



2022^{VBA} SPONSORSHIPS

WHERE ENGAGEMENT
CREATES OPPORTUNITY

VIRGINIA BANKERS
ASSOCIATION

VBA Sponsorship, Exhibiting & Advertising Offerings for 2022

The Virginia Bankers Association hosts a multitude of conferences throughout the year primarily for function-specific positions in our member banks. These programs are developed to offer an educational forum for our bankers to connect with their peers and stay abreast of updates on the latest issues and trends impacting the banking industry. Designed to also be the cornerstone of engagement for our industry partners, our events offer the most impactful opportunities to connect with our member banks.

What is a VBA Signature Sponsor?

VBA Signature Sponsor Packages are a unique offering for companies who are interested in providing a higher level of sponsorship support at VBA events. Signature Sponsors build their own individualized packages from the sponsorship, exhibiting and advertisement options in this brochure based on the programs that align best with their strategies. Recognition of this level of support is highlighted throughout the year in VBA publications and at all VBA events, both in-person and virtual, and on a special [Signature Sponsor webpage](#) on the VBA website, offering tremendous brand exposure. This, coupled with the numerous other benefits provided in our package offerings, is a great way to put your engagement plan in place for the whole year.

What about annual membership dues?

These are added in to your package to help you reach your sponsor goal level! Check out the complete set of package offerings on Page 4 of this brochure to see which one might be the best option for your organization!

Are there other engagement options available if I don't build a package?

Absolutely! We offer a wide array of individual sponsorship and exhibiting opportunities at our VBA conferences and Annual Convention. There are also advertisement opportunities in our *Virginia Banking* publications.

Have a creative, new sponsorship idea? Let us know!

We're always open to new ways to recognize our industry partners! If you don't see something in our brochure that works for you, we'll work to create something with your vision in mind.

Questions About Sponsorships & Exhibiting?

Contact [Amy Binns](#), Senior Manager, Industry Partnerships

abinns@vabankers.org | (804) 819-4726

www.vabankers.org/sponsorship-exhibiting



Disclaimer: Sponsorship benefits vary based on program size and attendee offering. All information in this brochure is intended for planning purposes only and is not guaranteed.

2022 VBA Conference & Events Schedule

Banker Day (bankers only)

January 13 | Richmond

Financial Forecast

January 13 | Greater Richmond Convention Center
Richmond

AML/BSA School

February 16-17 | Virtual

VBA Connect & Protect Experience

March 3-4 | Launch Event
Greater Richmond Convention Center

Virtual Monthly Sessions: March, April, May, June

VBA/ABA Washington Summit

March 7-9 | Washington, DC

Commercial Lending School

March 9-10 | Virtual

Advanced Commercial Lending School

March 11 | Virtual

Treasury Management 101

April 19 | Virtual

VBA/VACB Bank Directors' Symposium

April 19 | Roanoke
April 20 | Richmond

Treasury Management Symposium

April 21 | Glen Allen

Bank Managers Symposium - Spring Session

May 3 | Managing Remote Employees | Glen Allen
May 4-5 | Glen Allen

Compliance School

May 9, 16, 23 & 26 | Virtual

Internal Audit Seminar

May 12 | Virtual

Annual Convention

June 19-22
The Cavalier/Marriott Virginia Beach Oceanfront
Virginia Beach, VA

Virginia Bankers School of Bank Management

July 24-29 | Charlottesville

CFO Conference

August 22-24 | Richmond

Management Development Program

Launches September 2022 | Glen Allen

Mid-Atlantic CEO Forum

September 11-13 | Leesburg

DEI Summit

September 15 | Virtual

Lending & Credit Conference

October 24-25 | Charlottesville

Leadership Conference

October 27-28 | Richmond

Bank Managers Symposium - Fall Session

November 14 | Managing Remote Employees | Glen Allen
November 15-16 | Glen Allen

Women in Banking Conference

December (date TBD) | Location TBD

Accounting Peer Exchange

Bi-Annually | Virtual

Trust & Wealth Management Peer Exchange

Bi-Annually | Virtual

**Event dates/locations are subject to change.*

2022 Signature Sponsorship Opportunities

Signature Sponsorship Packages	Platinum \$20,000	Gold \$15,000	Silver \$10,000
Price includes Annual VBA Associate Membership Dues* <i>*2022 Dues Restructure: 50 employees and under = \$1,000; Over 50 employees = \$1,500 Financial Services Members remain at \$2,500</i>	✓	✓	✓
Listed as a Signature Sponsor at all VBA events in 2022 and in VBA Banker Publications* <i>*Bi-weekly banker Executive Brief and weekly CEO Rundown</i>	✓	✓	✓
Complimentary Event Registration* <i>*VBA Annual Convention not included; see below for more information</i>	Four (4) Representatives	Three (3) Representatives	Two (2) Representatives
Access to Sponsor/Exhibitor Lounge at In-Person/Hybrid Events (Quiet space away from booth to host meetings with bankers – refreshments included)	✓	✓	✓
Exhibit Booth Signage Recognition as Signature Sponsor	✓	✓	✓
Listing on Signature Sponsor Webpage on VBA Website	✓	✓	✓
Listing on a Special Virginia Banking Monthly Ad	✓	✓	✓
Consideration for Speaking Opportunities at VBA Events	✓	✓	✓
Company Logo Included on Slideshow at All Events	✓	✓	✓
Verbal Recognition from Event Emcee (in-person/hybrid events only)	✓	✓	✓
Advanced/Post Event List of Attendees with Contact Information	✓	✓	✓
Seat on VBA Associate Member Advisory Council (Meets 2x Per Year to Provide Feedback on VBA Associate Membership Program and Banker Engagement Opportunities)	✓	✓	
Complimentary High Top Table at VBA Annual Convention* <i>*table located in foyer area near registration desk</i>	✓	✓	
Company Video Message During One Break at all Virtual/Hybrid Events	✓	✓	
Company Logo Included on All Educational Event Marketing	✓	✓	
One (1) Complimentary VBA Annual Convention Registration		✓	
Two (2) Complimentary VBA Annual Convention Registrations	✓		
Complimentary Quarter-page Ad in Virginia Banking Annual	✓		

Build Your Signature Sponsorship Package From The Opportunities on The Following Pages.

VBA Connect & Protect Experience

March 3-4, 2022 | Launch Event, Greater Richmond Convention Center
March, April, May | Monthly Virtual Sessions

Designed for bankers in the areas of:

Human Resources | Marketing | Retail Banking | Training
Compliance | Operations & Technology | Security | Risk Management

Launch Event Exhibiting Package - \$3,500

Includes:

- Exhibit Booth for Launch Event
 - One (1) complimentary registration
 - Additional sponsor attendees - \$287.50/person
 - Electricity provided upon request
 - Exhibitor ribbons provided for all on-site reps
 - Verbal and signage recognition at the event
 - Opportunity to provide company prizes
- Pre- and post-attendee roster with contact information for registrants
- Company logo on all event marketing materials
- Company logo on event page on VBA website
- Company logo on Event Portal
- Opportunity for up to two associates to register for any of the other virtual sessions being offered at no additional cost
- **FIRST COME, FIRST SERVED BASIS** - Exhibitors can also be the sponsor of one (1) virtual session for one of the specific banking function areas listed above **(four (4) sessions available for each functional area)**; provides the opportunity to make a 3-minute introduction of your company (or video message) before introducing the session speaker

A la Carte Launch Event Sponsorship Options

- ♦ Wednesday Cocktail Reception* **SOLD** \$3,500
- ♦ Thursday Cocktail Reception* **RESERVED** \$3,500
- ♦ Keynote Speaker* \$3,500
- ♦ Event Portal..... \$2,500
- ♦ Attendee Guidebook..... \$2,000
- ♦ Hotel Keycards \$2,000
- ♦ Name Badge Lanyards **SOLD** \$1,500
- ♦ Launch Event Photo Booth..... \$1,500
- ♦ Wi-Fi \$1,000
- ♦ Daily eNewsletter **SOLD** \$1,000
- ♦ Name Badges **SOLD** \$1,000
- ♦ Registration Desk/Candy Basket \$1,000
- ♦ Registration List w/Back Page Ad **SOLD** ... \$1,000
- ♦ Luggage Tags \$1,000
- ♦ Mobile Pockets..... \$750
- ♦ Notepads **SOLD** \$750
- ♦ Hand Sanitizer **SOLD**..... \$750
- ♦ Video Networking Break \$750
- ♦ Do Not Disturb Doorknob Hanger **SOLD** \$750
(for virtual sessions)
- ♦ Charging Station \$500
- ♦ Daily eNewsletter Sidebar Ads..... \$500
- ♦ Logoed Pens (sponsor supplies)..... \$500

A la Carte sponsorships include:

Sponsor registration fee - \$575
Advance list of attendees with contact info
Company logo on all event marketing materials
Company logo on event page on VBA website and Event Portal
Sponsor ribbons provided for all on-site reps
Verbal and signage recognition at the event

***Sponsorship also includes full Exhibiting benefits.**

*NOTE: Rates noted are VBA member rates.
Non-members pay additional fee of \$950
for sponsorships.*

**VIRGINIA BANKERS
ASSOCIATION**

129th Annual Convention

June 19-22, 2022 | The Cavalier/Marriott Virginia Beach Oceanfront

Signature Sponsorship:

- ◆ Monday Night Reception/Dinner ****SOLD** ... \$15,000
- ◆ Breakfast/Business Session ****SOLD** \$12,500
(Approved submission for speaking opportunity during the Business Session - 2 available)
- ◆ Board Reception ***SOLD** \$10,000
- ◆ Sunday Welcome Reception ***SOLD** \$10,000
- ◆ Tuesday Reception ***SOLD** \$10,000

**** Listed as Gold Level Signature Sponsor**

*** Listed as Silver Level Signature Sponsor**

A la Carte Sponsorships:

- ◆ Guest Room Keycards **SOLD** \$6,500
- ◆ Bottled Water **SOLD** \$6,500
- ◆ Name Badge Lanyards **SOLD** \$6,000
- ◆ Name Badges **SOLD** \$6,000
- ◆ Photo Backdrop **SOLD** \$6,000
- ◆ Convention Tote Bag **SOLD** \$6,000
- ◆ Technology Sponsor \$5,000
- ◆ Hand Sanitizer \$5,000
- ◆ Event Portal **SOLD** \$5,000
- ◆ Coffee Station/Coffee Collars **SOLD** \$5,000
- ◆ Registration Desk **SOLD** \$5,000
- ◆ VBA Lighted Letters (Sunday reception) **SOLD** .. \$5,000
- ◆ Logoed Blow-Up Beach Ball* \$4,000
(*sent out to attendees prior to Convention)
- ◆ Daily eNewsletter **SOLD** \$3,500
- ◆ Registration List w/Back Page Ad **SOLD** \$3,500
- ◆ Wi-Fi **SOLD** \$3,500
- ◆ Business Session Giveaway \$3,500
- ◆ Beach Cup Holder **SOLD** \$3,500
- ◆ Bottle Opener/Orange Crush Drink Recipe **SOLD** \$3,500
- ◆ Mobile Pockets **SOLD** \$3,500
- ◆ Card Keeper w/Keychain **SOLD** \$3,500
- ◆ Logoed Notepads **SOLD** \$3,000
- ◆ VBA Staff Shirts **SOLD** \$2,500
- ◆ Logoed Pens for Business Session **SOLD** \$2,000
(supplied by sponsor)
- ◆ eNewsletter Sidebar Ad \$1,500
- ◆ General Sponsor \$1,000

Signature Sponsor Levels Include:*

Listed as Signature Sponsor in VBA bi-weekly banker Executive Brief and weekly CEO Rundown
Gold Level - one (1) complimentary registration
Platinum Level - two (2) complimentary registrations
Registration for additional sponsor attendees \$388;
guest registration \$395
Advance list of attendees with contact information
Company logo on all event marketing materials
Company logo on event page on VBA website and attendee portal
Sponsor ribbons provided for all on-site reps
Verbal and signage recognition at the event

**See Page 4 for more information about Signature Sponsor opportunities.*

A la Carte Sponsorships Include:

Sponsor registration \$895/person; guest registration \$395/guest
Advance list of attendees with contact info
Company logo on all event marketing materials
Company logo on event page on VBA website and attendee portal
Sponsor ribbons provided for all on-site reps
Signage recognition at the event

CFO Conference

August 22-24, 2022 | Omni Richmond Hotel

CFOs - Accounting - CEOs

A la Carte Sponsorship Options:

- ♦ Monday Cocktail Reception * **SOLD**\$5,000
- ♦ Tuesday Cocktail Reception * **SOLD**\$5,000
- ♦ Keynote Speaker * **SOLD**\$3,500
- ♦ Breakfast * **SOLD**\$3,000
- ♦ Lunch * **SOLD**\$3,000
- ♦ Name Badge Lanyards **SOLD**\$2,500
- ♦ Hotel Keycards **SOLD**\$2,500
- ♦ Event Portal **SOLD**\$2,500
- ♦ Technology Sponsor.....\$2,000
- ♦ Video Networking Break.....\$2,000
- ♦ Wi-Fi **SOLD**\$2,000
- ♦ Onsite Materials Packet **SOLD**\$1,500
- ♦ Daily eNewsletter **SOLD**\$1,500
- ♦ Registration Desk/Candy Basket **SOLD**\$1,500
- ♦ Mobile Pockets **NOT AVAILABLE**\$1,500
- ♦ Card Keeper w/Keychain **NOT AVAILABLE**\$1,500
- ♦ Notepads (supplied by sponsor) **SOLD**\$1,500
- ♦ Registration List w/Back Page Ad **SOLD**\$1,500
- ♦ Charging Station **SOLD**\$1,000
- ♦ Name Badges **SOLD**\$1,000
- ♦ Coffee Collars **NOT AVAILABLE**\$1,000
- ♦ Hand Sanitizer **SOLD**\$750
- ♦ Logoed Pens (supplied by sponsor) **SOLD**.....\$750
- ♦ Daily eNewsletter Sidebar Ads.....\$500

Exhibiting - \$3,000

Exhibiting includes:

One (1) complimentary registration
 Additional sponsor registrations at \$175/person
 (up to 5 people at this rate)
 Draped and skirted 6' table with 2 chairs
 Electricity provided upon request
 Advance list of attendees including contact info
 Opportunity to provide company prizes
 Company logo on all event marketing materials
 Company logo on event page on VBA website
 and attendee portal
 Exhibitor ribbons provided for all on-site reps
 Verbal and signage recognition at the event
 Opportunity to introduce company to audience
 at the beginning of the conference

NEW THIS YEAR FOR EXHIBITORS ONLY:

Vendor Speed-Dating Session

This is a new opportunity available only to those exhibiting at this conference where you can provide your sales pitch to an audience rotating out in 6-minute rounds. Imagine the number of bankers you can reach with your message! This session is at no additional charge but we do ask for each participating company to provide a gift card prize for drawings that will be held throughout this 45-minute session.

A la Carte items include:

Sponsor registration fee - \$545
 Advance list of attendees with contact info
 Company logo on all event marketing materials
 Company logo on event page on VBA website
 and attendee portal
 Sponsor ribbons provided for all on-site reps
 Verbal and signage recognition at the event

***Sponsorship also includes full Exhibiting benefits.**

Lending & Credit Conference

October 24-25, 2022 | Omni Charlottesville

Senior Loan Officers - Credit Administration Executives

A la Carte Sponsorship Options:

- ♦ Monday Cocktail Reception * **SOLD** \$3,500
- ♦ Keynote Speaker * **RESERVED** \$3,000
- ♦ Lunch * **SOLD** \$2,500
- ♦ Video Networking Break \$1,500
- ♦ Name Badge Lanyards **SOLD** \$1,500
- ♦ Hotel Keycards \$1,500
- ♦ Event Portal **SOLD** \$1,500
- ♦ Registration Desk/Candy Basket \$1,500
- ♦ Mobile Pockets \$1,500
- ♦ Registration List w/Back Page Ad \$1,500
- ♦ Onsite Materials Packet \$1,500
- ♦ Wi-Fi \$1,000
- ♦ Notepads **SOLD** \$1,000
- ♦ Charging Station **SOLD** \$1,000
- ♦ Name Badges **SOLD** \$1,000
- ♦ Card Keeper w/Keychain \$1,000
- ♦ Coffee Collars **SOLD** \$750
- ♦ Logoed Pens (supplied by sponsor) \$750
- ♦ Hand Sanitizer \$750

Exhibiting - \$2,000

Exhibiting includes:

One (1) complimentary registration
Additional sponsor registrations at \$175/person
(up to 5 people at this rate)
Draped and skirted 6' table with 2 chairs
Electricity provided upon request
Advance list of attendees including contact info
Opportunity to provide company prizes
Company logo on all event marketing materials
Company logo on event page on VBA website
Exhibitor ribbons provided for all on-site reps
Verbal and signage recognition at the event
Opportunity to introduce company to audience at
the beginning of the conference

A la Carte items include:

Sponsor registration fee - \$565
Advance list of attendees with contact info
Company logo on all event marketing materials
Company logo on event page on VBA website
and attendee portal
Sponsor ribbons provided for all on-site reps
Verbal and signage recognition at the event

***Sponsorship also includes full Exhibiting benefits.**

VBA/VACB Bank Directors' Symposium

April 19, 2022 | Roanoke
April 20, 2022 | Richmond

Attending Sponsorships: *

(6 spots available on first come, first served basis)

- ♦ Attending Sponsorship **ALL SOLD** \$1,500
**includes both locations*

Includes:

One (1) complimentary registration for each location
One (1) additional person may attend for \$245
Advance list of attendees with contact info
Company logo on all event marketing materials
Company logo on event page on VBA website and attendee portal
Sponsor ribbons provided for all on-site reps
Verbal and signage recognition at the event

Mid-Atlantic Bank Executives Forum | a multi-state hosted event September 11-13, 2022 | Lansdowne Resort, Leesburg

Speaking Sponsorships:

(RPF process occurs in June)

- ♦ Speaking (5 available) **ALL SOLD** \$6,000

If topic is selected, Speaking Sponsorship includes:

One (1) speaking session on agenda
Speaker receives a complimentary registration
One (1) additional person may attend for \$300
Advance list of attendees with contact info
Company logo on all event marketing materials
Company logo on event page on association's websites and attendee portal
Sponsor ribbons provided for all on-site reps
Verbal and signage recognition at the event

Attending Sponsorships:

(9 spots available on first come, first served basis)

- ♦ Attending (9 available) \$4,500

Attending Sponsorship includes:

One (1) complimentary registration
One additional person may attend for \$300
Advance list of attendees with contact info
Company logo on all event marketing materials
Company logo on event page on association's websites and attendee portal
Sponsor ribbons provided for all on-site reps
Verbal and signage recognition at the event

Leadership Conference October 27-28, 2022 | Richmond

Sponsorships

- ◆ Cocktail Reception/Dinner ***SOLD**\$1,500
- ◆ Technology Sponsor\$1,000
- ◆ Name Badge Lanyards\$750
- ◆ Event Portal\$750
- ◆ Wi-Fi\$750
- ◆ Name Badges\$500

Includes:

One (1) complimentary registration *
Advance list of attendees with contact information
Company logo on all event marketing materials
Company logo on event page on VBA website and attendee portal
Sponsor ribbons provided for all on-site reps
Verbal and signage recognition at the event
Opportunity to introduce company to audience at the start of the event

Women in Banking Conference December 1, 2022 | Richmond

Sponsorships

- ◆ Cocktail Reception ***SOLD**\$3,000
- ◆ Technology Sponsor\$1,500
- ◆ Giveaway (TBD)\$1,500
- ◆ Keynote Speaker **SOLD**\$1,000
- ◆ Name Badge Lanyards **SOLD**\$1,000
- ◆ Event Portal\$1,000
- ◆ Wi-Fi\$1,000
- ◆ Name Badges\$750
- ◆ Onsite Materials Packet **SOLD**\$750
- ◆ Registration List w/Back Page Ad.....\$750

Includes:

One (1) complimentary registration *
Advance list of attendees with contact information
Company logo on all event marketing materials
Company logo on event page on VBA website and attendee portal
Sponsor ribbons provided for all on-site reps
Verbal and signage recognition at the event
Opportunity to introduce company to audience at the start of the event

ADVERTISEMENT OPPORTUNITIES

Virginia Banking Monthly & Virginia Banking Annual

Virginia Banking Monthly - Quarterly Advertisement Options

One ad per month to run for three (3) consecutive months

- ◆ Header Position - \$1,025
- ◆ Middle Position - \$775
- ◆ Lower Position - \$525
- ◆ Sidebar Position - \$275

Virginia Banking Annual - Advertisement Options for Mid-Summer Hard Copy and Digital Publication

- ◆ Outside Back Cover (full page, includes logo on mailing envelope) - \$1,500
- ◆ Inside Front Cover (full page) - \$1,250 **SOLD**
- ◆ Inside Back Cover (full page) - \$1,250
- ◆ Full Inside Page - \$1,000
- ◆ Half Page Horizontal - \$750
- ◆ Half Page Vertical - \$750
- ◆ Quarter Page - \$500

NOTE:

- Companies who advertise in 2022 [Virginia Banking Monthly](#) will receive a 20% discount on [Virginia Banking Annual](#) rates.
- Signature Sponsors receive a complimentary quarter-page advertisement in [Virginia Banking Annual](#)

(see attached flyers for more information)

Advertising Opportunities Also Available in Virginia Banking Annual!

VIRGINIA Banking

VIRGINIA BANKERS ASSOCIATION

VIRGINIA BANKERS ASSOCIATION
SERVING VIRGINIA'S FINANCIAL COMMUNITY SINCE 1893



Published digitally **monthly** and circulated to more than **5,900** recipients.



Reach top level decision-makers including **CEOs, presidents, directors** and **executive** and **senior vice presidents**.

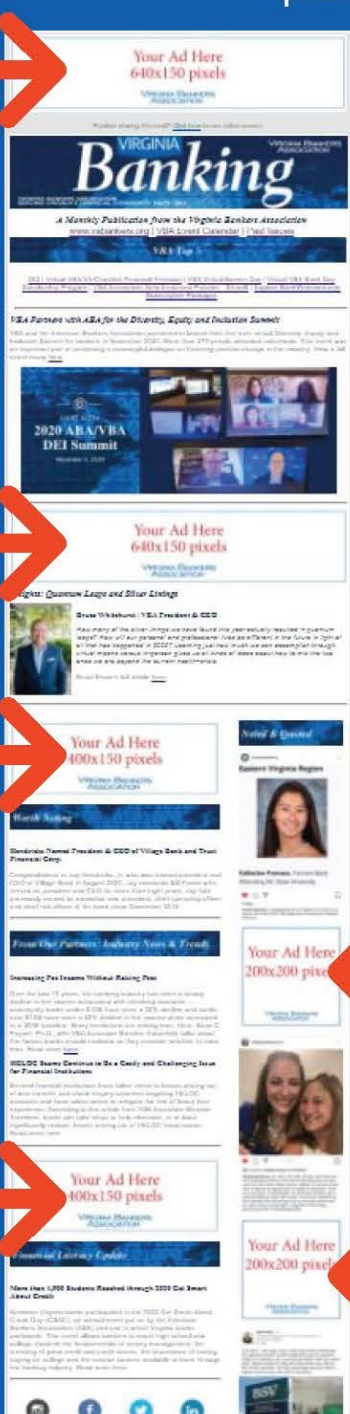


Reach **more than 1,500** mid-management level readers in departments such as **retail, mortgage, lending, marketing** and more.



Each issue is devoted to **legal, legislative** and **informational** articles related to the state of the banking industry, technology issues, bank profiles and personnel updates.

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3

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4

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2022 Virginia Banking Monthly Ad Rates

Pricing is Per Quarter -*

One Ad Per Month for Three Months

Position 1: Header - \$1,025

640 x 150 pixels

Position 2: Middle - \$775

640 x 150 pixels

Position 3: Lower - \$525

400 x 150 pixels

Position 4: Sidebar - \$275

200 x 200 pixels

**Rates listed are for VBA members.*

There is an additional \$225 fee for non-members.

Interested in advertising in Virginia Banking Monthly, Virginia Banking Annual or contributing an article for possible inclusion in the next digital issue?

Contact Amy Binns at abinns@vabankers.org.

Learn more about our publications by visiting our website, www.vabankers.org/news-publications.

VIRGINIA *Banking*

VIRGINIA BANKERS
ASSOCIATION

VIRGINIA BANKERS ASSOCIATION
SERVING VIRGINIA'S FINANCIAL COMMUNITY SINCE 1893

Virginia Banking Monthly a digital publication

2022 Advertising and Article Submission Due Dates

Publication Month <i>(runs every month)</i>	Publication Content Due to VBA <i>(Wednesday before publication runs)</i>	Date of Publication <i>(runs on Tuesdays)</i>
January	1/5/2022	1/11/2022
February	2/2/2022	2/15/2022
March	3/2/2022	3/8/2022
April	4/6/2022	4/12/2022
May	5/4/2022	5/10/2022
June	6/8/2022	6/14/2022
July	7/6/2022	7/12/2022
August	8/3/2022	8/9/2022
September	9/7/2022	9/13/2022
October	10/5/2022	10/11/2022
November	11/9/2022	11/15/2022
December	12/7/2022	12/13/2022

Questions?

Contact [Amy Binns](mailto:abinns@vabankers.org) | abinns@vabankers.org | 804.819.4726