



COMMUNITY
BANKING



NEW ORLEANS

2016 Sponsorship Guide

WELCOME TO THE ICBA COMMUNITY BANKING LIVE!

The ICBA's annual National Convention, Community Banking LIVE, is the largest community banking convention in the country and devoted solely to the needs of America's independent community banks. ICBA provides community bank decision-makers nationwide the opportunity to network and gain valuable insight into their business, competition in the marketplace and the special financial challenges we are facing today.

ICBA recognizes that bank service providers face increased competition and need more innovative ways to reach their customers in this ever changing environment. The 2016 sponsorship packages outlined below offer memorable marketing and branding ideas to effectively promote your company's products and services.

- Substantially increase visibility and exposure throughout community banking's largest event
- Align your company with ICBA and demonstrate strong commitment to community bank decision-makers
- Create greater awareness, maximize name recognition and strengthen relationships

Expo Schedule at a Glance:

Sunday, March 6 • 10:30 am–3:00 pm

11:30 am–1:00 pm - A Taste of New Orleans (Exhibit Hall Lunch)

4:30–6:30 pm - Welcome Reception

Monday, March 7 • 11:30am–4:00pm

12:15–1:15 pm - Exhibit Hall Lunch

4:00 pm - Exhibit Hall Closes

Contact Rachael Solomon at 612.336.9284 or via email at Rachael@ICBABanks.org with questions or to reserve your company's Sponsorship Package today.

SPONSORSHIP LEVELS AND PACKAGES



Combine packages to create your best level of visibility!

PLATINUM	\$75,000 ↑
DIAMOND	\$45,000 - \$74,999
EMERALD	\$30,000 - \$44,999
RUBY	\$12,500 - \$29,999
SAPPHIRE	\$12,000 ↓

ALL SPONSORS RECEIVE THE FOLLOWING ADDED EXPOSURE:

- Sponsorship ribbon for your nametag
- Floor decal indicating sponsorship at exhibit hall booth
- Your company's 4C logo printed on sponsorship recognition pages in *Independent Banker*® magazine and the ICBA LIVE Program Directory

WELCOME RECEPTION

CONVENTION LUNCH AND MUNCH MORE

HAPPY FACES PHOTO BOOTH

YAY BEIGNETS!

CONVENTION CONFIRMATION PACKET & NEW ORLEANS LUGGAGE TAG

WORKSHOP COFFEE

\$35,000 SOLD!

\$27,000 SOLD!

\$15,000 SOLD!

\$15,000 SOLD!

\$13,000 SOLD!

\$5,000 SOLD!

STAY CONNECTED AND GET CHARGED UP!

Help bankers stay connected by sponsoring Convention Wi-Fi, multiple computer kiosks and mobile charging stations in key convention hot spots (near expo lobby and workshops). Your company's name and logo will be displayed on signage at registration with the Wi-Fi access code, on each mobile charging station, and each computer monitor will display your company's home page.

- Opportunity to display promotional brochures and items at all computer kiosks

\$25,000



A TASTE OF NEW ORLEANS

Co-sponsor ICBA's first lunch in the exhibit hall on Sunday. A 10x10 "food station booth" will now be strategically positioned within your booth space, including two high-top tables. Your company will receive individual, as well as co-branded sponsorship recognition for the event throughout the hall and on all marketing related promotion for the show. A street sign with your company's name will hang out into the aisle for the "Taste of" event. Your company will maintain the food station as part of your booth for all food/beverage events throughout the entire conference.

- Opportunity to select booth and food choice (first come/first to select)

\$17,500 (Co-Sponsored)



ICBA 55-min. WORKSHOP SESSION (limited to 3)

Educate key bank customers and prospects with industry information on the topic of your choice. This speaking opportunity will be scheduled into the convention workshop agenda where your session information will be published in ICBA convention collateral and distributed to bankers prior to and at the convention. Your company's information will be included in banker registration bags.

\$15,000



HYDRATION STATIONS & WATER BOTTLE

Sponsor the ICBA Convention's water stations and easy-to-tote reusable water bottles. Bottles will be branded with your company's name/logo. Your company name will be on signage at all water stations throughout Exhibit Hall and a Power Tower directing people to your booth.

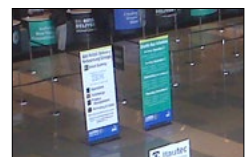
- Opportunity to discuss distributing bottles to meet your needs

\$15,000

POWER TOWERS

Communicate your message in high traffic areas with great impact. Double-sided 8'x3' meter boards with fully customizable messaging deliver maximum signage exposure. Placed in Registration Area during exhibit hall hours and then moved to meeting areas for continued visibility after the exhibit hall closes.

**\$9,000 for 4 signs
(\$5,000 for 2 signs)**



AFTERNOON EXPO BROWNIE BREAK

\$8,000

Sponsor a mid-afternoon sweet treat for bankers and drive traffic to you with brownie service and signage at your booth and at several stations strategically positioned throughout the expo hall. Promotion includes an insert in the registration bag, a mobile app alert and a looping LIVE TV pop-up banner alerting people to stop by your booth.

THE BIG EASY

\$8,000 (Limited to 4)

Receive the highest visibility with our most referenced convention assets:

- 1) ICBA Community Banking LIVE email blasts.** Your company logo will be on every *LIVE* email (sent bi-weekly now through December and weekly January & February) and included in the new *ICBA Insider! The Insider* is a bi-weekly email distributed to registered attendees with the latest happenings and hot-off-the-press announcements (Oct.-Feb.). More than 40 emailed communication sends!
- 2) ICBA LIVE Program Directory Full-Page Ad** on a tabbed divider page. This spiral bound program guide features info on sponsors, schedules, room locations, workshops, speakers, exhibitors, floor plan diagrams, and more.
- 3) ICBA Community Banking LIVE Mobile App.** Downloaded by more than 1,200 people annually and includes daily promoted posts that bring your logo, booth location, and message to the TOP of the Activity Feed (like your Facebook News Feed, but exclusive to the ICBA Convention!) These posts provide direct access to attendees where you can promote your booth, link to videos, your website, exhibitor page on the app, and more.
 - Your company logo will be featured on all marketing communicating how to download and make the most of the convention app (featured on meter boards, convention program guide, emails, etc.)
 - Push Notifications provided on Sunday & Monday before the Expo opening, promoting your booth location and thanking you for your App Sponsorship!



LARGE COMMUNITY BANK ROUNDTABLE SPONSORSHIP (Sunday March 6, 8-11:30am)

\$7,500

ICBA members with asset sizes of \$750 Million and above are invited to network and discuss topics uniquely relevant to community banks their size. Sponsorship includes opportunity for company to provide 1-minute opportunity to welcome bankers, company name/logo on in-room and coffee break signage, branding on napkins and table tents, list of attendees and 2 company representatives may attend.

LARGE COMMUNITY BANK RECEPTION (Monday March 7, 5:30pm-7pm)

\$5,500

Sponsor hors d'oeuvres and open bar with 1-minute opportunity to welcome and thank bankers for coming, company name/logo on in-room signage, branding on napkins and table tents, signature cocktail drink option with your company name, list of attendees and up to 4 company representatives may attend.

US Military Community Service Project

\$7,500

ICBA will be facilitating a community service out-reach project within the expo Monday afternoon to give back to those who sacrifice on a daily basis for our nation – our military soldiers. With your help, ICBA will provide supplies to pack at least 200 care packages for American men and women stationed overseas. Supplies will include comfort items and stateside essentials we take for granted like toiletries and batteries. Bankers will go through the line of supplies packing items into a care package, and be able to write a personal note of thanks to be included.

- Company name/logo on all advance communication and marketing materials promoting event, Company name/logo on signage in CSR space inside expo, company name/logo on ICBA note cards that bankers use to write notes to troops, *Make News At Your Booth* 30-second video, company branding on double-sided Power Tower in the CSR area & registration bag insert with company logo and booth number.

ICBA First Time Attendee Orientation & Mixer

\$6,500

Sponsor this important meeting (Sunday, March 6th, 9:30-10:30am) and reception (Monday, March 7, 4pm-5pm), and be the first to introduce your company to ICBA's newest convention attendees.

- 2-minute welcome from your company, table tent signage on banquet rounds and high top cocktail rounds, signage at continental breakfast and coffee break logo/branding on napkins, thank you and recognition on Power point slide presentation from stage, opportunity for 2 reps from your company to attend, opportunity to provide a signature cocktail with your company's name and seat drop and/or small gift.



LIVE VIDEO OPPORTUNITIES

ICBA LIVE TV will have multiple impressions throughout the day—running videos on our prominent Mega Media Wall, in banker’s hotel rooms on the ICBA Hotel Room Channel, on the convention mobile app, on our website and through ICBA social media. All video packages will receive the above exposure. Click on the links for more



1) LIVE ExpoMercial (2 min. Advertorial) Produce a 2-minute video at the ICBA Convention for the event, and an <i>evergreen</i> version which you can use in the future. We'll set up time before the show to be interviewed by a professional journalist about your company and products (including B-roll, testimonials and graphics). Your video will be hosted on IBmag.org for 3 months, and hosted on ICBA's Convention website through August 2016 to extend your company's visibility. Click here for more info.	\$7,500
2) Make News at your Booth! (30-sec. spot) Bring the camera crew to your booth for ICBA LIVE TV's daily newscast spotlighting your company. Your convention team will be interviewed and filmed inside your exhibit booth. (ICBA will conduct a pre-interview to discuss what you'd like to highlight during the interview.) Your company will receive your video segment o use for further promotion. Click here for more info.	\$2,500
3) LIVE Newscast pop-up Banner Feature your booth number, company logo and tagline within the lower-third screen graphic that “pops up” during the newscast. You can also promote your company website, new products and more! This banner ad will stay on screen for 30 seconds a time and will loop multiple times throughout the day as part of ICBA LIVE TV! Click here for more info.	\$750
4) YOUR Video can go LIVE Have your own video? Let’s run it! Provide us with your already produced video (up to 90 seconds) and you can easily be part of ICBA LIVE TV coverage too! Click here for more info.	\$5,000

FRONT AND CENTER

Use Convention Aisle Banners dropped from the ceiling in the middle of each row to increase your company's visibility and booth traffic. Highlight your company's name and booth number and dominate your aisle!

- Add this to any sponsorship package for only \$2,500!

\$3,500 (Limited one/row)



ICBA LIVE PROGRAM DIRECTORY

Advertise on a tabbed divider page in the LIVE Directory with a Full Page ad and receive valuable exposure in the premier convention resource guide. Covers priced separately.

\$3,500 (Limited Availability)

ICBA LIVE SPEAKING OPPORTUNITIES

Idea Exchange (\$3,500)

Hold a 15-20 minute workshop in a more casual setting within the exhibit hall. As this session is designed to be an interactive idea exchange, please leave 5-10 minutes for Q&A. Your company's name, theme and time-slot will be marketing and promoted by ICBA in registration kits and on an 8 ft. Power Tower with all the presenters and times.

- Opportunity to provide a seat drop *and* give-away item of your choice.

Top Tips in 10 Minutes (\$1,500)

Deliver your company's top tips and best solutions in a fast-paced forum with a 10 minute maximum. Your company's name, theme and time-slot will be marketing and promoted by ICBA in registration kits, on a table tent at your booth, and on an 8-ft. Power Tower highlighting your session.

- Opportunity to provide a give-away item of your choice from your booth

\$1,500 - \$3,500



FOR SPONSORSHIPS:

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or via email at **Rachael@ICBABanks.org** with questions
or to reserve your company's Sponsorship Package today.

HILTON NEW ORLEANS RIVERSIDE AND NEW ORLEANS CONVENTION CENTER

Stay in the center of it all at Hilton New Orleans Riverside and enjoy a prime downtown location at the base of Canal and Poydras Streets. Our riverfront hotel is situated next to Harrah's Casino, steps from famous New Orleans Streetcar lines, a few blocks away from the French Quarter, and on the banks of the Mississippi River. Wake up to breakfast at Le Croissant or check email over coffee using complimentary WiFi at River Blends Café. At the end of the day, unwind over cocktails at Spirits Bar. For lunch or dinner, try our famous charbroiled oysters at Drago's Seafood Restaurant, voted Best Seafood Restaurant by Gambit in 2013, and located inside the hotel. Relax in the sun at the hotel's two outdoor swimming pools, open all year long and heated during the winter. Take advantage of a choice of fitness options at the Health Club by Hilton, the largest fitness facility of all New Orleans hotels. Work out in the fully equipped fitness center or enjoy a challenging game of tennis, squash or racquetball on the indoor courts.

- Downtown New Orleans hotel minutes from Café Du Monde and St. Louis Cathedral
- On the shores of the Mississippi River, adjacent to Cruise Terminal
- Near family-friendly New Orleans attractions at the Audubon Aquarium, Butterfly Garden, and Zoo
- Amazing views of downtown New Orleans or the Mississippi River from our upper floor rooms
- On-site dining at Drago's Restaurant, voted 2013 Best Seafood Restaurant in New Orleans by Gambit
- Across the street from the Shops at Canal Place, next to the Outlet Collection at the Riverwalk



ICBA COMMUNITY BANKING LIVE
www.icba.org/convention2016