

*Get Noticed!*

A Comprehensive Overview of ABA Sponsorship Opportunities

2010

Arkansas Bankers Association



## Dear Sponsors and Exhibitors,

Increase your organization's exposure, heighten your brand recognition and drive sales by claiming your sponsorship or exhibit space at one of our many events during 2010. Each package is designed to help your corporate message reach the attendees effectively. This partnership with the ABA brings you a multitude of ways to promote your products and services to our members who are the decision makers in their organizations. Where else can you find so many potential customers in one place as an ABA event? Let's discuss your goals and objectives and work to design the best sponsorship package for your needs. We will work with you to enhance your take-home value and help you meet your goals.

Best Regards,  
Arkansas Bankers Association

### Sponsorship Benefits

- You will receive one complimentary registration to the conference you are investing in.  
(For sponsorships of \$1,500 or higher only)
- Signage during the sponsored event announcing your contribution
- Recognition in all marketing, promotional and publicity materials for the event.
- Conference name badge will include a Sponsor ribbon notifying everyone that you have contributed to the success of the event.
- Acknowledgement from the podium as a sponsor for your event.
- Opportunity to network with specific target audiences
- A sponsorship of \$1,500 is an investment of between \$7.50 - \$50 per banker (depending on the event) and provides the opportunity to talk with them in one location.
- Special consideration on exhibitor booths/tables at events that have a trade show.
- Savings on travel expenses by having members of your target audience in one location.
- Goodwill with ABA members created by sponsoring an event.
- Updated attendee lists prior to your event for marketing purposes.

### Special & Unique Sponsorship Opportunities

#### Convention Keynote Speaker: \$10,000

The keynote speaker at our annual convention is always the one the attendees remember. Imagine being able to introduce that speaker to the attendees at a meeting attended by many of the decision makers in the Arkansas banking industry.

#### Conference Notebooks: \$6,000

This sponsorship is for the notebooks used at the Annual Convention, ELS Leadership Conference and Bank Management Seminar. The notebooks will have your company's advertisement on the back cover and your company's marketing materials in the inside back pocket. This is the one sponsorship that all attendees will take home with them.

#### Hotel Keycards: \$5,000 (RESERVED)

This sponsorship is for the hotel keycards given to all attendees at the Annual Convention, ELS Leadership Conference and Bank Management Seminar and is one of the most visible sponsorships.

#### Lanyards: \$4,000 (RESERVED)

This sponsorship is for the lanyards used by attendees at the Annual Convention, ELS Leadership Conference and Bank Management Seminar. Your company's name will appear on the lanyards.

#### Massage/Relaxation Station: \$3,000 (RESERVED)

Three certified massage therapists in the Convention Exhibit Hall will provide upper body massages for attendees. They will help the attendees relax, feel welcome, appreciated and energized. The masseuses will wear your branded shirts to enhance your message. Distribute massage tickets from your exhibit booth and the ABA will drive bankers there with an invitation in our registration materials.

#### Advertising at Seminars & Schools:

The inside and back cover of each seminar/school book produced by the ABA is available for your company's advertisement. The cost is \$250 for each ad per event. Target your specific audience with your ad as well as have lunch with them at the event. For a list of seminars and schools, view our website at [www.arkbankers.org](http://www.arkbankers.org).

## Associate Membership

If building stronger relationships with the financial institutions in Arkansas would be beneficial to your business, or if you need to stay on top of changes, activities, and attitudes of the financial services industry in Arkansas, then there is no better way than an Associate Membership with the Arkansas Bankers Association. Regular Associate Membership is \$500 per year. Please view our website ([www.arkbankers.org](http://www.arkbankers.org)) and look under the "membership" tab for more information. In our quest to serve the needs of our membership the ABA looks for quality services and products to recommend. Our Associate members have met the high standards of quality our members expect, and they are promoted to our member institutions. The ABA reserves the right to regularly review and to potentially end any Associate membership and we reserve the right to refuse any new applications.

## Gold Associate Membership

Gold Associate Membership is \$750 per year and includes: Associate Membership, special recognition on our website, in the annual insert in *The Arkansas Banker* listing our Associate members, and in our annual Bank Directory. In order to qualify as a Gold Associate member, you must also sponsor at least one event annually, at a minimum of \$1,000. Membership provides numerous tangible and intangible benefits including the opportunity to network among the Arkansas banking industry's more than 17,000 employees.

# Overview of Events

**Security Conference:****Dates: March 10-11, 2010****Location: Wyndham Riverfront, North Little Rock****Average Attendance: 75**

The Security Conference is our annual conference where security issues take center stage. Security Officers, Mobile Banking Coordinators, ACH Managers, Retail Operations Personnel, Auditors, BSA Officers and Information Technology Personnel are the target audience for this event.

**Lending Conference****Dates: March 17-18, 2010****Location: Wyndham Riverfront, North Little Rock****Expected Attendance: 70**

The Lending & Credit conference is a new conference for the association and will be designed with advanced topics for experienced lenders. The conference will be marketed to experienced lenders of all types within our member banks. Senior Lending Officers, Chief Lending Officers, Commercial Lenders, Consumer Lenders, Real Estate Lenders, Credit Analysts and Loan Review Officers are the target audience for this event.

**Annual Convention:****Dates: May 5-7, 2010****Location: Hot Springs Convention Center****Average Attendance: 450**

The annual Convention has always been the premier event of the year focusing on regulatory issues, networking and current banking topics of interest. Bank Presidents, CEO's, Chairmen, Directors, and Senior Officers are the primary group targeted for this event. Featuring the changing of association officers, the annual trade show as well as informative speakers this event is one of the most attended during the year.

**Emerging Leaders Leadership Conference****Dates: July 22-23, 2010****Location: Wyndham Riverfront, North Little Rock****Average Attendance: 180**

The annual Leadership Conference is specifically designed for those middle managers that want to enhance their leadership skills. This conference provides an excellent networking opportunity for our attendees. Vice Presidents, Loan Officers, Head Tellers, Customer Service Representatives, Branch Managers, Assistant Vice Presidents, and Managers who would not attend the Annual Convention are the target audience for this event.

**Bank Management Seminar****Dates: August 5-7, 2010****Location: Hilton Convention Center, Branson, MO****Average Attendance: 300**

This annual event is a more relaxed version of our annual Convention focusing more on specific managerial concerns pertinent to our banks. CEO's, Bank Directors, Presidents and Senior Bank Officers are the target group for this event. This is a premier networking opportunity with our C-Suite bankers.

**Human Resources Conference****Dates: September 21, 2010****Location: DoubleTree Hotel, Little Rock****Average Attendance: 30**

The HR Conference is designed to provide the latest information on Human Resources law, policies and activities as it relates to the banking industry. Human Resources Managers and Directors, Branch Managers, Legal Council, HR Compliance Officers, HR Consultants, and CEO's are the target audience for this conference.

**Technology Conference****Dates: October 7-8, 2010****Location: Embassy Suites, Hot Springs****Average Attendance: 80**

The Technology Conference is geared toward the information technology professionals in the bank and provides information on emerging technologies and current challenges related to vendor relations, maximum efficiency, and eventual cost savings to the bank. IT Managers, Technology Managers, Chief Information Officers and members of the Board of Directors IT Committee are our target audience.

**Trust Conference****Dates: October 21-22, 2010****Location: To Be Determined****Average Attendance: 65**

The Trust Conference is designed to cover the pertinent issues for all of the trust departments of our member banks. Trust Officers, Wealth Management Officers, Senior Level Trust Executives, Estate Planning Attorneys, Trust Assistants and Private Bankers are the target audience for this event.

**Agricultural Lending Conference****Dates: November 3-4, 2010****Location: Embassy Suites, Hot Springs****Average Attendance: 60**

The Agricultural Lending Conference addresses specific topics in regards to lending to cattle, poultry, and row crop operations. Agricultural Lenders and Agri Bank Officers are the target audience for this conference.

# SPONSORSHIP REQUEST FORM

Please check the sponsorship(s) you would like and fax this form to (501) 376-9243.  
If you have an idea for a sponsorship, or would like to discuss other options,  
please contact Derek Rudkin at (501) 978-3613.



## Security Conference (March 10-11, 2010)

- Conference Notebooks **RESERVED**
- Refreshment Breaks \$250
- Reception \$1,000
- Exhibitor Tables \$300 each

## Lending Conference (March 17-18, 2010)

- Conference Notebooks **RESERVED**
- Refreshment Breaks \$250
- Reception \$1,000
- Exhibitor Tables \$300 each

## 120<sup>th</sup> Annual Convention (May 5-7, 2010)

Convention Program **RESERVED**  
(Full back cover ad on the Convention program)

- Convention Tote Bag **RESERVED**
- Registration Refreshments **RESERVED**
- Opening Reception Bar (2) \$2,000 each
- Opening Reception Ice Cream Bar \$1,500
- Opening Reception Entertainment \$1,000
- Continental Breakfast in the Trade Show \$2,000
- Refreshment Breaks \$500
- Luncheon Sponsor **RESERVED**
- Chairman's Reception **RESERVED**
- Banquet Entertainment **RESERVED**
- Strawberry Breakfast **RESERVED**

### Golf Tournament Sponsorships:

- Golf Tournament **RESERVED**
- Drink Cart **RESERVED**
- Longest Drive Contest (2) \$500 each
- Closest to the Hole Contest (2) \$500 each
- Exhibitor Booths \$600-\$1200

## ELS Leadership Conference (July 22-23, 2010)

- Opening Reception **RESERVED**
- Luncheon \$1,500
- Banquet/Entertainment **RESERVED**
- Refreshment Break \$250

### Golf Tournament Sponsorships:

- Golf Tournament **RESERVED**
- Drink Cart **RESERVED**
- Hole Sponsor \$150 each
- Exhibitor Tables \$300

## Bank Management Seminar (August 5-7, 2010)

- Registration Refreshments \$1,500
- Breakfast **RESERVED**
- Refreshment Break \$500
- Fly Away for Two Grand Prize **RESERVED**
- Razorbacks Season Tickets Grand Prize Cost of Tickets
- Arkansas Razorback Report Speaker \$1,000
- Economic Update Speaker \$1,500
- Golf Tournament **RESERVED**

## Human Resources Conference (September 21, 2010)

- Refreshment Break \$250
- Luncheon \$750
- Continental Breakfast **RESERVED**
- Exhibitor Tables \$250 each
- Conference Notebooks \$750

## Technology Conference (October 7-8, 2010)

- Refreshment Break \$250
- Luncheon \$1,500
- Continental Breakfast \$1,000
- Exhibitor Tables \$300 each
- Conference Notebooks \$750

## Trust & Wealth Management Conference (October 21-22, 2010)

- Refreshment Break \$250
- Reception **RESERVED**
- Dinner **RESERVED**
- Exhibitor Tables \$300 each
- Conference Notebooks \$750

## Agri Conference (November 3-4, 2010)

- Refreshment Breaks \$250
- Opening Reception \$1,000
- Conference Notebooks \$750

## Would you like to provide a speaker?

If you would like to provide a speaker at any of these events, please contact Derek Rudkin at (501) 978-3613. Providing a speaker will be considered a sponsorship.

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Title \_\_\_\_\_