

# 2018 SPONSORSHIP GUIDE



## WELCOME TO THE ICBA COMMUNITY BANKING LIVE!

The ICBA's annual National Convention, Community Banking LIVE, is the largest community banking convention in the country and devoted solely to the needs of America's independent community banks. ICBA provides community bank decision-makers nationwide the opportunity to network and gain valuable insight into their business, competition in the marketplace and the special financial challenges we are facing today.

ICBA recognizes that bank service providers face increased competition and need more innovative ways to reach their customers in this ever changing environment. The 2018 sponsorship packages outlined below offer memorable marketing and branding ideas to effectively promote your company's products and services.

- Substantially increase visibility and exposure throughout community banking's largest event
- Align your company with ICBA and demonstrate strong commitment to community bank decision-makers
- Create greater awareness, maximize name recognition and strengthen relationships

### Expo Schedule at a Glance:

#### Monday, March 12

Exhibitor Move In — 9:00 am–6:00 pm

#### Tuesday, March 13

Exhibit Hall Open / Welcome Reception — 3:00 pm–6:00 pm

#### Wednesday, March 14

Exhibit Hall Open — 8:00 am–9:30 am & 11:30 am–3:00 pm

Taste of Vegas Breakfast with Attendees inside Exhibit Hall — 8:00 am–9:30 am

Lunch with Attendees inside Exhibit Hall — Noon–1:00 pm

**Contact your marketing representative with questions or to reserve your company's Sponsorship Package today!**

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# SPONSORSHIP LEVELS AND PACKAGES

Combine packages to create your best level of visibility!

<b>PLATINUM</b> .....	<b>\$75,000</b> ↑
<b>DIAMOND</b> .....	<b>\$45,000 - \$74,999</b>
<b>EMERALD</b> .....	<b>\$30,000 - \$44,999</b>
<b>RUBY</b> .....	<b>\$12,500 - \$29,999</b>
<b>SAPPHIRE</b> .....	<b>\$12,000</b> ↓

## ALL SPONSORS RECEIVE THE FOLLOWING ADDED EXPOSURE:

- Sponsorship ribbon for your nametag
- Floor decal indicating sponsorship at exhibit hall booth
- Your company's 4C logo printed on sponsorship recognition pages in *Independent Banker*® magazine and the ICBA LIVE Program Directory

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<b>FINAL BANQUET</b>	<b>SOLD</b>
<b>IB COVER SHOOT</b>	<b>SOLD</b>
<b>CONVENTION NAME BADGES</b>	<b>SOLD</b>

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<b>WELCOME RECEPTION</b>	<b>\$35,000</b>	<b>SOLD</b>
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Sponsor ICBA's evening cocktail reception in the exhibit hall on Wednesday from 3-6pm and create a "stir!" This extravaganza is an expo hall highlight offering cocktails, light hors d'oeuvres and entertainment. Your company's name/logo will be promoted on signage throughout the hall during the event, printed on cocktail party napkins and on all promotional materials prior to and after the event.

- Opportunity to have a signature drink station by your booth

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<b>CONVENTION LUNCH &amp; MUNCH MORE</b>	<b>\$25,000</b>	<b>SOLD</b>
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Be the exclusive sponsor of the banker lunch in the exhibit hall on Monday. Your company's name and logo will be displayed on: 1) Welcome banners and signage, 2) Large screens inside the hall, 3) Overlays on high-top round tables, 4) The top of all boxed lunches and on all additional promotional materials prior to and after the event.

- Your booth will be prominently positioned next to a food station throughout the event

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<b>A TASTE OF VEGAS</b>	<b>\$17,500</b>
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Co-sponsor breakfast in the exhibit hall on Wednesday, March 14, and kick-off the day of the conference. This sponsorship provides one booth and includes a 10x10 food station (as part of your booth) for all food/beverage events throughout the entire conference including a high-top table and chairs. Your company will receive individual call-out signage at your booth and co-branded sponsorship recognition for this event throughout the hall and on all marketing-related promotion for the convention including the mobile app.

- Opportunity to select strategically positioned Taste of Vegas booth and food choice (first come/first to select)

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<b>GENERAL SESSION &amp; KEYNOTE ADDRESS</b>	<b>\$17,500</b>	<b>SOLD</b>
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Sponsor the opening General Session (Thursday, March 16) at ICBA LIVE with Cam Fine and a special keynote speaker. Your company's name and logo will be displayed on General Session screens during keynote address, signage next to the coffee stations right outside the General Session and a full-page ad in the Convention Program Guide. Your company will also receive a 30-second spot on ICBA's LIVE TV daily newscast, filmed at your booth.

- Opportunity to distribute 20 copies of keynote speaker's book at your booth
- Opportunity to provide collateral to be placed on all seats in General Session



**ICBA LEARNING LABS**

Hold a 55-minute workshop and educate key bank customers and prospects with industry information on the topic of your choice. This speaking opportunity will be scheduled into the convention workshop agenda where your session information will be published in ICBA convention collateral and distributed to bankers prior to and at the convention. Your company's workshop will be included in banker registration bags.

~~\$15,000~~

**SOLD**



**CONVENTION CONFIRMATION PACKET & LAS VEGAS LUGGAGE TAG**

Be the first to welcome all registered bankers attending the ICBA Convention by sponsoring the ICBA Confirmation Packets. Your company's name/logo will be placed on the front of all ICBA Confirmation Packets and on special customizable ICBA Las Vegas 2018 luggage tags included in each packet. Bankers collect these tags each year, and you can expect to see your company name and logo on all banker luggage coming to and from Convention!

~~\$15,000~~

**SOLD**

- Opportunity to include company literature inside the Confirmation Packet

**TOP-SPEED RACING SIMULATOR**

This Deluxe Top-Speed Racing Simulator features an enhanced 3D view of the track, immersing bankers in a driving experience like no other. Package includes an extra 10'x10' booth space to accommodate the simulator and an 8ft. meter board sign promoting the racecar driving experience.

~~\$15,000~~



**OXYGEN BAR**

Few things represent Vegas like a fun, cool Oxygen Bar. Serving up to 4 bankers simultaneously, it's the attraction that people have always wanted to try, but haven't until now. This sponsorship comes with a preferred end-cap booth bankers can cozy up to, stickers for those who experienced the Oxygen Bar, and a 30-second interview featured on ICBA LIVE TV! Your Company name and logo included on a banker giveaway (TBD) and on signage displayed around the hall.

~~\$15,000~~



**LARGE COMMUNITY BANK ROUNDTABLE AND RECEPTION  
 (Tuesday, March 13, 11am-2pm) and (Wednesday, March 14, 5:30pm-7pm)**

ICBA members with asset sizes of \$750 Million and above are invited to network and discuss topics uniquely relevant to community banks their size. **Roundtable Sponsorship** includes opportunity for company to provide one minute to welcome bankers, company name/logo on in-room and coffee break signage, branding on napkins and table tents, list of attendees and 2 company representatives may attend. **Reception Sponsorship** includes hors d'oeuvres and open bar with one minute opportunity to welcome bankers for coming, company name/logo on in-room signage, branding on napkins and table tents, signature cocktail drink with your company name, list of attendees and up to 2 company representatives may attend.

~~\$13,500~~

**(Only 1 left!)**

**GOOD NIGHT AND MORNING ROOM DROP**

Sponsor a banker room drop including a "personalized note," a creative piece of collateral and \$5 coffee gift card delivered to every bankers' room. Includes a post in Mobile App reminding bankers to get coffee and visit your booth!

~~\$13,500~~

**GET YOUR POPCORN HERE!**

Who doesn't love the alluring smell of popcorn? People seek it out and will be sure to return for more during the the entire time the Expo Hall is open! This sponsorship comes with a preferred end-cap booth and booth attendant. Your company name and logo will be featured on napkins and popcorn flavor shakers (i.e. sweet, cheese, spicy).

~~\$13,500~~



### EDUCATION ZONE COFFEE

Sponsor the ICBA Convention workshop coffee stations! This includes 22" x 28" signage by all coffee stations outside workshops, your company's logo featured on all coffee cup sleeves or napkins, your company's message on a Power Tower, and mobile alert prior to Workshops thanking your company for sponsoring the coffee.

**\$12,000/4 days**  
**\$3,500/1 day**

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### MINI DONUTS IN YOUR BOOTH

Hand out fresh mini donuts from your booth for bankers to enjoy in the Expo on Wednesday! The smell and taste will attract people to your booth and help them linger! This sponsorship comes with a preferred end-cap booth and booth attendant, with your company name and logo featured on the bag.

**\$9,500** **SOLD**

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### HANGIN' WITH THE BIG DOGS

The most well-attended area of last year's expo was the Puppy Pen. Your company can be the exclusive sponsor of the "Top Dog" Lounge where people will congregate to give and receive smiles and wags. During the Welcome Reception on Tuesday (March 13th), a hosted bar will occupy the lounge to ensure traffic to your booth, and promote the therapy dogs that arrive Wednesday (March 14th). Package includes a 10' x 10' booth (#664) near lounge, a hanging banner with your company name/logo above the lounge, a pet-related branded giveaway you can provide at your booth or the dog lounge, and an 8' meter board sign featuring your branding. Plus, ICBA will make a donation on behalf of ICBA and your company to the pet facility providing the dogs.

**\$9,500** **SOLD**

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### ZOLTAR FORTUNE TELLER GAME

Made famous by the movie, "Big," this fortune telling machine provides bankers with a blast from the past and an entertaining way to stop by and find their fortune at your booth. Your preferred end-cap booth will be an instant photo op, and you will receive a 30-second interview talking about your company, attraction and booth location. Package includes (2) 22" x 28" signs promoting the attraction and booth number.

**\$8,500**

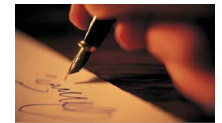


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### HANDWRITING ANALYSIS

Be the booth everyone is buzzing about throughout the expo! This unique attraction provides bankers with an opportunity to have their handwriting analyzed right on the spot. Your logo will be included on the cards used for the writing analysis. Provide them with intrigue and insight they will long remember. Your preferred end-cap booth will include (2) 22" x 28" signs promoting the attraction and your booth number.

**\$8,500**



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### WHITE-BOARDING WITH EXPERTS

Opportunity to provide thought leadership to community bank decision-makers at ICBA LIVE through a 15-20-minute speaking session on Wednesday. Lead a discussion on a relevant topic of your choice in a small group setting within the Expo. Highlight how your product/solution can overcome challenges and benefit bankers. Experts provided white board to help illustrate key points.

**\$5,000 (Only 1 left!)**

- **Time Limit:** 20 minutes total— 15 minutes speaking w/5minute Q&A (10 minutes to set up prior)
- **Promotion:** Program Guide/Expo Agenda & Map, PA Announcements, Mobile App Push
- **Provided:** White Board, seating, microphone (if needed)
- **Banker Incentive:** Poker Chip handed out to bankers who attend. When bankers attend and collect 5 they are entered for a chance to win an Apple Watch
- **Added value:** Increased booth traffic through banker mailer with drop box by your booth



**CENTER STAGE**

**\$8,000 (Only 1 left!)**

Receive the highest visibility with our most referenced convention assets:

- 1) **ICBA Community Banking LIVE email blasts.** Your company logo will be on every *LIVE* email (sent bi-weekly now through December and weekly January & February) and included in the new *ICBA Insider!* *The Insider* is a monthly email distributed to registered attendees with the latest happenings and hot-off-the-press announcements (Oct.-Feb.). More than 40 emailed communication sends!
- 2) **ICBA LIVE Program Directory Full-Page Ad** on a tabbed divider page. This spiral bound program guide features info on sponsors, schedules, room locations, workshops, speakers, exhibitors, floor plan diagrams, and more.
- 3) **ICBA Community Banking LIVE Mobile App.** Downloaded by more than 1,200 people annually and includes daily promoted posts that bring your logo, booth location, and message to the TOP of the Activity Feed (like your Facebook News Feed, but exclusive to the ICBA Convention!) These posts provide direct access to attendees where you can promote your booth, link to videos, your website, exhibitor page on the app, and more.
  - Your company logo will be featured on all marketing communicating how to download and make the most of the convention app (featured on meter boards, convention program guide, emails, etc.)
  - Push Notifications provided on Sunday & Monday before the Expo opening, promoting your booth location and thanking you for your App Sponsorship!



**LIVE VIDEO OPPORTUNITIES**

ICBA LIVE TV will have multiple impressions throughout the day—running videos on our prominent Mega Media Wall, in banker’s hotel rooms on the ICBA Hotel Room Channel, on the convention mobile app, on our website and through ICBA social media. All video packages will receive the above exposure. Click on the links for more!



**1) LIVE ExpoMercial (2 min. Advertorial)**

Produce a 2-minute video at the ICBA Convention for the event, and an *evergreen* version which you can use in the future. We’ll set up time before the show to be interviewed by a professional journalist about your company and products (including B-roll, testimonials and graphics). Your video will be hosted on IBmag.org for 3 months, and hosted on ICBA’s Convention website through August 2016 to extend your company’s visibility.

**\$7,500**

**2) Make News at your Booth! (30-sec. spot)**

Bring the camera crew to your booth for ICBA LIVE TV’s daily newscast spotlighting your company.

**\$2,500**

**3) LIVE Newscast pop-up Banner**

Feature your booth number, company logo and tagline within the lower-third screen graphic that “pops up” during the daily newscast.

**\$750**

**4) YOUR Video can go LIVE**

Have your own video? Let’s run it! Provide us with your already produced video (up to 90 seconds) and be part of ICBA LIVE TV coverage too!

**\$5,000**

**TOP-OF-MIND EXPOSURE**

**\$3,500 (Limited one/row)**

Use Hanging Aisle Banners dropped from the ceiling in the middle of each row to increase your company’s visibility and booth traffic. Highlight your company’s name and booth number and dominate your aisle!

- Add this to any sponsorship package for only \$2,500!





## THE VENETIAN, THE PALLAZO, THE SANDS® EXPO

No matter what your mood, The Venetian & The Pallazo has something for you, from the celebrity chef-studded dine-and-drink scene to smart bites and organic juices to the legendary TAO Beach day club and relaxing times at Canyon Ranch Spa Club.

ICBA Community Banking LIVE® registration will take place at the convention center starting on Tuesday, March 13. General sessions, education sessions, the expo, and other social and meeting events will take place at the convention center once ICBA Community Banking LIVE® officially begins.

### FOR SPONSORSHIPS:

Contact your marketing presentative today with questions or to reserve your company's Sponsorship Package.

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[www.icba.org/convention](http://www.icba.org/convention)