



THE BUSINESS OF BANKING CONFERENCE

RETAIL & SMALL BUSINESS • TRUST & INVESTMENT MANAGEMENT
COMPLIANCE • RISK MANAGEMENT



Ithaca Downtown
Convention Center
Ithaca, New York



**SPONSORSHIP
OPPORTUNITIES**

SEPTEMBER 17-19, 2024

THE BUSINESS
OF BANKING
CONFERENCE

NYBA

THE BUSINESS OF BANKING CONFERENCE

RETAIL & SMALL BUSINESS • TRUST & INVESTMENT MANAGEMENT
COMPLIANCE • RISK MANAGEMENT

EXPERIENCE A FRESH PERSPECTIVE ON MODERN BANKING—BREAKING DOWN DEPARTMENTAL SILOS TO ALIGN WITH STRATEGIC GOALS.

Join our omnibus conference featuring four tracks: Retail & Small Business, Trust & Investment Management, Compliance, and Risk Management. Tailor your experience, gaining insights from operational and strategic viewpoints. This event integrates NYBA's top conferences, ensuring valuable takeaways for every banker and offering prime exposure for sponsors and exhibitors. Don't miss this opportunity to enhance your understanding of crucial industry issues.

MAXIMIZE VISIBILITY OF YOUR BRAND ACROSS BANKING DEPARTMENTS!

Attendees from every department within the bank will discover significant value in this program, ensuring optimal visibility and exposure for our valued sponsors and exhibitors. As this is the only NYBA conference to feature exhibitor space, it is also your exclusive opportunity for promotion through display and dialogue with our members, with specific networking times set aside in the program in the exhibit space. More information about these options can be found on our event webpage.

Tailor your sponsorship for maximum impact, visibility across every facet of the banking landscape. Don't miss this chance to deepen your understanding of industry trends and connect with key decision-makers.

"I love this conference from a vendor perspective because it allows me to meet so many different members of the bank's team."

**Shannon Prendergast
IntraFi**

ACHIEVE GEM-LEVEL STATUS













































BECOME A SPONSOR OF THE BUSINESS OF BANKING CONFERENCE

The conference offers a wide variety of opportunities to engage attendees, build relationships, and expand brand awareness.

THE BUSINESS OF BANKING CONFERENCE

NYBA Gem-Level Sponsor Opportunities The Business of Banking Conference

ONLY ONE PRESENTING SPONSOR OPPORTUNITY AVAILABLE

	PRESENTING SPONSOR	DIAMOND	EMERALD	RUBY	SAPPHIRE
	\$15,000	\$10,000	\$7,500	\$5,000	\$4,000
Logo recognition on all marketing materials					
Recognition in General Session					
Recognition in Program Book					
Recognition as a Sponsor on website					
Recognition in on-site signage					
One company provided promo item included in welcome bag					
Full page ad in Program Book					
Logo included on name badge as Sponsor					
Social Media recognition					
Included Registration(s)					
Logo included in the "Know Before You Go" email					
10 NYBA Daily* Banner Ads					
8 NYBA Daily* Banner Ads					
5 NYBA Daily* Banner Ads					
3 NYBA Daily* Banner Ads					
1 NYBA Daily* Banner Ad					

*NYBA Daily is distributed every weekday and read by thousands of banking professionals.

SPONSOR BENEFITS

ALL GEM-LEVEL SPONSORSHIPS RECEIVE RECOGNITION

- During general session, program book
- Registration/Lobby/Welcome Area Signage
- As a sponsor on our website with link to your site

Presenting Sponsor (only 1 available) \$15,000

- Logo recognition on all marketing materials
- Three Registrations
- Logo included on name badge as Sponsor
- Full page Company Ad in on-site program book
- Logo included in the "Know Before You Go" email
- One company provided promo item included in welcome bag
- Recognition in all meeting rooms as Wi-Fi Sponsor
- 10 Free NYBA Daily* Banner Advertisements

This level receives these benefits along with all of the benefits listed in GEM-LEVEL SPONSORSHIPS

Diamond Sponsorship \$10,000

- Two Registrations
- Logo included on name badge as Sponsor
- Full page Company Ad in on-site program book
- Logo included in the "Know Before You Go" email
- One company provided promo item included in welcome bag
- Company is given the opportunity to introduce an education session (script provided)
- 8 Free NYBA Daily* Banner Advertisements

This level receives these benefits along with all of the benefits listed in GEM-LEVEL SPONSORSHIPS

Emerald Sponsorship \$7,500

- One Registration
- Full page Company Ad in on-site program book
- Logo included in the "Know Before You Go" email
- One company provided promo item included in welcome bag
- 5 Free NYBA Daily* Banner Advertisements

This level receives these benefits along with all of the benefits listed in GEM-LEVEL SPONSORSHIPS

Ruby Sponsorship \$5,000

- Full page Company Ad in on-site program book
- One company provided promo item included in welcome bag
- 3 Free NYBA Daily* Banner Advertisements

This level receives these benefits along with all of the benefits listed in GEM-LEVEL SPONSORSHIPS

Sapphire Sponsorship \$4,000

- One company provided promo item included in welcome bag
- 1 Free NYBA Daily* Banner Advertisement

This level receives these benefits along with all of the benefits listed in GEM-LEVEL SPONSORSHIPS

* NYBA's daily email, read by thousands of banking professionals each morning.

SELECT PROMOTIONAL OPPORTUNITIES

All Select Promotional Sponsorships will receive the following:

- Recognition of specific sponsorship in program book, website and signage at select opportunity

Networking Sponsorships

• Reception & Dinner	\$7,500
• Evening Outing	\$5,000
• Community Service Project	\$5,000
• Lunch	\$5,000
• Grab & Go Lunch	\$3,500
• Refreshment Break (3 available)	\$3,500
• Entertainment	SOLD
• Breakfast Sponsor (1 available)	\$2,500
• Registration Hospitality	\$2,500

The Business of Banking Materials

(only available to Non-Bank Members)

• Welcome Bag Sponsor	SOLD
• Name Badge Lanyard Sponsor	SOLD
• Notebook with logo	\$2,500
• Beverage Coasters – General Session	\$2,500
• Pen with logo	\$1,500

Advertising

Place an advertisement in the program book that will be distributed to all attendees on-site at registration.

Outside Back Cover	\$3,500
Inside Front Cover	\$3,000
Inside Back Cover	SOLD
Full Page	\$1,000

THE BUSINESS
OF BANKING
CONFERENCE

NEW YORK
BANKERS
ASSOCIATION

NYBA

WHO ATTENDS

Senior to mid-level officers responsible for retail strategy and distribution; branch administration; retail sales management; retail marketing; small business relationship managers. Chief Risk Officers, CFOs, CISOs, Compliance Officers, Auditors, IT/MIS Managers, Trust Department management, Chief Fiduciary Officers, Investment Officers.

LOGO AND ADVERTISEMENT SUBMISSION GUIDELINES

All logos and advertisements must be submitted in high resolution. Ads should be 300 dpi hires PDF with cropmarks and .25" bleed to all sides. Please send vector files (.eps or .ai) for logos.

Submit logos and ads no later than Wednesday, August 28, 2024 to events@nyba.com.



NYBA SPONSORSHIP THE BUSINESS OF BANKING

GEM-LEVEL SPONSORSHIPS

- Presenting Sponsor \$15,000
- Diamond Sponsorship \$10,000
- Emerald Sponsorship \$7,500
- Ruby Sponsorship \$5,000
- Sapphire Sponsorship \$4,000

GEM-LEVEL SPONSORSHIPS TOTAL:

SELECT PROMOTIONAL SPONSORSHIP OPPORTUNITIES

Networking Sponsorships

- Reception & Dinner \$7,500
- Evening Outing \$5,000
- Community Service Project \$5,000
- Lunch \$5,000
- Grab & Go Lunch \$3,500
- Refreshment Break (3 available) \$3,500
- Entertainment \$3,000
- Breakfast Sponsor (2 available) \$2,500
- Registration Hospitality \$2,500

NETWORKING SPONSORSHIPS TOTAL:

The Business of Banking Materials

(only available to Non-Bank Members)

- Welcome Bag Sponsor \$5,000
- Name Badge Lanyard Sponsor \$3,000
- Notebook with logo \$2,500
- Beverage Coasters – General Session \$2,500
- Pen with logo \$1,500

THE BUSINESS OF BANKING MATERIALS TOTAL:

Advertisements in Program Book

- Outside Back Cover \$3,500
- Inside Front Cover \$3,000
- Inside Back Cover \$2,500
- Full Page \$1,000

ADVERTISEMENTS TOTAL:

GRAND TOTAL:

CONTACT INFORMATION

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone: Office _____

Phone: Mobile _____

E-mail _____

LinkedIn _____

PAYMENT

Enclosed is a check in the amount of \$ _____

I/We wish to pay by credit card: Visa MC AMEX DISC _____

Name on card _____

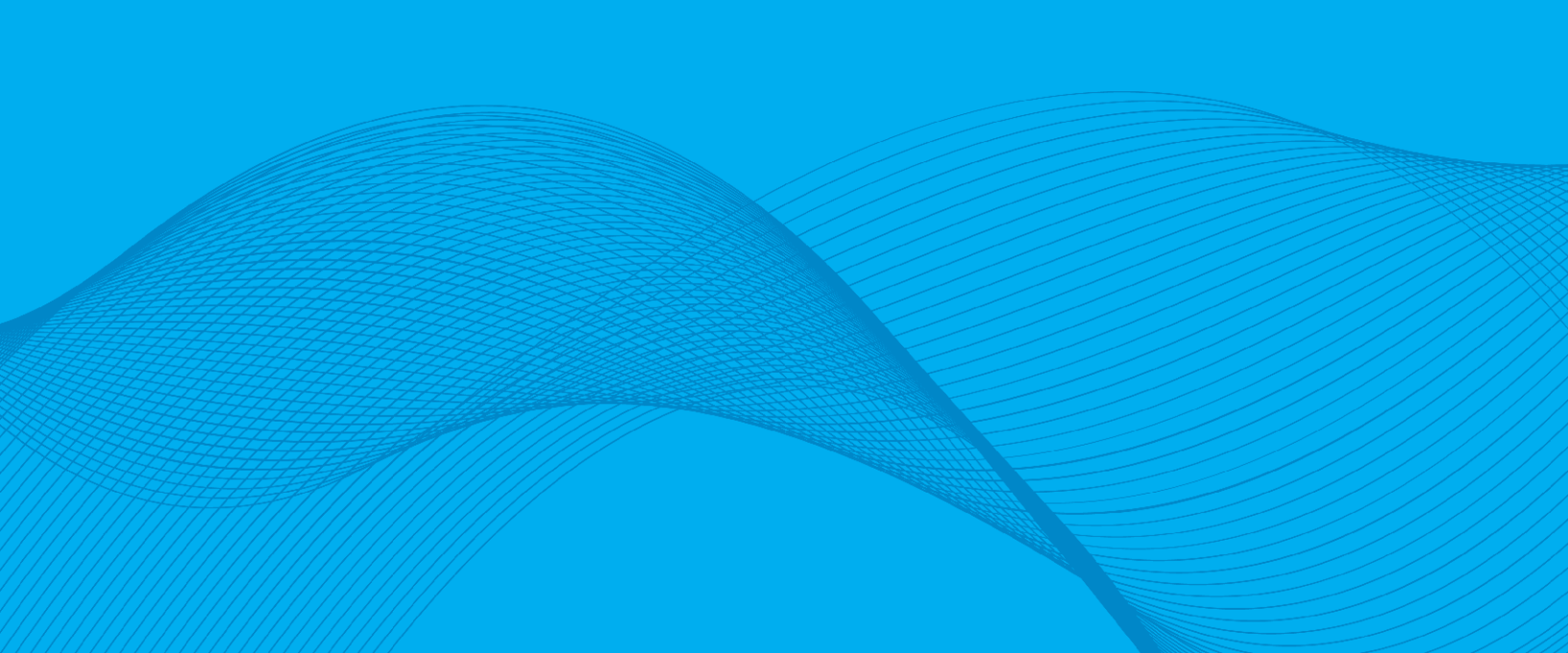
Card Number _____

Exp. Date _____ Sec Code _____

Signature _____

Please make all checks payable to New York Bankers Association
99 Park Avenue, Suite 1700, New York, NY 10016
nyba.com | 212.297.1600

Questions? Email: events@nyba.com



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