INCLUDE PACB SPONSORSHIP AND EXHIBITION OPPORTUNITIES IN YOUR 2020 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 2020. The following information will assist you with including PACB activities in the 2020 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

2020 CONFIRMED REGIONAL MEETINGS

Region I • March 24 • Monroeville
Region II • March 25 • Hershey
Region III • March 26 • Valley Forge
REGIONAL MEETING SPONSORSHIPS

THREE REGIONS  $2,300
• 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  $1,550
• 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. Six sponsorships will be offered at each location.

Sponsorships will be issued on a first come first served basis.
CONFIRMED CONFERENCES FOR 2020

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

Marketing • October 12-13
The Hershey Lodge & Convention Center • Hershey

Maximizing Mutuality • November 8-10
The Hotel Hershey • Hershey

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

• 1 Complimentary Conference Registration
• Company representative presenter (if appropriate and approved)
• Sponsorship recognition on pacb.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 EVENT SPONSOR  $1,000 - $1,500

- Sponsor recognition on pcb.org & in PACB’s magazine
- 50% discount off one registration fee
- One-page company marketing flyer distributed to attendees
- Advance registration/mailing list
- Logoed sponsorship sign

GENERAL SPONSOR  $750

- Sponsor recognition on pcb.org and PACB’s magazine
- 25% discount off one registration fee
- One-page company marketing material distributed to attendees

NEXTGENU "resources to fast-track your career”

AVAILABLE NOW!
For more information, please visit www.pacb.org/pacb-education/nextgenu/
CONFIRMED SEMINARS FOR 2020

Lending/Credit • March 5 • PACB Headquarters
Security • March 12 • Radisson Harrisburg
C Suite Roundtable • April 6 • Western PA
Cannabis/MRB Banking • April 23 • Radisson Harrisburg
Compliance • May 14 • Radisson Harrisburg
CFO • June 11 • Radisson Harrisburg
C Suite Roundtables • June 25 • PACB Headquarters
C Suite Roundtables • August 17 • Eastern PA
Lenders Compliance Guide to Mortgage Lending
September 10-11 • PACB Headquarters
ALM • October 7 • PACB Headquarters
Fraud/Cyber Security • October 15 • Radisson Harrisburg
ALM • October 21 • DoubleTree Monroeville
FDIC Director/Trustee • October 22 • DoubleTree Monroeville
ONE-DAY SEMINAR SPONSORSHIPS

SOLE SPONSOR $1,000
(If selected, other sponsorships become unavailable – Commitment must be made 3 months prior to the program)
• 1 Complimentary Seminar Registration
• Sponsorship recognition on pacb.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

LUNCHEON $800
• Sponsor recognition on pacb.org
• 50% discount off one 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 one registration fee
• One-page company marketing material distributed to attendees
CONVENTION 2020 SPONSORSHIPS

PACB CONVENTION 2020
September 24-26, 2020 • Lake Buena Visata, Florida
Disney’s Grand Floridian Resort & Spa

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
   CEO & Director Breakfasts
   PACB Board of Directors & Past Chair 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
CONVENTION 2020 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  $5,500

• 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

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
• 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>Category</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate Members early bird</td>
<td>$2,200</td>
</tr>
<tr>
<td>Associate Members</td>
<td>$2,500</td>
</tr>
<tr>
<td>Non – member early bird</td>
<td>$2,900</td>
</tr>
<tr>
<td>Non – member</td>
<td>$3,200</td>
</tr>
</tbody>
</table>

Additional booth personnel may be registered for all events held within the Exhibit Center.

<table>
<thead>
<tr>
<th>Category</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate Members</td>
<td>$500 per</td>
</tr>
<tr>
<td>Non Members</td>
<td>$700 per</td>
</tr>
</tbody>
</table>

Sponsors Receive the Following Discount on Booth Fees:

<table>
<thead>
<tr>
<th>Sponsor Type</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond Sponsor</td>
<td>25%</td>
</tr>
<tr>
<td>Platinum Sponsor</td>
<td>15%</td>
</tr>
<tr>
<td>Gold Sponsor</td>
<td>10%</td>
</tr>
</tbody>
</table>
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 2020 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.