Innovation Hour

NEW for 2027!

Best for: Thought Leadership and Lead Gen

Includes:

- ✓ A focused 15-minute challenge/solution demo slot, one of three vendors in a single one-hour event
- ✓ Quarterly cadence with themed topics such as Fraud and Lending
- ✓ A moderated, professionally produced event built for seamless flow
- ✓ Promotion across ICBA *NewsWatch Today*, Independent Banker eNews, IndependentBanker.org, e-Blasts and social channels
- ✓ A sponsored content page with roadblock banner, video embed and teaser copy
- ✓ All registrant leads shared with participating sponsors, plus monthly and final performance summaries
- ✓ A branded MP4 of your demo for post-event use

Series Themes:

Q1: Technology

Q2: Fraud

Q3: Lending

Q4: AI

WHY IT WORKS

Innovation Hour puts your solution in front of a qualified, national audience of community bank decision-makers. Aligning your brand with ICBA Independent Banker's credibility positions your company as a thought leader while generating measurable leads and lasting visibility. At $4,995 per sponsor, the package pairs a live demo with 11-months of open-access content and full lead reporting.

TURNKEY TIMELINE

Reserve your slot and submit demo materials for review. Independent Banker handles promotion across its channels and community. A moderated dry run prepares presenters for a smooth delivery. Your team presents its 15-minute demo live during the one-hour event. Following the event, you receive lead reports, performance summaries and a branded MP4 for continued use.

Availability: Limited to three sponsors per quarter.