



**Independent
Bankers
Association
of Texas**

IBAT 2020 Engagement Opportunities

325+
member banks

700
communities

2,000
branches

\$195 Billion
in assets

The Independent Bankers Association of Texas is the largest state community banking organization in the nation. Members benefit from IBAT advocacy efforts, educational programs, regulatory and compliance resources, discounted business services and more.

We are true believers in what IBAT does for community banking in Texas and take every opportunity to support that effort. Community banks are our target audience, and we know the distribution of IBAT publications reaches that market.

- Debbie Scanlon, BKD, LLP

IBAT Makes a Difference

Top 3 factors for IBAT members to engage with your sales team*:

1. Peer recommendations
2. Existing relationship with the sales person
3. Familiarity with the company

Top 2 ways to engage with IBAT membership:

1. Build relationships during IBAT events
2. Build name recognition via IBAT ads, events and sponsorship

*Findings from IBAT member survey, "Building Business Relationships with Texas Community Bankers."

Sponsorship, Events & Networking

IBAT offers many ways to build your brand, develop relationships with industry professionals, and demonstrate your company’s commitment to thought leadership and education. We look forward to helping you determine the best sponsorship opportunities to meet your business objectives.

	Advertise	Sponsor	Exhibit	Speak	Network
IBAT Affiliate or Associate Membership		X	X		X
IBAT 2020 Regional Meeting Tour		X			X
Annual Congressional Visit		X			X
Leadership Division Annual Sponsorship		X			X
Connecting Leaders Conference	X	X	X	X	X
IBAT Educational Summits		X			X
Best of Community Banking Awards		X			X
IBAT Annual Convention	X	X	X	X	X
Bank Operations Institute	X	X		X	X
Bank Lending Institute	X	X		X	X
Annual Education Sponsor		X			X

Annual options available with discounted event offerings; ask to learn more.



IBAT Regional Meeting Tour

Advertise Sponsor Exhibit Speak Write Network

February 24-27 and March 24-26 | Various Locations

Audience: 1,000 Bankers

Investment: \$1,500 - \$18,000



IBAT hits the road in the first quarter of the year for a whirlwind swing around the state to hold discussions about issues of importance to community bankers. Depending on timing of commitment and the amount invested, sponsors will receive recognition in the meeting promotional materials, on the IBAT website and at the meetings.



Leadership Division Annual Sponsorship

Advertise Sponsor Exhibit Speak Write Network

Investment: \$1,500 - \$12,500

The IBAT Leadership Division holds regional meetings and board meetings throughout the year that can help with your marketing efforts. This unique opportunity allows you to contribute as a Leadership Division sponsor and have visibility at every Leadership Division meeting for the year. Each meeting's promotional information is distributed to all members, reaching an average of 1,000 individuals. Leadership Division members host events in their regions ranging from golf tournaments and clay shoots to networking receptions and educational luncheons. Sponsorship benefits vary depending on level contributed, but could include listing in promotional materials, signage, website, and recognition at events.



Annual Congressional Visit

Advertise Sponsor Exhibit Speak Write Network

April 28-30 | Washington, D.C.

Audience: 100+ CEOs

Investment: \$1,500 - \$ 5,000

This annual trip to Washington, D.C. provides IBAT members with high profile visibility to key decision makers in the Texas Congressional delegation and the community banking industry. Supplier support of IBAT advocacy efforts is greatly appreciated by our member community. If sponsorship (which helps defray the costs of group meetings and meals) isn't in your budget, we encourage you to consider attending for the experience and the valuable networking time with our bankers.



Connecting Leaders Conference

Advertise Sponsor Exhibit Speak Write Network

June 24-27, 2020 | Galveston, TX

Audience: 240 Bank Executives; 300 Others

Investment: \$500 - \$10,000

Formerly called the Leadership Division Conference, sponsorships include golf holes, meals and breaks, speakers, entertainment and much more. The conference offers educational programs on leadership as well as activities for the entire family. All sponsors will be recognized in the following manner: listings in promotional brochure (subject to timing of commitment); listing in The Texas Independent Banker magazine (postconference issue); signage at the conference and a listing on the Leadership Conference page on IBAT.org. 2020 will be the 35th anniversary of this event.





Annual Convention

Advertise Sponsor Exhibit Speak Write Network

September 26-29 | Omni Hotel | Forth Worth

Audience: Bank Executives

The convention offers valuable educational sessions and networking opportunities. The 'business casual' atmosphere provides an ideal venue for bankers and suppliers to network outside the booth.

- **Sponsorships** include meals and breaks, speakers, entertainment or a 'general' sponsorship. Your level determines benefits ranging from complimentary registration to signage at the event. Register and attend to network with more than 350 potential customers!
- **Exhibit booths** range from \$895 to \$3,690, depending on membership status and booth size.
- **Ad space** is available in the Convention Guide/Attendee Listing, distributed to all convention attendees.
- **Video ads** in the form of 60-second commercials will run at the beginning and end of each of five general sessions.
- **Hospitality suites** afford your company optimum exposure - no official convention activity is held during this time..

Bank Operations Institute

Advertise Sponsor Exhibit Speak Write Network

October 13-18 | Dallas

Audience: 80 Bank Operations Officers

Investment: \$500 to \$3,500

BOI is a two-year banking program offering strategic insight into banking technology, best practices, administrative processes and project management with an emphasis on practical, real-world banking issues. Hosted at the renowned Southwest Graduate School of Banking at Southern Methodist University in Dallas, BOI teaches students the skills required for effective and profitable bank operational management.

Bank Lending Institute

Advertise Sponsor Exhibit Speak Write Network

November 10-15 | San Antonio

Audience: 60 Bank Lending Officers

Investment: \$500 to \$3,500

BLI is a two-year banking program offering strategic insight into both the present and future of banking technology, best practices, administrative processes and project management. BLI puts an emphasis on real-life skills and approaches required for effective and profitable bank lending management.

