



2009 Exhibit and Sponsorship Opportunities

Event	Date/Location	Approx # of Bankers	Attendee Profile	Cost	Description/Sponsorship Benefits
Technology, Compliance & Risk Management Forum	May 4-6 – DoubleTree Hotel, Tarrytown	80-100	Chief Technology Officer, CIO, Chief Risk Officer, CFO, Compliance Manager, IT/MIS Manager, Information Security Officer	Booth: \$850 memb9951000 nonmembers; Reg Fees: \$325-\$600	Range of sponsorships available - \$1000 - \$5000. A concentrated focus on the latest in industry trends, best practices, regulatory developments and state-of-the-art technology. Many networking opportunities during extended breaks, receptions and meals in exhibit hall.
Human Resources Management Conference	May 12-13 – Saratoga Holiday Inn, Saratoga Springs	40-60	Human Resource Directors, Managers and Specialists	Co-host/display table: \$495 members; \$575 nonmembers Reg Fees: \$295-\$395	Range of sponsorships available - \$750 - \$3000. Opportunity to meet one-on-one with key human resources professionals from New York's financial institutions. Face-to-face buyer contact during meals and breaks.
Senior Management Conference	June 10-12 - The Otesaga Hotel, Cooperstown	60-75	CEO, CFO, members of the bank's executive management team	Sponsorships only – no booths Reg Fees: \$400-\$700	Range of sponsorships available - \$2000 - \$5000. One and one-half day program covering operational and strategic issues. Networking opportunities at receptions, dinners and golf at the famed Leatherstocking Golf Course.
63rd Annual Trust & Investment Conference	September 14-16 - The Otesaga Hotel, Cooperstown	70-85	Trust Department Management, Chief Fiduciary Officers, Investment Officers	Co-Host: \$600 members; \$700 nonmembers Reg Fees: \$450-\$700	Range of sponsorships available - \$1500 - \$5000. One and one-half day program focusing on legislative, legal, tax and regulatory developments affecting fiduciary and investment matters and the overall management of trust departments. Networking opportunities during receptions, meals and breaks.
Annual Convention	November 11-13 – The Waldorf Astoria, New York City	250-300	CEO, CFO, members of Bank executive management team and directors/trustees	No exhibit space in 2009; Reg Fees: \$900-\$1500	Range of sponsorships available - \$2000 - \$25000. Three days of educational and business programming. Networking opportunities during receptions and meals. Special workshop for directors and trustees.
59th Annual Retail & Small Business Banking Conference	November 4-6 – DoubleTree Hotel, Tarrytown	150	Senior and mid-level officers responsible for retail strategy, branch administration, retail sales, retail credit and small business.	Booth: \$1200 members; \$1300 nonmembers Reg Fees: \$450-\$700	Range of sponsorships available - \$1500 - \$5000. One and one-half day program featuring segments that provide the tools and strategies needed to grow retail and small business sectors. Networking opportunities available at receptions, breakfast, lunch and dinners.

For Further Information:

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