

31ST ANNUAL

# Lenders & Credit Officers CONFERENCE

Sponsorship Opportunities



CALIFORNIA  
**BANKERS**  
ASSOCIATION

March 11-14, 2018

**THE WESTIN MISSION HILLS GOLF RESORT & SPA**

Rancho Mirage, California

<https://www.calbankers.com/lendersandCredit18>



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# Lenders & Credit Officers CONFERENCE

## Who Attends

- Chief Credit Officers
- Chief Lending Officers
- Credit Administrators
- Loan Administrators
- Senior Lenders

## Why Sponsor or Exhibit?

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

## All Sponsorships Include:

- Company logo included on all conference marketing materials
- Company logo published in conference direct mail brochure, if applicable
- List of attendee names, titles, firms and postal mail addresses two weeks prior to the conference
- A complete set of conference registration materials and mobile app access for each full-conference registration
- Company logo included on the Thank You Sponsors signage, prominently displayed in the registration area for duration of conference

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Join your fellow chief lending officers, chief credit officers, credit administrators, loan administrators and senior lenders to hear key industry updates in the credit and lending arena where you will meet face to face with regulators, economists and inspiring speakers.

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## How to Secure Your Sponsorship:

- Contact CBA to confirm the availability of your desired sponsorship
- Complete the sponsor contract and the sponsor registration form that is included with this brochure and email to CBA
- Submit your company logo (jpeg format and a pdf/eps format) and your 100 word company description

## Questions and Alternate Opportunities:

Sponsorships are not limited to the offerings in this brochure. CBA will consider custom proposals. If you have any questions or to secure your sponsorship, please contact:

- Rosemary Mignano  
Manager, Sponsors, Exhibitors and Member Development  
(916) 438-4435  
[rmignano@calbankers.com](mailto:rmignano@calbankers.com)

# Sponsorship Opportunities

## DIAMOND LEVEL

### **Tote Bag: \$7,000**

- Two full-conference registrations for CBA affiliate members or one full-conference registration for non-members
- Tote bags custom branded with your company logo distributed to each attendee upon check-in at the CBA registration desk

### **Conference Mobile App: \$6,000**

- Two full-conference registrations for CBA affiliate members or one full-conference registration for non-members
- Logo or banner advertisement in the mobile app event pages

### **Hotel Room Keycard: \$6,000**

- Two full-conference registrations for CBA affiliate members or one full-conference registration for non-members
- Custom hotel room keycards branded with your company logo and distributed to conference attendees upon hotel check-in

### **CBA Registration Desk: \$6,000**

- Two full-conference registrations for CBA affiliate members or one full-conference registration for non-members
- Custom name badge lanyards with company logo distributed to conference attendees upon check-in at the CBA registration desk
- Signage at the registration desk with company name displayed for the duration of the conference

### **Luncheon: \$6,000 – Two Available**

- Two full-conference registrations for CBA affiliate members or one full-conference registration for non-members
- One reserved table for 8-10, prominently located
- Signage with company logo displayed at entrance

## GOLD LEVEL

### **Early-Bird Breakfast Showcase: \$5,000 – Multiple Available**

- Two full-conference registrations for CBA affiliate members or one full-conference registration for non-members
- Dedicated one-hour breakfast session to present your company and services to conference attendees
- One meeting room, set classroom style with basic audiovisual equipment (screen, projector, laptop and remote control)
- Signage with company logo displayed at entrance

### **BNP Paribas Tennis Suite Sponsorship (5 opportunities available for \$5,000 each)**

- One full-conference registration
- Signage with company logo displayed at entrance to tennis suite

### **Refreshment Break: \$5,000 – Multiple Available**

- Two full-conference

## SILVER LEVEL

### **Conference Sponsor:**

- **CBA Affiliate Members: \$3,000  
LIMITED TO 10 SPONSORS**  
One full-conference registration
- **Non-Affiliate Members: \$4,000  
LIMITED TO 10 SPONSORS**  
One full-conference registration



# CBA Marketplace Terms and Conditions for Sponsors and Exhibitors

## Conditions:

Sponsor agrees not to use the California Bankers Association (hereafter referred to as CBA) name, initials or logos in any advertising or marketing materials without express written permission of the CBA. 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."

## Sponsor/Exhibitor Conduct:

The California Bankers Association (CBA) reserves the right to terminate your sponsor contract for any practice resulting in complaints from any attendee, CBA senior officer or CBA board member, before or during the event, that interferes with the rights of others or exposes them to annoyance or danger. In some instances, CBA may retain all monies received as liquidated damages. If on event site, CBA reserves the right to direct the sponsor to remove its agents, employees and merchandise from event immediately.

## "Unauthorized" Conference Events:

Any "unauthorized" events (including dinners, receptions, parties, outings, tournaments and the like) 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 CBA 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.

## 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.

## Literature Distribution:

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

## Company Descriptions and Logos:

As part of your package, the CBA will promote your organization throughout the marketing effort of the conference. CBA will need a company description in 100 words or less and your company logo in both a jpeg format and an eps/pdf format for inclusion on the conference mobile app.

## 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 encourages representatives to take advantage of networking time with the bankers.

## Pre-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 or 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.

## Rights of Trade Show Management:

CBA reserves the right to enforce additional conditions, rules and regulations as CBA deems necessary to enhance the success of the overall conference. Should any emergency arise, of any nature, prior to the conference, that would prevent its scheduled opening, including destruction or damage to the Marketplace by fire, storm, "acts of God," etc., or the declaration of any emergency by the government, it is expressly agreed that CBA may retain as much of the payment for the sponsorship as is necessary to cover the expenses incurred by CBA up to the time of such emergency. All points not covered by these rules are subject to show management.

## 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.