



2017 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 2017 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:

Tuesday, March 14

Exhibitor Move In // 9:00 am – 6:00 pm

Wednesday, March 15

Exhibit Hall Open // 9:00 am – Noon

Progressive Breakfast with Attendees Inside Exhibit Hall

Welcome Reception // 4:00 pm – 6:00 pm

Thursday, March 16

Exhibit Hall Open // 11:30 am – 3:00 pm

Lunch With Attendees Inside Exhibit Hall // Noon – 1:00 pm



Contact Rachael Solomon with questions or to reserve your company's Sponsorship Package today.

Rachael Solomon — 612.336.9284 or Rachael@icbabanks.org

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

FINAL BANQUET	SOLD
IB MAGAZINE COVER SHOT	SOLD
CONVENTION LUNCH & MUNCH MORE	SOLD
CONVENTION NAME BADGES	SOLD
MEGA MEDIA WALL	SOLD
EVENT REGISTRATION	SOLD

WELCOME RECEPTION **\$35,000**

Sponsor ICBA's evening cocktail reception in the exhibit hall on Wednesday from 4-6pm and create a "stir!" This extravaganza is an expo hall highlight offering cocktails, light hors d'oeuvres and entertainment. Your company's name/logo will be promoted on signage throughout the hall during the event, printed on cocktail party napkins and on all promotional materials prior to and after the event.

- Opportunity to have a signature drink station by your booth

GENERAL SESSION & KEYNOTE ADDRESS **\$17,500**

Sponsor the opening General Session (Thursday, March 16) at ICBA LIVE with Cam Fine and a special keynote speaker. Your company's name and logo will be displayed on General Session screens during keynote address, signage next to the coffee stations right outside the General Session and a full-page ad in the Convention Program Guide. Your company will also receive a 30-second spot on ICBA's LIVE TV daily newscast, filmed at your booth.

- Opportunity to distribute 20 copies of keynote speaker's book at your booth
- Opportunity to provide collateral to be placed on all seats in General Session

5K FUN RUN/WALK & WATER **\$17,500**

Seize the day as the exclusive sponsor of the 2017 Community Banking LIVE 5K Run/Walk and water stations throughout the exhibit hall. This event starts at 6:30 a.m. Wednesday (3/15) and weaves through the Alamo and Riverwalk—San Antonio's most iconic landscapes. Those who participate in the 5K Run/Walk can stop by your booth to pick up their race medal and enter a drawing to win a brand new FitBit Charge 2 Activity & Heart Rate Tracker! Your company's name and logo will be displayed on all 5K event signage (start and finish), participant race numbers, refreshment stand, on branded, reusable water bottles and all water stations throughout the exhibit hall. Water bottles will be distributed at the race and at your booth for all attendees.

A TASTE OF TEXAS—PROGRESSIVE BREAKFAST **\$17,500**

Co-sponsor breakfast in the exhibit hall on Wednesday and kick-off the first event of the conference after registration opens. This sponsorship provides one booth and includes a 10x10 food station (as part of your booth) for all food/beverage events throughout the entire conference including a high-top table and chairs. Your company will receive individual call-out signage at your booth and co-branded sponsorship recognition for this event throughout the hall and on all marketing-related promotion for the convention including the mobile app. In addition, all Taste of Texas sponsors will co-host a LIVE Lounge in the exhibit hall, featuring a monitor to loop videos provided by Taste of sponsors.

- Opportunity to select strategically positioned Taste of TX booth and food choice (first come/first to select)
- Opportunity to place promotional brochures/flyers (max 300), and supply a video (max 2 minutes) that loops on monitor in LIVE lounge

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 workshop will be included in banker registration bags.

\$15,000



CONVENTION CONFIRMATION PACKET & SAN ANTONIO LUGGAGE TAG

Be the first to welcome all registered bankers attending the ICBA Convention by sponsoring the ICBA Confirmation Packets. Your company's name/logo will be placed on the front of all ICBA Convention Packets and on special customizable ICBA San Antonio 2017 luggage tags included in each packet. Bankers collect these tags each year, and you can expect to see your company name and logo on all banker luggage coming to and from Convention!

\$15,000

- Opportunity to include company literature inside the Confirmation Packet

GET CHARGED UP!

Sponsor 20 portable, charge-up micro-stations accessible throughout ICBA LIVE including all workshop rooms, at the end of aisles on the expo floor, a lounge in the exhibit hall and a specifically designed Charge-Up Lounge in the main convention hall lobby, etc. Each unit can charge up to 16 devices at a time and is compatible with iPhone, iPad, Android, etc. Brand these charging stands with a promotional insert (in a double-sided lucite display case) highlighting your company name/logo or ad that bankers will see on every device throughout the conference.

\$14,000

LARGE COMMUNITY BANK ROUNDTABLE AND RECEPTION

(Wednesday, March 15, 11am-2pm) and (Thursday March 16, 5:30pm-7pm)

ICBA members with asset sizes of \$750 Million and above are invited to network and discuss topics uniquely relevant to community banks their size. **Roundtable Sponsorship** includes opportunity for company to provide one minute 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.

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

\$13,500

GOOD NIGHT AND MORNING ROOM DROP

Sponsor a banker room drop including a "personalized note," a creative piece of collateral and \$5 Starbucks gift card delivered to every bankers' room. (There are two Starbucks onsite at the Marriott Rivercenter and Riverwalk). Includes a post in Mobile App reminding bankers to visit Starbucks and your booth!

\$13,500

SEE YOURSELF IN TEXAS

Increase booth traffic and exposure by sponsoring a LIVE Caricaturist in your booth throughout the Expo. Bankers will enjoy receiving their caricature in a San Antonio TX setting – and each one will feature your company's name artfully included. Your company will receive a end-cap booth and space next to it designated for the caricaturist. You will receive signage at your booth and an 8ft. double sided Power Tower promoting this opportunity with your company logo and booth number.

\$13,000

WI-FI MAKES THE CONFERENCE GO 'ROUND

The first thing bankers ask upon arrival is *What's the Wi-Fi Password?* Sponsor the Wi-Fi package and every attendee will be entering your company's name! This package includes two computer stations (each with three laptops) outside of workshops featuring internet access with your company's website as the home page, signage at banker registration and in exhibit hall lobby featuring your company logo and the Wi-Fi password, a push notification in the Mobile App promoting your company as the Wi-Fi sponsor, your booth number and a iPad prize drawing at your booth.

\$10,000

- Opportunity to assist in selecting Wi-Fi Password for 2017 ICBA LIVE

THE CENTER OF ATTENTION

Showcase your company's name and logo on the main route of travel between floors at the convention center. The featured escalator and stairs from convention lobby to expo hall are the primary means of getting to workshops, general sessions, expo hall and meetings. You receive decals with your company logo placed on glass sides of main escalator and on runners spanning the length of the escalator and the same signage on the escalator from the 2nd floor to 3rd floor meeting rooms. Your company logo will be placed on the stairs to the same spaces. You also get to create a 30-second spot on ICBA's LIVE TV daily newscast filmed at your booth, which can include a ride on the escalator featuring your logo.

\$10,000



EDUCATION ZONE COFFEE

Sponsor the ICBA Convention workshop coffee stations! This includes 22" x 28" signage by all coffee stations outside workshops, your company's logo featured on all coffee cup sleeves or napkins, your company's message on a Power Tower, and mobile alert prior to workshops thanking your company for sponsoring the coffee.

\$9,000/3 days
\$7,500/2 days
\$5,000/1 day

THE BIG TEX MESSAGE

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 monthly 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** in the program. This 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!

\$8,000 (Limited to 4)



AFTERNOON EXPO SWEETS BREAK

\$8,000

Sponsor a mid-afternoon sweet treat Thursday at 1:30pm 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. Includes a push notification on the mobile app and a looping LIVE TV pop-up banner alerting people to stop by your booth.

LIFESTYLE LOUNGE DEMO SPONSORSHIPS

\$7,500

Position your company as a leader by sponsoring a LIVE demo in the expo hall. Select your demo:

- Sponsor a **Two-Step dance demo** with a drawing at your booth for a participant to win a pair of authentic cowboy boots.
- Sponsor a **Southwestern cooking demo** and provide a branded recipe card and cooking amenity such as a cutting board or food chopper.
- Sponsor a **Health & Wellness Check**
- Sponsor a **Social Media 101** and teach community bankers all they need to know about Snapchat, Instagram and more so they can impress their children/grandchildren!
- Sponsor a **Wine Tasting/Whiskey Tasting**

and receive the following: Promotion of demo in the program guide and on a 8ft. Power Tower with your logo, verbal announcement in hall announcing your event, push notification in mobile app, a looping LIVE TV pop-up banner, a 2-minute opportunity to introduce your company and Lifestyle Demo, and a drawing back at your booth. (Lifestyle Demos are customizable to meet your needs.)

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 *evergreen* 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 2017 to extend your company's visibility.

\$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.

\$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 daily newscast.

\$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 be part of ICBA LIVE TV coverage too!

\$5,000

SPONSOR CONVENTION MEETING ROOM LOBBY

Feature your company's ad on two large-scale wall clings in the meeting space outside the workshops. Also includes two table tents and one 8ft. Power Tower within the meeting room lounge area. Your company can create a 30-second spot on ICBA's LIVE TV daily newscast filmed at your booth, which can include a shot of the meeting space lobby.

\$6,000



CONVENTION LOBBY LOUNGE SPONSORSHIP

Spotlight your company logo or branded ad on table clings & chair back covers in multiple areas of the convention center, including the main entrance, concessions lounge in the lobby outside of the Exhibit Hall and on all second floor meeting area spaces. Includes company branded table tents and a 30-secondspot on ICBA's LIVE TV daily newscast filmed at your booth or in the lounge featuring your branding.

\$5,000

TOP-OF-MIND EXPOSURE

Use Hanging 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)





HENRY B. GONZALES CONVENTION CENTER

The Henry B. Gonzalez Convention Center, nestled in the heart of historic downtown San Antonio, will host all major events for ICBA Community Banking LIVE 2017®. A picturesque city deep in the heart of Texas, San Antonio is home to the legendary Alamo and world famous River Walk, hosts a vibrant mix of culture, cuisine, legendary architecture and moving history. The city's heritage and traditions are rich, as are its modern pleasures. With a cosmopolitan blend of top-notch golf courses, remarkable dining and nightlife options, art galleries, spas, theme parks and shopping, there's no shortage of authentic experiences – most of which are just steps from the ICBA Community Banking LIVE® host hotels and the Henry B. González Convention Center.

ICBA Community Banking LIVE® registration will take place at the convention center starting on Tuesday, March 14. General sessions, education sessions, the expo, and other social and meeting events will take place at the convention center once ICBA Community Banking LIVE® officially begins.

FOR SPONSORSHIPS:

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www.icba.org/convention