



New York
Bankers
Association

NYBA

THE BUSINESS OF BANKING CONFERENCE

FEATURING: RETAIL & SMALL BUSINESS, TRUST & INVESTMENT MANAGEMENT,
COMPLIANCE, AND RISK MANAGEMENT



The Saratoga Hilton
Saratoga Springs
New York



SPONSORSHIP OPPORTUNITIES

SEPT 19-21, 2023

THE BUSINESS
OF BANKING
CONFERENCE

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**FEATURING: RETAIL & SMALL BUSINESS, TRUST & INVESTMENT
MANAGEMENT, COMPLIANCE, AND RISK MANAGEMENT**

This is a new take on today's banking organization and the need to tear down the silos that keep various departments and units operating without a full picture of the institution's strategic goals. This omnibus conference will be comprised of four separate and staggered tracks: Retail & Small Business, Trust & Investment Management, Compliance, and Risk Management. This conference represents a unique opportunity for attendees to experience banking education from key operational and strategic perspectives across banking's landscape. Stay for the entire conference or select a track or two to suit your own interests and goals. This event combines the best of several of NYBA's major conferences for a fresh approach to the necessary broad-based understanding of the hottest issues impacting each area of a forward-looking bank. Attendees from every unit of the bank will find something valuable in this program, and will provide maximum exposure for sponsors and exhibitors.

ACHIEVE GEM-LEVEL STATUS

BECOME A SPONSOR OF THE BUSINESS OF BANKING CONFERENCE

The conference offers a wide variety of opportunities to engage attendees, build relationships and expand brand awareness.

THE BUSINESS OF BANKING CONFERENCE

NYBA Gem-Level Sponsor Opportunities The Business of Banking Conference

| | ONLY ONE PRESENTING SPONSOR OPPORTUNITY AVAILABLE | | | | |
|---|---|---------------------|--------------------|-----------------|---------------------|
| | PRESENTING SPONSOR \$15,000 | DIAMOND \$10,000 | EMERALD \$7,500 | RUBY \$5,000 | SAPPHIRE \$4,000 |
| Logo recognition on all marketing materials | | | | | |
| Recognition in General Session | | | | | |
| Recognition in Program Book | | | | | |
| Recognition as a Sponsor on website | | | | | |
| Recognition in on-site signage | | | | | |
| One company provided promo item included in welcome bag | | | | | |
| Full page ad in Program Book | | | | | |
| Logo included on name badge as Sponsor | | | | | |
| Social Media recognition | | | | | |
| Included Registration(s) | | | | | |
| Logo included in the "Before You Go" Email | | | | | |
| 10 NYBA Daily* Banner Ads | | | | | |
| 8 NYBA Daily* Banner Ads | | | | | |
| 5 NYBA Daily* Banner Ads | | | | | |
| 3 NYBA Daily* Banner Ads | | | | | |
| 1 NYBA Daily* Banner Ad | | | | | |

*NYBA Daily is distributed every weekday and read by thousands of banking professionals.

SPONSOR BENEFITS

ALL GEM-LEVEL SPONSORSHIPS RECEIVE RECOGNITION

- During general session, program book
- Registration/Lobby/Welcome Area Signage
- As a sponsor on our website with link to your site

Presenting Sponsor (only 1 available) \$15,000

- Logo recognition on all marketing materials
- Three Registrations
- Logo included on name badge as Sponsor
- Full page Company Ad in on-site program book
- Logo included in the "Before You Go" Email
- One company provided promo item included in welcome bag
- Recognition in all meeting rooms as Wi-Fi Sponsor
- 10 Free NYBA Daily* Banner Advertisements

This level receives these benefits along with all of the benefits listed in GEM-LEVEL SPONSORSHIPS

Diamond Sponsorship \$10,000

- Two Registrations
- Logo included on name badge as Sponsor
- Full page Company Ad in on-site program book
- Logo included in the "Before You Go" Forum Email
- One company provided promo item included in welcome bag
- Company is given the opportunity to introduce an education session (script provided)
- 8 Free NYBA Daily* Banner Advertisements

This level receives these benefits along with all of the benefits listed in GEM-LEVEL SPONSORSHIPS

Emerald Sponsorship \$7,500

- One Registration
- Full page Company Ad in on-site program book
- Logo included in the "Before You Go" Forum Email
- One company provided promo item included in welcome bag
- 5 Free NYBA Daily* Banner Advertisements

This level receives these benefits along with all of the benefits listed in GEM-LEVEL SPONSORSHIPS

Ruby Sponsorship \$5,000

- Full page Company Ad in on-site program book
- One company provided promo item included in welcome bag
- 3 Free NYBA Daily* Banner Advertisements

This level receives these benefits along with all of the benefits listed in GEM-LEVEL SPONSORSHIPS

Sapphire Sponsorship \$4,000

- One company provided promo item included in welcome bag
- 1 Free NYBA Daily* Banner Advertisement

This level receives these benefits along with all of the benefits listed in GEM-LEVEL SPONSORSHIPS

* NYBA's daily email, read by thousands of banking professionals each morning.

SELECT PROMOTIONAL OPPORTUNITIES

All Select Promotional Sponsorships will receive the following:

- Recognition of specific sponsorship in program book, website and signage at select opportunity

Networking Sponsorships

| | |
|---|---------|
| • Reception & Dinner at Canfield Casino | \$7,500 |
| • Evening Brewery Outing | \$5,000 |
| • Community Service Project | \$5,000 |
| • Lunch | \$5,000 |
| • Grab & Go Lunch | \$3,500 |
| • Refreshment Break (3 available) | \$3,500 |
| • Entertainment | \$3,000 |
| • Breakfast Sponsor (2 available) | \$2,500 |
| • Registration Hospitality | \$2,500 |

Technology Sponsorship

| | |
|---------------------------|---------|
| • Hotel Key Cards Sponsor | \$3,500 |
|---------------------------|---------|

The Business of Banking Materials

(only available to Non-Bank Members)

| | |
|---------------------------------------|---------|
| • Welcome Bag Sponsor | \$5,000 |
| • Name Badge Lanyard Sponsor | \$3,000 |
| • Notebook with logo | \$2,500 |
| • Beverage Coasters – General Session | \$2,500 |
| • Pen with logo | \$1,500 |

Advertising

Place an advertisement in the program book that will be distributed to all attendees on-site at registration.

| | |
|--------------------|---------|
| Inside Front Cover | \$3,000 |
| Inside Back Cover | \$2,500 |
| Full Page | \$1,000 |

THE BUSINESS OF BANKING CONFERENCE



LOGO AND ADVERTISEMENT SUBMISSION GUIDELINES

All logos and advertisements must be submitted in high resolution. Ads should be 300 dpi hires PDF with cropmarks and .25" bleed to all sides. Please send vector files (.eps or .ai) for logos.

Submit logos and ads no later than Wednesday, August 25, 2023 to events@nyba.com.



NYBA SPONSORSHIP THE BUSINESS OF BANKING

GEM-LEVEL SPONSORSHIPS

- Presenting Sponsor \$15,000
- Diamond Sponsorship \$10,000
- Emerald Sponsorship \$7,500
- Ruby Sponsorship \$5,000
- Sapphire Sponsorship \$4,000

GEM-LEVEL SPONSORSHIPS TOTAL:

SELECT PROMOTIONAL SPONSORSHIP OPPORTUNITIES

Networking Sponsorships

- Reception & Dinner at Canfield Casino \$7,500
- Evening Brewery Outing \$5,000
- Community Service Project \$5,000
- Lunch \$5,000
- Grab & Go Lunch \$3,500
- Refreshment Break (3 available) \$3,500
- Entertainment \$3,000
- Breakfast Sponsor (2 available) \$2,500
- Registration Hospitality \$2,500

NETWORKING SPONSORSHIPS TOTAL:

Technology Sponsorships

- Hotel Key Cards Sponsor \$3,500

TECHNOLOGY SPONSORSHIPS TOTAL:

The Business of Banking Materials

(only available to Non-Bank Members)

- Welcome Bag Sponsor \$5,000
- Name Badge Lanyard Sponsor \$3,000
- Notebook with logo \$2,500
- Beverage Coasters – General Session \$2,500
- Pen with logo \$1,500

THE BUSINESS OF BANKING MATERIALS TOTAL:

Advertisements in Program Book

- Inside Front Cover \$3,000
- Inside Back Cover \$2,500
- Full Page \$1,000

ADVERTISEMENTS TOTAL:

GRAND TOTAL:

CONTACT INFORMATION

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone: Office _____

Phone: Mobile _____

E-mail _____

LinkedIn _____

PAYMENT

Enclosed is a check in the amount of \$ _____

I/We wish to pay by credit card: Visa MC AMEX DISC _____

Name on card _____

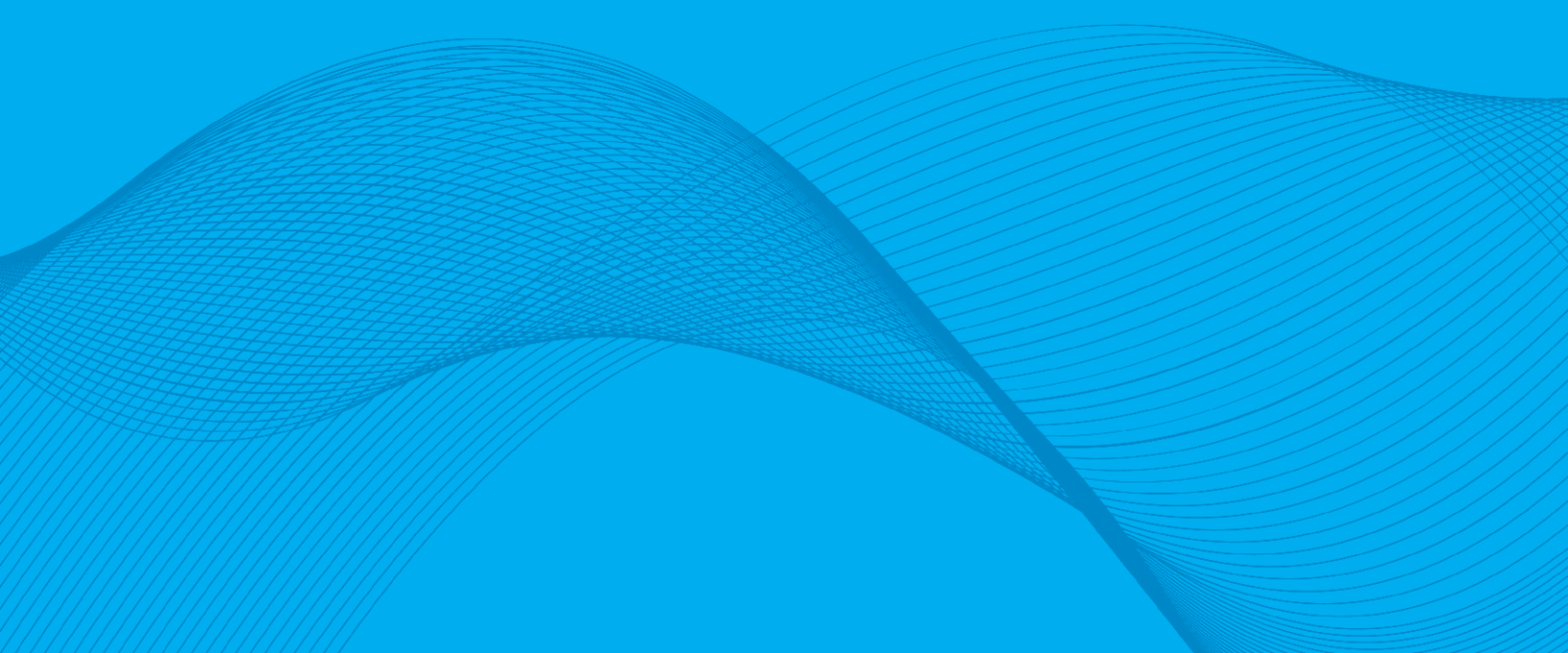
Card Number _____

Exp. Date _____ Sec Code _____

Signature _____

Please make all checks payable to New York Bankers Association
99 Park Avenue, 17th Floor, New York, NY 10016
nyba.com | 212.297.1600

Questions? Email: events@nyba.com



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