Complimentary registration
- Logo recognition on printed and virtual material
- Attendee list 2 weeks prior to event
- (1) Visibility item from the Standard list

### Standard Visibility:

- Welcome Bag Insert
- Seat Drop
- (1) Daily Conference Email

# 2026 LENDING & CREDIT CONFERENCE

## 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 **\$1,045 (Associate Members)**, **\$1,095 (Associate Non-Members)**.

### SPONSOR/EXHIBITOR CONTRACT

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

### COMPANY POINT OF CONTACT

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Email

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Full Address

### 2026 LENDING & CREDIT CONFERENCE SELECTION

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

#### CBA MEMBER SPONSOR LEVEL

Diamond (\$7,500)

Platinum (\$6,000)

Gold (\$4,500)

#### NON-MEMBER SPONSOR LEVEL

Diamond (\$8,500)

Platinum (\$7,000)

Gold (\$5,500)

### REPRESENTATIVE 1

Included In Sponsor Fee

Additional Registration:  
\$1,045 (Member)

Additional Registration:  
\$1,095 (Non-Member)

\_\_\_\_\_  
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:  
\$1,045 (Member)

Additional Registration:  
\$1,095 (Non-Member)

First Name

Last Name

Professional Title

Email

Telephone

Mailing Address

City

State

Zip Code

**REPRESENTATIVE 3**

Included In Sponsor Fee

Additional Registration:  
\$1,045 (Member)

Additional Registration:  
\$1,095 (Non-Member)

First Name

Last Name

Professional Title

Email

Telephone

Mailing Address

City

State

Zip Code

**REPRESENTATIVE 4**

Included In Sponsor Fee

Additional Registration:  
\$1,045 (Member)

Additional Registration:  
\$1,095 (Non-Member)

First Name

Last Name

Professional Title

Email

Telephone

Mailing Address

City

State

Zip Code

