



2024
Sponsorship
Opportunities



2024 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
- Company material posted on WBA Conference website listing company information, brief description, and contact details
- 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:

- Learn about the issues confronting today's financial service leaders and gain insight into potential solutions your organization can offer the industry
- 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

ENGAGE: VIRTUAL RETAIL, EDUCATION & HUMAN RESOURCES CONFERENCE

Co-sponsored by Oregon Bankers Association

The Engage: Virtual Retail, Education & Human Resources Conference is focused on a variety of topics specific to the banking industry. This event brings together bankers from across the retail, training, education, and human resources divisions of the bank. The event, run virtually over two half days, features presentations and roundtable discussions with subject matter experts representing the retail, education, training and human resources areas of the bank.

Date April 24-25, 2024
Location Virtual
Duration 2 half 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 8-10, 2024
Location Meridian, Idaho
Duration 2 days
Audience Lenders with Ag-business customers

VIRTUAL CREDIT, LENDING & COMPLIANCE CONFERENCE

Designed for credit officers, senior lenders, and members of the compliance team, attendees will benefit from the comprehensive discussions and in-depth issue coverage. With the ever-increasing, always-changing compliance burden, bankers rely on this conference for comprehensive updates on important regulatory issues, focusing on both lending and operations compliance. The event, run virtually over two half days, features presentations and roundtable discussions with subject matter experts representing the credit, lending and compliance areas of the bank.

Date September 19-20, 2024
Location Virtual
Duration 2 half days
Audience Credit officers, senior lenders, credit analysts, lenders and compliance bankers



Sponsorship Opportunities

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

Gold Level - \$3,500

- 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, and brief description
- Company name listed in WBA's magazine, Issues and Answers
- Recognition at beginning and end of conference
- Prominent signage listing your company as a Gold Sponsor
- Introduce speaker during the event
- Two (2) complimentary registrations to conference

Silver 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, and brief description
- Company name listed in WBA's magazine, Issues and Answers
- Recognition at beginning and end of conference
- One (1) complimentary registration to the conference

Bronze Level - \$1,500

- 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, and brief description
- 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.