

2017

CONFERENCE SPONSORSHIP GUIDE

Vendor opportunities at TBA Conferences

Texas Bankers Association conferences are designed to promote interaction between bankers and vendors — most breaks, receptions and meal functions take place in an area conducive for exposure and interaction with the conference attendees. Taking advantage of sponsoring allows you a larger target audience in one setting and provides opportunities to develop strong relationships with multiple bankers from across Texas.

Technology Conference

February 15-17 • Hyatt Hill Country, San Antonio

TBA's Technology Conference offers IT officers the latest of best practices, state-of-the-art technology solutions and a look at the future. Current issues, such as security, compliance, vendor selection and technology efficiencies will be presented.

- **Who Attends: CIOs, Information Security, Operations, Risk Managers, Technology Officers**

Agriculture & Rural Affairs Conference

April 12-14 • Embassy Suites Riverwalk, San Antonio

The annual Ag Conference addresses legal, legislative and market issues impacting agri-business in Texas and the U.S. The Ag industry update is beneficial to bankers and customers alike.

- **Who Attends: Agricultural Lenders**

CFO Conference

June 7-9 • Hyatt Hill Country, San Antonio

TBA's annual CFO Conference addresses issues such as asset/liability management, regulatory changes, accounting principles and other relevant topics. In addition to the impressive line-up of industry experts, the program allows for extensive peer interaction and resource sharing.

- **Who Attends: CFOs & Operations Officers**

Senior Management Summit

July 12-14 • Hyatt Regency Lost Pines Resort, Bastrop

This unique two-day conference brings together an impressive line-up of industry experts and advisors to give 'executive summary' presentations covering important problems, challenges and opportunities facing Texas community banks.

- **Who Attends: Community Bank CEOs, Senior Officers and Bank Directors**

Human Resources & Operations Conference

August 16-18 • Eilan Hotel, San Antonio

This conference is geared specifically for HR and Operations professionals who need the latest information on bank operations and HR issues. Attendees participate in discussions concerning employee retention, operations compliance and labor law. Employee training and development is also on the agenda.

- **Who Attends: HR & Training Directors, Operations Officers**

Marketing Conference

September 13-15 • AT&T Hotel and Conference Center, Austin

This two-day conference is designed for marketing executives, personnel and senior executives responsible for overseeing the marketing and public relation functions. Bankers will learn and network with the best and brightest in the marketing industry. Attendees will leave with the materials as well as motivation to implement marketing practices to drive growth well into the future.

- **Who Attends: Marketing & PR Directors and Staff**

Security & Risk Management Conference

October 18-20 • Marriott Plaza, San Antonio

All regulatory agencies require the institutions they supervise to develop and maintain a Security Program — this is not an option. To be truly effective, a Security Program must contain policies and procedures that regulate the routine activities of every function and department within the institution.

- **Who Attends: Security & Operations Officers**

Strategic Opportunities Conference

November 5-7 • JW Marriott, New Orleans

This conference for senior bank managers and directors features an array of well-known industry leaders and advisers who will share their perspectives on the strategic choices and opportunities confronting community banks in the post-recession banking environment. The conference will emphasize peer-to-peer resource sharing. CEOs of prominent banking organizations in the region will explain the strategies their banks are pursuing in response to the challenges.

- **Who Attends: CEOs, Exec. Management and Directors**

Questions?

CONTACT

Tam Nguyen

203 W. 10th St. • Austin, TX 78701-2388

(512) 472-8388

tam@texasbankers.com • www.texasbankers.com

SPONSOR BENEFITS

- 6' skirted table for table top exhibit
(Not available for the Strategic Opportunities Conference)
- Complimentary full registration for **ONE** company representative
- Company name included in promotional brochure*
- Sponsor recognition included in attendee handouts
- Name badge ribbons for all representatives in attendance for visibility on-site
- Company logo on event signage*
- Attendee roster provided to paid sponsors two weeks prior to conference
- Sponsor recognition in event app

* Provided sponsorship is confirmed prior to printing.

SELECT YOUR SPONSORSHIP

You may designate more than one conference. You will be contacted right away if your selection is no longer available.
Member/Nonmember pricing

TECHNOLOGY CONFERENCE [CF108](#)

AG & RURAL AFFAIRS CONFERENCE [CF101](#)

CFO CONFERENCE [CF105](#)

SENIOR MANAGEMENT SUMMIT [CF106](#)

MARKETING CONFERENCE [CF102](#)

HR & OPERATIONS CONFERENCE [CF102](#)

SECURITY & RISK MANAGEMENT CONFERENCE [CF107](#)

STRATEGIC OPPORTUNITIES CONFERENCE [CF111](#)

CONTACT INFORMATION

Company

Sponsor Contact*

Title

Street Address

City, State, Zip

Mailing Address (if different from above)

City, State, Zip

Phone

Email Address

Company Website

*This contact is who TBA needs to communicate with for planning purposes; contact will not be registered to attend the event.

NEEDS & REQUIREMENTS

If you are a first time sponsor, or believe previously sent files are outdated, please provide your company logo (**EPS format is preferred; PDF or 300 dpi tif and jpg files are accepted**). A brief company description (35-40 words) is also required — please email to tam@texasbankers.com.

- I understand it is my responsibility to contact the hotel directly for any electrical/AV needs for my exhibit booth.
- I understand it is my responsibility to provide payment for any necessary hotel charges incurred from shipments delivered by our company.

PAYMENT INFORMATION

Invoices will be sent approximately eight weeks prior to each event and payment must be received at least three weeks prior to the event. Payment by check (payable to Texas Bankers Association) or credit card is accepted (Visa, MC and AmEx). Contact Tam Nguyen for additional information.

tam@texasbankers.com

phone: 512-472-8388

www.texasbankers.com

CANCELLATION/REFUND POLICY

All cancellations must be submitted in writing. Cancellations received less than 30 days prior to the event will receive a 50% refund. Any cancellations received less than 15 days prior to the event or 'no shows' will not be refunded.