Include PACB Sponsorship and Exhibition Opportunities In Your 2019 Marketing Budget
To better meet the needs of our corporate sponsors and associate members, the PACB continues to expand its sponsorship opportunities and value proposition for 2019. The following information will assist you with including PACB activities in the 2019 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 exposure that meets the needs of your business, while supporting PA’s community banks.

Please contact Barbara Holbert, SVP of Strategy and Operations, at 717-231-7447 or barbara@pacb.org with any questions. More detailed information and direct sponsorship solicitation will be available as additional programs are developed.
REGIONAL MEETING SPONSORSHIPS

REGIONAL MAP

REGION #1
REGION #2
REGION #3

2019 CONFIRMED REGIONAL MEETINGS

Region I • March 26 • Doubletree, Monroeville
Region II • March 27 • Nittany Lion Inn, State College
Region III • March 28 • Folino Estates Winery, Kutztown
REGIONAL MEETING SPONSORSHIPS

THREE REGIONS $2,500
- Sponsor receives personal, on-site recognition
- Two complimentary registrations per location
- On-site signage
- Recognition in PACB’s magazine
- Recognition on PACB social media and on pacb.org

TWO REGIONS $1,500
- Sponsor receives written, on-site recognition
- One complimentary registration per location
- On-site signage
- Recognition in PACB’s magazine
- Recognition on pacb.org

ONE REGION $950
- Sponsor receives written, on-site recognition
- One registration at member rate
- Recognition in PACB’s magazine

Attendance at PACB’s regional meetings is available only to bankers and sponsors. Five sponsorships will be offered at each location.

Sponsorships will be issued on a first come first served basis.
CONFIRMED CONFERENCES FOR 2019

Human Resources • May 6-7
The Hershey Lodge & Convention Center • Hershey

Maximizing Mutuality • May 20-21
The Hotel Hershey • Hershey

Marketing • October 7-8
The Hershey Lodge & Convention Center • Hershey

FEATURED SPONSOR $2,500 - $5,000
(based on predicted conference size/attendance)

• 1 Complimentary Conference Registration
• Table top space available for company materials
• Company representative presenter (if appropriate and approved)
• Sponsorship recognition on pcb.org, PACB social media & in PACB’s magazine
• Company marketing material distributed to attendees
• Representative may welcome the group
• Advance registration/mailing list
• Logoed sponsorship sign
CONFERENCE SPONSORSHIPS

CONFERENCE EVENT SPONSOR  $1,000 - $1,500
- Sponsor recognition on pacb.org & in PACB’s magazine
- 50% discount off registration fee
- One-page company marketing flyer distributed to attendees
- Advance registration/mailing list
- Logoed sponsorship sign

GENERAL SPONSOR  $750
- Sponsor recognition on pacb.org and PACB’s magazine
- 25% discount off registration fee
- One-page company marketing material distributed to attendees

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www.pacb.org/pacb-education/nextgenu/
CONFIRMED SEMINARS FOR 2019

Security • March 7
Operations/Technology • March 12
Commercial Loan Documentation • April 4
ALM • October 2 & October 24
Fraud • October 9
Director/Trustee • October 23
Consumer Loan Documentation • October 28
Retail Banking • November 8

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 pcb.org & in PACB’s magazine
• One-page company marketing material distributed to attendees
• Representative may welcome the group
• Advance registration/mailing list
• Logoed sponsorship sign
ONE-DAY SEMINAR SPONSORSHIPS

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

GENERAL SPONSOR $500
- Sponsor recognition on pacb.org
- 25% discount off registration fee
- One-page company marketing material distributed to attendees

GROW YOUR NETWORK
SAVE THE DATE

CONVENTION 2019

THE BROADMOOR • COLORADO SPRINGS
• SEPTEMBER 26-29, 2019 •
PACB CONVENTION 2019
September 26-29, 2018 • The Broadmoor • Colorado Springs

ALL SPONSORS RECEIVE:
• Logo recognition in marketing, on-site materials and scrolling thank you in general sessions
• Logo recognition on pacb.org
• Recognition in PACB’s magazine
• Sponsorship ribbons on badge
• Sponsorship signage
• Company description in on-site materials
• Representatives contact information in on-site materials

DIAMOND

$15,000

• Three complimentary registrations
• 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 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

PLATINUM

$10,000

- Two complimentary registrations
- Marketing Materials distributed to all attendees
- Sponsorship sign for event selected
- 15% 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 1/2 page ad in Convention Program
- Advance Convention delegate mailing/email list prior

Sample Events: Welcome Reception
Exhibit Luncheon
Gala Entertainment
CEO & Director Breakfasts
CONVENTION 2019 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 Convention Program
- Advance convention delegate mailing/email list prior

Sample Events: Chairman’s Coctail Reception
Continental Breakfast
Convention Program Book

SILVER $5,200

- 1 registration @ 50% discount
- Marketing Materials distributed to all attendees
- Sponsorship sign for event/sponsorship selected
- 25% discount off ½ page or smaller ad in Convention Program
- Advance convention delegate mailing/email list prior
Sample Events: Beverage/Refreshment Breaks
Convention Bags
Convention Neck Wallets
PACB Convention Staff Apparel
Gala Wine
Convention Registration Desk

BRONZE $3,500

• 1 registration @ 25% discount
• Logo recognition in marketing, onsite materials and scrolling thank you in general sessions
• Logo recognition on pcb.org
• Sponsorship ribbons on badge
• Sponsorship signage
• Company description in onsite materials
• Representative(s) contact information in onsite materials
EXHIBITION BOOTH FEES

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>Early Bird Fee</th>
<th>Regular Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate Members early bird</td>
<td>$2,200</td>
<td></td>
</tr>
<tr>
<td>Associate Members</td>
<td>$2,500</td>
<td></td>
</tr>
<tr>
<td>Non-member early bird</td>
<td>$2,900</td>
<td></td>
</tr>
<tr>
<td>Non-member</td>
<td>$3,200</td>
<td></td>
</tr>
</tbody>
</table>

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

For PACB’s magazine advertising opportunities, please contact newsLINK Group at thenewslinkgroup.com/clients/PACB/
Thank you for taking the time to review this information. Please remember that these pages are only a sampling of the sponsorship and exhibit opportunities for 2019 and should be used for budgetary and marketing strategy purposes.

PACB is looking forward to collaborating with you to identify the best way for your organization to utilize these opportunities to expand visibility, awareness and connection with Pennsylvania’s community banking leaders.

Please contact Barbara Holbert, SVP of Strategy and Operations, at 717-231-7447 or barbara@pacb.org with any questions. More detailed information and direct sponsorship solicitations will be available as programs are developed.
KEEPING THE LIGHTS ON IN OUR Hometown.

Pennsylvania’s Community Banks.