

2023 SPONSORSHIP BROCHURE

VIRGINIA BANKERS
ASSOCIATION

Where *Engagement*
Creates *Opportunity*

4490 COX ROAD
GLEN ALLEN, VA 23060
WWW.VABANKERS.ORG



@vabankers



Virginia
Bankers
Association



@vabankers



Virginia
Bankers
Association

FIND VALUE WITH VBA ENGAGEMENT

VIRGINIA BANKERS
ASSOCIATION

Engagement Creates Opportunity



2023 VBA Sponsorship, Exhibiting & Advertising Offerings

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 unique offerings 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, 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.

Annual membership dues 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.

PLEASE NOTE: Sponsorship/Exhibiting Rates

Rates listed on the following pages are **VBA member rates**. Non-members will pay an additional \$950 for sponsorships or exhibiting. Event registration rates for members and non-members are indicated on each individual event page.

Questions About Sponsorships/Exhibiting?

Contact Amy Binns, Senior Manager, Industry Partnerships
abinns@vabankers.org | 804.819.4726
www.vabankers.org/sponsorship-exhibiting

Disclaimer:
Information in this brochure is
intended for planning purposes
only and is not guaranteed.

2023 VBA CONFERENCE & EVENTS CALENDAR

Find Your Spot!



For a full listing of our 2023 programs, visit our event calendar at www.vabankers.org/event-calendar

Banker Day (bankers only)
January 12 | Richmond, VA

Financial Forecast
January 12 | Richmond, VA

Commercial Lending School
February 7-8 | Glen Allen, VA

Advanced Commercial Lending School
February 15 | Virtual

VBA Connect & Protect Experience
March 13-15 | Williamsburg, VA

VBA/ABA Washington Summit
March 20-22 | Washington, DC

AML/BSA 2-Day School
March 28-29 | Glen Allen, VA

Bank Supervisor School
May 2-3 | Glen Allen, VA

Commercial Banking School - NEW!
May 15-19 | Glen Allen, VA

VBA/VACB Bank Directors' Symposium
April 18 | Blacksburg, VA
April 19 | Richmond, VA

Bank Supervisor School - Spring Session
May 2-3 | Glen Allen, VA

Compliance School
May/June | Virtual

Annual Convention
June 25-28 | The Breakers Hotel
Palm Beach, FL

Virginia Bankers School of Bank Management
July 16-21 | Charlottesville, VA

CFO Conference
August 21-23 | Roanoke, VA

Management Development Program
Launches September 2023 | Glen Allen, VA

Mid-Atlantic Bank Executives Forum
September 10-11 | Lansdowne Resort & Spa
Leesburg, VA

Treasury Management Symposium
September 12-13 | Virtual

DEI Summit
September 14 | Virtual

Internal Audit Seminar
October 3 | Glen Allen, VA

Lending & Credit Conference NEW LOCATION!
October 16-17 | Hotel 24 South, Staunton, VA

Leadership Conference
November 16-17 | Hotel 24 South, Staunton, VA

Women in Banking Conference
November 30 | Manakin Sabot, VA

*Event dates/locations are subject to change.

Questions? Contact Amy Binns
abinns@vabankers.org | 804.819.4726

VBA SIGNATURE SPONSOR PROGRAM

Build Your Strategy



	<u>PLATINUM</u> \$20,000+	<u>GOLD</u> \$15,000-\$19,999	<u>SILVER</u> \$10,000-\$14,999
Price includes Annual VBA Associate Membership Dues	✓	✓	✓
Listed as a Signature Sponsor at all 2023 VBA events and in VBA Publications including bi-weekly Executive Brief and weekly CEO Rundown	✓	✓	✓
Complimentary event registrations for conferences (VBA Annual Convention not included)	Four (4) Representatives	Three (3) Representatives	Two (2) Representatives
Access to sponsor/exhibitor lounge to host meetings with bankers	✓	✓	✓
Exhibit booth signage recognition as Signature Sponsor	✓	✓	✓
Listing on Signature Sponsor webpage on VBA website	✓	✓	✓
Listing on a special <u>Virginia Banking Monthly</u> ad	✓	✓	✓
Consideration for speaking opportunities at VBA events	✓	✓	✓
Verbal recognition at all VBA events from event emcees	✓	✓	✓
Event list of attendees with contact information both pre- and post-event	✓	✓	✓
Seat on VBA Associate Member Advisory Council which meets 2x per year to provide feedback on VBA associate membership and banker engagement opportunities	✓	✓	
Complimentary high top table at VBA Annual Convention (table located in area near registration desk)	✓	✓	
One (1) complimentary VBA Annual Convention registration		✓	
Two (2) complimentary VBA Annual Convention registrations	✓		
Complimentary ad in VBA Annual Convention enewsletter	✓		
Complimentary quarter-page ad in <u>Virginia Banking Annual</u>	✓		

Build Your VBA Signature Sponsorship Package from the Opportunities on the Following Pages.

SPECIAL SPONSORSHIP OFFERING!



VIRGINIA BANKERS
ASSOCIATION

Reserve



Logoed Powerbank Chargers* - \$7,500 **SOLD**

Brand recognition at VBA events all year!

Logoed chargers will be used at VBA events* throughout the year to include:

Connect & Protect Experience
CFO Conference
Lending & Credit Conference
Leadership Conference
Women in Banking Conference

***One powerbank with power cords will be set out at each attendee table**

Sponsorship Includes at Each Event:

- Registration at the early rate for each event sponsor attends (excludes Annual Convention)
- Pre- and post-attendee rosters
- Sponsor ribbons provided for onsite reps
- Verbal and signage recognition at each event
- Company logo included on:
 - all event marketing
 - event page on VBA website
 - event portal (company profile & contact)

***Deadline to secure this sponsorship is DECEMBER 31, 2022 to ensure delivery for early 2023 events**

VBA CONNECT & PROTECT EXPERIENCE

Human Resources - Training
Retail Banking - Marketing
Compliance - Ops & Tech
Security - Risk Management



March 13-15
Williamsburg Lodge
Williamsburg, VA

Reserve



SOLD OUT

Exhibiting Package - \$3,500

- Exhibit booth
- One (1) complimentary registration
- Additional sponsor attendees - \$195 each
- Electricity provided upon request
- Verbal and signage recognition at the event
- Opportunity to provide company prizes
- Exhibitor ribbons provided for onsite reps
- Pre- and post-attendee roster with emails
- Company logo included on:
 - all event marketing
 - event page on VBA website
 - event portal (company profile & contact)

ADDITIONAL SPONSORSHIP OPTION

Sponsors & Exhibitors -
(limited spots available)

SOLD OUT

SHARK TANK SESSION - \$250

(pre-reception event - bar will be open)

GUIDELINES:

5-minute sales pitch to ENTIRE audience

Timing is **STRICTLY** enforced
(or the VBA SHARK will take you out!)

Slide deck presentation encouraged

Sponsorship Options:

- Monday Cocktail Reception* - \$3,500 **SOLD**
 - Tuesday Cocktail Reception* - \$3,500 **SOLD**
- *Above Options Include Exhibiting Package

- Event Portal - \$2,000
- Onsite Materials - \$2,000
- Hotel Keycards - \$2,000
- Name Badge Lanyards - \$1,500 **SOLD**
- Technology - \$1,500
- Wi-Fi - \$1,000
- Daily eNewsletter - \$1,000
- Name Badges - \$1,000
- Registration Desk/Candy Basket - \$1,000 **SOLD**
- Coffee Station/Cup Collars - \$1,000
- Mobile Pockets/Poppers - \$1,000
- Registration List w/Back Page Ad - \$750
- Notepads - \$750
- Hand Sanitizer - \$750
- Video Networking Break - \$750
- Daily eNewsletter Sidebar Ad - \$500
- Logoed Pens (sponsor supplies) - \$500 **SOLD**

Sponsorships Include:

- Early registration rate of \$595*
- Pre- and post-attendee roster with emails
- Sponsor ribbons provided for onsite reps
- Verbal and signage recognition at the event
- Company logo included on:
 - all event marketing
 - event page on VBA website
 - event portal (company profile & contact)

*VBA member rate; \$500 additional fee for non-members

VIRGINIA BANKERS
ASSOCIATION

VBA|VACB BANK DIRECTORS' SYMPOSIUM

Bank CEOs & Directors



Reserve



April 18 | Blacksburg
The Inn at VA Tech

April 19 | Richmond
The Westin Richmond

Attending Sponsorship - \$1,500*
- 6 spots available on first come/first served basis -

Includes:

- One (1) complimentary registration for each location
- One (1) additional person may attend for \$245
- Pre- and post-attendee roster with emails
- Sponsor ribbons provided for onsite reps
- Verbal and signage recognition at the event
- Company logo included on:
 - all event marketing
 - event page on VBA and VACB websites
 - event portal (company profile & contact)

*Must be a VBA or VACB member to sponsor

**VIRGINIA BANKERS
ASSOCIATION**

VBA 130TH ANNUAL CONVENTION

Bank CEOs - Executives



June 25-28
The Breakers
Palm Beach, FL

Reserve

Additional Sponsorship Options:

Signature Sponsorship Options:

Gold Level:

- Tuesday Night Reception/Dinner - \$17,500 **SOLD**
(includes 1 complimentary registration)

Silver Level:

- Sunday Welcome Reception - \$12,500 **SOLD**
- Monday Reception - \$12,500 **SOLD**
- VBA Board Reception - \$10,000 **SOLD**

Speaking Sponsorships:

Breakout Session Speaking Sponsor (RFP approval process)

- 4 spots available - \$6,500 each **SOLD**

Golf & Cornhole Tournament Sponsorships:

Monday Golf Tournament:

- Golf Tournament Headline Sponsor - \$8,000 **SOLD**
- Beverage Cart - \$6,000 **SOLD**
- Boxed Lunches - \$5,000
- Bag Tags - \$2,500
- Golf Hole - \$1,500

Tuesday Cornhole Tournament:

- Cornhole Tournament Sponsor - \$8,000 **SOLD**
(includes removable logoed decals on boards and logoed cornhole bags)

- Attendee Tote Bags - \$6,500 **SOLD**
- Logoed Bottled Water - \$6,500 **SOLD**
- Name Badge Lanyards - \$6,000 **SOLD**
- Name Badges - \$6,000 **SOLD**
- Photo Booth - \$6,000 **SOLD**
- Technology - \$5,000
- Registration Desk - \$5,000 **SOLD**
- Event Portal - \$5,000 **SOLD**
- Coffee Station/Cup Collars - \$5,000 **SOLD**
- Hand Sanitizer - \$5,000
- Luggage Tags - \$4,000 **SOLD**
(mailed to attendees prior to event)
- Mobile Pockets/Poppers - \$3,500
- Chair Towel Holder - \$3,500 **SOLD**
- Daily eNewsletter - \$3,500 **SOLD**
- Registration List w/Back Page Ad - \$3,500 **SOLD**
- Wi-Fi - \$3,500 **SOLD**
- Business Session Giveaway - \$3,500 **SOLD**
(sponsor supplies items)
- The Breakers Signature Drink at Sunday Welcome Reception - \$3,500 **SOLD**
- Logoed Notepads - \$3,000 **SOLD**
- VBA Staff Shirts - \$3,000 **SOLD**
- Logoed Pens - \$2,500 (sponsor supplies) **SOLD**
- Daily eNewsletter Sidebar Ad - \$1,500
- General Sponsor - \$1,000

All Sponsorships Include:

- Early registration rate of \$995*
- Pre- and post-attendee roster with emails
- Sponsor ribbon provided for onsite reps
- Signage recognition at the event
- Company logo included on:
 - event marketing
 - event page on VBA website
 - event portal (company profile/contact)

*VBA member rate; non-member registration rate is \$1,595
(non-member guest is \$795)

VBA CFO CONFERENCE

CFOs - Accounting - CEOs



August 21-23
The Hotel Roanoke
Roanoke, VA

Reserve



Exhibiting Package - \$3,000

- Exhibit booth
- One (1) complimentary registration
- Additional sponsor attendees - \$195 each
- Electricity provided upon request
- Exhibitor ribbons provided for onsite reps
- Verbal and signage recognition at the event
- Opportunity to provide company prizes
- Pre- and post-attendee roster with emails
- Company logo included on:
 - all event marketing
 - event page on VBA website
 - event portal (company profile & contact)

RETURNING FOR 2023!

- Exhibitors Only -

VENDOR SPEED-DATING SESSION

GUIDELINES:

Table rotations of 5-minutes each
Opportunity to provide sales pitch

Timing is **STRICTLY** enforced

Bankers rotate to vendor tables

Sponsorship Options:

- Monday Cocktail Reception* - \$5,000 **SOLD**
- Tuesday Cocktail Reception* - \$5,000 **SOLD**
- Keynote Speaker* - \$3,500 **SOLD**
- Breakfast* - \$3,500 **SOLD**
- Lunch* - \$3,500 **SOLD**

*Above Options Include Exhibiting Package

- Event Portal - \$2,500 **SOLD**
- Hotel Keycards - \$2,500 **SOLD**
- Name Badge Lanyards - \$2,500 **SOLD**
- Networking Break - \$2,000
- Technology - \$2,000
- Wi-Fi - \$2,000 **SOLD**
- Onsite Materials - \$1,500 **SOLD**
- Daily eNewsletter - \$1,500 **SOLD**
- Name Badges - \$1,500 **SOLD**
- Registration Desk/Candy Basket - \$1,500 **SOLD**
- Registration List w/Back Page Ad - \$1,500 **SOLD**
- Mobile Pockets/Poppers - \$1,500
- Notepads - \$1,500
- Coffee Station/Cup Collars - \$1,000 **SOLD**
- Hand Sanitizer - \$750
- Logoed Pens (sponsor supplies) - \$750 **SOLD**
- Daily eNewsletter Ad - \$500

Sponsorships Include:

- Early registration rate of \$595*
- Pre- and post-attendee roster with emails
- Sponsor ribbons provided for onsite reps
- Verbal and signage recognition at the event
- Company logo included on:
 - all event marketing
 - event page on VBA website
 - event portal (company profile & contact)

*VBA member rate; \$500 additional fee for non-members

VIRGINIA BANKERS
ASSOCIATION

MID-ATLANTIC BANK EXECUTIVES FORUM

Virginia - West Virginia - Maryland
Pennsylvania - Delaware



September 10-11
Lansdowne Resort & Spa
Leesburg, VA

Reserve



Attending Sponsorship - \$5,000

- Limited spots available on first come/first served basis

Additional Sponsorship Options:

- Reception/Dinner - \$6,500 **SOLD**
- Golf Tournament Headline Sponsor - \$5,500 **SOLD**

All Sponsorships Include:

- One (1) complimentary registration
- One (1) additional person at \$350 rate
- Pre- and post-attendee roster with emails
- Sponsor ribbons provided for all onsite reps
- Verbal and signage recognition at the event
- Company logo included on:
 - all event marketing
 - event page on association's websites
 - event portal (company profile & contact)

*Must be a member of one of the participating banking associations to sponsor

VBA LENDING & CREDIT CONFERENCE

Lending & Credit Professionals



October 16-17
Hotel 24 South
Staunton, VA

Reserve



Exhibiting Package - \$2,000

- 6' Exhibit table
- One (1) complimentary registration
- Additional sponsor attendees - \$195 each
- Electricity provided upon request
- Exhibitor ribbons provided for onsite reps
- Verbal and signage recognition at the event
- Opportunity to provide company prizes
- Pre- and post-attendee roster with emails
- Company logo included on:
 - all event marketing
 - event page on VBA website
 - event portal (company profile & contact)

NEW FOR 2023!
- Exhibitors Only -

VENDOR SPEED-DATING SESSION

GUIDELINES:

Table rotations of 5-minutes each
Opportunity to provide sales pitch

Timing is **STRICTLY** enforced

Bankers rotate to vendor tables

Sponsorship Options:

- Cocktail Reception* - \$3,700 **SOLD**
- Keynote Speaker* - \$3,000 **SOLD**
- Breakfast* - \$2,000 **SOLD**

*Above Options Include Exhibiting Package

- Lunch - \$1,500 **SOLD**
- Event Portal - \$1,500 **SOLD**
- Hotel Keycards - \$1,500 **SOLD**
- Name Badge Lanyards - \$1,500 **SOLD**
- Networking Break - \$1,500
- Technology - \$1,500
- Onsite Materials - \$1,500 **SOLD**
- Registration Desk/Candy Basket - \$1,500
- Registration List w/Back Page Ad - \$1,500 **SOLD**
- Mobile Pockets/Poppers - \$1,500 **SOLD**
- Wi-Fi - \$1,000 **SOLD**
- Name Badges - \$1,000 **SOLD**
- Notepads - \$1,000
- Coffee Station/Cup Collars - \$750
- Hand Sanitizer - \$750
- Logoed Pens (sponsor supplies) - \$750

Sponsorships Include:

- Early registration rate of \$595*
- Pre- and post-attendee roster with emails
- Sponsor ribbons provided for onsite reps
- Verbal and signage recognition at the event
- Company logo included on:
 - all event marketing
 - event page on VBA website
 - event portal (company profile & contact)

*VBA member rate; \$500 additional fee for non-members

**VIRGINIA BANKERS
ASSOCIATION**

VBA LEADERSHIP CONFERENCE

Emerging Bank Leaders



November 16-17
Hotel 24 South
Staunton, VA

Reserve



Sponsorship Options:

- Reception/Dinner* - \$2,000 **SOLD**
*Includes 1 complimentary registration
- Technology Sponsor - \$750
- Event Portal - \$750 **SOLD**
- Name Badge Lanyards - \$750
- WiFi - \$750 **SOLD**
- Onsite Materials - \$750
- Name Badges - \$500 **SOLD**
- Registration List w/Back Page Ad - \$500

Includes:

- Early registration rate of \$495
- Pre- and post-attendee roster with emails
- Sponsor ribbons provided for onsite reps
- Verbal and signage recognition at the event
- Company logo included on:
 - all event marketing
 - event page on VBA website
 - event portal (company profile & contact)

*Event open to bankers and sponsors only

**VIRGINIA BANKERS
ASSOCIATION**

VBA WOMEN IN BANKING CONFERENCE

Women in the Banking Industry



Reserve



November 30
Hermitage Country Club
Manakin Sabot, VA

Sponsorship Options:

- Lunch* - \$1,500 **SOLD**
- Giveaway Item* - \$1,500
*Above Include 1 Complimentary Registration
- Keynote Speaker - \$1,000 **SOLD**
- Event Portal - \$1,000 **SOLD**
- Name Badge Lanyards - \$1,000 **SOLD**
- WiFi - \$1,000
- Onsite Materials - \$750
- Registration List w/Back Page Ad - \$750
- Name Badges - \$500 **SOLD**

Includes:

- Early registration rate of \$425*
- Pre- and post-attendee roster with emails
- Sponsor ribbons provided for onsite reps
- Verbal and signage recognition at the event
- Company logo included on:
 - all event marketing
 - event page on VBA website
 - event portal (company profile & contact)

*VBA member rate; \$500 additional fee for non-members

**VIRGINIA BANKERS
ASSOCIATION**

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**.

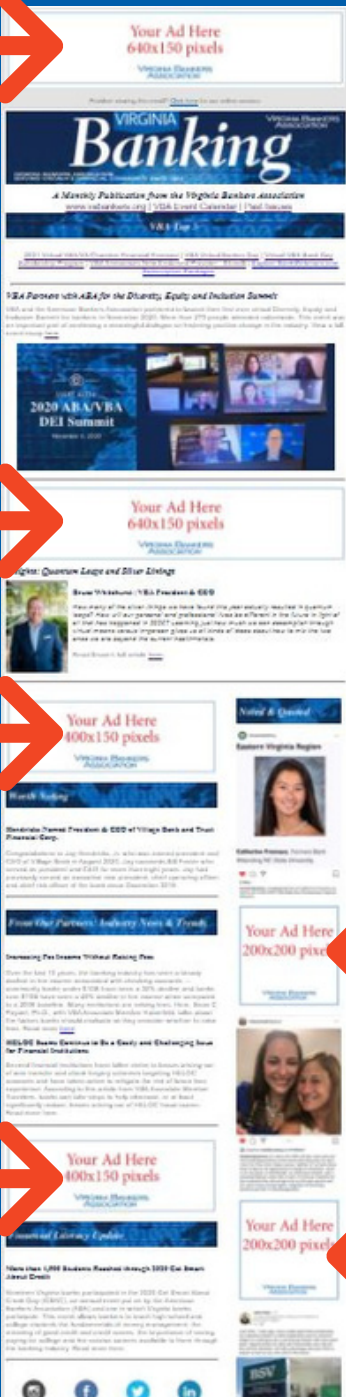


Reach **more than 1,500** mid-management level readers in departments such as **retail, mortgage, lending, marketing** and more.



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.

1



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3

3

4

4

2023 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

2023 Advertising and Article Submission Due Dates

Publication Month	Publication Content Due to VBA	Date of Publication
January	1/3/2023	1/10/2023
February	2/7/2023	2/14/2023
March	3/7/2023	3/14/2023
April	4/4/2023	4/11/2023
May	5/2/2023	5/9/2023
June	6/6/2023	6/13/2023
July	7/4/2023	7/11/2023
August	8/1/2023	8/8/2023
September	9/5/2023	9/12/2023
October	10/3/2023	10/10/2023
November	11/7/2023	11/14/2023
December	12/5/2023	12/12/2023

Artwork Specs: Header Position — 640 x 150 pixels
Middle Position — 640 x 150 pixels
Lower Position — 400 x 150 pixels
Sidebar Position — 200 x 200 pixels

Questions?

Contact Amy Binns | abinns@vabankers.org | 804.819.4726