



## Independent Bankers Association of Texas

### 37<sup>th</sup> Annual Convention

October 1-4, 2011 Westin La Cantera Resort, San Antonio, Texas

## Sponsorship Information & Benefits

IBAT's annual convention is a great opportunity to **meet, visit** and **network** with CEOs, senior managers and directors to promote your company's or organization's service and image **OUTSIDE** the traditional 10' x 10' exhibit booth.

We GUARANTEE your audience will be comprised of key decision makers...primarily CEOs! ***Sounds too good to be true, you say?*** Our attendance continues to be very steady, and we can virtually ensure that there will be representatives from over **250 DIFFERENT** locations throughout Texas.

**Interested?** The IBAT Convention presents a unique opportunity for vendors and bank suppliers to gain even greater exposure. In addition to simply attending, there are a number of other ways you may participate further...

- **FULL Sponsorship of an Event...**Under IBAT's supervision, you will be the SOLE sponsor of the function. ALL events are open to full sponsorship.
- **CO-SPONSORSHIP of an Event...**Also under IBAT's supervision, you may contribute a portion of the cost of the event (as indicated on the accompanying list of events available) that will enable you to co-sponsor an event with another company and/or IBAT.

**Note:** To further enhance your visibility, you may want to consider diversifying your sponsorship dollars by participating in *different* events (Convention **and** Golf). Only these events may be combined to elevate your level of sponsorship (*i.e., hospitality suites, exhibits and ads are NOT applicable*). **IMPORTANT:** only sponsorship of **convention activities**, however, qualifies for complimentary registrations, tabletop exhibits and/or ad space in the convention guide (**i.e., only events/items on pages 5-6**).

To ensure your sponsorship, complete the enclosed application and return it with the applicable deposit(s) at your earliest convenience.

#### Questions?

Call Janey Holstien at 800-749-4228, or e-mail [jholstien@ibat.org](mailto:jholstien@ibat.org).

Type of Recognition	TITANIUM Sponsorship \$50,000 and above	PLATINUM Sponsorship \$18,000 - \$49,999	GOLD Sponsorship \$10,000 - \$17,999	SILVER Sponsorship \$4,500 - \$9,999	BRONZE Sponsorship \$1,500 - \$4,499	BLUE RIBBON Sponsorship \$750 - \$1,499
FREE Exhibit	10' x 10' exhibit on Sunday & Monday (10/2-3) (\$2,695/\$3,590 value) for convention sponsors* of \$50,000 or more.	8' x 8' exhibit on Sunday & Monday (10/2-3) (\$1,945/\$2,840 value) for convention sponsors* of \$18,000 or more.				
FREE AD SPACE in Convention Guide & Attendee Listing	One full page ad with <b>premium</b> choice of placement inside either the front or back cover [7.5" w x 10" h full color camera-ready] in the Convention Guide/ Attendee Listing (\$595/\$845 value) for convention sponsors* of \$50,000 or more.	One full page ad [7.5" w x 10" h black & white camera-ready] in the Convention Guide/Attendee Listing (\$595/\$845 value) for convention sponsors* of \$18,000 - \$49,999	One half page ad [7.5" w x 4.5" h black & white camera-ready] in the Convention Guide/Attendee Listing (\$295/\$420 value) for convention sponsors* of \$10,000- \$17,999.			
Verbal Recognition during CONVENTION	Company's designated representative will be introduced and allowed 5-8 minutes for remarks from the podium at the event sponsored.	Company and representatives in attendance to be recognized from the podium during the event sponsored.	Company to be recognized from the podium at the event sponsored.			
Slide Show Credit during CONVENTION	Company's logo to be shown on <b>every</b> slide during the event sponsored (if applicable), and in credits at the beginning of <b>each general session</b> .	Company's logo to be shown at the event sponsored (if applicable), and in credits at the beginning of <b>each general session</b> .	Company's logo to be shown at the event sponsored (if applicable).			

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CONVENTION T-SHIRTS	Company's logo to be listed on official convention giveaway keepsake by level sponsored.	Company's logo to be listed on official convention giveaway keepsake by level sponsored.	Company's logo to be listed on official convention giveaway keepsake by level sponsored.			
FREE Registrations	One full convention registration for every \$4,500 contributed to <b>convention activities* only</b> (a \$695/\$845 value each!).	One full convention registration for every \$4,500 contributed to <b>convention activities* only</b> (a \$695/\$845 value each!).	One full convention registration for every \$4,500 contributed to <b>convention activities* only</b> (a \$695/\$845 value each!).	One full convention registration for every \$4,500 contributed to <b>convention activities* only</b> (a \$695/\$845 value each!).		
WEB SITE Recognition	Company will be listed on IBAT's Web site with a link to <b>its own Web site</b> from the time the application is processed through April of 2012.	Company will be listed on IBAT's Web site with a link to <b>its own Web site</b> from the time the application is processed through April of 2012.	Company will be listed on IBAT's Web site with a link to its contact information from the time the application is processed through April of 2012.	Company will be listed on IBAT's Web site with a link to its contact information from the time the application is processed through April of 2012.	Company will be listed on IBAT's Web site with a link to its contact information from the time the application is processed through April of 2012.	Company will be listed on IBAT's Web site from the time the application is processed through April of 2012.
Recognition in CONVENTION PROMOTIONAL if application received by May 20	Specific mention for event sponsored (if applicable) as well as listing in promotional brochure.	Listing in promotional brochure.	Listing in promotional brochure.	Listing in promotional brochure.	Listing in promotional brochure.	Listing in promotional brochure.
PRE- CONVENTION ATTENDEE LISTING	Advance use of an electronic convention attendee list (available <b>September 7</b> ).	Advance use of an electronic convention attendee list (available <b>September 7</b> ).	Advance use of an electronic convention attendee list (available <b>September 7</b> ).	Advance use of an electronic convention attendee list (available <b>September 7</b> ).	Advance use of an electronic convention attendee list (available <b>September 7</b> ).	Advance use of an electronic convention attendee list (available <b>September 7</b> ).
SIGNAGE AT EVENT	Appropriate professional signage recognizing your company at the event.	Appropriate professional signage recognizing your company at the event.	Appropriate professional signage recognizing your company at the event.	Appropriate professional signage recognizing your company at the event.	Appropriate professional signage recognizing your company at the event.	Appropriate professional signage recognizing your company at the event.

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OTHER SIGNAGE	1m x 8' professional signage listing <i>by level</i> to be located outside the main ballroom for the <b>duration</b> of the convention.	1m x 8' professional signage listing <i>by level</i> to be located outside the main ballroom for the <b>duration</b> of the convention.	1m x 8' professional signage listing <i>by level</i> to be located outside the main ballroom for the <b>duration</b> of the convention.	1m x 8' professional signage listing <i>by level</i> to be located outside the main ballroom for the <b>duration</b> of the convention.	1m x 8' professional signage listing <i>by level</i> to be located outside the main ballroom for the <b>duration</b> of the convention.	1m x 8' professional signage listing <i>by level</i> to be located outside the main ballroom for the <b>duration</b> of the convention.
SPONSOR RIBBON	Conference badge with <b>light blue</b> colored "Sponsor" ribbon for all attending representatives who are <b>registered in full for the convention</b> .	Conference badge with <b>white</b> colored "Sponsor" ribbon for all attending representatives who are <b>registered in full for the convention</b> .	Conference badge with <b>gold</b> colored "Sponsor" ribbon for all attending representatives who are <b>registered in full for the convention</b> .	Conference badge with <b>silver</b> colored "Sponsor" ribbon for all attending representatives who are <b>registered in full for the convention</b> .	Conference badge with <b>bronze</b> colored "Sponsor" ribbon for all attending representatives who are <b>registered in full for the convention</b> .	Conference badge with <b>blue</b> colored "Sponsor" ribbon for all attending representatives who are <b>registered in full for the convention</b> .
Recognition in OFFICIAL CONVENTION GUIDE & ATTENDEE LISTING**	Listing in Convention Guide – company logo, sponsor level, event(s) sponsored, key contact, address and phone number.	Listing in Convention Guide – company logo, sponsor level, event(s) sponsored, key contact, address and phone number.	Listing in Convention Guide – company logo, sponsor level, event(s) sponsored, key contact, address and phone number.	Listing in Convention Guide – sponsor level, event(s) sponsored, key contact, address and phone number.	Listing in Convention Guide – sponsor level, key contact, address and phone number.	Listing in Convention Guide – sponsor level.
OTHER PRINT Recognition**	Special mention in the IBAT bi-monthly publication, <u>The Texas Independent Banker</u> **.	Special mention in the IBAT bi-monthly publication, <u>The Texas Independent Banker</u> **.	Special mention in the IBAT bi-monthly publication, <u>The Texas Independent Banker</u> **.	Special mention in the IBAT bi-monthly publication, <u>The Texas Independent Banker</u> **.	Special mention in the IBAT bi-monthly publication, <u>The Texas Independent Banker</u> **.	Special mention in the IBAT bi-monthly publication, <u>The Texas Independent Banker</u> **.

\*NOTE: Complimentary Registrations, Ads in Convention Program Guide and/or Exhibit Space are awarded for \$\$\$'s spent on **Convention activities only**. Combinations and/or \$\$\$'s spent on: exhibit space, program ad, hospitality suite or golf sponsorships are not eligible. You may combine these other items **ONLY** to elevate your level of recognition.

\*\*Subject to timing of commitment.

### General Convention Sponsorship

You don't have to choose a specific event or item – you may simply contribute at one of the following levels to receive the corresponding sponsorship benefits.

**ADDITIONAL BONUS:** General sponsors will be listed on signage posted at registration for the duration of the convention!

TITANIUM Sponsorship	PLATINUM Sponsorship	GOLD Sponsorship	SILVER Sponsorship	BRONZE Sponsorship	BLUE RIBBON Sponsorship
\$50,000 and above	\$18,000 - \$49,999	\$10,000 - \$17,999	\$4,500 - \$9,999	\$1,500-\$4,499	\$750-\$1,499

**Saturday, October 1**

Chairman's Nightcap Party – 10:00 – 11:30 p.m.	150 people [Invitation only]	<del>\$5,500</del>	\$3,300
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**Sunday, October 2**

Event	Est. Attendance	FULL Sponsorship	Co-Sponsorship	
<del>Coffee Break during General Session – 12:30 – 3:00 p.m.</del>	<del>300 people</del>	<del>\$3,750</del>	<del>\$2,250</del>	
<del>Refreshments in Exhibit Area – 3:00 – 5:00 p.m. Note: A satellite registration area will be set in this location and there will be lots of traffic. Banker registrants will also be eligible for cash prizes while in the exhibit hall.</del>	<del>400 people flow</del>	<del>\$4,500</del>	<del>\$2,750</del>	
<del>Welcome Reception with Exhibitors – 5:00 – 7:00 p.m.</del>	400 people	\$25,000	Food Station	\$5,000
			Food Station	\$5,000
			Food Station	\$5,000
			Bar Service	\$3,500
			Bar Service	\$3,500
			Bar Service	\$3,500
Late Show - Songwriters' Review – 9:30 – 11:30 p.m.	450 people			
Entertainment (Songwriters)		<del>\$18,500</del>	\$12,500	
<del>Beverage Service (Coffee/Nightcaps)</del>		<del>\$6,250</del>	<del>\$3,750</del>	

**Monday, October 3**

Event	Est. Attendance	FULL Sponsorship	Co-Sponsorship	
<del>Coffee Service for Daily Devotional – 7:00 – 7:30 a.m.</del>	<del>100 people</del>	<del>\$750</del>	<del>NA</del>	
Early Riser Breakfast – 7:30 – 8:30 a.m.	350 people	\$10,850	\$7,250	
<del>Coffee Break – Learning Labs – 8:45 – 9:15 a.m.</del>	<del>300 people</del>	<del>\$3,750</del>	<del>\$2,250</del>	
<del>Coffee Break with Exhibitors – 10:00 – 12:00 noon (will be set in Exhibit Area)</del>	<del>400 people</del>	<del>\$4,500</del>	<del>\$2,750</del>	
<del>Best of Community Banking Awards Luncheon with Keynote Speaker – 12:30 – 2:00 p.m.</del>	<del>400 people</del>	<del>\$25,000</del>	<del>\$15,000</del>	
Afternoon Coffee Break – 3:15 – 3:30 p.m.	300 people	<del>\$4,500</del>	\$2,750	
Auction to Benefit the IBAT PAC – 7:00 – 10:00 p.m.	450 people			
Dinner		<del>\$40,000</del>	\$25,000	
Beverage		\$10,000	Bar Service	\$5,000
			Bar Service	\$5,000
	Bar Service		\$5,000	

## Tuesday, October 4

Event	Est. Attendance	FULL Sponsorship	Co-Sponsorship	
General Session Buffet Breakfast – 7:30 – 8:30 a.m.	385 people	\$14,750	\$10,000	
<del>Coffee Break – 10:00 – 10:30 a.m.</del>	<del>300 people</del>	<del>\$4,500</del>	<del>\$2,750</del>	
Luncheon with Keynote Speaker – 12:00 – 1:30 p.m.	400 people	\$25,000	\$15,000	
Beer & Brainstorming Break – 3:30 p.m.	250 people	\$4,500	\$2,750	
22 <sup>nd</sup> Annual Texas Informal Theme Party – 7:00 – 10:00 p.m.	300 people	\$30,000	\$18,000	
Food				
Beverage		\$7,500	Bar Service	\$3,500
			Bar Service	\$3,500
Entertainment	\$10,000		\$6,500	
Item	Est. Attendance or Quantity (if applicable)	Full Sponsorship	Co-Sponsorship	
Lanyards at Registration – Sponsorship of this item guarantees your company <u>exclusive</u> distribution of the official lanyards with your company's message and/or logo to ALL attendees registered for the convention. Cost of producing the actual item(s) is <u>additional and will be at sponsor's expense and MUST be approved by association management.</u> Note: It can be a "stock item" and not specific to the convention.	800 people	\$3,500	N/A	
Personalized Hotel Key Cards – Sponsorship of this item guarantees your company <u>exclusive</u> distribution of your company logo and/or message on all hotel key cards distributed to attendees staying at the hotel. Cost of producing the actual item(s) is <u>additional and will be at sponsor's expense and MUST be approved by association management.</u>	800 people 425-450 rooms	\$3,500	N/A	
Tote Bags at Registration – Sponsorship of this item guarantees <u>exclusive</u> distribution of your company's tote bag to official attendees during the registration process. Cost of producing the actual item(s) is <u>additional and will be at sponsor's expense and MUST be approved by association management.</u> Note: It can be a "stock item" and not specific to the convention.	Estimated Qty. 800	\$3,500	N/A	
Keynote Speakers – Sponsorship fee guarantees both verbal mention of your company during the convention as well as a logo slide and signage at the specific session.	300 - 400 people			
<i>Erik Wahl – General Session, Sunday, 10/2</i>		\$10,000	\$6,000	
<i>Evan Smith – Luncheon Keynote, Monday, 10/3</i>		\$5,000	\$3,000	
<i>TBD – General Session, Tuesday, 10/4</i>		\$5,000	\$3,000	
<i>Connie Podesta – Luncheon Keynote, Tuesday, 10/4</i>	\$10,000	\$6,000		
Door Prizes – Names will be drawn throughout the exhibit hours on Sunday and Monday, October 2-3, for cash prizes. Prizes will be available to bankers only. Each exhibitor will be given envelopes with coupons redeemable for cash prizes. Your company's name will be listed on the envelopes and coupons.	400 people	\$10,000		
<i>Sunday 3:00 – 5:00 p.m.</i>			\$3,000	
<i>Sunday 5:00 – 7:00 p.m.</i>			\$3,000	
<i>Monday 10:00 a.m. – 12:00 p.m.</i>			\$3,000	