



GEORGIA BANKERS ASSOCIATION
the resource that empowers

2024 Sponsorship and Exhibitor Kit

GBA invites Associate Members, Strategic Partners and member banks with products and services of interest to bank professionals to participate as sponsors and/or exhibitors in our 2024 conferences and signature events.

Inside are details regarding sponsorship and exhibit opportunities for all scheduled GBA professional education events for 2024. Involvement in each event presents different audiences, price points, advantages, and benefits, and our professional development team will be happy to discuss your 2024 involvement strategy so that your company gets maximum benefit from this important investment.

Send your response form in today to **Kathy Friestad** at kfriestad@gabankers.com. Opportunities are granted on a first-come, first-served basis.

Annual Involvement Bundle: If your company would like to confirm your sponsor and/or exhibit involvement for all desired 2024 events at one time, email Kathy, kfriestad@gabankers.com, to set up a call.

QUESTIONS?

Email Kathy at kfriestad@gabankers.com.



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2024 SPONSORSHIP AND EXHIBIT MENU AND RESPONSE FORM

Complete and return this PDF to GBA's **Kathy Friestad**, kfriestad@gabankers.com. Your involvement will be registered and a confirmation sent to the Sponsor Contact with a link to invoice. The planner in charge of your event will contact you regarding your benefits as appropriate.
NOTE: Receipt of benefits is contingent upon confirmation of payment. Reserve soon to ensure your company receives all eligible benefits.

SPONSOR CONTACT (will receive confirmation and invoice)

Name _____ Title _____

Company _____

Address _____ City, State & Zip _____

Phone _____ Email _____

MARKETING CONTACT (will send company logo and E-Bulletin ad, if applicable, to **Katina Prokos**, kprokos@gabankers.com.)

Name _____ Title _____

Phone _____ Email _____

PAYMENT DEADLINE

The total cost of all sponsorships and exhibit packages is due in full at least 30 days prior to each event, and benefits begin once payment is received. Sponsorships are non-refundable as we will include sponsor names in marketing efforts.

Education	<input type="radio"/> All Day Sponsor (\$1,000)
Single-day Seminar:	<input type="radio"/> Exhibit Booth (\$800)
Jan. 10	<input type="radio"/> Event Sponsor (\$1,500)
Leg. Forum & Reception	
Jan. 29 - Feb. 1	<input type="radio"/> Silver (\$1,500)
The BSA Summit	<input type="radio"/> Gold (\$2,000)
	<input type="radio"/> Platinum (\$2,500)
	<input type="radio"/> Exhibit Booth (\$800)
Feb. 28 - March 1	<input type="radio"/> Silver (\$1,500)
Operations and Technology Conference	<input type="radio"/> Gold (\$2,000)
	<input type="radio"/> Platinum (\$2,500)
	<input type="radio"/> Exhibit Booth (\$800)

March 20-22	<input type="radio"/> Silver (\$1,500)
HR Professionals Institute	<input type="radio"/> Gold (\$2,000)
	<input type="radio"/> Platinum (\$2,500)
	<input type="radio"/> Exhibit Booth (\$800)
March 20-22	<input type="radio"/> Silver (\$1,500)
Marketing Conference	<input type="radio"/> Gold (\$2,000)
	<input type="radio"/> Platinum (\$2,500)
	<input type="radio"/> Exhibit Booth (\$800)
April 10-12	<input type="radio"/> Silver (\$1,500)
Security Conference	<input type="radio"/> Gold (\$2,000)
	<input type="radio"/> Platinum (\$2,500)
	<input type="radio"/> Exhibit Booth (\$800)
April 28 - May 3	<input type="radio"/> Silver (\$1,500)
Georgia Banking School & GBA Compliance School	<input type="radio"/> Gold (\$2,000)
	<input type="radio"/> Platinum (\$2,500)
May 16-17	<input type="radio"/> Silver (\$1,500)
Rural Development & Lending Conference	<input type="radio"/> Gold (\$2,000)
	<input type="radio"/> Platinum (\$2,500)
	<input type="radio"/> Exhibit Booth (\$800)
June 9-11	<input type="radio"/> Silver (\$2,500)
Annual Meeting	<input type="radio"/> Gold (\$3,500)
	<input type="radio"/> Platinum (\$5,000)
	<input type="radio"/> Presenting (\$7,500)
	<input type="radio"/> Exhibit Booth (\$800)
July 8-10	<input type="radio"/> Silver (\$2,000)
Leadership Conference	<input type="radio"/> Gold (\$3,000)
	<input type="radio"/> Platinum (\$4,000)
	<input type="radio"/> Presenting (\$5,000)
	<input type="radio"/> Exhibit Booth (\$800)
Aug. 15-16	<input type="radio"/> Silver (\$1,500)
Women in Banking Conference	<input type="radio"/> Gold (\$2,000)
	<input type="radio"/> Platinum (\$2,500)
Sept. 29 - Oct. 1	<input type="radio"/> Event Sponsor (\$2,500)
Pres/CEO, Bank Acct. & Bank Counsel Conferences	
Oct. 23-25	<input type="radio"/> Silver (\$1,500)
Compliance Conference	<input type="radio"/> Gold (\$2,000)
	<input type="radio"/> Platinum (\$2,500)
	<input type="radio"/> Exhibit Booth (\$800)
Nov. 7-8	<input type="radio"/> Silver (\$1,500)
Financial Risk Management Conference	<input type="radio"/> Gold (\$2,000)
	<input type="radio"/> Platinum (\$2,500)
	<input type="radio"/> Exhibit Booth (\$800)
Dec. 5-6	<input type="radio"/> Silver (\$1,500)
Credit Conference	<input type="radio"/> Gold (\$2,000)
	<input type="radio"/> Platinum (\$2,500)
	<input type="radio"/> Exhibit Booth (\$800)

SPONSORSHIP LEVELS AND BENEFITS

The BSA Summit (AC)
HR Professionals Institute (AC)
Marketing Conference (AC)
Operations & Technology Conference (AM)
Bank Security Conference (AC)
Georgia Banking School (AM)

GBA Compliance School (AC)
Rural Development & Lending Conference (AM)
Women in Banking Conference (KF)
Compliance Conference (AC)
Financial Risk Management Conference (AM)
Credit Conference (AM)

Silver • \$1,500

- > Company listed as sponsor on event website
- > Company name or logo included in marketing materials
- > Company name or logo included in weekly GBA E-Bulletin (distribution 5,000+)
- > Company name or logo and description included on event app and website
- > Advance list of attendees
- > Company name or logo included on onsite event signage
- > Sponsor ribbons provided for all onsite representatives
- > Sponsor recognition from the podium
- > Company promoted in audio/visual during the event.

Gold • \$2,000

In addition to Silver benefits, Gold sponsors will receive:

- > Sponsorship of a breakfast, break, lunch, or Wi-Fi, including recognition on signage at sponsored function
- > Opportunity to provide branded items such as cocktail napkins, to-go coffee cups or sleeves, etc.
- > Company promoted as sponsor on social media
- > Company logo and sponsor contact info in post-event attendee email.

Platinum • \$2,500

In addition to Silver benefits, Platinum sponsors will receive:

- > Sponsorship of a reception, speaker, or event app, including recognition on signage at sponsored function. Speaker sponsors may introduce the speaker and present a one-minute elevator pitch about your company
- > Inclusion of company-provided promotional materials in event app and website
- > One educational article in GBA E-Bulletin (distribution 5,000+).

Event Contacts

Alison Moreau (AM), Senior Professional Development Manager, amoreau@gabankers.com

Kathy Friestad (KF), Senior Professional Development Manager, kfriestad@gabankers.com

Aimee Corcoran (AC), Professional Development Manager, acorcoran@gabankers.com

SINGLE-DAY SEMINAR SPONSORS

Seminar dates and topics for education are located on the GBA website at www.gabankers.com. Sponsorship fee is \$1,000 per seminar and includes company name or logo in marketing materials; company name, logo and description on event website; company listed as sponsor in weekly GBA E-Bulletin (distribution: 5,000+); verbal recognition at the seminar; opportunity to place company-provided item/giveaway at each seat; sponsor ribbons provided for all on-site representatives; and advance list of attendees. For more information, contact Aimee Corcoran, acorcoran@gabankers.com.

SPONSORSHIP LEVELS AND BENEFITS

Silver • \$2,500

Sponsors at this level receive:

- > Company listed as GBA event sponsor on event website
- > Company name or logo included in marketing materials
- > Company listed as sponsor with logo in weekly GBA E-Bulletin (distribution: 5,000+)
- > Company name or logo and description included in event app and website
- > Advance list of attendees
- > Company name or logo included on event signage
- > Verbal recognition from the podium
- > Company promoted in audio/visual during the event
- > Sponsor ribbons provided for all onsite representatives.

Gold • \$3,500

In addition to Silver benefits, Gold sponsors will receive:

- > Sponsorship of a break, breakfast, or lunch, including recognition on signage at sponsored function
- > Insertion of company-provided promotional materials in event app and website
- > Opportunity to reserve one (1) hotel room before group block opens to membership.

Platinum • \$5,000

In addition to Silver benefits, Platinum sponsors will receive:

- > Sponsorship of the event app, Wi-Fi, bottled waters or hotel keycards
- > Insertion of company-provided promotional materials on event app and website
- > Company promoted as sponsor on social media
- > Opportunity to reserve two (2) hotel rooms before group block opens to membership.

Presenting • \$7,500

In addition to Silver benefits, Presenting sponsors will receive:

- > Sponsorship of reception, dinner, or speaker, including recognition on signage at sponsored function. Speaker sponsors may introduce the speaker and present a one-minute elevator pitch about your company.
- > Exhibit booth (conference registration not included)
- > One educational article in the GBA E-Bulletin (distribution: 5,000+)
- > Company promoted as sponsor on social media
- > Insertion of company-provided promotional materials in event app and website
- > Opportunity to reserve two (2) hotel rooms before group block opens to membership.

Event Contact

Kathy Friestad, Senior Professional Development Manager, kfriestad@gabankers.com

SPONSORSHIP LEVELS AND BENEFITS

Silver • \$2,000

Sponsors at this level receive:

- > Company listed as sponsor on event website
- > Company name or logo included in marketing materials
- > Company listed as sponsor with logo in weekly GBA E-Bulletin (distribution: 5,000+)
- > Company name or logo and description included in event app and website
- > Advance list of attendees
- > Company name or logo included on event signage
- > Verbal recognition from the podium
- > Company promoted in audio/visual during the event
- > Sponsor ribbons provided for all onsite representatives.

Gold • \$3,000

In addition to Silver benefits, Gold sponsors will receive:

- > Sponsorship of a break, breakfast, or lunch, including recognition on signage at sponsored function
- > Insertion of company-provided promotional materials in event app and website
- > Opportunity to reserve one (1) hotel room before group block opens to membership.

Platinum • \$4,000

In addition to Silver benefits, Platinum sponsors will receive:

- > Sponsorship of the event app, Wi-Fi, bottled waters or hotel keycards
- > Insertion of company-provided promotional materials on event app and website
- > Company promoted as sponsor on social media
- > Opportunity to reserve two (2) hotel rooms before group block opens to membership.

Presenting • \$5,000

In addition to Silver benefits, Presenting sponsors will receive:

- > Sponsorship of reception, dinner, or speaker, including recognition on signage at sponsored function. Speaker sponsors may introduce the speaker and present a one-minute elevator pitch about your company.
- > Exhibit booth (conference registration not included)
- > One educational article in the GBA E-Bulletin (distribution: 5,000+)
- > Company promoted as sponsor on social media
- > Insertion of company-provided promotional materials on event app and website
- > Opportunity to reserve two (2) hotel rooms before group block opens to membership.

Event Contact

Kathy Friestad, Senior Professional Development Manager, kfriestad@gabankers.com

SPONSORSHIP BENEFITS

Event Sponsor • \$1,500

Sponsors at this level receive:

- > Listing on event mentions, promotions and website
- > Company name or logo included on event signage
- > Company promoted in audio/visual during the event
- > Recognition from podium
- > Sponsor ribbons for all onsite representatives
- > Advance attendee list
- > One ad in the GBA E-Bulletin (distribution: 5,000+)
- > Two (2) social media mentions
- > Inclusion of logo and sponsor contact info in special post-event sponsor recognition email to attendees.

GBA E-Bulletin Advertising Guidelines

- > Size/format: 700x233 pixels / .jpg, .jpeg or .png
- > Deadline: 5 p.m. Tuesday the week it will run
- > Publication date: Thursday evenings
- > NEED: Link for ad

Event Contact

Kathy Friestad, Senior Professional Development Manager, kfriestad@gabankers.com

SPONSORSHIP ELIGIBILITY

Sponsors of this event are limited to Bank Counsel Section members, Bank Accountant Section member firms and GBA Strategic Partners with relevant relationships. To verify if your company is eligible to sponsor, email GBA's Bo Brannen at bbrannen@gabankers.com.

SPONSORSHIP BENEFITS

Event Sponsor • \$2,500

Sponsors receive:

- > Listing on event mentions, promotions and website
- > Company name or logo included on prominent common-area signage for the duration of the event
- > Sponsor an individual function (break, breakfast, speaker/session, reception, meal, etc.)
- > Recognition on signage for add-on opportunity if it's a break or mealtime option
- > Link to company material on Attendee Hub website/mobile app
- > Listing in onsite PowerPoint slide deck
- > Recognition from podium
- > Sponsor ribbons for all onsite representatives
- > Advance attendee list
- > One ad in the GBA E-Bulletin (distribution: 5,000+)
- > Two (2) social media mentions
- > Inclusion of logo and sponsor contact info in special post-event sponsor recognition email to attendees
- > Opportunity to reserve one (1) hotel room before group block opens to membership.

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EXHIBITOR INFORMATION AND FAQ

Who can exhibit?

GBA invites its associate members in good standing to support our conferences, seminars, schools, and signature events through exhibiting.

Which GBA events have exhibits?

- > Annual Meeting (KF)
- > Bank Security Conference (AC)
- > Compliance Conference (AC)
- > Credit Conference (AM)
- > Financial Risk Management Conference (AM)
- > HR Professionals Institute (AC)
- > Leadership Conference (KF)
- > Marketing Conference (AC)
- > Operations & Technology Conference (AM)
- > Rural Development & Lending Conference (AM)
- > Single-day seminars (AC)
- > The BSA Summit (AC)

Exhibit Package Cost and Inclusions

The exhibit package is \$800 per event and includes an 8' X 10' or 10' X 10' space with one 6' skirted table, two chairs, one wastebasket, and Wi-Fi access. Event registration is not included in the exhibit package.

Visibility and Perks

Exhibits will be set up in the main event ballroom or near registration whenever possible and there will be scheduled breaks to allow attendees to visit with exhibitors without competition for their time. Exhibitors are always invited to bring a giveaway or two. At some events, exhibitors have the opportunity to present an “elevator pitch” to attendees.

Should I hurry?

Space is available on a first-come first-served basis and booths will not be placed on a courtesy hold.

Event Contacts

Alison Moreau (AM), Senior Professional Development Manager, amoreau@gabankers.com

Kathy Friestad (KF), Senior Professional Development Manager, kfriestad@gabankers.com

Aimee Corcoran (AC), Professional Development Manager, acorcoran@gabankers.com