



2017

SPONSORSHIP & EXHIBITION OPPORTUNITIES

Participate and expand your exposure to
PA's Community Banking Leadership

The PACB is pleased to offer those companies and firms interested in exposure to the community banking decision-makers in Pennsylvania the opportunity to participate as a corporate sponsor and exhibitor during important educational programs and the Association's Annual Convention in 2017.

Sponsorship is an economical way to connect with bankers while highlighting your organization's commitment to community banking. Being a PACB corporate sponsor offers face-to-face access to banking leaders in a comfortable social/networking atmosphere.

These important programs attract experienced bank leaders in areas such as: and leadership levels: IT, HR, Marketing, Retail, Security, Lending, along with directors and "C" Suite decision-makers from community banks across Pennsylvania. The educational programs are designed to offer attendees the opportunity to learn and network with each other, as well as provide a venue that fosters challenges to old thinking and encourages development of new ideas and strategies.

Review the enclosed information which outlines budget requirements and provides sampling of opportunities. If there are questions, please don't hesitate to contact Barbara Holbert, (717)231-7447 or barbara@pacb.org.

We encourage you to take the opportunity to engage with PACB community bank members through your exhibition attendance and sponsorship participation. Grow your exposure and business through involvement. Sponsorships and exhibit booths are limited and provided on a first come first served basis. Make your commitment today!

Include PACB Sponsorship and Exhibition Opportunities in your 2017 Marketing Budget



2017 Sponsorship and Exhibition Opportunities

To better meet the needs of our corporate sponsors and associate members, the PACB has restructured its sponsorship opportunities for 2017. This information will assist you in including PACB activities in your 2017 budgeting process. Sponsorship opportunities listed in this document are only illustrations for informational and budgeting purposes. Please know that the PACB is here to work with you to establish other sponsorship opportunities that meet the needs of your business, while supporting our member banks.

Please contact Barbara Holbert (717)231-7447 or barbara@pacb.org with any questions regarding these opportunities. More detailed information and direct sponsorship solicitation will be available as additional programs are developed.

One-day Seminar Sponsorships

- **Sole Sponsor**

\$1,500

(If selected, other sponsorships become unavailable – Commitment must be made 3 months prior to the program)

- 1 Complimentary Seminar Registration
- Table available to display company materials
- Sponsorship recognition on pacb.org & in Transactions Magazine
- One-page company marketing material distributed to attendees
- Representative may welcome the group
- Advance registration/ mailing list
- Logoed sponsorship sign

- **Luncheon**

\$1,000

- Sponsor recognition on pacb.org
- 50% discount off registration fee
- One-page company marketing material distributed to attendees
- Advance registration/ mailing list

One-day Seminar Sponsorships

General Sponsor

\$ 500

Sponsor recognition on pacb.org

25% discount off registration fee

One-page company marketing material distributed to attendees

Sample Subject Matter

Security

Credit/Lending

Emerging Leaders

Risk Management

Director Issues

Compliance

Audit

Operations

Cyber Security

Retail Banking/Branch

Payments

Risk Management

Conference Sponsorships

- **Sole Sponsor** **\$2,500-5,000** (based on predicted conference size/attendance)
(If selected –other sponsorships become unavailable – Commitment must be made 4 months prior to program)
 - 1 Complimentary Seminar Registration
 - Table top space available for company materials
 - Company representative presenter (if appropriate and approved)
 - Sponsorship recognition on pacb.org & in Transactions Magazine
 - Company marketing material distributed to attendees
 - Representative may welcome the group
 - Advance registration/ mailing list
 - Logoed sponsorship sign

- **Conference Event Sponsor** **\$1,000-1,500**
 - Sponsor recognition on pacb.org & in Transactions Magazine
 - 50% discount off registration fee
 - One-page company marketing flyer distributed to attendees
 - Advance registration/ mailing list
 - Logoed sponsorship sign
 - Representative available at event to greet attendees

Conference Sponsorships

- **General Sponsor**

\$ 750

- Sponsor recognition on pacb.org and Transactions Magazine
- 25% discount off registration fee
- One-page company marketing material distributed to attendees

2017 Confirmed Conferences

Human Resources - May
Marketing - May
Future of Community Banking – May
Maximizing Mutuality - November

Sample Subject Matter

Human Resources
Marketing
Technology
Credit
Director and Executive
Management Issues
Investment Banking
Economics

2017 Convention Sponsorships

- **Diamond**

\$15,000

- Three complimentary registrations
- Opportunity to introduce General Session Speaker
- Marketing materials distributed to all attendees
- 25% discount off Convention Exhibit Booth
- Sponsorship sign for event selected
- Company Representative(s) at event to meet and greet
- Opportunity to address delegates during event to thank them for participating (if logistically plausible)
- Podium introduction of representative during general session by PACB Chair
- One complimentary full- page ad in Transactions Magazine Convention Issue & Convention Program
- Advance convention delegate mailing/email list prior

Sample Events: PACB Theme Party Food & Beverage
Keynote Speaker
PACB Board of Directors Event (private function)
Gala Dinner
Customized Sponsorship

All sponsors receive:

- Logo recognition in marketing, onsite materials and scrolling thank you in general sessions
- Logo recognition on pacb.org
- Recognition in Transactions Magazine
- Discounts on advertisement in Transactions Magazine
- Sponsorship ribbons on badge
- Sponsorship signage
- Company description in onsite materials
- Representatives contact information in onsite materials

2017 Convention Sponsorships

- **Platinum** **\$10,000**
 - Two complimentary registrations
 - Marketing Materials distributed to all attendees
 - Sponsorship sign for event selected
 - 25% discount on Convention Exhibit Booth
 - Opportunity to address delegates during event to thank them for participating (if logistically plausible)
 - Podium recognition during general session by PACB Chair
 - Company representative(s) at event with ability to greet
 - One complimentary ¼ page ad in Transactions Magazine Convention issue and Convention Program
 - Advance Convention delegate mailing/email list prior

Sample Events: Welcome Reception
 Exhibit Luncheon
 Gala Entertainment
 CEO & Director Breakfasts
 Customized Sponsorship

All sponsors receive:

- Logo recognition in marketing, onsite materials and scrolling thank you in general sessions
- Logo recognition on pacb.org
- Recognition in Transactions Magazine
- Discounts on advertisement in Transactions Magazine
- Sponsorship ribbons on badge
- Sponsorship signage
- Company description in onsite materials
- Representatives contact information in onsite materials

2017 Convention Sponsorships

• Gold

\$7,500

- 1 complimentary registration
- Marketing Materials distributed to all attendees
- Sponsorship sign for event selected
- 10% Discount off Convention Exhibit Booth
- Podium acknowledgement during general session by PACB Chair
- Company representative(s) at event with ability to greet
- 50% discount on ½ page ad in Transactions Magazine Convention issue or Convention Program
- Advance convention delegate mailing/email list prior

Sample Events: Fellowship Breakfast
Chairman's Reception
Continental Breakfast
Convention Program Book

All sponsors receive:

- Logo recognition in marketing, onsite materials and scrolling thank you in general sessions
- Logo recognition on pacb.org
- Recognition in Transactions Magazine
- Discounts on advertisement in Transactions Magazine
- Sponsorship ribbons on badge
- Sponsorship signage
- Company description in onsite materials
- Representatives contact information in onsite materials

2017 Convention Sponsorships

- **Silver** **\$5,000**

- 1 registration @ 50% discount
- Marketing Materials distributed to all attendees
- Sponsorship sign for event/sponsorship selected
- Company representative(s) at event with ability to greet
- 25% discount off ½ page or smaller ad in Transactions Magazine Convention Issue or Convention Program
- Advance convention delegate mailing/email list prior

Sample Events: Beverage/Refreshment Breaks
Convention Bags
Convention Neck Wallets
PACB Convention Staff and Officer Apparel
Gala Wine
Convention Registration Desk

All sponsors receive:

- Logo recognition in marketing, onsite materials and scrolling thank you in general sessions
- Logo recognition on pacb.org
- Recognition in Transactions Magazine
- Discounts on advertisement in Transactions Magazine
- Sponsorship ribbons on badge
- Sponsorship signage
- Company description in onsite materials
- Representatives contact information in onsite materials

2017 Convention Sponsorships

- **Bronze** **\$3,500**
 - 1 registration @ 25% discount
 - Logo recognition in marketing, onsite materials and scrolling thank you in general sessions
 - Logo recognition on pacb.org and Transactions Magazine
 - 10% discount on advertising in Transactions Magazine Convention Issue & Program
 - Sponsorship ribbons on badge
 - Sponsorship signage
 - Company description in onsite materials
 - Representative(s) contact information in onsite materials

2017 Convention Exhibition

- **Exhibition Booth Fees***

- Associate Members early bird \$2,200
- Associate Members after \$2,500
- Non – member early bird \$2,900
- Non – member early bird \$3,200

- Additional booth personnel may be registered for all events held within the Exhibit Center
 - Associate Members \$500 per
 - Non Members \$700 per

- Sponsors Receive the Following Discount on Booth Fees:
 - Diamond Sponsor 25% discount applied
 - Platinum Sponsor 15% discount applied
 - Gold Sponsor 10% discount applied

***Fee includes one full convention registration per company.**

2016 Sponsorship and Exhibition Opportunities

Thank you for taking the time to review this information. Please remember that these slides represent just a sampling, with pricing estimates, of the sponsorship and exhibit opportunities for 2017 and should be used for budgetary and strategy purposes.

PACB is looking forward to working with you to utilize these opportunities to expand your visibility, recognition and contact with Pennsylvania's community banking leaders.

Please connect with Barbara Holbert (717)231-7447 or barbara@pacb.org with any questions. More detailed information and direct sponsorship solicitations will be available as programs are developed.