



Arkansas Bankers Association

Partnership Opportunities

Maximize your company's visibility at
ABA events

Reach the membership
of Arkansas Bankers

Gain recognition
as an industry partner

Make the most
of your marketing dollars

Your Key to
Networking with
Arkansas Bankers



2011

Dear Partners,

Increase your organization's exposure, heighten your brand recognition and drive sales by claiming your alliance with the Arkansas Bankers Association during 2011. Each event is designed to help your corporate message reach your target audience effectively. This relationship 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 Arkansas customers in one place as an ABA event? Let's discuss your goals and objectives and work to design the best package for you to meet your goals.

Best Regards,
Arkansas Bankers Association

Your Benefits

All Sponsors and Exhibitors will receive the following:

- You will receive one complimentary registration to the conference you are investing in
- Signage during the sponsored event announcing your contribution
- Recognition in all marketing, promotional and publicity materials for the event (Brochures go out three months in advance, so register early!)
- Name badge will include a Sponsor or Exhibitor ribbon notifying everyone that you have contributed to the success of the event
- The opportunity to network with people in your specific target audience
- COST SAVINGS! You'll see both your own as well as potential customers in one location during the event that you choose. This saves you time and travel costs throughout the year
- Creates goodwill with all ABA members
- Updated event attendee lists are available for marketing purposes
- A great opportunity to venture into a new market or to test the waters with a new product

**NEW in
2011!**

Early bird partners who turn in their request before December 15, 2011 will receive special recognition in

the January and February issues of *The Arkansas Banker* magazine.

All others that are turned in by January 15, 2011 will be featured in the February issue only.

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.



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) 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.



Would you like to become a member of the Arkansas Bankers Association? If so, please contact Bill Holmes at (501) 376-3741 or bill.holmes@arkbankers.org

121st Annual Convention (May 4-6, 2011)

Location: The Peabody Hotel- Little Rock, AR

Dates: May 4-6, 2011

Expected Attendance: 400

<input type="checkbox"/> Keynote Speaker	\$10,000
<input type="checkbox"/> Convention Notebooks	RESERVED
<input type="checkbox"/> Lanyards	RESERVED
<input type="checkbox"/> Hotel Keycards	RESERVED
<input type="checkbox"/> Tote Bags	RESERVED
<input type="checkbox"/> Registration Refreshments	RESERVED
<input type="checkbox"/> River Rail Passes (for full registrants & guests)	\$1,500
<input type="checkbox"/> Opening Reception	\$4,000
<input type="checkbox"/> Thursday Breakfast (may be divided into four separate \$2,000 sponsorships)	\$8,000
<input type="checkbox"/> Networking Break Pool	\$500 each
<input type="checkbox"/> Luncheon (may be divided into four separate \$2,500 sponsorships)	\$10,000
<input type="checkbox"/> Chairman's Reception	RESERVED
<input type="checkbox"/> Exhibit Booths	Up to \$1,600
Golf Tournament:	
<input type="checkbox"/> Longest Drive Contest	RESERVED
<input type="checkbox"/> Closest to the Hole Contest	\$500
<input type="checkbox"/> Hole Sponsorships	\$250 each
<input type="checkbox"/> Trophies	RESERVED

73rd Bank Management Seminar (August 4-6, 2011)

Location: Hilton Convention Center- Branson, MO

Dates: August 4-6, 2011

Expected Attendance: 300

<input type="checkbox"/> Registration Refreshments	RESERVED
<input type="checkbox"/> Seminar Notebooks	\$3,000
<input type="checkbox"/> Lanyards	RESERVED
<input type="checkbox"/> Hotel Keycards	RESERVED
<input type="checkbox"/> Friday Breakfast (may be divided into three separate \$2,000 sponsorships)	RESERVED
<input type="checkbox"/> Saturday Breakfast (may be divided into three separate \$2,000 sponsorships)	\$6,000
<input type="checkbox"/> Networking Break Pool	\$500 each
<input type="checkbox"/> Razorback Season Tickets Grand Prize	Contact ABA

Emerging Leaders Conference (July 21-22, 2011)

Location: Doubletree Hotel / Robinson Center- Little Rock, AR

Dates: July 21-22, 2011

Expected Attendance: 200

<input type="checkbox"/> Opening Reception	RESERVED
<input type="checkbox"/> Registration Refreshments	\$1,000
<input type="checkbox"/> Conference Notebooks	RESERVED
<input type="checkbox"/> Lanyards	\$800
<input type="checkbox"/> Hotel Keycards	\$1,000
<input type="checkbox"/> Networking Break Pool	\$250 each
<input type="checkbox"/> Luncheon (may be divided into two separate \$1,500 sponsorships)	\$3,000
<input type="checkbox"/> Banquet/Entertainment	\$5,000
<input type="checkbox"/> Attendee T-Shirts	RESERVED
<input type="checkbox"/> Grand Prize Drawing	RESERVED
Golf Tournament:	
<input type="checkbox"/> Drink Cart	RESERVED
<input type="checkbox"/> Hole Sponsorships	\$150 each

Sponsorship Explanations

Convention Keynote Speaker

The keynote speaker at our annual convention is always the one who our attendees remember the most. You will have the opportunity to introduce that speaker to the attendees at a meeting which is attended by many of the decision makers in the Arkansas banking industry.

Event Notebooks

This sponsorship is for the notebooks used at the event. The notebooks will feature your company's advertisement on the back cover and your company's marketing materials in the inside back pocket.

Hotel Keycards

Hotel keycards are given to all attendees at the event that you select. This is one of the most visible sponsorships that we offer. Each time someone enters their room they will see your logo and message on the keycard. We will work with you to design the best message.

Lanyards

Your company's name will appear on the lanyards each attendee wears throughout the event. The lanyard is used by everyone to house their namebadge, room key, money, etc. Many of our attendees collect them to take home.

Tote Bags

Tote bags are very important to our attendees especially when there is a trade show or shopping nearby. The tote bags are usually one of the items that all attendees take home after the event. Each time they use the bag your company name will be reinforced in their minds.

Meal Functions (includes Breakfasts, Luncheons, Dinners & Receptions)

Meal functions are one of the best ways to get to meet and greet each attendee at a specific event. Stand in the entryway of the function, and shake hands with each person who attends to let them put a face with the sponsorship. You can choose to be the only sponsor of the event, or share with another company who compliments your business to save on expenses. Either way, it will be worth the cost to personally greet each person who attends.

Networking Breaks

Networking breaks are a great way to meet and greet all of the attendees at the sessions scheduled for that day. Position yourself near the snacks and your signage to shake hands, introduce yourself to prospective clients, and say hello to existing clients. Your name will be on their minds because the speaker will have just announced the break as being sponsored by you.

Providing a Speaker

Provide a speaker by taking care of his or her fee and travel expenses, and your company will be recognized as a sponsor of that event. Providing a speaker is not an avenue to give a sales presentation, but the opportunity to show your company is an expert in that area.



2011 SPONSORSHIP REQUEST FORM

Trust Conference (October 27-28, 2011)

Location: Embassy Suites- Little Rock, AR

Dates: October 25-26, 2011

Expected Attendance: 90

- Conference Notebooks **RESERVED**
- Continental Breakfast \$1,000
- Networking Break \$500 each
- Luncheon **RESERVED**
- Reception **RESERVED**
- Dinner & Entertainment **RESERVED**
- Exhibitor Tables \$250 - \$350

BSA Conference (January 11-12, 2011)

Location: Embassy Suites- Little Rock, AR

Dates: January 11-12, 2011

Expected Attendance: 80

- Conference Notebooks **RESERVED**
- Continental Breakfast \$1,000
- Networking Break \$500 each
- Luncheon **RESERVED**
- Reception \$1,000
- Exhibitor Tables \$250 - \$350

Compliance Conference (April 7-8, 2011)

Location: Embassy Suites- Little Rock, AR

Dates: April 7-8, 2011

Expected Attendance: 80

- Conference Notebooks **RESERVED**
- Continental Breakfast \$1,000
- Networking Break \$500 each
- Luncheon **RESERVED**
- Reception \$1,000
- Exhibitor Tables \$250 - \$350

Security Workshop (February 10-11, 2011)

Location: Doubletree Hotel- Little Rock, AR

Dates: February 10-11, 2011

Expected Attendance: 75

- Conference Notebooks **RESERVED**
- Continental Breakfast \$1,000
- Networking Break \$500 each
- Luncheon \$1,500
- Reception **RESERVED**
- Exhibitor Tables \$250 - \$350

Technology Conference (October 6-7, 2011)

Location: Embassy Suites- Little Rock, AR

Dates: October 4-5, 2011

Expected Attendance: 70

- Conference Notebooks \$750
- Continental Breakfast **RESERVED**
- Networking Break \$500 each
- Luncheon \$1,500
- Reception **RESERVED**
- Exhibitor Tables \$250 - \$350

Agri Conference (November 3-4, 2011)

Location: Clarion Resort on the Lake- Hot Springs, AR

Dates: November 2-3, 2011

Expected Attendance: 55

- Conference Notebooks **RESERVED**
- Continental Breakfast \$1,000
- Luncheon \$1,500
- Networking Break \$500 each
- Reception \$1,000
- Exhibitor Tables \$250 - \$350

Lending Conference (March 17-18, 2011)

Location: Embassy Suites- Little Rock, AR

Dates: March 17-18, 2011

Expected Attendance: 40

- Conference Notebooks **RESERVED**
- Continental Breakfast \$500
- Networking Break \$500
- Luncheon \$800
- Reception \$750
- Exhibitor Tables \$250 - \$350

Human Resources & Training Conference (September 20-21, 2011)

Location: Hilton Garden Inn- North Little Rock, AR

Dates: September 20, 2011

Expected Attendance: 30

- Conference Notebooks \$500
- Continental Breakfast **RESERVED**
- Networking Break \$250 each
- Luncheon \$800
- Exhibitor Tables \$250 - \$350

Please check the sponsorship(s) you would like & fax the form to (501) 376-9243.

Questions?

Contact Derek Rudkin at (501) 978-3613 or derek.rudkin@arkbankers.org

Company Name

Contact Name

Title

E-Mail Address

THANK YOU!