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# SPONSORSHIP BROCHURE

VIRGINIA BANKERS  
ASSOCIATION



WHERE

***ENGAGEMENT***

CREATES

***OPPORTUNITY***

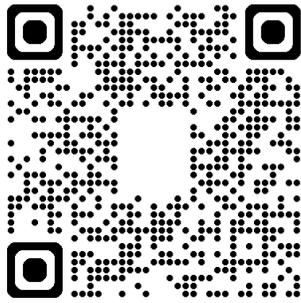
# Find Value With Engagements

## Engagement Creates Opportunity

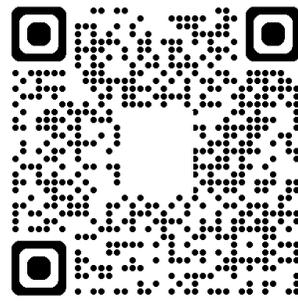
### 2025 Sponsorship, Exhibiting & Advertising Offerings

The Virginia Bankers Association and Maryland Bankers Association host 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 Virginia and Maryland member banks.

Scan or click on the QR codes below to learn more about all of our offerings!



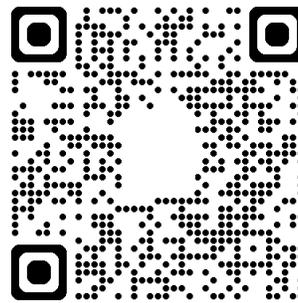
VBA/MBA Sponsorship &  
Exhibiting Opportunities



MBA Annual Events/  
Sponsorship Opportunities



VBA Publications/  
Advertisements



MBA Publications/  
Advertisements

#### **PLEASE NOTE: Sponsorship and Exhibiting Rates**

Rates listed on the following pages are VBA & MBA member rates.

Non-members will pay an **additional \$950** for sponsorships or exhibiting spots.

Event registration rates for members and non-members are indicated on each individual event page.

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

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



# 2025 Conference & Events Calendar

For a full listing of our 2025 programs, visit  
[www.vabankers.org](http://www.vabankers.org) | [www.mdbankers.com](http://www.mdbankers.com)

## JOINT CONFERENCES, SEMINARS & SCHOOLS

- Executive Leadership Institute | January-May
- Women's Mentorship Program Kick-off | February 13
- Connect|Protect Experience | March 3-5
- AML/BSA School | March 12-13
- Bank Directors' Symposium  
April 22 - Blacksburg, VA | April 23 - Richmond, VA |  
April 24 - Columbia, MD
- Bank Supervisor School | May 13-14
- MBA/VBA Joint Convention | June 22-25
- CFO Conference & Ethics Session | August 20-22
- Treasury Management Symposium | September 25
- Elder Financial Fraud & Exploitation  
Prevention | September TBD
- MARC Compliance Conference | October 15-16
- Lending & Credit Conference | October 22-24
- CRA Hot Topics Seminar | November TBD
- Leadership Conference | November 13-14

## JOINT VIRTUAL TRAININGS & SEMINARS

- Protect, Prevent, Prevail: A Banker's Guide to Check  
Fraud | January 31 & February 7
- Commercial Lending School | February 5-6
- Advanced Commercial Lending  
School | February 12
- International Women's Day  
Fireside Chat | March 7
- Compliance School  
May 5, 7, 9 | Lending Track  
May 15 | Deposits Track
- Accounting Peer Group | May & December
- ABA/MBA/VBA Diversity, Equity &  
Inclusion Summit | September TBD
- Internal Audit Seminar | November TBD

## MBA OFFERINGS\*

- MBA First Friday | January 3
- Emerging Leaders Champions Program | January 22  
Kick-off
- MBA Day in Annapolis | January 23
- Women & Allies | May 1
- Maryland Banking School | August 3-8
- Bankers Challenge | September 18

\* Available to VBA members at member pricing.

## VBA OFFERINGS\*\*

- VBA Banker Day | January 9
- VBA/VA Chamber Financial Forecast | January 9
- Virginia Bankers School of Bank Management |  
July 20-25
- Management Development Program | September-  
November
- Women in Banking Conference | December 3-4

\*\* Available to MBA members at member pricing.

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

# 2025 Connect|Protect Experience

Reserve

March 3-5, 2025  
Williamsburg Lodge  
Williamsburg, VA

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

## Exhibiting Package - \$4,000

Includes:

- Exhibit booth
- One (1) complimentary registration
  - Additional sponsor attendees - \$210 each
- Standard electrical provided
- Verbal and signage recognition at the event
- Opportunity to provide prize giveaways
- Exhibitor ribbons provided for onsite reps
- Pre- and post-attendee roster with emails
- Company logo included on:
  - all event marketing
  - event page on VBA & MBA websites
  - event portal (company profile & contact)

## EXHIBITOR SPEED DATING ADD-ON OPTION

- \$250 -

### GUIDELINES:

3 minute rounds

Bankers remain seated | Vendors rotate tables

Vendors provide elevator pitch

Banker prize drawings

(small prizes provided by exhibitors)

12 Spots Available on

First-Come, First-Served Basis

**R** = Reserved    **S** = Sold

## A La Carte Sponsorship Options:

- Monday Night Reception\* - \$4,500 **S**
- Tuesday Night Reception\* - \$4,500 **S**  
*\*Above Options Include Exhibiting Package*
- Keynote Speaker - \$3,000 **S**
- Lunch - \$2,500
- Hotel Keycards - \$2,500
- Breakfast - \$2,000
- Event Portal - \$2,000
- Onsite Materials w/Back Page Ad - \$2,000
- Technology/WiFi - \$2,000
- Name Badge Lanyards - \$1,750 **S**
- Daily eNewsletter - \$1,750
- Name Badges - \$1,500 **S**
- Phone Stand - \$1,500
- Attendee Roster w/Back Page Ad - \$1,500
- Networking Break w/Video or Slide Option - \$1,500
- Coffee Station/Cup Collars - \$1,250
- Registration Desk/Pull-Up Banner - \$1,000 **S**
- Notepad Mousepad - \$1,000
- Logoed Pens (sponsor supplies) - \$1,000 **S**
- Candy Bags - \$1,000
- Notepads - \$750 **S**
- Hand Sanitizer - \$750
- Daily eNewsletter Sidebar Ad (runs 3 days) - \$750

## Sponsorships Include:

- Registration rate of \$650\*
- Pre- and post-attendee roster with emails
- Sponsor Exhibitor ribbons provided for onsite reps
- Verbal and signage recognition at the event
- Company logo included on:
  - all event marketing
  - event page on VBA & MBA websites
  - event portal (company profile & contact)

\*Above registration rate is VBA & MBA member rate;  
\$500 additional fee added if not a member of either  
association

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

# 2025 CFO Conference

co-hosted by VBA | MBA | WVBA

Reserve

August 20-22  
Omni Richmond  
Richmond, VA

CFOs - Accounting - CEOs

## Exhibiting Package - \$3,000

Includes:

- Exhibit booth
- One (1) complimentary registration
  - Additional sponsor attendees - \$210 each
- Standard electrical provided
- Exhibitor ribbons provided for onsite reps
- Verbal and signage recognition at the event
- Opportunity to provide prize giveaways
- Pre- and post-attendee roster with emails
- Company logo included on:
  - all event marketing
  - event page on VBA|MBA|WVBA websites
  - event portal (company profile & contact)

## EXHIBITOR SPEED DATING ADD-ON OPTION

- \$250 -

### GUIDELINES:

3 minute rounds

Bankers remain seated | Vendors rotate tables

Vendors provide elevator pitch

Banker prize drawings

(small prizes provided by exhibitors)

12 Spots Available on

First-Come, First-Served Basis

**(R)** = Reserved    **(S)** = Sold

## A La Carte Sponsorship Options:

- Welcome Reception\* - \$5,000 **(R)**
- Thursday Night Reception\* - \$5,000 **(S)**
- Lunch\* - \$4,000
- Keynote Speaker\* - \$3,500 **(R)**
- Breakfast\* - \$3,500 **(S)**

\*Above Options Include Exhibiting Package

- Hotel Keycards - \$3,000 **(R)**
- Event Portal - \$2,500 **(S)**
- Name Badge Lanyards - \$2,500
- Technology/WiFi - \$2,500 **(R)**
- Networking Break w/Video or Slide Option - \$2,000
- Name Badges - \$2,000 **(S)**
- Onsite Materials w/Back Page Ad - \$2,000
- Daily eNewsletter - \$1,750
- Registration Desk w/Pull-Up Banner - \$1,500 **(R)**
- Attendee Roster w/Back Page Ad - \$1,500
- Mobile Pockets/Poppers - \$1,500
- Notepads - \$1,500
- Coffee Station/Cup Collars - \$1,500
- Mousepads Notepads - \$1,000
- Logoed Pens (sponsor supplies) - \$1,000
- Hand Sanitizer - \$750
- Candy Bags - \$500
- Daily eNewsletter Sidebar Ad (runs 3 days) - \$500

## Sponsorships Include:

- Registration rate of \$625\*
- Pre- and post-attendee roster with emails
- Sponsor/Exhibitor ribbons for onsite reps
- Verbal and signage recognition at the event
- Company logo included on:
  - all event marketing
  - event page on VBA|MBA|WVBA websites
  - event portal (company profile & contact)

\*Above registration rate is VBA|MBA|WVBA member rate;  
\$500 additional fee added if not a member of either  
association

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# 2025 Lending & Credit Conference

Reserve

October 22-24  
Williamsburg Lodge  
Williamsburg, VA

Lending & Credit Professionals

## Exhibiting Package - \$2,000

- 6' Exhibit table
- One (1) complimentary registration
  - Additional sponsor attendees - \$210 each
- Standard electrical provided
- Exhibitor ribbons provided for onsite reps
- Verbal and signage recognition at the event
- Opportunity to provide prize giveaways
- Pre- and post-attendee roster with emails
- Company logo included on:
  - all event marketing
  - event page on VBA & MBA websites
  - event portal (company profile & contact)

## EXHIBITOR SPEED DATING ADD-ON OPTION

- \$150 -

### GUIDELINES:

3 minute rounds

Bankers remain seated | Vendors rotate tables

Vendors provide elevator pitch

Banker prize drawings

(small prizes provided by exhibitors)

12 Spots Available on

First-Come, First-Served Basis

## Sponsorship Options:

- Thursday Night Reception\* - \$3,700 (R)
  - Keynote Speaker\* - \$3,000 (R)
  - Welcome Reception (night before)\* - \$2,700 (S)
  - Lunch\* - \$2,500
  - Breakfast\* - \$2,500
- \*Above Options Include Exhibiting Package*
- Event Portal - \$1,500 (S)
  - Hotel Keycards - \$1,500
  - Name Badge Lanyards - \$1,500 (R)
  - Networking Break (video/slide option) - \$1,500
  - Technology/WiFi - \$1,500
  - Onsite Materials w/Back Page Ad - \$1,500 (S)
  - Registration Desk w/Pull-Up Banner - \$1,500
  - Attendee Roster w/Back Page Ad - \$1,500
  - Mobile Pockets/Poppers - \$1,500
  - Mousepad Notepads - \$1,500
  - Daily eNewsletter - \$1,000
  - Name Badges - \$1,000
  - Notepads - \$1,000
  - Coffee Station/Cup Collars - \$750
  - Hand Sanitizer - \$750
  - Logoed Pens (sponsor supplies) - \$750 (S)
  - Daily eNewsletter Sidebar Ad (runs 3 days) - \$500

## Sponsorships Include:

- Registration rate of \$650\*
- 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 & MBA websites
  - event portal (company profile & contact)

\*Above registration rate is VBA & MBA member rate; \$500 additional fee added if not a member of either association

(R) = Reserved (S) = Sold

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

# 2025 Leadership Conference

Reserve



November 12-14  
Location TBD

Emerging Bank Leaders

## Sponsorship Options:

- Reception\* - \$2,000 **(S)**  
*\*Includes 1 complimentary registration*
- Breakfast - \$1,000
- Lunch - \$1,000
- Technology/WiFi - \$1,000
- Event Portal - \$1,000
- Name Badge Lanyards - \$1,000
- Daily eNewsletter - \$1,000
- Onsite Materials w/Back Page Ad - \$750
- Name Badges - \$750 **(S)**
- Attendee Roster w/Back Page Ad - \$500
- Daily eNewsletter Sidebar Ad - \$500

## Sponsorships Include:

- 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 & MBA websites
  - event portal (company profile & contact)

\*Above registration rate is VBA & MBA member rate;  
\$500 additional fee added if not a member of either  
association

**(R)** = Reserved    **(S)** = Sold

# 2025 Women in Banking Conference

Women in the Banking Industry

December 3-4  
Omni Richmond  
Richmond, VA

## Sponsorship Options:

- Reception\* - \$2,000
- Lunch\* - \$1,500
- Giveaway Item\* - \$1,500 **(S)**  
*\*Above Include 1 Complimentary Registration*
- Keynote Speaker - \$1,000
- Event Portal - \$1,000
- Name Badge Lanyards - \$1,000
- Technology/WiFi - \$750
- Daily eNewsletter Header - \$750
- Onsite Materials w/Back Page Ad - \$750
- Attendee Roster w/Back Page Ad - \$750
- Name Badges - \$500
- Daily eNewsletter Sidebar Ad - \$500

## Sponsorships Include:

- Registration rate of \$545\*
- 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 & MBA website
  - event portal (company profile & contact)

\*Above registration rate is VBA & MBA member rate;  
\$500 additional fee added if not a member of either  
association

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# 2025 MBA | VBA | VACB Bank Directors' Symposium

Reserve

April 22 - Blacksburg  
April 23 - Richmond  
April 24 - Columbia, MD

Bank CEOs & Directors

## Sponsorship Options:

- Attending Sponsorships\* - \$1,500  
*\*9 spots available on first-come, first-served basis;  
Must be a member of VBA, MBA or VACB to sponsor*

 = Reserved    = Sold

## Sponsorships Include:

- 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, MBA & VACB websites
  - event portal (company profile & contact)

## 2025 Advertisement Opportunities

Learn More About Advertising in *Virginia Banking Monthly*, *Virginia Banking Annual* or Contributing an Article for Possible Inclusion [Here!](#)



VIRGINIA  
**Banking**

VIRGINIA BANKERS ASSOCIATION

VIRGINIA BANKERS ASSOCIATION  
SERVING VIRGINIA'S FINANCIAL COMMUNITY SINCE 1893

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

# MBA | VBA JOINT CONVENTION

June 22-25, 2025 | The Ritz-Carlton, Naples, FL

Reserve



## Partner Level Sponsorships:

Perks: Company logo included on onsite Convention banner  
Receive two (2) complimentary registrations  
Receive a complimentary exhibit table

- Sunday Welcome Reception - \$15,000 (S)
- Monday Dessert Reception - \$15,000
- Tuesday Chairs' Reception - \$15,000 (S)
- Tuesday Celebration Banquet/Entertainment - \$15,000 (S)

## Platinum Level Sponsorships:

Perks: Company logo included on onsite Convention banner  
Receive two (2) complimentary registrations  
Receive a complimentary exhibit table

- MBA|VBA Joint Board Reception - \$12,500 (R)
- Monday Breakfast Speaking Opportunity - \$12,500 (RFP) (S)
- Breakout Session Speaking Opportunities - \$10,000 ea (RFP)
  - All breakouts will be held on Monday, June 23 (S)  
(4 spots available)
- Keynote Speaker Sponsor - \$10,000 (R)

## Gold Level Sponsorships:

Perks: Receive one (1) complimentary registration  
Opportunity to add on Exhibit Table for \$500

- Sunday Welcome Reception Photographer - \$8,500 (S)
- Tuesday Celebration Photographer - \$8,500
- Tuesday Breakfast Buffet - \$8,500
- Registration Tote Bag - \$8,000 (S)
- Monday Golf Tournament - \$8,000
- Golf Beverage Cart - \$8,000
- Bottled Water - \$8,000 (S)
- Hotel Keycards - \$7,500 (S)
- Registration Desk (includes pull-up banner) - \$7,500 (R)
- Name Badge Lanyards - \$6,500 (R)
- Name Badges - \$6,500 (S)
- Coffee Station/Collars (Monday & Tuesday) - \$6,500 (S)
- Luggage Tags (mailed ahead of event) - \$6,500
- Beach Item - \$6,500 (R)
- Golf Cannon - \$6,500
- Daily eNewsletter (Sunday/Monday/Tuesday) - \$6,500 (S)
- Event Portal - \$6,000 (R)

## Silver Level Sponsorships:

- Technology/WiFi - \$5,500
- Golf Tournament Boxed Lunches - \$5,000
- Convention Amenity (sponsor supplies) - \$5,000
- Turndown Service (Sunday-sponsor supplies) - \$5,000
- Turndown Service (Monday-sponsor supplies) - \$5,000
- Registration List (includes back page ad) - \$5,000
- Sunday Registration Refreshments - \$5,000
- Welcome Reception Signature Cocktail - \$5,000 (R)
- Tuesday Celebration Signature Cocktail - \$5,000
- Hand Sanitizer - \$5,000
- Sunscreen - \$5,000
- Specialty Item - \$5,000
- Shoe Butler - \$5,000
- Phone Caddy - \$5,000
- Candy Bags - \$5,000

## Bronze Level Sponsorships:

- Premier Golf Hole - \$4,500
- Monday Snack Break - \$4,000 (S)
- Tuesday Snack Break - \$4,000
- Exhibit Table - \$4,000
  - One (1) 6' table for Sunday, Monday & Tuesday
- Logoed Notepads (set at general sessions) - \$3,500 (S)
- Notepad Mousepads - \$3,500 (S)
- MBA|VBA Staff Shirts - \$3,500
- Logoed Pens (sponsor supplies) - \$3,000 (S)
- Guest Program - \$2,500
- Golf Cart Scoring App - \$2,500
- Golf Tournament Bag Tags - \$2,500
- Closest to the Pin Contest - \$2,500
- Longest Drive Contest - \$2,500
- Driving Range - \$2,500
- Putting Green - \$2,000
- Golf Hole (multiple available) - \$2,000
- Daily eNewsletter Sidebar Ad (multiple available) - \$1500

## Patron Level Sponsorships: \$1,250

- Multiple Available

### All Sponsorships Include:

MBA and/or VBA Member Registration Rate - \$1,195 | Guest Rate - \$575

Non-Member Rate - \$1,850 | Non-Member Guest Rate - \$875

Sponsor Ribbon Provided for Onsite Representatives | Pre- and Post-Attendee Roster with Contact Information

Recognition on: all event marketing  
event page on MBA & VBA websites  
event portal  
onsite signage

(R) = Reserved (S) = Sold

Questions? Contact:

Amy Binns | [abinns@vabankers.org](mailto:abinns@vabankers.org) | 804.819.4726 or Ann DeVilbiss | [adevilbiss@mdbankers.com](mailto:adevilbiss@mdbankers.com) | 443.837.1606

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 **5,400 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



## 2025 Virginia Banking Monthly Ad Rates

*Pricing is Per Quarter\* - One Ad Per Month for Three Months*

**Position 1: Header - \$1,050**  
*640 x 150 pixels*

2



**Position 2: Middle - \$800**  
*640 x 150 pixels*

3



**Position 3: Lower - \$550**  
*400 x 150 pixels*

4



**Position 4: Sidebar - \$300**  
*200 x 200 pixels*

3



4

*\*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](mailto:abinns@vabankers.org). Learn more about our publications by visiting our website, [www.vabankers.org/news-publications](http://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

### 2025 Advertising and Article Submission Due Dates

Publication Month	Publication Content Due to VBA	Date of Publication
January	1/13/2025	1/21/2025
February	2/3/2025	2/11/2025
March	3/3/2025	3/11/2025
April	3/31/2025	4/8/2025
May	4/28/2025	5/6/2025
June	6/2/2025	6/10/2025
July	7/7/2025	7/15/2025
August	8/4/2025	8/12/2025
September	9/2/2025	9/9/2025
October	9/30/2025	10/7/2025
November	11/3/2025	11/12/2025
December	12/1/2025	12/9/2025

#### Artwork Specs:

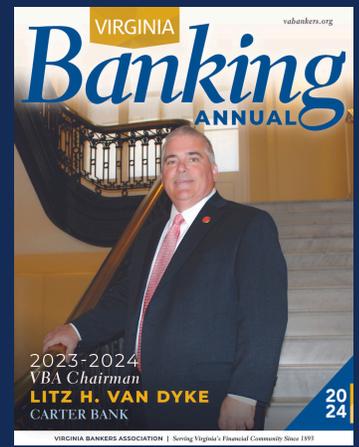
- Header Position — 640 x 150 pixels
- Middle Position — 640 x 150 pixels
- Lower Position — 400 x 150 pixels
- Sidebar Position — 200 x 200 pixels

#### Questions?

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

# Advertise in Virginia Banking Annual!

## 2025 Media Guide



This publication will serve as a **"year in review,"** covering the Virginia banking industry and the VBA from June 2024-June 2025.



This commemorative keepsake will be available in a select number of **print copies** for bank CEOs, VBA committee chairs, and VBA Associate Member CEOs and will be distributed **digitally** to **5,400+** bankers, legislators and industry partners.



Features will include **reflective thoughts** on the year from VBA staff and the VBA Chairman; highlights and pictures from VBA **education and training events**; a recap of **VBA Education Foundation** programs and initiatives...and more!

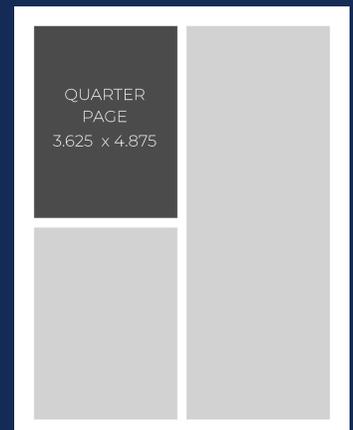
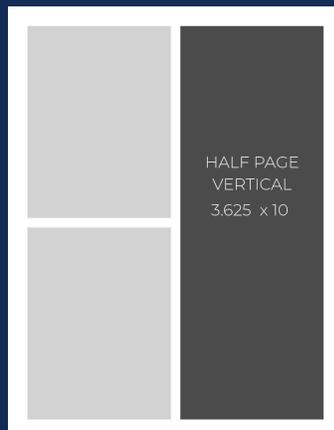
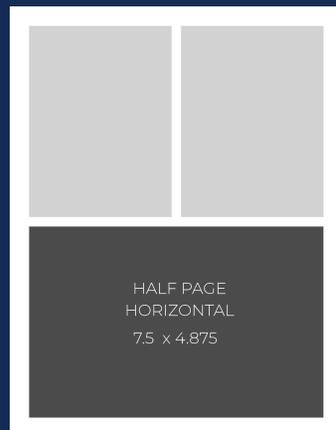
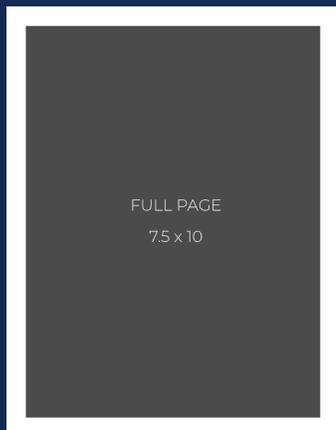
## 2025 Advertising Rates\*

Size	Price**	Dimensions (inches)
Outside Back Cover (full page) <i>Includes company logo on mailing envelope</i>	\$1,550	8.5x11 with bleeds
Inside Front Cover (full page) <b>SOLD</b>	\$1,300	8.5x11 with bleeds
Inside Back Cover (full page)	\$1,300	8.5x11 with bleeds
Full Page	\$1,050	8.5x11 with bleeds
Half Page Horizontal	\$800	7.5 x 4.875
Half Page Vertical	\$800	3.625 x 10
Quarter Page	\$550	3.625 x 4.875



\*All ad sales must be secured by April 25, 2025 and ad artwork is due no later than May 11, 2025.

\*\*Companies that advertise in issues of Virginia Banking Monthly will receive a 10% discount on Virginia Banking Annual rates.



Interested in advertising in *Virginia Banking Annual*?  
Please contact Amy Binns at [abinns@vabankers.org](mailto:abinns@vabankers.org).

Visit [www.vabankers.org/virginia-banking](http://www.vabankers.org/virginia-banking) to view past issues of *Virginia Banking Annual*.