



Idaho, Nevada, Oregon, Utah & Washington Bankers Associations

2020 Virtual  
Convention  
**AUGUST 5 - 6**

# Spirit of the West

## Sponsorship Options

The Idaho, Nevada, Oregon, Utah and Washington Bankers Association are pleased to bring you our 2020 Virtual Convention. Sponsorship information is available at the levels outlined below.

For specific questions, or availability, please contact Duncan Taylor at the Washington Bankers Association at [duncan@wabankers.com](mailto:duncan@wabankers.com), or **206-344-3492**. Please select the level you wish to sponsor and complete the reservation form on the last page.

### Platinum - \$5,000

#### Benefits

- Logo displayed prominently on each state's event website
- Logo displayed prominently on marketing emails
- Recognition as Platinum level sponsor on each state's social media platforms
- One complimentary exhibit booth (\$1,250 value)
- Includes six complimentary registrations
- Platinum recognition in Convention program
- Acknowledgement throughout Convention as Platinum level sponsor
- 90-second to 3-minute pre-recorded infomercial video presented between speakers - *Limited to 5 total*
- Access to attendee list 14 days prior to event

### Gold - \$3,000

#### Benefits

- Logo displayed prominently on each state's event website
- Logo displayed prominently on marketing emails
- Recognition as Gold level sponsor on each state's social media platforms
- One complimentary exhibit booth (\$1,250 value)
- Includes three complimentary registrations
- Gold recognition in Convention program
- Acknowledgement throughout Convention as Gold level sponsor

### Silver - \$2,000

#### Benefits

- Logo displayed prominently on each state's event website
- Silver recognition in Convention program
- Includes one complimentary registration
- Acknowledgement throughout Convention as Silver level sponsor



# Exhibitor Information

The virtual tradeshow of the IBA/NBA/OBA/UBA/WBA Bankers Convention is seen as an integral part of the educational agenda. Without the tradeshow, the attendees would not be able to easily learn about new products and technologies or meet with current and potential vendors in a relaxed, collegial environment. Association leadership and staff understand the importance and significance the tradeshow holds, especially when it comes to the support it provides to not only the event but to the association as a whole. Because the tradeshow is held in such high esteem, we make great efforts to promote both the availability of the tradeshow as well as our individual exhibitors to the attendees.

## Promotion of Tradeshow Before and After the Event

- The tradeshow and exhibitor listing are promoted routinely in email broadcasts, usually with a link to view the list of exhibiting companies.
- A list of exhibitors is provided in the agenda and will be provided to all attendees for Convention.
- Attendees are provided with a copy of the company profile, which includes contact information and a description of each exhibiting company in the Convention program.
- A thank you to all exhibitors is included in an issue of each state association's magazine and online.

## Booth Cost and Policies

All exhibitors must register for the convention. The registration fee includes access for the registered attendee. Each additional attendee must register in advance. To register more than one additional exhibitor, please photocopy the registration form.

## During the event

- Logo in tradeshow lobby
- Booth with unlimited downloadable assets
- In-booth sessions with attendees
- Live booth chat with attendees and on-demand emailed questions from attendees
- Thank you in opening and closing slides and during breaks
- Thank you mention in opening and closing presentations
- Exposure to the Convention community for the full duration of the event

## Please provide the following materials

This information will help us build your company's virtual exhibit booth for the event. Name and contact information listed under person attending on registration form will be used as the exhibitor's main contact.

- Sponsor image (200 x 300 px maximum)
- Header image (will be used for exhibit hall booth image) (150 x 124 px)
- Company logo (200 x 300 px maximum)
- Sponsor description - describes to attendees who the exhibitor is, what the company does, and can include contact information such as email addresses and social media links.
- Select booth background option (see attached PDF)

We appreciate the support and participation of all our exhibitors. If you have any questions or have suggestions on new ways we can promote or drive traffic into the tradeshow, please contact me below.

Duncan Taylor  
Washington Bankers Association  
206.344.3492  
duncan@wabankers.com



# Sponsorship & Exhibitor Reservation Form

*(Please make additional copies for multiple registrations)*

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

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Person Attending: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

*Please note that Platinum and Gold sponsorships include an complimentary exhibitor booth.*

**Sponsorship Level:**  Platinum - \$5,000

Gold - \$3,000

Silver - \$2,000

**Exhibitor Registration Fees:**  Exhibitor Booth - \$1,250

**TOTAL FEE:** \_\_\_\_\_

## Payment Information

*Registration fees must accompany your registration form.*

Check payable to 2020 Virtual Convention

Mastercard

Visa

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Billing Contact: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Email: \_\_\_\_\_

Please send a copy of the completed form to:

Duncan Taylor, Washington Bankers  
Association [duncan@wabankers.com](mailto:duncan@wabankers.com)  
1601 5th Ave, Ste 2150  
Seattle, WA 98101  
(206) 344-3492

