



**The Historic Hilton Seelbach
Louisville, Kentucky
September 16-18, 2018**

Learn
**TECHNICAL
BANKING,
MANAGEMENT &
PERSONAL
DEVELOPMENT**
skills

CULTIVATING PASSION, MOTIVATING ACTION

Schedule-at-a-Glance*

Sunday, Sept. 16

Vendor Registration/Move In
Participant Registration

Monday, Sept. 17

Eye-Opener Continental Breakfast
Education Sessions
Opening Keynote
Whiteboarding with Experts
Networking Lunch
Education Sessions
Cocktail Reception

Tuesday, Sept. 18

Eye-Opener Continental Breakfast
Education Sessions
Leadership Panel Lunch
Closing Keynote
Afternoon Departures

*Subject to change

SPONSORSHIP OPPORTUNITIES

ICBA's Community Banker University's 2018 LEAD FWD Summit promises to push the industry's brightest minds beyond traditional boundaries and engage forward-thinking talent. Imagine an environment where leaders learn about what will shape community banking in 2019 and beyond. Where bankers from around the nation come together to learn how to stay competitive in an industry driven by innovation, technology and ever-changing regulations. Workshops, Learning Labs, Keynote Sessions, Whiteboarding with Experts... It's all here in a jam-packed, dynamic two days!

WHO ATTENDS?

The LEAD FWD Summit was created to transform the way forward-thinking community bank leaders offer products and services and effectively compete in the marketplace. The majority of attendees are VP-level or higher or on the CEO track—most commonly President, CEO, COO, SVP, VP and AVP in the areas of lending, compliance, technology and marketing.

WHY SPONSOR?

If your company is a leading innovator, this venue provides the perfect opportunity to:

- Stand out as a key thought leader in the industry
- Share your expertise with community bankers genuinely interested in learning.
- Build strong relationships with the next generation of community bank leaders.
- Align with ICBA for elevated exposure and visibility to set your company apart.

WHAT IS WHITEBOARDING WITH EXPERTS?

Whiteboarding with Experts is a sponsorship where your company has the unique opportunity to interact with community bankers in a space designed to foster meaningful discussion in a new way. At two scheduled times, the attending bankers will rotate through six whiteboard discussions. Each Whiteboarding Expert (sponsor) will be provided with a branded whiteboard, two high-boy tables and 6-8 chairs in a semi-circle.

In addition, Experts are integrated into the event and invited to participate in the entire program's activities (Keynote Sessions, Workshops, and Leadership Challenges) where you'll work alongside community bankers to develop solutions for banks and the industry.

LEAD FWD SPONSORSHIPS — JOIN THE FWD MOVEMENT!

MONDAY (9/17) SPONSORSHIPS

Education Workshop Session (Monday) – \$6,500

Exclusive 50-minute workshop session on Monday, Sept. 17 from 8:30-9:20 a.m. Includes:

- Company name/logo on signage outside room
- Seat Drop in session
- Promotion on mobile app of company and session
- Whiteboarding w/ Experts Facilitation including 2 Full Registrations

Whiteboarding with Experts (Monday) – \$4,500

Turnkey sponsorship to present and facilitate hot topic discussions about community banking issues in the Whiteboarding zone. Opportunity to showcase your company's thought leadership during this fast-paced roundtable-type discussion.

- Whiteboarding with Experts features two 1-hour sessions (late morning and mid afternoon.)
- Event participants are scheduled with at least 6 different Experts
- Experts will be featured on event mobile app
- Experts will receive contact information to follow-up with event participants

Sponsored Lunch following Experts (Monday) – \$6,750

Sponsor lunch after Whiteboarding w/ Experts sessions.

Includes:

- Company name/logo on signage near lunch stations/buffet
- Opportunity to provide Seat Drop and/or gift at all community bankers' tables/seats
- Whiteboarding w/ Experts Facilitation including 2 Full Registrations

Cocktail Reception with Experts (Monday) – \$6,000

Sponsor cocktail reception following Whiteboarding w/ Experts on Monday (9/17). Includes:

- Signage w/ company name/logo displayed in room at all bars
- Cocktail Napkins with logo
- Opportunity to name/create a specialty cocktail for reception
- Whiteboarding w/ Experts Facilitation including 2 Full Registrations

TUESDAY (9/18) SPONSORSHIPS

General Session sponsorship (Tuesday) – \$7,000

Sponsor of Tuesday's Closing General Session. Keynote speaker TBA. Includes:

- Signage w/ logo outside room & on walk-in slide
- Recognition of sponsorship in remarks from stage
- Seat Drop in session
- Opportunity to run a video (up to 2 minutes) during walk-in
- Opportunity to place video link and whitepaper or collateral on mobile app
- Whiteboarding w/ Experts Facilitation including 2 Full Registrations

Networking Lunch (Tuesday) – \$6,750

Sponsor Networking Lunch Includes:

- Company name/logo on signage near lunch stations & soft drinks, etc.
- Opportunity to provide Seat Drop and/or gift at all community bankers' tables/seats
- Whiteboarding w/ Experts Facilitation including 2 Full Registrations

GENERAL SPONSORSHIPS

Eye-Opener Education Sessions – \$5,500

Sponsor 50-minute workshop (2 Available Monday; 1 Tuesday).

Includes:

- Signage w/ logo at continental breakfast
- Continental breakfast outside the meeting rooms
- Napkins with logo
- Seat Drop in meeting room
- Promotion on mobile app
- Whiteboarding w/ Experts Facilitation including 2 Full Registrations

Registration & Welcome Coffee Card – \$6,000

Sponsorship provides all community bankers with a coffee card for Starbucks onsite when guests check in at Registration.

In addition, company will serve as overarching Registration sponsor including:

- Company name/logo on signage at Registration
- Custom note welcoming community bankers to Louisville and the event with your branding
- \$5 Starbucks card with your company logo featured on front
- Opportunity to provide collateral in registration kit
- Whiteboarding w/ Experts Facilitation including 2 Full Registrations

LEAD FWD T-Shirts – \$6,500

Sponsor the official event T-shirt. Includes:

- Company name/logo on shirt provided to all community bankers in attendance
- Logo on official event Snapchat filter to be created.
- Whiteboarding w/ Experts Facilitation including 2 Full Registrations

ALL SPONSORS RECEIVE:

- Whiteboarding with Experts slot
- Two Full Registrations for the overall event
- Recognition on LEAD FWD Website
- Recognition on LEAD FWD Summit Mobile App
- Logo on Thank You Ad
- Recognition in Summit Program Guide

For more information or to reserve your sponsorship,
contact Rachael Solomon — 612.336.9284 or Rachael@ICBAbanks.org