

MAKE THE  
CONNECTION



2012  
PARTNERSHIP  
OPPORTUNITIES

**R**eaching the right audience at the right time with the right information about your company or organization and the products and services you offer is **critical** to success in today's competitive business environment.

Likewise, banking suppliers are a vital component of IBAT's success...not just through your monetary support, but by helping our members with their product and service needs.

This brochure presents a snapshot of the many partnership opportunities available in 2012 – speaking, sponsoring, networking – with prices to fit any budget. You'll receive the best return on your investment and optimum exposure – we'll help you make the connection!

If you would like more detailed information about a specific event or activity, you can email the contact person listed. *Please keep in mind that prices are subject to change.*

Thanks for thinking IBAT!

*July 2011*

## IBAT Membership Opportunities

Advertise  Sponsor  Exhibit  Speak  Network

**Contact: Darlene Revers ([drevers@ibat.org](mailto:drevers@ibat.org))**

**Associate Membership** – companies offering products and services to the banking industry. Annual dues: \$895 (*1-10 employees*); \$1,075 (*11-200 employees*); \$1,275 (*201+ employees*).

**Affiliate Membership** – sole proprietorships offering products and services to the banking industry. Annual dues: \$250.

**Leadership Division Membership** – employees of IBAT members. Annual dues: \$125. Benefits include discounted pricing on IBAT publications and event registration fees.

## Speaking Opportunities

Advertise  Sponsor  Exhibit  Speak  Network

**Contact: Janey Holstien ([jholstien@ibat.org](mailto:jholstien@ibat.org))**

IBAT solicits programming ideas each year for possible seminars or convention workshops. A **Call For Presentations** is mailed in February to Endorsed Service Providers and Associate and Affiliate Members, who receive preferential consideration when we are selecting speakers. Responses are due by the end of February.

## The Texas Independent Banker Magazine

Advertise  Sponsor  Exhibit  Speak  Network

**Investment: \$565 – \$3,197**

**Audience: 11,000 Readers**

**Contact: Darlene Revers ([drevers@ibat.org](mailto:drevers@ibat.org))**

Our magazine is published six times per year, with circulation of more than 4,000 and readership of over 11,000.

The magazine is now available on our website. Total website visits per magazine issue is 21,500 with 13,500 unique visitors.

If you are interested in submitting an article for possible publication in the magazine, e-mail [bkankel@ibat.org](mailto:bkankel@ibat.org).

## The Greenbook

Advertise  Sponsor  Exhibit  Speak  Network

**Investment: \$127 – \$1,544**

**Audience: 2,000**

**Contact: Jessica Molina ([jmolina@ibat.org](mailto:jmolina@ibat.org))**

*THE GREENBOOK* (a.k.a. The Texas Financial Institutions Directory & Fact Book) is a powerful resource book with over 500 pages of detailed information about Texas banks, savings and loan institutions and holding companies. Accuity publishes it once a year using call reports from year-end data. Available summer 2012.

## Best of Community Banking Awards

Advertise  Sponsor  Exhibit  Speak  Network

**Investment: \$650**

**Contact: Mae Beth Palone ([mbpalone@ibat.org](mailto:mbpalone@ibat.org))**

Annual competition recognizing and encouraging community involvement by member banks. Sponsors are invited to assist with judging the competition. Sponsor logos appear on entry brochure mailed to IBAT members, listing in IBAT magazine and recognition during IBAT Convention. (*Judging in July; event in October*)

## TechMecca 2012

Advertise  Sponsor  Exhibit  Speak  Network

**January 23-24, 2012 • Sheraton Dallas Hotel**

**Cost to Exhibit: \$2,595**

**Cost to Sponsor: \$1,000 – \$50,000**

**Contact: Julie Courtney, CAE, CMP ([jcourtney@ibat.org](mailto:jcourtney@ibat.org))**

IBAT will present TechMecca 2012 – the Premier Technology Conference and Expo for Financial Institutions. Exhibit space, sponsorships and speaking opportunities will be available.

## IBAT 2012 Regional Meeting Tour

Advertise    Sponsor    Exhibit    Speak    Network

**Investment: \$750 – \$2,750**

**Audience: 1,000 Bankers and Suppliers**

**Contact: Janey Holstien ([jholstien@ibat.org](mailto:jholstien@ibat.org))**

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. The meetings are free to attend, and we could use your help to underwrite the expenses.

Depending on timing of commitment and the amount invested, sponsors will receive recognition in the meeting promotional materials, on the IBAT web site, and at the meetings.

## 20<sup>th</sup> Annual Congressional Visit

Advertise    Sponsor    Exhibit    Speak    Network

**April 24-27, 2012 • Washington, DC**

**Investment: \$1,000 – \$5,000**

**Audience: 100+ CEOs**

**Contact: Janey Holstien ([jholstien@ibat.org](mailto:jholstien@ibat.org))**

Sponsorships will help defray the costs associated with the welcome reception/briefing April 24, group dinner April 25 and the cost of attendee registration fees for ICBA's events. Sponsorships will be available at the following levels: Red - \$5,000, White - \$2,500 and Blue - \$1,000.

The trip provides high profile visibility with key decision-makers in the Texas Congressional delegation and in the banking industry. Bankers notice the suppliers' participation in these functions and remember it when it's time to make a decision. If sponsorship isn't in your budget, consider attending and get in valuable networking and "face" time with our bankers.



# IBAT Board Meetings

Advertise    Sponsor    Exhibit    Speak    Network

**Investment: \$750 – \$5,500**

**Audience: 50 CEOs/IBAT Policy Makers**

**Contact: Janey Holstien ([jholstien@ibat.org](mailto:jholstien@ibat.org))**

		Full Sponsor	Co-sponsor
March	Group Dinner	\$5,500	\$3,500
	Breakfast	\$2,750	\$1,650
	Coffee Break	\$750	NA
June	Group Dinner	\$5,500	\$3,500
	Morning Break	\$750	NA
	Lunch	\$2,650	\$1,600
October <i>(convention meeting)</i>	Morning Break	\$1,500	\$900
December	Group Dinner	\$5,500	\$3,500
	Breakfast	\$2,750	\$1,650
	Coffee Break	\$750	NA

Up to two sponsor representatives may provide a five-minute update on your company’s Texas presence and objectives. Signage recognizing your company will also be provided at the board meeting, as well as listing in the board members’ meeting materials. Group dinners are held the evening before the board meeting; dinner sponsors may attend the dinner and will also be recognized at the beginning of the board meeting the following day.



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

☑ Advertise ☑ Sponsor ☑ Exhibit ☑ Speak ☑ Network

**October 6-9 • Hilton Austin Hotel**

**Audience: 350 Bank CEOs, 350 other**

**Contact: Janey Holstien ([jholstien@ibat.org](mailto:jholstien@ibat.org))**

The convention offers valuable educational sessions and networking opportunities. The “resort casual” atmosphere provides an ideal venue for bankers and suppliers to visit “outside the booth.”

**Speaking opportunities** – Call for Presentations will be mailed in February to all Associate and Affiliate Members and Endorsed Service Providers.

**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 over 350 potential customers! **Estimated registration fees** for 2012 range from \$695 to \$950 depending on your membership.

**Tabletop exhibits** – \$1,945/member or \$2,840/nonmember.

**Golf tournament sponsorships** – golf holes, longest drive and closest-to-the-pin, breakfast, beverage cart, shirts, and tournament prizes; **estimated** costs for 2012 range from \$995 to \$4,500. We typically have a minimum of 100 players, and can assure that you get to play with *bankers* rather than competitors. **Estimated** entry fee for 2012 is \$175 for convention registrants.

**Ad space in *Convention Guide/Attendee Listing*** – distributed to all convention attendees; rates range from \$295 to \$845.

**Hospitality suites** – affords your company optimum exposure as no other official convention activity will be held during this time. **Estimated** cost for 2012 is \$1,845/member, \$2,740/nonmember.

## **Sponsorship Levels:**

- **Titanium** – \$50,000 and above
- **Platinum** – \$18,000-\$49,999
- **Gold** – \$10,000-\$17,999
- **Silver** – \$4,500-\$9,999
- **Bronze** – \$1,500-\$4,499
- **Blue Ribbon** – \$750-\$1,499

**Information available  
in early May**

## Leadership Division Board Meetings

Advertise    Sponsor    Exhibit    Speak    Network

**March/June/August/December**

**Investment: \$600 or \$2,000**

**Audience: 35 Senior Bank Officers**

**Contact: Mae Beth Palone ([mbpalone@ibat.org](mailto:mbpalone@ibat.org))**

\$2,000 sponsorship affords the opportunity to make a 10-minute presentation to the full board during the meeting and have up to 2 representatives from your company attend the dinner and network with board members. You will also receive signage and verbal recognition at the dinner.

\$600 sponsorship affords the opportunity for one company representative to attend the dinner and network with board members. You will also receive signage and verbal recognition at the dinner.

Since the June board meeting takes place during the Leadership Conference, you have the opportunity to interact with the board members, and by registering for the conference, you can interact with community bankers from across the state in one location.



## Leadership Area Meetings

Advertise    Sponsor    Exhibit    Speak    Network

**Investment: \$250, \$500, \$1,000**

**Audience: Varies at each meeting**

**Contact: Mae Beth Palone ([mbpalone@ibat.org](mailto:mbpalone@ibat.org))**

Leadership Division Board members will host events in their regions ranging from golf tournaments and clay shoots to networking receptions and luncheons.

\$1,000 sponsors will receive a listing in the invitation to all members in the region, event signage with company logo, free registrations for two company representatives, and verbal recognition at the event.

\$500 sponsors will be listed in the invitation to all members in the region, event signage with company logo and verbal recognition at the event, and free registration for one representative.

\$250 sponsors will be listed in the invitation to all members in the region, event signage with company logo, and verbal recognition at the event.



## Leadership Conference

Advertise    Sponsor    Exhibit    Speak    Network

**June 14-16, 2012 • The Woodlands Resort & Conference Center**

**Investment: \$595 – \$10,000**

**Audience: 185 Bank Executives, 250 other**

**Contact: Julie Courtney, CAE, CMP ([jcourtney@ibat.org](mailto:jcourtney@ibat.org))**

Sponsorships include golf holes, meals and breaks, speakers, entertainment, and much more. Tabletop exhibits are available at a rate of \$1,395/member or \$1,695/nonmember. You may also purchase ad space in the Conference Guide for rates from \$250 to \$500. The Conference offers educational programs on leadership as well as activities for the entire family.

All sponsors will be recognized in the following manner: listing in promotional brochure (subject to timing of sponsorship commitment); listing in *The Texas Independent Banker* magazine (post-conference issue); signage at the conference; and listing on the Leadership Conference page on the IBAT Web site.

**Information available  
in early March**



## IBAT Education Foundation Contribution

Advertise    Sponsor    Exhibit    Speak    Network

**Investment: \$5,000 – \$50,000**

**Audience: 5,000 Members**

**Contact: Mary Lange ([mlange@ibat.org](mailto:mlange@ibat.org))**

The IBAT Education Foundation is a 501c3 non-profit division of IBAT that is:

- **Focused on its mission:** Building Financially Literate Communities
- **Committed** to using effective and entertaining ways to convey financial education.
- **Accountable** in forming measurable partnerships to teach financial basics with **Junior Achievement** to reach children in grades K-12.
- **Intentional** in collaborating with the **Texas Education Agency, local schools and teachers** and other organizations in areas with a shared interest in financial literacy.

Annual contributions and multi-year pledges are ways to contribute to the Foundation. Naming opportunities for specific programs are available.

Individual and company bronze recognition is displayed on the Wall of Heroes and Legends of Community Banking located in the Chuck Doyle Conference Center within IBAT headquarters.

## IBAT Education Foundation Board Meetings

Advertise    Sponsor    Exhibit    Speak    Network

**Investment: \$500**

**Audience: 15-20 Bank CEOs, School Principals, Business Leaders**

**Contact: Mary Lange ([mlange@ibat.org](mailto:mlange@ibat.org))**

Sponsorship visibility includes personal contact with a select group of CEOs, luncheon remarks, materials at quarterly meetings held in conjunction with other IBAT Boards. Sponsor representatives may provide a five-minute update on your company's Texas presence and objectives.

## Annual Education Sponsor

Advertise  Sponsor  Exhibit  Speak  Network

**Investment: \$1,500 – \$5,000**

**Audience: 30-50 per Summit**

**Contact: Julie Courtney, CAE, CMP ([jcourtney@ibat.org](mailto:jcourtney@ibat.org))**

These 2012 Summits are packaged together for sponsorship. Sponsors will achieve high visibility at the summits, including listing in the promotional brochures, summit materials and appropriate signage (subject to timing of commitment).

- February – Winter Summit XII
- March – Appraisals Summit
- March – Nuts & Bolts of Banking Summit
- April – Operations Compliance Summit
- July – Financial Literacy Summit
- July – Branch Manager Summit 1 & 2
- July – Head Teller Summit 1 & 2
- August – Lending Compliance Summit
- September – Branch Manager Summit 3 & 4
- September – Head Teller Summit 3
- October – Sales Culture Summit
- Nov – Advanced Credit Analysis Summit

You may also sponsor an individual Summit for \$250 – \$2,500.

**Sponsorship Levels:**

- Gold – \$5,000
- Silver – \$3,750
- Bronze – \$2,500
- Blue Ribbon – \$1,500

## Bank Operations Institute

Advertise  Sponsor  Exhibit  Speak  Network

**October 7-12, 2012 • Dallas**

**Investment: \$500 or \$2,500**

**Audience: 80 Bank Operations Officers**

**Contact: Julie Courtney, CAE, CMP ([jcourtney@ibat.org](mailto:jcourtney@ibat.org))**

**Sponsorships available:**

- Opening Reception – \$2,500
- T-shirts – \$500
- Workbook – \$500
- Yearbook – \$500
- Attendee Gift – \$1,000

## Subchapter S Bank Association – 14<sup>th</sup> Annual Conference

Advertise    Sponsor    Exhibit    Speak    Network

**November 2012 • San Antonio**

**Investment: \$500 or \$2,500**

**Audience: 125 Bank CEOs, CFOs, Board Members, Shareholders;  
30 Attorneys, CPAs and other professionals**

**Contact: Christopher Williston ([clwilliston@ibat.org](mailto:clwilliston@ibat.org))**

In addition to the many programs offered under the IBAT banner, the association also actively manages the Subchapter S Bank Association. The Annual Conference of the Subchapter S Bank Association attracts bankers from all over the United States (22 states represented in 2010) and is an excellent opportunity to further your marketing reach to institutions outside of Texas.

**Speaking Opportunities** – Call for Presentations will be mailed in June to Associate Members of the Subchapter S Bank Association (call Christopher Williston at 512-474-6982 for more details).

**Sponsorships** – A wide variety of sponsorship opportunities exist, from \$750 to \$10,000 of support.

**Exhibit** – A small number of exhibitors are included to provide in-room displays in the general session space of the Annual Conference. Associate member and nonmember rates are available for exhibits.

## Subchapter S Bank Association – Regional Conferences

Advertise    Sponsor    Exhibit    Speak    Network

**April or June, 2012 • Dallas, Minneapolis, Des Moines**

**Audience: Bank CEOs, CFOs, Board Members, Shareholders;  
20 Attorneys, CPAs and other professionals**

**Contact: Christopher Williston ([clwilliston@ibat.org](mailto:clwilliston@ibat.org))**

The Subchapter S Bank Association hosts three Regional Conferences each year in cities across the United States. In 2011, the Association visited Dallas, Springfield and Minneapolis. Take your company profile on the road by investing in the Sub S Regional Conferences.

# IBAT 2012 CALENDAR

## JANUARY

24-25	TechMecca, Austin	S	M	T	W	T	F	S
TBD	Regional Meetings	1	2	3	4	5	6	7
		8	9	10	11	12	13	14
		15	16	17	18	19	20	21
		22	23	24	25	26	27	28
		29	30	31				

## FEBRUARY

13-15	Winter Summit XI, Lake Tahoe	S	M	T	W	T	F	S
					1	2	3	4
		5	6	7	8	9	10	11
		12	13	14	15	16	17	18
		19	20	21	22	23	24	25
		26	27	28	29			

## MARCH

TBD	IBAT Board Meeting	S	M	T	W	T	F	S
TBD	Appraisals Summit					1	2	3
TBD	Sales Culture Summit	4	5	6	7	8	9	10
		11	12	13	14	15	16	17
		18	19	20	21	22	23	24
		25	26	27	28	29	30	31

## APRIL

24-27	20 <sup>th</sup> Annual Congressional Visit	S	M	T	W	T	F	S
TBD	Operations Compliance Summit	1	2	3	4	5	6	7
TBD	Sub S Bank Assn. Regional Conference	8	9	10	11	12	13	14
		15	16	17	18	19	20	21
		22	23	24	25	26	27	28
		29	30					

## MAY

TBD	Nuts & Bolts of Banking Summit	S	M	T	W	T	F	S
				1	2	3	4	5
		6	7	8	9	10	11	12
		13	14	15	16	17	18	19
		20	21	22	23	24	25	26
		27	28	29	30	31		

## JUNE

16-18	Leadership Conference, San Antonio	S	M	T	W	T	F	S
TBD	Leadership Division Board Meeting						1	2
TBD	IBAT/SWACHA Bank on Boot Camp	3	4	5	6	7	8	9
TBD	Sub S Bank Assn. Regional Conference	10	11	12	13	14	15	16
		17	18	19	20	21	22	23
		24	25	26	27	28	29	30

Federal Reserve bank holidays are highlighted

**JULY**

TBD	IBAT Board Meeting	S	M	T	W	T	F	S
TBD	Financial Literacy Summit	1	2	3	4	5	6	7
TBD	Advanced Credit Analysis Summit	8	9	10	11	12	13	14
		15	16	17	18	19	20	21
		22	23	24	25	26	27	28
		29	30	31				

**AUGUST**

TBD	Lending Compliance Summit	S	M	T	W	T	F	S
					1	2	3	4
		5	6	7	8	9	10	11
		12	13	14	15	16	17	18
		19	20	21	22	23	24	25
		26	27	28	29	30	31	

**SEPTEMBER**

TBD	Sales Culture Summit	S	M	T	W	T	F	S
TBD	Asset/Liability Management Summit	30						1
		2	3	4	5	6	7	8
		9	10	11	12	13	14	15
		16	17	18	19	20	21	22
		23	24	25	26	27	28	29

**OCTOBER**

1-4	IBAT Convention, San Antonio	S	M	T	W	T	F	S
2	IBAT Board Meeting	30	1	2	3	4	5	6
9-14	Bank Operations Institute	7	8	9	10	11	12	13
		14	15	16	17	18	19	20
		21	22	23	24	25	26	27
		28	29	30	31			

**NOVEMBER**

TBD	Sub S Bank Association Annual Conference	S	M	T	W	T	F	S
						1	2	3
		4	5	6	7	8	9	10
		11	12	13	14	15	16	17
		18	19	20	21	22	23	24
		25	26	27	28	29	30	

**DECEMBER**

TBD	IBAT Board Meeting	S	M	T	W	T	F	S
TBD	Leadership Division Board Meeting	30	31					1
		2	3	4	5	6	7	8
		9	10	11	12	13	14	15
		16	17	18	19	20	21	22
		23	24	25	26	27	28	29



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