Sponsorship Opportunities

Welcoming Hospitality Reception		**$ 7,500**
Concierge Services at Registration		**$ 5,000**
Trustees/Directors Luncheon*		**$15,000**
Trustees/Directors Refreshments		**$ 5,000**
Chairman's Welcoming Reception*	**Gold**	**$15,000**
	Silver	**$10,000**
	Bronze	**$ 7,500**
Opening Session Entertainment		**$ 8,000**
Concurrent Breakfast Workshops—Tuesday		**$10,000**
Concurrent Breakfast Workshops—Wednesday		**$10,000**
Refreshment Services—Tuesday		**$ 8,000**
Refreshment Services—Wednesday		**$ 8,000**
Audience Response System		**$ 7,500**
Spouse/Guest Program		**$ 4,000**
Name Badges		**$ 2,000**
Program Book Printing*		**$ 7,500**
Door Prize for General Sessions (2)		**$ 5,000 each**
Hotel Card Keys		**$ 7,000**
Office Communications		**$ 3,000**

Stand Out From the Crowd

We are pleased to offer you the opportunity to build brand awareness as a **sponsor** or **advertiser** at this year's Financial Services Forum. The premier event on the Association's annual calendar, this program will give you the chance to get your message out to a wide audience of CEOs, Presidents, Directors and other senior bank executives.

There are many sponsorship opportunities at a range of pricing levels. We'll make certain that you are amply recognized for your generous contribution. We'll promote sponsors on the NYBA website, in mailings and in the final onsite program. We'll also provide sponsor logos and company information in the onsite program book. Onsite, sponsor ribbons on your badges and signage will help to identify our supporters.

Advertising in the onsite program book provides your firm with an additional chance to make an impact.

We look forward to your participation this year!

***** Co-Sponsorships available; Sponsorships of $5000 or more will receive one complimentary full-page ad in the Program Book.

Please contact Mary K. Robb at mrobb@nyba.com or (212) 297-1662.

Advertising Opportunities for Member Banks, Service Members and Others

A 100-plus page Program will be distributed to all attendees. The publication serves as a reference guide providing general information, program schedules, attendees list, and much more.

Inside front cover	**$2500**	**Full page**	**$1000**
Inside back cover	**$2000**	**Half page**	**$ 600**

All rates are gross rates. Preferred materials are .pdf, .tif, and .jpg with all fonts and images supplied. All ads are black & white and should measure 7.5" x 10" for a full page and 7.5" x 4.5" for a half page.

Copy deadline is October 25, 2010.
Submit ad copy to kjannetty@nyba.com. (212) 297-1635