

PA BANKERS 2018-19

Sponsorship & Advertising

PLANNING GUIDE

2018 19

The Pennsylvania Bankers Association is the state's leading banking trade association representing an expansive and diverse membership. The association offers extensive continuing education programs and government relations representation on behalf of the industry, and provides numerous products and services for banks and their employees.

Throughout the year, the association hosts a number of events where sponsorship opportunities are available. This is a great way to enhance your company's visibility and brand recognition among a select group of banking industry representatives and event attendees, including C-suite executives and key decision makers within Pennsylvania's financial institutions.

This guide is intended to provide you with an overview of the opportunities available to your company for sponsorship and advertising with PA Bankers in the 2018-19 fiscal year. Should you have any interest in pursuing these opportunities or have any questions, please contact us at anytime. We look forward to working with you to increase your involvement with our membership.



www.pabanker.com

SEPTEMBER

Anti-Money Laundering & Bank Secrecy Act School

Sept. 18-19

Hilton Scranton Conference Center
Scranton

Human Resources Conference

Sept. 20

PA Bankers Training Room
Harrisburg

Anti-Money Laundering & Bank Secrecy Act School

Sept. 20-21

Embassy Suites Philadelphia Airport
Philadelphia

School of Compliance

Sept. 25-27

PA Bankers Training Room
Harrisburg

OCTOBER

Fair Lending Risk and CRA Compliance

Oct. 2

Hilton Scranton Conference Center
Scranton

Real Estate Lending Compliance

Oct. 3-4

PA Bankers Training Room
Harrisburg

Mastering HMDA

Oct. 4

Embassy Suites Philadelphia Airport
Philadelphia

Understanding & Managing Bank Examinations

Oct. 10

Conference Center at Central Penn College
Summerdale

2018-19 PA Bankers Leadership Institute – Session #1

Oct. 10-11

PA Bankers Training Room
Harrisburg

School of Consumer Lending

Oct. 22-24

PA Bankers Training Room
\$975=M; \$1,075=A; \$1,462.50=NM

School of Treasury Management

Oct. 29-30

PA Bankers Training Room
Harrisburg

Wealth Management & Trust Conference & Exhibition

Oct. 31-Nov. 2

Hershey Lodge & Convention Center

NOVEMBER

CFO Conference

Nov. 4-5

Sheraton Harrisburg Hershey Hotel
Harrisburg

Analyzing Personal Financial Statements & Tax Returns

Nov. 6

PA Bankers Training Room
Harrisburg

Technology Conference

Nov. 7

Sheraton Harrisburg Hershey Hotel
Harrisburg

FDIC Directors College

Nov. 8

Hershey Country Club
Hershey

How to Ensure Compliance with Deposit Regulations

Nov. 13

Hilton Garden Inn Harrisburg East
Harrisburg

How to Ensure Compliance with Deposit Regulations

Nov. 14

Holiday Inn Pittsburgh/Monroeville
Monroeville

Mastering HMDA

Nov. 15

Holiday Inn Pittsburgh/Monroeville
Monroeville

Lending Conference

Nov. 15-16

The Hotel Hershey
Hershey

Mastering HMDA

Nov. 26

Doubletree Resort by Hilton
Lancaster

Essentials of Commercial Lending

Nov. 27&28

PA Bankers Training Room
Harrisburg

JANUARY

2018-19 PA Bankers Leadership Institute – Session #2

Jan. 16-17

PA Bankers Training Room
Harrisburg

FEBRUARY

2019 Economic Forecast 2019 Economic Forecast Summit

Feb. 26

Sheraton Harrisburg Hershey Hotel
Harrisburg

MARCH

Women in Banking Conference

March 3-4

Hershey Lodge & Convention Center
Hershey

APRIL

Group 4 Spring Summit

April 3

Williamsport Country Club
Williamsport

Group 3 Spring Summit

April 4

Radisson Lackawanna Station
Scranton

Group 2 Spring Summit

April 8

Rivercrest Golf Club
Phoenixville

Group 5 Spring Summit

April 9

Sheraton Harrisburg Hershey Hotel
Harrisburg

Group 1 Spring Summit

April 10

Pittsburgh Marriott North
Cranberry Township

2018-19 PA Bankers Leadership Institute – Session #3

April 10-11

PA Bankers Training Room
Harrisburg

Group 6 Spring Summit

April 11

The Calvin House • Duncansville

Agricultural Bankers Conference

April 25

The Nittany Lion Inn
State College

MAY

PA Bankers Annual Convention

May 15-18

JW Marriott Desert Springs Resort & Spa
Palm Desert, California

2019

2019 TRAINING / EVENTS CALENDAR

JUNE

School of Banking

June 9-13

Penn Stater Conference Center
State College

School of Commercial Lending

June 9-13

Penn Stater Conference Center
State College

Directors Institute

June 20

Hershey Country Club
Hershey

JULY

2018-19 PA Bankers Leadership Institute – Session #4

July 10-11

PA Bankers Training Room
Harrisburg

Advanced School of Banking

July 21-26

Penn Stater Conference Center
State College

OCTOBER

2018-19 PA Bankers Leadership Institute – Session #5

Oct. 16-17

PA Bankers Training Room
Harrisburg

Wealth Management & Trust Conference & Exhibition

Hershey Lodge & Convention Center

NOVEMBER

Lending Conference

The Hotel Hershey
Hershey

DECEMBER

2018-19 PA Bankers Leadership Institute – Session #6

Dec. 4-5

PA Bankers Training Room
Harrisburg

Table of Contents

ANNUAL CONVENTION

PA Bankers 2019 Convention	7
----------------------------------	---

PA BANKERS CONFERENCES

Emerging Leaders Conference	9
Wealth Management & Trust Conference & Exhibition	10
CFO Conference.....	10
Technology Conference	11
Lending Conference	11
Women in Banking Conference	12
Agricultural Bankers Conference	12

SPECIAL EVENTS

2019 Economic Forecast Summit	13
PA Bankers Golf Tour & Fall Recognition Breakfasts (2018)	15
Spring Summits (2019)	18
Regional Women in Banking Functions	19
Regional Emerging Leaders Functions	19

GOVERNMENT RELATIONS EVENTS

2018 Washington Visit	20
PA Bankers Day at the State Capitol.....	20

SEMINARS	22
-----------------------	----

PA BANKERS /

AMERICAN BANKERS ASSOCIATION (ABA)

PA Bankers' Dinner at ABA Annual Convention.....	22
PA Bankers' Dinner at ABA National Conference for Community Bankers	22
PA Bankers' Dinner at ABA Government Relations Summit	22

PABANKER MAGAZINE	23
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PA Bankers 2019 Convention

May 15-18, 2019

Audience: CEOs, directors and executives

Contact: Jackie Catalano, 717-255-6939 or jcatalano@pabanker.com

Sponsorship fees:

■ Bronze	\$2,500
■ Silver	\$5,000
■ Gold	\$9,000
■ Platinum	\$12,000
■ Diamond	\$15,000

Sponsorship benefits:

BRONZE:

- One company representative attends the Convention at the member bank rate; additional registrants attend at the affiliate or non-member rate, dependent upon the company's status
- Company name recognition in on-site and promotional materials
- Visual company name recognition during general sessions
- Identification as sponsor on Convention badge
- Placement on sign with other sponsors
- Recognition as a Convention sponsor in the *paBanker* magazine and on www.pabanker.com
- Opportunities to provide giveaways with company logo to attendees

**Note: Registration lists are not distributed at this level*

SILVER:

**All bronze benefits, plus:*

- Company name and logo recognition during Convention general sessions
- Sign with company logo indicating sponsorship during the event
- Tent cards on tables during sponsored event (when applicable)
- Paragraph including product or service description and contact information distributed in Convention materials
- Company receives preliminary registration list

GOLD:

**All silver and bronze benefits, plus:*

- One company representative receives complimentary Convention registration
- Sponsorship recognition from the podium during general sessions
- Printed product/service marketing may be inserted into Convention materials
- A 15-percent discount for one ad in the *paBanker* magazine
- Table-top display in prominent location

PLATINUM:

**All gold, silver and bronze benefits, plus:*

- Total of two company representatives receive complimentary Convention registration
- Company representative provides verbal welcome to attendees during event

DIAMOND:

**All platinum, gold, silver and bronze benefits, plus:*

- Total of three company representatives receive complimentary Convention registration
- Complimentary link from www.pabanker.com to company website until May 31, 2019
- Pre-convention mailing to all Convention attendees containing company literature
- Complimentary half-page ad in the *paBanker* magazine

PA BANKERS CONFERENCES

Use the key below to determine the sponsorship benefits for each event.

	Signs	PA Bankers will print identification signs for each event, complete with the sponsoring organization's name and logo. Signage is placed in a prominent position during the function; a large sponsorship sign is placed at the registration area throughout the entire conference
	Conference Badges	The sponsoring organization's conference badge will have a ribbon embossed with the word "Sponsor"
	Complimentary Registration	Sponsors will receive one complimentary conference registration for every \$2,500 contribution increment
	Table Top Display	Sponsors will be provided an area near the registration desk to display marketing materials
	Spot Announcements	Spot announcements will be made from the podium thanking all sponsors

Emerging Leaders Conference

Sept. 17-18, 2018

Sponsorship benefits:



Audience: Emerging leaders as defined by each attending bank

Contact: Jackie Catalano, 717-255-6939 or jcatalano@pabanker.com

Sponsorship fees:

Networking Reception	Full - \$5,000 Co - \$2,500
Continental Breakfast	\$3,500
AM Refreshment Break	\$3,000
Lunch	\$6,000
PM Refreshment Break	\$3,000
Badge Lanyards	\$2,500

Co-sponsorship is available for events \$3,500 or over.

Wealth Management & Trust Conference & Exhibition

Oct. 31 - Nov. 2, 2018

Sponsorship benefits:



Audience: Wealth management & trust professionals

Contact: Jackie Catalano, 717-255-6939 or jcatalano@pabanker.com

Sponsorship fees:

Meeting Binders	\$4,000
Opening Cocktails	Full - \$3,500
Continental Breakfast #1	\$3,500
Continental Breakfast #2	\$3,500
AM Refreshment Break #1	\$3,000
PM Refreshment Break	\$3,000
AM Refreshment Break #2	\$3,000
Luncheon	\$5,000
Reception & Entertainment	Full - \$6,000
Chocolate Give-Away	\$3,000

Co-sponsorship is available for events \$3,500 or over.

CFO Conference

Nov. 4-5, 2018

Sponsorship benefits:



Audience: CFOs

Contact: Jackie Catalano, 717-255-6939 or jcatalano@pabanker.com

Sponsorship fees:	Full Sponsorship
Networking Reception	Full - \$5,000 Co - \$2,500
Continental Breakfast	\$3,500
AM Refreshment Break	\$3,000
Lunch	Full - \$6,000 Co - \$3,000
PM Refreshment Break	\$3,000

Co-sponsorship is available for events \$3,500 or over.

Technology Conference

Nov. 7, 2018

Sponsorship benefits:



Audience: CEOs, CFOs, COOs, CIOs, CMOs, retail banking officers, human resources officers and sales trainers

Contact: Jackie Catalano, 717-255-6939 or jcatalano@pabanker.com

Sponsorship fees:	Full Sponsorship
Continental Breakfast	\$3,500
AM Refreshment Break	\$3,000
Lunch	\$4,000
General Session Speaker	\$5,000
PM Refreshment Break	\$3,000

Co-sponsorship is available for events \$3,500 or over.

Lending Conference

Nov. 15-16, 2018

Sponsorship benefits:



Audience: CEOs and senior lending professionals

Contact: Jackie Catalano, 717-255-6939 or jcatalano@pabanker.com

Sponsorship fees:	
Meeting Binders	\$4,000
Continental Breakfast #1	\$3,500
Continental Breakfast #2	\$3,500
AM Refreshment Break #1	\$3,000
PM Refreshment Break	\$3,000
AM Refreshment Break #2	\$3,000
Luncheon	Full - \$5,000

Co-sponsorship is available for events \$3,500 or over.

Women in Banking Conference

March 3-4, 2019

Sponsorship benefits:



Audience: Defined by each attending bank

Contact: Jackie Catalano, 717-255-6939 or jcatalano@pabanker.com

Sponsorship fees:

Networking Reception - March 3	Full - \$5,000
Continental Breakfast	\$3,500
AM Refreshment Break	\$3,000
Lunch	\$6,000
PM Refreshment Break	\$3,000
General Session Speaker #1	\$6,000
General Session Speaker #2	\$6,000
Badge Lanyards	\$2,500

Co-sponsorship is available for events \$3,500 or over.

Agricultural Bankers Conference

April 25, 2019

Sponsorship benefits:



Audience: Agricultural banking professionals

Contact: Jackie Catalano, 717-255-6939 or jcatalano@pabanker.com

Sponsorship fees:

Full Sponsorship

Hot Buffet Breakfast	\$4,000
Morning Refreshment Break	\$3,000
Lunch	\$4,000
General Session Speaker #1	\$4,000
General Session Speaker #2	\$4,000
PM Refreshment Break	\$3,000

Co-sponsorship is available for events \$3,500 or over.

SPECIAL EVENTS

Sponsorship benefits vary for each event. See the details below.

2019 Economic Forecast Summit

Co-Sponsored with the PA Chamber of Business & Industry

Feb. 26, 2019

Audience: Defined by each attending bank

Contact: Jackie Catalano, 717-255-6939 or jcatalano@pabanker.com

Sponsorship fees:

■ Bronze Sponsor - limited to ten	\$2,500
■ Gold Sponsor - limited to five	\$3,500
■ Platinum/Breakfast Sponsor - <i>Exclusive Offering</i>	\$5,000
■ Platinum/Lunch Sponsor - <i>Exclusive Offering</i>	\$5,000
■ Diamond - <i>Exclusive Offering</i>	\$10,000

Sponsorship benefits:

BRONZE SPONSOR BENEFITS:

- One corporate table at the event (10 seats)
- Sponsor name featured in all pre-event mail/e-mail promotion and on the PA Bankers' and PA Chamber's websites
- Sponsor acknowledgement and link to website on PA Chamber's Event Resource Center webpage
- Name on sponsor boards located throughout the event venue and on video screens
- Sponsor acknowledgement and logo on event communications' website
- Pre/post-conference registrant/attendee listing
- Table signage
- Sponsor ribbons for all attendee

GOLD SPONSOR BENEFITS:

- Sponsor logo and/or name featured in all pre/post-event promotion, including direct mail and on the PA Chamber's and PA Bankers' websites and publications
- Sponsor acknowledgement and link to website on PA Chamber's Event Resource Center webpage
- Logo on sponsor boards located throughout the event venue and on video screens
- Exhibit/tabletop space including skirted table, two chairs and electric

Sponsorship benefits continued on next page.

- Sponsor acknowledgement and logo on event communications' website
- Pre/post-conference registrant/attendee listing
- Sixth-page ad in PA Chamber's *Catalyst* magazine
- Table signage
- Sponsor ribbons for all attendees

PLATINUM / BREAKFAST:

Platinum Breakfast Sponsor Benefits:

- One corporate table at the event (10 seats)
- Opportunity to introduce speaker
- Sponsor logo and/or name featured in all pre/post-event promotion, including direct mail and on the PA Chamber's and PA Bankers' websites and publications
- Sponsor acknowledgement and link to website on PA Chamber's Event Resource Center webpage
- Logo on sponsor boards located throughout the event venue and on video screens
- Exhibit/tabletop space including skirted table, two chairs and electric
- Pre/post-conference registrant/attendee listing
- Sponsor acknowledgement and logo on event communications' website
- Quarter-page ad in *paBanker* magazine and in PA Chamber's *Catalyst* magazine
- Table signage
- Sponsor ribbons for all attendees

PLATINUM / LUNCH:

Platinum Lunch Sponsor Benefits:

- One corporate table at the event (10 seats)
- Opportunity to introduce speaker
- Sponsor logo and/or name featured in all pre/post-event promotion, including direct mail and on the PA Chamber's and PA Bankers' websites and publications
- Sponsor acknowledgement and link to website on PA Chamber's Event Resource Center webpage
- Logo on sponsor boards located throughout the event venue and on video screens
- Exhibit/tabletop space including skirted table, two chairs and electric
- Pre/post-conference registrant/attendee listing
- Sponsor acknowledgement and logo on event communications' website
- Quarter-page ad in *paBanker* magazine and in PA Chamber's *Catalyst* magazine
- Table signage
- Sponsor ribbons for all attendees

DIAMOND BENEFITS:

- Opportunity to present brief remarks (3 minutes)
- Sponsor logo and/or name featured in all pre/post-event promotion, including direct mail and the PA Chamber's and PA Bankers' websites and publications
- Sponsor acknowledgement and link to website on PA Chamber's Event Resource Center webpage
- Acknowledgement in all press releases
- Logo on sponsor boards located throughout the event venue and on video screens
- Exhibit/tabletop space including skirted table, two chairs and electric
- Pre/post-conference registrant/attendee listing
- Sponsor acknowledgement and logo on event communications website
- Sponsorship of one edition of the PA Chamber Minute video e-mail/legislative update
- Full-page ad in *paBanker* magazine and in PA Chamber's *Catalyst* magazine
- Table signage
- Sponsor ribbons for all attendees

Fall Recognition Breakfasts (2018)

- Group 1** Oct. 25 / Pittsburgh Marriott North, Cranberry Township
- Group 2** Oct. 19 / PineCrest Country Club, Lansdale
- Group 3** Oct. 18 / Radisson Lackawanna Station Hotel, Scranton
- Group 4** Oct. 12 / Williamsport Country Club, Williamsport
- Group 5** Oct. 11 / Sheraton Harrisburg Hershey Hotel, Harrisburg
- Group 6** Oct. 26 / Sunnehanna Country Club, Johnstown

PA Bankers Golf Tour (2018)

- Sept. 5 Hershey Country Club, Hershey
- Sept. 13 Philadelphia Country Club, Gladwyne
- Sept. 14 Sunnehanna Country Club, Johnstown

Audience: Defined by each attending bank

Contact: Tiffani Chambers, 717-255-6928 or tchambers@pabanker.com

Sponsorship fees:

Nine Events for \$9K	\$9,000
Regional Breakfast Sponsor Flex Pack (3 Breakfast Locations)	\$3,000
Statewide Breakfast Sponsor (All 6 Breakfast Locations)	\$5,500
Regional Golf Tour Sponsor Flex Pack (2 Golf Tour Locations)	\$4,000
Statewide Golf Tour Sponsor (All 3 Golf Tour Locations)	\$5,500

Sponsorship benefits:

NINE EVENTS FOR \$9K:

Pick one of the following five sponsorship package options to sponsor all 9 events for a \$9,000 sponsorship commitment.

Commonwealth Presenting Sponsor:

Benefits include:

- Complimentary attendance for one to all 9 events
- Logo placement as PRESENTING SPONSOR on all event material, registration website and social media
- Opportunity to welcome audience from the podium at each event
- Company logo on tee sign (placed at putting green)
- Advanced registration list three days prior to event
- Promotional material displayed at each event (sponsor's responsibility)

NINE EVENTS FOR \$9K (CONTINUED):

Platinum PaBPAC Recognition Sponsor:

(100% of your sponsorship dollars will go to the association, not to the PAC, to offset the cost of this event.)

Benefits include:

- Complimentary attendance for one to all 9 events
- Logo placement as PaBPAC RECOGNITION SPONSOR on all event material, registration website and social media
- Opportunity to present and be pictured with Platinum givers regionally
- Company logo on tee sign (placed at putting green)
- Advanced registration list three days prior to event
- Promotional material displayed at each event (sponsor's responsibility)

Network & Reception Sponsor:

Benefits include:

- Complimentary attendance for one to all 9 events
- Logo placement as NETWORK & RECEPTION SPONSOR on all event material, registration website and social media
- Opportunity to welcome attendees at each regional networking session and/or reception
- Company logo on tee sign (placed at putting green)
- Advanced registration list three days prior to event
- Promotional material displayed at each event (sponsor's responsibility)

Beverage & Snack Sponsor:

Benefits include:

- Complimentary attendance for one to all 9 events
- Logo placement as BEVERAGE & SNACK SPONSOR on all event material, registration website and social media
- Opportunity to staff the beverage cart at outings and logo placement at snack breaks
- Company logo on tee sign (placed at putting green)
- Advanced registration list three days prior to event
- Promotional material displayed at each event (sponsor's responsibility)

Breakfast & Lunch Sponsor:

Benefits include:

- Complimentary attendance for one to all 9 events
- Logo placement as BREAKFAST & LUNCH SPONSOR on all event material, registration website, social media and table during breakfast and lunch
- Opportunity to greet golfer and breakfast attendees at registration
- Company logo on tee sign (placed at putting green)
- Advanced registration list three days prior to event
- Promotional material displayed at each event (sponsor's responsibility)

Sampler Options:

REGIONAL & STATEWIDE BREAKFASTS:

Regional Breakfast Sponsor Flex Pack:

3 Breakfast Locations – Your Choice

Statewide Breakfast Sponsor:

All 6 Breakfast Locations

Benefits include:

- Complimentary attendance for one to each sponsored event
- Advanced registration list, three days prior to event
- Company name listed on event signage
- Company name and description in event program
- Verbal acknowledgement at each sponsored location
- Promotional material displayed at each sponsored location (sponsor's responsibility)

PA BANKERS GOLF TOUR

Regional Golf Tour Sponsor Flex Pack:

2 Golf Tour Locations – Your Choice

Statewide Golf Tour Sponsor:

All 3 Golf Tour Locations

Benefits include:

- Complimentary attendance for one to each sponsored event
- Advanced registration list, three days prior to event
- Company logo on tee sign (pick your hole - first come, first served)
- Company name and description in event program
- Verbal acknowledgement at each sponsored location
- Promotional material displayed at each sponsored location (sponsor's responsibility)

Spring Summits (2019)

Group 1 *April 10 / Pittsburgh Marriott North, Cranberry Township*

Group 2 *April 8 / Rivercrest Golf Club, Phoenixville*

Group 3 *April 4 / Radisson Lackawanna Station, Scranton*

Group 4 *April 3 / Williamsport Country Club, Williamsport*

Group 5 *April 9 / Sheraton Harrisburg Hershey Hotel, Harrisburg*

Group 6 *April 11 / The Calvin House, Duncansville*

Audience: Defined by each attending bank

Contact: Tiffani Chambers, 717-255-6928 or tchambers@pabanker.com

Regional Women in Banking Functions

Dates and locations vary

Audience: Defined by each attending bank

Contact: Tiffani Chambers, 717-255-6928 or tchambers@pabanker.com

Sponsorship fees:

\$500

Sponsorship benefits vary for each event.

Regional Emerging Leaders Functions

Dates and locations vary

Audience: Defined by each attending bank

Contact: Tiffani Chambers, 717-255-6928 or tchambers@pabanker.com

Sponsorship fees:

\$500

Sponsorship benefits vary for each event.

GOVERNMENT RELATIONS EVENTS

Sponsorship benefits vary for each event. See the details below.

2018 Washington Visit

Sept. 26-28, 2018 / Washington, D.C.

Audience: 35 CEOs, executive level officers and representatives from the association's government relations volunteer structure

Contact: Cindy Wallett, 717-255-6913 or cwallett@pabanker.com

Sponsorship fees:

Shuttle Bus Sponsor	\$3,500
Breakfast	\$3,200
Lunch	\$3,200
Dinner	\$6,000
Reception	\$2,000

Sponsorship benefits:

Sponsorship benefits for each function include attendance at the event and the ability to provide brief comments to the audience.

PA Bankers Day at the State Capitol

Spring 2019 (date TBD) / Harrisburg, Pa.

Audience: CEOs, CFOs, directors, senior executives and government relations officers

Contact: Tiffani Chambers, 717-255-6928 or tchambers@pabanker.com

Sponsorship fees:

Lunch Sponsor <i>*Multiple Sponsors Accepted</i>	\$1,500
Reception Sponsor <i>*Multiple Sponsors Accepted</i>	\$2,000

Sponsorship benefits:

One complimentary registration for each sponsorship.

Co-sponsorship is available.

SEMINARS

Sponsorship benefits

include one complimentary registration. Additional attendees may register at the bank member rate. A company representative will be permitted to address the group for approximately 15 minutes either in the morning or at lunch. Details below can be applied to any seminar throughout the 2018-19 fiscal year.

Seminars are typically held at PA Bankers' headquarters in Harrisburg.

Examples of topics covered in previous seminars held at PA Bankers include:

- Human Resources seminar
- Compliance Topics seminar
- Asset/Liability Management seminar
- Various Lending Topics seminar

Audience: Varies depending on seminar topic

Contact: Jackie Catalano, 717-255-6939 or jcatalano@pabanker.com

Sponsorship fees:

Breakfast	\$350
Lunch	\$500

Sponsorship benefits for each event include attendance at the event and the ability to provide brief comments to the audience.

PA Bankers' Dinner at ABA Annual Convention

Oct. 21-23, 2018 / New York, N.Y. (Restaurant TBD)

Audience: Association officers and Pa. CEOs and senior executives who register for the ABA Annual Convention

Contact: Cindy Wallett, 717-255-6913 or cwallett@pabanker.com

Sponsorship fee:

\$1,500*

**Multiple sponsors will be accepted in each category.*

PA Bankers' Dinner at ABA National Conference for Community Bankers

Feb. 10-13, 2019 / San Diego, Calif. (Restaurant TBD)

Audience: Association officers and Pa. CEOs and senior executives who register for the ABA National Conference for Community Bankers

Contact: Cindy Wallett, 717-255-6913 or cwallett@pabanker.com

Sponsorship fee:

\$3,000*

**Multiple sponsors will be accepted in each category.*

PA Bankers' Dinner at ABA Government Relations Summit

March 31 - April 3, 2019 / Washington, D.C. (Restaurant TBD)

Audience: Association officers and Pa. CEOs and senior executives who register for the ABA Government Relations Summit

Contact: Cindy Wallett, 717-255-6913 or cwallett@pabanker.com

Sponsorship fee:

\$5,000*

**Multiple sponsors will be accepted in each category.*

Advertising is also available in PA Bankers’ official publication, *paBanker* magazine. *paBanker* is published quarterly. With a circulation of over 1,000 CEOs, C-Suite executives and other staff from PA Bankers’ membership, the magazine offers timely content and information about the association’s many events, products and services.

FULL COLOR ADVERTISING*			
Ad Size	1x	2x	4x
Full Page	\$1,100	\$990	\$850
Half Page	\$750	\$700	\$650
Quarter Page	\$600	\$550	\$475

COVER RATES*			
Ad Size	1x	2x	4x
Back Cover	\$1,680	\$1,450	\$1,250
Inside Back Cover	\$1,500	\$1,275	\$1,125
Inside Front Cover	\$1,350	\$1,150	\$1,000

* All ads are in full color unless black and white is requested.

* Discount for 2 or more ads per year

Special Colors: Arrangements can be made to match special inks and PMS colors. Please inquire about availability and charges.

Terms: Invoices are mailed upon magazine publication and payment is due 30 days from the date of the invoice. Delinquent balances are subject to a service charge of 1.5 percent per month (18 percent per annum). Written confirmation is required for all ad placements. Contracts are for a one-year period from the date first ad is placed. Cancellations will not be accepted after the space reservation deadline. Rates for advertising space and color are subject to change without prior written notice. Advertisers on contract prior to rate changes are protected against rate increases until the expiration of the current contract. This agreement shall be binding upon the parties hereto and shall be governed by laws of the Commonwealth of Pennsylvania. In witness hereof, intending to be legally bound hereby, the parties hereto now execute this agreement the day and the year first above written.

Questions on any of the above opportunities: Contact Julie Carr, Director of Administration, PA Bankers Services Corporation, (717) 255-6914 or jcarr@pabanker.com, with questions about ad sizes, rates and color options. Ask about our special discounts and savings packages.



Pennsylvania Bankers Association
3897 N. Front Street
Harrisburg, PA 17110

(717) 255-6900