



WASHINGTON
BANKERS ASSOCIATION

2017
SPONSORSHIP
OPPORTUNITIES



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2017 SPONSORSHIP GUIDE

The Washington Bankers Association offers several annual conferences and events addressing the needs of diverse banking audiences. Washington state bankers look forward to these conferences each year when they are able to combine education and training with the networking opportunities to share ideas with their peers. Many come back year after year.

We design our conferences to promote interaction between bankers and sponsors. Evaluations from past conferences show that our bankers are more willing to purchase products from companies which support WBA conferences, and appreciate the chance to meet and speak with vendors upfront, so when a need arises, they already have a contact.

Benefits of Sponsorship

This is a rewarding way to make your company stand out from the crowd. You'll have greater visibility than your competition, position yourself as a leader in the industry, and build brand awareness among conference attendees.

We'll make sure your name is out there early and often. You will also receive the following exposure to potential customers:

- Sponsor name included in both the event brochure and final schedule for the conference
- Sponsor ribbons provided for your on-site staff so your contribution to the conference is visible to all attendees
- Sponsors receive special signage at the sponsored event for added name recognition and brand building
- A special insert provided in attendee materials includes company logo, contact information, a brief company description, and the onsite contact including their email address
- Complimentary conference registration (varies by sponsorship level)
- A full roster of conference attendees
- Sponsor name listed in WBA's magazine, *Issues and Answers*

Other benefits:

- Face-to-face buyer contact that is much more cost effective than individual business sales calls
- The chance to check out the competition, observe their products, pricing and marketing practices
- Learn about the issues confronting today's financial service leaders and gain insight into potential solutions
- Shape or reinforce a positive perception of your company with Washington's bank executives
- Great venue for entering a new market or new territory for your products

Sponsorship Information and Registration Contact:

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WBA CONFERENCES

NORTHWEST AGRICULTURE CONFERENCE

Co-sponsored by Oregon Bankers Association

Agricultural lenders from across the state gather for the annual Agricultural Conference. Covering farming, business, and banking issues, the program keeps Ag lenders up-to-date on what their customers face, legislative and regulatory issues of particular concern to agriculture, and credit issues faced by banking in general.

Date May 2018
Location TBD
Duration 1½ days
Audience Lenders with Ag-business customers

BANK EXECUTIVE CONFERENCE

The Bank Executive Conference is an opportunity for community bank leaders to discuss banking issues in general and those specific to community banking. With an intensive educational program covering issues such as strategic planning, federal and state legislation, the economy and bank management, the conference is a working event for CEOs, presidents, senior management team members, and community bank directors. During this event, bank director specific sessions will run concurrently to CEO specific training.

Date December 3-5 2017
Location Motif Seattle, Seattle, WA
Duration 1½ days
Audience CEOs, bank presidents, bank directors, senior management

NORTHWEST COMPLIANCE CONFERENCE

Co-sponsored by Oregon Bankers Association

Compliance officers meet yearly for this two-day compliance seminar. With the ever-increasing, always-changing compliance burden, these bankers rely on this conference for comprehensive updates on important regulatory issues, focusing on both lending and operations compliance. Speakers include local and national compliance experts.

Date October 5-6, 2017
Location Cedarbrook Lodge, SeaTac, WA
Duration 2 days
Audience Compliance officers, auditors, risk managers, BSA officers, loan compliance staff, deposit compliance staff, operations staff, lending staff

EDUCATION/HUMAN RESOURCES CONFERENCE

The Education/Human Resources Conference is focused on personnel topics specific to the banking industry. Areas of interest include regulation reviews, compensation, retention and rewards, training options, and legislative updates. Roundtable sessions allow participants the ability to develop local contacts and to discuss challenges particular to their banking responsibilities. Investing in training, education and personnel is key to thriving in the banking industry. Participants will have the opportunity to meet other bankers and develop contacts within their communities.

Date April 2018
Location TBD
Duration 1½ days
Audience HR professionals, training officers



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MARKETING CONFERENCE

A simple change in language can quickly strengthen and produce better marketing results. Working with your industry peers, sessions will focus on tools you can immediately implement in your bank. Branding, market analysis, products, bank regulations, and other issues important to bank marketing officers are included as topics of discussion.

Date March 2018
Location TBD
Duration 1 day
Audience Marketing officers, marketing assistants, retail officers

RETAIL SALES AND LEADERSHIP CONFERENCE

This conference is designed for bankers who are branch managers, retail managers, regional managers and those in sales. As leaders, now is the time to guide retail employees on how to best identify and maximize opportunities with customers. Woven into our agenda are topics which cover changing demographics, new service delivery channels, trust-based selling and more.

Date February 2018
Location TBD
Duration 1 day
Audience Branch managers, retail managers, regional managers and employees in sales

SENIOR CREDIT CONFERENCE

Designed for chief credit officers, senior lenders, and others who oversee the lending process at their banks, attendees will benefit from the comprehensive panel discussions and in-depth issue coverage, as well as the chance to network with fellow bankers from across the state. Topics include critical credit regulations, economic review, financial analysis, hot lending topics, credit products, and services of benefit to banks.

Date March 2018
Location TBD
Duration 1 day
Audience Chief credit officers, senior lenders, credit analysts and those who oversee the lending process at their banks

WOMEN IN BANKING CONFERENCE

The Women in Banking Conference focuses on strategic planning and visioning for progressive women in the banking arena. Speakers aim to empower attendees to realize their full potential in the workplace, and typically include: keynote speakers with inspirational and proven messages; a panel of executive level women bankers sharing real-life experiences; and roundtables moderated by a variety of executive women bankers.

Date November 8, 2017
Location Motif Seattle
Duration 1 day
Audience All women in banking



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SPONSORSHIP OPPORTUNITIES

Sponsorships are available for all WBA conferences at the following levels:

GOLD LEVEL - \$2,500 AND HIGHER

- Company name and logo displayed during sponsored event
- Prominent placement of logo in attendee materials
- List of all participants with contact information
- Insert in attendee materials listing company information, brief description, and onsite contact
- Company name and logo listed in WBA's magazine, *Issues & Answers*
- Recognition at beginning and end of conference
- Display table at the event
- Prominent signage listing your company as a Gold Sponsor
- Introduce speaker or short presentation at lunch
- Two (2) complimentary registrations to conference
- Examples: Keynote speakers, lunch, dinner

SILVER LEVEL - \$1,500 – \$2,499

- Company name and logo displayed during sponsored event
- Prominent placement of logo in attendee materials
- List of all participants with contact information
- Insert in attendee materials listing company information, brief description, and onsite contact
- Company name and logo listed in WBA's magazine, *Issues and Answers*
- Recognition at beginning and end of conference
- Display table at the event
- One (1) complimentary registrations to the conference
- Examples: Receptions, breakfast, printing

BRONZE LEVEL - \$750 - \$1,499

- Company name displayed during sponsored event
- Company name included in all attendee materials
- List of all conference participants
- Insert in attendee materials listing company information, brief description, and onsite contact
- Company name listed in WBA's magazine, *Issues and Answers*
- Recognition at beginning and end of conference
- Display table at the event
- Delegate can attend the conference for reduced \$375 per person
- Examples: Coffee breaks, printing, name badges

For information on sponsorship opportunities at a specific conference, please contact Donna Madsen at donna@wabankers.com or (206) 344-3484. Sponsorship prices can vary by conference.