



GEORGIA BANKERS ASSOCIATION
the resource that empowers

2022 Sponsorship and Exhibitor Opportunities

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 2022 conferences and signature events.

Inside are details regarding sponsorship and exhibit opportunities for all scheduled GBA professional education events for 2022. Involvement in each event presents different audiences, price points, advantages, and benefits, and our professional development team will be happy to discuss your 2022 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.

QUESTIONS?

Email Kathy at kfriestad@gabankers.com.

SPONSORSHIP BENEFITS

Event Sponsor • \$1,500

Sponsors at this level receive:

- > Listing on event mentions, promotions and website
- > Company name/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: 6,000+)
- > 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

- > Specs: 700x233 pixels, .jpeg or .png
- > Deadline: 5 p.m. Tuesday the week or range of weeks it will run
- > Publication date: Thursday evenings
- > NEED: Link for ad

Event Contact

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

SPONSORSHIP LEVELS AND BENEFITS

Silver • \$1,000

Sponsors at this level receive:

- > Sponsorship of a scheduled break, including recognition on signage at sponsored function
- > Company listed as sponsor on event website
- > Company name/logo included in marketing materials
- > Company name, logo and description included in event app and website
- > Advance list of attendees
- > Company listed as sponsor with logo in weekly GBA E-Bulletin (distribution: 6,000+)
- > Company name/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 • \$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.

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
- > One educational article in the GBA E-Bulletin (distribution: 6,000+)
- > Insertion of company-provided promotional materials in event app and website
- > Company logo and sponsor contact info in post-event attendee email
- > Company promoted as sponsor on social media.

Event Contact

Alison Moreau, Professional Development Manager, amoreau@gabankers.com

SPONSORSHIP LEVELS AND BENEFITS

The levels/benefits below are for the following GBA events:

- > HR Professionals Institute
- > Bank Security Conference
- > Marketing Conference
- > Georgia Banking School
- > GBA Compliance School
- > Rural Development & Lending Conference
- > Women in Banking Conference
- > Compliance Conference
- > Financial Risk Management Conference

Silver • \$1,000

Sponsors at this level receive:

- > Company listed as sponsor on event website
- > Company name/logo included in marketing materials
- > Company name/logo included in weekly GBA E-Bulletin (distribution 6,000+)
- > Company name/logo and description included on event app and website
- > Advance list of attendees
- > Company name/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 • \$1,500

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.

Platinum • \$2,000

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
- > Company promoted as sponsor on social media
- > One educational article in GBA E-Bulletin (distribution 6,000+)
- > Company logo and sponsor contact info in post-event attendee email.

Event Contact

Alison Moreau, Professional Development Manager, amoreau@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/logo in marketing materials; company name, logo and description on event website; company listed as sponsor with logo in weekly GBA E-Bulletin (distribution: 6,000+); 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 Jenna Lynn Warner, jwarner@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/logo included in marketing materials
- > Company listed as sponsor with logo in weekly GBA E-Bulletin (distribution: 6,000+)
- > Company name, logo and description included in event app and website
- > Advance list of attendees
- > Company name/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.

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.

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: 6,000+)
- > Company promoted as sponsor on social media
- > Insertion of company-provided promotional materials in event app and website.

Event Contact

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

SPONSORSHIP LEVELS AND BENEFITS

Silver • \$1,000

Sponsors at this level receive:

- > Company listed as sponsor on event website
- > Company name/logo included in marketing materials
- > Company listed as sponsor with logo in weekly GBA E-Bulletin (distribution: 6,000+)
- > Company name, logo and description included in event app and website
- > Advance list of attendees
- > Company name/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 • \$2,000

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.

Platinum • \$3,000

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.

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: 6,000+)
- > Company promoted as sponsor on social media
- > Insertion of company-provided promotional materials on event app and website.

Event Contact

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

SPONSORSHIP LEVELS AND BENEFITS

Silver • \$1,000

Sponsors at this level receive:

- > Sponsorship of a scheduled break, including recognition on signage at sponsored function
- > Company listed as sponsor on event website
- > Company name/logo included in marketing materials
- > Company name, logo and description included in event app and website
- > Advance list of attendees
- > Company listed as sponsor with logo in weekly GBA E-Bulletin (distribution: 6,000+)
- > Company name/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 • \$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.

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.
- > One educational article in the GBA E-Bulletin (distribution: 6,000+)
- > Insertion of company-provided promotional materials in event app and website
- > Company logo and sponsor contact info in post-event attendee email
- > Company promoted as sponsor on social media.

Event Contact

Alison Moreau, Professional Development Manager, amoreau@gabankers.com

EXHIBITOR INFORMATION AND FAQ

Who can exhibit?

GBA invites its associate members in good standing to support our 2022 conferences, seminars, schools, and signature events through exhibiting.

Which GBA events have exhibits?

- > Annual Meeting**
- > Compliance Conference*
- > Credit Conference*
- > Financial Risk Management Conference*
- > Georgia Banking School*
- > HR Professionals Institute*
- > Leadership Conference**
- > Marketing Conference*
- > Operations & Technology Conference*
- > Rural Development & Lending Conference*
- > Security Conference*
- > Single-day seminars***

Exhibit Package Cost and Inclusions

The exhibit package is \$755 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**, Professional Development Manager, amoreau@gabankers.com

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

*****Jenna Lynn Warner**, Professional Development Coordinator, jwarner@gabankers.com



GEORGIA BANKERS ASSOCIATION
the resource that empowers

2022 SPONSORSHIP AND EXHIBIT OPPORTUNITIES MENU AND RESPONSE FORM

PAYMENT INSTRUCTIONS & NEXT STEPS

Complete and return this fillable 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. Always feel free to reach out to our team with questions.

SPONSOR CONTACT (Confirmation and invoice will go to this person)

Name _____ Title _____

Company _____

Address _____ City, State & Zip _____

Phone _____ Email _____

MARKETING CONTACT (Person responsible for sending ads and logos)

Name _____ Title _____

Phone _____ Email _____

Note: Please send current company logo in an .eps or high-resolution format to Katina Prokos, kprokos@gabankers.com.

PAYMENT DEADLINE

The total cost of all sponsorships and exhibit packages must be paid in full at least 30 days prior to the event. All sponsorships are non-refundable as we will market the names of sponsors prior to each event.

Education	<input type="radio"/> All Day Sponsor (\$1,000)
Single-day Seminar	<input type="radio"/> Exhibit Booth (\$755)
Jan. 12	<input type="radio"/> Event Sponsor (\$1,500)
Leg. Forum & Reception	
Feb. 23-25	<input type="radio"/> Silver (\$1,000)
Operations and Technology Conference	<input type="radio"/> Gold (\$2,000)
	<input type="radio"/> Platinum (\$2,500)
	<input type="radio"/> Exhibit Booth (\$755)

March 23-25	<input type="radio"/> Silver (\$1,000)
HR Professionals Institute	<input type="radio"/> Gold (\$1,500)
	<input type="radio"/> Platinum (\$2,000)
	<input type="radio"/> Exhibit Booth (\$755)
March 24-25	<input type="radio"/> Silver (\$1,000)
Marketing Conference	<input type="radio"/> Gold (\$1,500)
	<input type="radio"/> Platinum (\$2,000)
	<input type="radio"/> Exhibit Booth (\$755)
April 11-13	<input type="radio"/> Silver (\$1,000)
Security Conference	<input type="radio"/> Gold (\$1,500)
	<input type="radio"/> Platinum (\$2,000)
	<input type="radio"/> Exhibit Booth (\$755)
May 1-6	<input type="radio"/> Silver (\$1,000)
Georgia Banking School	<input type="radio"/> Gold (\$1,500)
GBA Compliance School	<input type="radio"/> Platinum (\$2,000)
(held concurrently)	<input type="radio"/> Exhibit Booth (\$755)
May 19-20	<input type="radio"/> Silver (\$1,000)
Rural Development & Lending Conference	<input type="radio"/> Gold (\$1,500)
	<input type="radio"/> Platinum (\$2,000)
	<input type="radio"/> Exhibit Booth (\$755)
June 13-15	<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 (\$755)
July 11-13	<input type="radio"/> Silver (\$1,000)
Leadership Conference	<input type="radio"/> Gold (\$2,000)
	<input type="radio"/> Platinum (\$3,000)
	<input type="radio"/> Presenting (\$5,000)
	<input type="radio"/> Exhibit Booth (\$755)
Aug. 11-12	<input type="radio"/> Silver (\$1,000)
Women in Banking Conference	<input type="radio"/> Gold (\$1,500)
	<input type="radio"/> Platinum (\$2,000)
Oct. 19-21	<input type="radio"/> Silver (\$1,000)
Compliance Conference	<input type="radio"/> Gold (\$1,500)
	<input type="radio"/> Platinum (\$2,000)
	<input type="radio"/> Exhibit Booth (\$755)
November	<input type="radio"/> Silver (\$1,000)
Financial Risk Management Conference	<input type="radio"/> Gold (\$1,500)
	<input type="radio"/> Platinum (\$2,000)
	<input type="radio"/> Exhibit Booth (\$755)
December	<input type="radio"/> Silver (\$1,000)
Credit Conference	<input type="radio"/> Gold (\$2,000)
	<input type="radio"/> Platinum (\$2,500)
	<input type="radio"/> Exhibit Booth (\$755)