



WASHINGTON
BANKERS ASSOCIATION

2023 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
- Company material posted on WBA Conference website listing company information, brief description, and onsite contact
- 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:

Duncan Taylor
SVP/ Chief Operating Officer
duncan@wabankers.com
(206) 344-3492

Washington Bankers Association
601 Union Street, Suite 1720, Seattle, WA 98101
(206) 447-1700
www.wabankers.com



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WBA Conferences

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 March 16-17, 2023
Location DoubleTree Suites by Hilton, Seattle Airport
Duration 2 days
Audience Compliance officers, auditors, risk managers, BSA officers, loan compliance staff, deposit compliance staff, operations staff, lending staff

ENGAGE: RETAIL BANKING, TRAINING & ENGAGEMENT CONFERENCE

Co-sponsored by Oregon Bankers Association

The Engage: Retail Banking, Training & Engagement Conference is focused on a variety of topics specific to the banking industry. This event brings together bankers from across the retail, training and human resources divisions of the bank. 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 May 4-5, 2023
Location Washington Athletic Club, Seattle
Duration 1½ days
Audience HR professionals, training officers, retail bankers, branch managers

NORTHWEST AGRICULTURE CONFERENCE

Co-sponsored by Idaho and Oregon Bankers Association

Agricultural lenders from across the Pacific Northwest gather for the annual NW Agricultural Conference, co-hosted by the Idaho, Oregon and Washington Bankers Associations. 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 2023
Location Nampa, Idaho
Duration 2 days
Audience Lenders with Ag-business customers

CREDIT & LENDING CONFERENCE

Designed for 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 September 7-8, 2023
Location Washington Athletic Club, Seattle
Duration 1 1/2 days
Audience Credit officers, senior lenders, credit analysts, and lenders

VIRTUAL FINANCIAL TECHNOLOGY AND SECURITY CONFERENCE

Co-sponsored by New Jersey and North Carolina Bankers Associations

The Virtual Fintech Conference is focused on the various ways fintech and technology intersect with the banking industry. Areas of interest include information about technology trends, technology partnerships, market trends and ways banks are innovating in the space.

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| Date | October 2023 |
| Location | Virtual |
| Duration | 1 day |
| Audience | Technology professionals, security officers, information officers |

FUTURE LEADERS SUMMIT

Combining the Emerging Leaders and Women in Banking Conferences, this new event focuses on building leadership within the banking industry. Speakers aim to empower attendees to realize their full potential and include sessions focused on leadership, inspirational messaging, and other issues pertaining to the industry.

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| Date | November 2023 |
| Location | Seattle, WA |
| Duration | 1 day |
| Audience | All bankers |



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Sponsorship Opportunities

Sponsorships are available for all WBA conferences at the following

levels: **Gold Level - \$2,500**

- Company name and logo displayed during sponsored event
- Prominent placement of logo in attendee materials
- List of all participants with contact information
- Company material posted on WBA Conference website 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
- Prominent signage listing your company as a Gold Sponsor
- Introduce speaker during the event
- Two (2) complimentary registrations to conference

Silver Level - \$1,500

- Company name and logo displayed during sponsored event
- Prominent placement of logo in attendee materials
- List of all participants with contact information
- Company material posted on WBA Conference website 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
- One (1) complimentary registration to the conference

Bronze Level - \$1,000

- Company name displayed during sponsored event
- Company name included in all attendee materials
- List of all conference participants
- Company material posted on WBA Conference website 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

** Does not include attendee registration*

For information on sponsorship opportunities at a specific conference, please contact Duncan Taylor at duncan@wabankers.com or (206) 344-3492. Sponsorship prices can vary by conference.



WBA Conference Sponsorship Registration Form

Sponsorship Main Contact

(This person will receive sponsorship confirmations, information about shipping/receiving, and the mailing list)

Name _____ Title _____

Company _____

Address _____ City/ST/Zip _____

Phone _____ Fax _____

Email _____

Sponsorship Information

Conference Name _____

Sponsorship Level _____ Amount _____

Attendee #1

Name _____ Title _____

Attendee #2 (Additional attendees are \$375. Two attendees are included in gold sponsorships. One attendee is included in silver sponsorships.)

Name _____ Title _____

Sponsorship Total (Sponsorship amount + additional attendees) _____

Payment Information

Credit Card *(please send payment link)* Check is enclosed Invoice To: _____

Billing Contact _____

Billing Contact Email _____ Phone _____

Make check out and send registration information to:
Washington Bankers Association, 601 Union Street, Suite 1720, Seattle, WA 98101.
Call us at (206) 447-1700.

Cancellation Policy: For all cancellations that occur up to seven days prior to the start date, a \$50 cancellation fee will be charged. For cancellations with less than seven days notice, there will be no refunds. A substitute can attend at no fee. For cancelled courses and/or seminars, full fees will be refunded. Cancellation Procedure: Cancellations must be sent in writing to the WBA office via email, fax, or mail. No refunds will be granted until a written cancellation request is received by WBA.

Sponsorship of each event is on a first-come, first-served basis. For the most current on sponsorship availability, please contact Duncan Taylor of the Washington Bankers Association at (206) 344-3492 or duncan@wabankers.com.