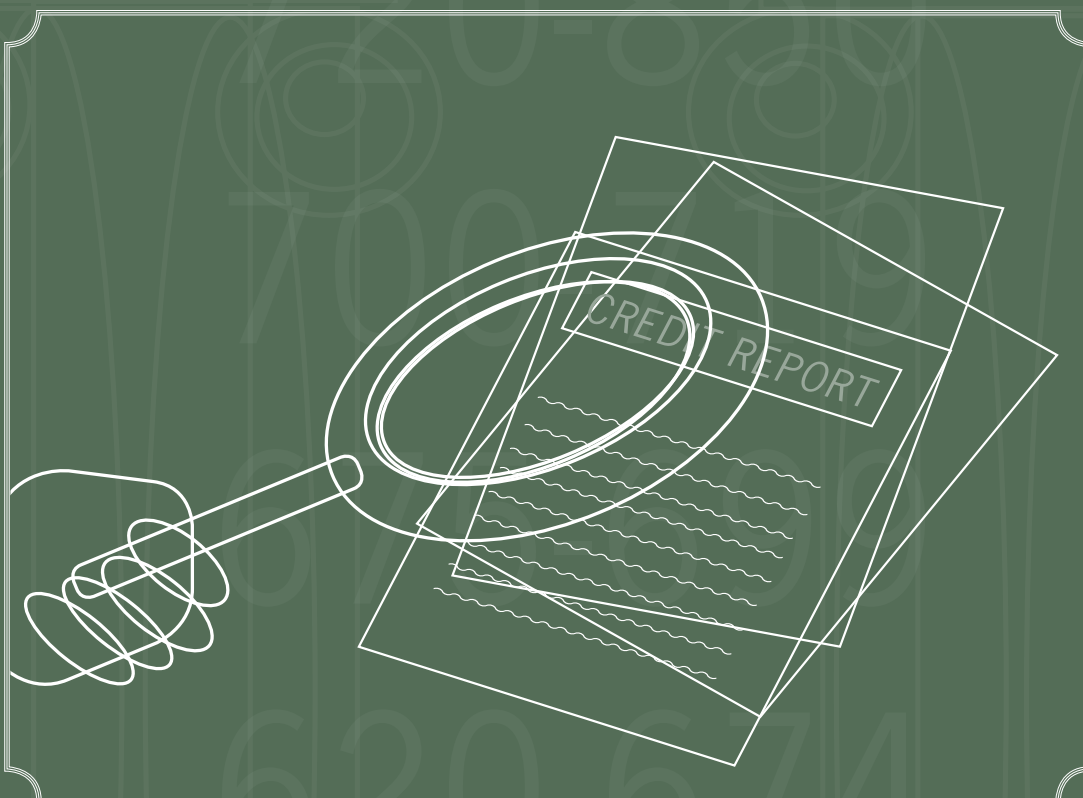




CHIEF CREDIT OFFICERS SYMPOSIUM

The Clement Monterey • Monterey, California



SPONSORSHIP OPPORTUNITIES

NOVEMBER 6 - 7, 2014

Visit www.calbankers.com/cco14



2013 CHIEF CREDIT OFFICERS SYMPOSIUM

The Clement Monterey • Monterey, California

SPONSORSHIP OPPORTUNITIES

Who Attends

- Chief credit officers
- Chief lending officers
- De novo officers
- Credit administrators

Designed for commercial credit managers, this conference focuses on topics of interest including critical credit regulations, state legislation, financial analysis, hot lending topics, economic review, credit products and services of benefit to banks.

All sponsorships include:

- Company name or logo on all marketing materials, including direct-mail brochure, if applicable
- Complete set of conference registration materials
- List of attendee names, titles, firms, emails and mailing addresses two weeks prior to the conference and one week after the conference
- Fifty-word (50) company description published in the conference program guide
- Company name or logo included on signage in registration area, acknowledging all CBA sponsors

Sponsorship opportunities are not limited to what is listed in this brochure and CBA is willing to consider other opportunities. For all sponsor questions, please contact **Stacy Wolfenberger**, manager of events and trade show logistics at **(916) 438-4418** or swolfenberger@calbankers.com or **Melissa O'Campo**, manager of events and registrations, at **(916) 438-4435** or mocampo@calbankers.com.

Why Sponsor:

- Maximize your company's brand awareness and increase your market position
- Gain direct access to CBA member banks and institutions in an exclusive environment
- Raise your profile above your competitors
- Learn about the issues confronting today's financial service leaders and gain valuable insight into potential solutions
- Match your exposure needs, regardless of your budget
- Shape or reinforce a positive perception of your company with California's bank executives
- Support the California Bankers Association, the largest non-profit banking organization serving the California financial services industry

SPONSORSHIP OPPORTUNITIES

Welcome Reception (\$3,000)

- Two full-conference registrations
- Signage with company name or logo displayed during the reception
- One full-page color advertisement in the conference program guide

Hotel Room Keycard (\$2,500)

- Two full-conference registrations
- Company logo on hotel room keycard
- One full-page color advertisement in the conference program guide

Boxed Lunch (\$2,500)

- One full-conference registration
- Signage with company name or logo displayed at entrance
- Opportunity to place marketing collateral with each boxed lunch
- Custom labels with company name or logo on each boxed lunch
- Custom tent/table cards branded with company name or logo
- One full-page color advertisement in the conference program guide

Conference WiFi (\$2,000)

- One full-conference registration
- Custom tent/table cards branded with company name or logo
- Custom log-in password to access WiFi
- One full-page color advertisement in the conference program guide

Breakfast (\$2,000)

- One full-conference registration
- Signage with company name or logo displayed at entrance
- Custom tent/table cards branded with company name or logo
- Marketing collateral may be placed on or around breakfast tables
- One full-page color advertisement in the conference program guide

Attendee Registration (\$2,000)

- One full-conference registration
- Custom badge lanyards printed with company name or logo distributed to all attendees upon check-in at the CBA registration desk
- Signage with company name or logo displayed at CBA registration desk
- One full-page color advertisement in the conference program guide

Conference Program Guide (\$2,000)

- One full-conference registration
- Company name or logo on the front cover of the program guide
- One full-page color advertisement on the back cover of the conference program guide

Attendee Gift (\$1,500)

- One full-conference registration
- Opportunity to have a pre-purchased item of your choice distributed to attendees upon check-in at registration desk (Item must be pre-approved by CBA)

Refreshment Break (\$1,500)

(Two available: Thursday afternoon or Friday morning)

- One full-conference registration
- Custom tent/table cards branded with company name or logo
- Signage with company name or logo displayed at entrance

“ Partnering with the CBA helps Wolters Kluwer Financial Services continue to pay close attention to banks’ compliance and risk management needs so we can keep developing new solutions and enhancing existing ones that allow them to address both more effectively and efficiently. In addition, our work with the CBA allows us to reach a greater number of banks with our industry-leading solutions and services. ”

James Mallett

Wolters Kluwer Financial Services

SPONSOR TERMS AND CONDITIONS

Conditions: Sponsor agrees not to use the California Bankers Association (CBA) name, initials or logos in any advertising or marketing materials without express written permission of the California Bankers Association. CBA reserves the right to modify and/or cancel program, location, content and speakers.

Compliance: All sponsors must comply with all federal, state and local laws and regulations throughout the duration of the conference.

Cancellation/Refund Policy: Executed contracts are binding and non-refundable. In the event the CBA elects to cancel this conference, CBA will refund only payments made directly to CBA and will not be held responsible for other costs or expenditures incurred by the sponsor. CBA will not refund payments or assume additional costs and liability that result from "acts of God."

"Unauthorized" Conference Events: Any "unauthorized" events (including dinners, receptions, parties, outings, tournaments, etc.) held in conjunction or direct conflict with this conference, or any of its planned functions, by a conference sponsor must be approved in advance by CBA. Failure to notify CBA of such events at least 60 days prior to the event date may cause forfeiture of the sponsor event. CBA reserves the right to cancel such events prior to the event date and sponsor will be responsible for all penalty costs associated with the cancellation.

Literature Distribution: Canvassing in any part of the facility is strictly prohibited. Any person doing so will be requested to discontinue immediately.

Admission of Visitors/Children: CBA requires a conference badge for everyone who attends the conference to be worn at all times. Children under the age of 18 will not be permitted to attend the conference.

Hotel Room Drops: All room drops must be arranged and approved in advance by the CBA. Sponsors may not make arrangements to distribute items directly through the hotel. All distributed items will be arranged by the CBA Events Department and will be subject to all applicable fees and charges.

Company Descriptions and Logos: As part of your package, the CBA will promote your organization throughout the conference. We will need from you a 50-word company description (with contact information) for inclusion in our final conference guide, ideally in electronic format. We will also need a copy of your corporate logo in eps format (at least 300 dpi).

Sponsor Giveaways: All items distributed at sponsored events must be arranged for and approved of in advance by the CBA. Sponsors may not make arrangements to distribute items directly through the hotel. All distributed items will be arranged by the CBA Events Department and will be subject to all applicable fees and charges.

Networking Opportunities: Each full-conference sponsor registration includes admittance into all sessions, meal functions and receptions. There are no extra fees for you to attend these activities. CBA does not offer "day pass" registrations.

Pre/Post-Conference Attendee Lists: The attendee lists provided are for the exclusive benefit of registered sponsors of the conference. CBA strongly discourages the sharing of these lists with non-registered companies/individuals.

Liability: It is mutually agreed that CBA and the hotel shall not be liable for any damage, loss, destruction of property and/or injuries to a sponsor, resulting from any cause, unless caused by the negligence of the hotel or CBA, respectively. All other claims for any such loss, damage or injury, are expressly waived by the sponsor.

Terms of Payment: Sponsors are required to pay 100 percent within 30 days from the date CBA receives the signed contract. If the event start date is less than 30 days from contract submission, payment must be received immediately. No branding or promotion will take place until full payment is received. If payment is not received in the time frame specified above, the sponsorship will be released and made available for sale again.

Please direct all inquiries and completed contracts to:

Stacy Wolfenberger
Manager of Events and Trade Show Logistics
P: (916) 438-4418
F: (916) 438-4318
E: swolfenberger@calbankers.com

Melissa O'Campo
Manager of Events and Registrations
P: (916) 438-4435
F: (916) 438-4335
E: mocampo@calbankers.com



California Bankers Association (CBA)
2014 Chief Credit Officers Symposium
 November 6-7, 2014 • The Clement Monterey
Sponsor Contract

Contact Stacy Wolfenberger before submitting this completed contract to confirm the availability of your desired sponsor item. Please submit the Sponsor Registration Form with this contract.

Part I: Company Information

The sponsor company name that will appear verbatim on all CBA marketing materials, is as follows:

Part II: Contact Person

The following contact is hereby designated for all logistical communications with CBA:

Name _____ Title _____

Email _____ Phone _____

Full Address _____

Part III: Fees

Sponsored Item: _____ Fee: _____

Part IV: Deadlines

The deadline for submitting logos, descriptions and advertisements is September 25, 2014.

Part V: Terms of Payment

Sponsors are required to pay 100 percent within 30 days of the date CBA receives the signed contract. If the event start date is less than 30 days from contract submission, payment must be received immediately. No branding or promotion will take place until full payment is received. If payment is not received in the time frame specified above, the sponsorship will be released and made available for sale again by CBA.

Part VI: Acceptance of CBA Sponsor Terms and Conditions

By submitting a signed copy of this Sponsor Contract, we acknowledge that we have read and agree to the Sponsor Terms and Conditions outlined by the CBA.

Signed: _____ Date: _____

Name: _____

Title: _____

Part VII: Method of Payment

Check

Payable to:
 California Bankers Association
 Attn: Accounting Dept – A/R
 1303 J Street, Suite 600
 Sacramento, CA 95814

Credit Card

Charge \$ _____ To my: Visa MC AmEx

Card #: _ _ _ _ _

Exp. Date: _ _ / _ _ Zip: _ _ _ _ _

Cardholder Name: _____

Signature: _____

Please direct all questions and completed contracts to:

Stacy Wolfenberger, Manager of Events and Trade Show Logistics

Phone: (916) 438-4418 Fax: (916) 438-4318 Email: swolfenberger@calbankers.com

OR

Melissa O’Campo, Manager of Events and Registrations

Phone: (916) 438-4435 Fax: (916) 438-4335 Email: mocampo@calbankers.com



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Sponsor Registration Form

COMPANY INFORMATION

Please type/print clearly. Registrant information will be published in the conference attendee list as it appears on this form.

Company Name _____

Sponsor – Sponsorships include a limited number of complimentary registrations, refer to the sponsorship information brochure

REPRESENTATIVE #1 INFORMATION

Mr. Ms. Last name _____ First name _____

Badge name _____ Title _____

Email address (required) _____

Telephone number _____

Address _____

Spouse full name _____

Assistant/preparer email address (for confirmation) _____

REGISTRATION TYPE

- Complimentary
- \$595 Additional Representative
- \$350 Spouse

REPRESENTATIVE #2 INFORMATION

Mr. Ms. Last name _____ First name _____

Badge name _____ Title _____

Email address (required) _____

Telephone number _____

Address _____

Spouse full name _____

Assistant/preparer email address (for confirmation) _____

REGISTRATION TYPE

- Complimentary
- \$595 Additional Representative
- \$350 Spouse

PAYMENT INFORMATION

CHECK (payable to California Bankers Association)

CHARGE \$ _____ TO MY: Visa MC AmEx

Card number _____ Exp Date _____

Cardholder Name: _____

Zip+4: _____

Signature: _____

HOTEL ACCOMODATIONS

Hotel accommodations can be made by calling The Clement Monterey at (888) 666-5734. The CBA rate is \$189 for an inland view and \$265 for an ocean view, single or double occupancy, plus taxes and fees. **Rooms are limited; please make your reservations by Friday, October 10, 2014.** If the CBA room block reaches capacity before this date, the hotel may accept reservations on a space-available basis at the prevailing rates.

REGISTRATION/BILLING QUESTIONS?

Contact Melissa O'Campo, manager of events and registrations, at (916) 438-4435 or registrations@calbankers.com

PROGRAM QUESTIONS?

Contact Stacy Wolfenberger, manager of events and trade show logistics, at (916) 438-4418 or swolfenberger@calbankers.com

Please allow 48 hours to process your registration. Confirmation will be emailed to the address(es) provided.

FOR CBA USE ONLY	CRM# _____	REG ID _____
	(E)2531 / (S)2533 -300310 _____	IND ID _____
	CK# _____ AMT _____ DATE ISS _____	DATE _____
	CORP/PERS DATE DEP _____ BY _____	BY _____

LOGOS, COMPANY DESCRIPTIONS AND ADVERTISEMENTS ARE DUE SEPTEMBER 25. NO EXCEPTIONS!

Calendar of Events

September 9 – 11, 2014

Joint Visit to Washington, D.C.
St. Regis
Washington, D.C.

October 7 – 10, 2014

36th Annual Regulatory Compliance Conference
Sheraton Carlsbad Resort
Carlsbad, CA

November 6 – 7, 2014

Chief Credit Officers Symposium
The Clement Monterey
Monterey, CA

January 8 – 10, 2015

2015 Bank Presidents Seminar
Four Seasons Biltmore
Santa Barbara, CA

May 7 – 9, 2015

124th Annual Convention and
48th Annual Bank Counsel Seminar
Hyatt Regency Huntington Beach
Huntington Beach, CA

For more information on upcoming conferences contact:

*Cynthia DeOliver, (916) 438-4401
cdeoliver@calbankers.com*

*Stacy Wolfenberger, (916) 438-4418
swolfenberger@calbankers.com*

*Melissa O'Campo, (916) 438-4435
mocampo@calbankers.com*