



WASHINGTON
BANKERS ASSOCIATION

2021 Sponsorship Opportunities



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2021 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:

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WBA Conferences

NORTHWEST AGRICULTURE CONFERENCE

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 October 2021
Location Kennewick, WA
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.

Date December 2-3, 2021
Location Washington Athletic Club, 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 2021
Location Seattle, 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.

Date September 2021
Location TBD
Duration 1½ days
Audience HR professionals, training officers

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 17-18, 2021
Location Virtual
Duration 1 day
Audience Marketing officers, marketing assistants, retail officers



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WBA Conferences

EMERGING LEADERS CONFERENCE

The newly-formed Emerging Leaders Committee has been instrumental in organizing the new fall Emerging Leaders Conference, designed to help the next generation of bankers prepare for new management roles. Focusing on leadership topics, updates on the financial industry and fintech world, with plenty of networking opportunities, this conference will provide a wealth of information.

Date March 23-24, 2021
Location Virtual
Duration Two half days
Audience Emerging leaders

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 March 17-18, 2021
Location Virtual
Duration Two half days
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 2-3, 2021
Location Virtual
Duration Two half days
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 2021
Location Seattle, WA
Duration 1 day
Audience All women in banking



2021 Convention

The 2021 Convention will be held at Skamania Lodge in Stevenson, Wash. This year's event will be held July 14-16 with the Oregon Bankers Associations. More information regarding sponsorship and the exhibit hall will be provided in coming months. If you would like to learn more, please contact Liz Wilson at liz@wabankers.com.



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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
- 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 – \$2,499

- 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 - \$1,499

- 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.