THE WEST VIRGINIA BANKERS ASSOCIATION
Professional Development Calendar of Events
Sponsorship & Exhibitor Opportunities
www.wvbankers.org
WHO WE ARE

Professional Development plays a vital role in banking today. Recognizing the critical importance of continued education, WVBankers’ Education Division offers a wide variety of classes, seminars, schools and conferences designed to assist bankers at every level in developing their professional technical skills.

Each education program is carefully designed under the direction of experienced bankers, regulators and industry consultants to ensure the highest level of programming. Most importantly, member bankers play a key role in developing the courses through their input on WVBankers committees.

In addition to traditional classroom training, WVBankers offers live and recorded webinars, online self-paced learning opportunities, teleconferences and in-house training - making training as convenient, timely and cost-effective as possible. We encourage you to explore all the training options available to you.

OPPORTUNITIES FOR ACCESS & RECOGNITION

The WVBankers offers on-site professional development seminars in all areas of banking throughout the year. Our online educational calendar at www.wvbankers.org is the definitive source of events that may be the perfect venue to showcase your product or expertise.

Sponsorship, exhibitor or presentation opportunities can be designed especially for your business.

* Sponsorship benefits vary based on program size and attendant offering. All information in this brochure, including anticipated attendance figures, is intended for planning purposes only and is not guaranteed.

WVBANKERS MISSION STATEMENT

The West Virginia Bankers Association seeks to efficiently provide for the educational needs of our member banks, promote legislative action that is in the best interests of the banking industry and state, garner grass roots participation from our member banks and foster cooperation with other trade group constituencies.

CONNECT WITH US:
@WVBankers

REGISTRATION & CANCELLATION POLICIES

The timing of your registration is critical. To help us meet commitments with speakers, hotels and printed instructional materials, it is recommended that you register at least 15 days prior to the event. We cannot accept registrations by phone.

REGISTRATION OPTIONS:

- Online: WVBankers members are encouraged to register online whenever possible. To register online, visit our Education tab, select “Education and Events” and click on the course of interest to complete the secure online registration form.
- Use promotional code “wvbankers” for discounted member pricing.
- Fax: Complete the registration form and fax to 304-343-9749.
- Mail: Mail the registration form with payment to 3601 MacCorkle Ave. SE., Suite 100, Charleston, WV 25304. Registrations by mail should be received at least 15 days prior to the event.

Once a registration has been processed, WVBankers will send an email confirmation to the email address provided.

CANCELLATION POLICIES

WVBankers reserves the right to cancel programs due to low registration, instructor illness, weather or other unforeseen events. If this should occur, registrants will be contacted by email and/or phone, and a full refund will be made.

STUDENT WITHDRAWAL

- All cancellations and withdrawals must be made in writing.
- WVBankers is not responsible for missed attendance due to weather and/or road conditions.

WVBANKERS CONFERENCES, SCHOOLS AND SEMINARS

Cancellations must be sent in writing to WVBankers prior to the event date.

- For cancellations received fifteen or more days prior to the start date, a refund will be granted.
- For cancellations received seven to fourteen days prior to the start date, a refund will be granted, minus a $75 administrative fee.
- For cancellations received less than seven days prior to the start date, no refunds will be granted; however, a substitute may attend. No refunds for no-shows.
WEBINARS
A webinar is an online seminar featuring live audio and a slide presentation. These are live seminars and participants have the opportunity to ask questions. Taught by professionals from the financial industry, webinars are considered one of the most cost-effective training methods of continuing education.

WEBINAR PROVIDERS:
- Total Training Solutions
- SBS Institute/WE
- ProBank Austin
- Graduate School of Banking Online

ABA TRAINING
ABA Training includes extensive learning opportunities suited to specific job roles, in both facilitated and self-paced online formats, as well as in person. Flexible and cost-effective, ABA’s online training opportunities are continually updated to provide a superior learning experience that can be accessed from anywhere, at any time. WVBankers is your local ABA Training Provider.

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EMERGING LEADERS
The Emerging Leaders Program is created under the direction of the West Virginia Bankers Association with the goal of providing the next generation of banking leaders with new perspectives on leadership and tools to address the challenges facing their industry. This one year program will help develop future leaders so they remain committed, loyal, and actively involved in their banks and, most importantly, in serving their customers.

ELIGIBILITY:
- Nomination by your CEO or Senior Management
- Limited to 25 participants
- Commitment to attend four live events
- Member of WVBankers

EMERGING LEADERS OFFERS ITS MEMBERS:
- One year development program
- Scheduled conference calls or webinars to discuss key issues, hot topics and other matters
- Social and networking opportunities for emerging professionals
- Advocacy involvement
- Seminars providing leadership development

Nomination form, FAQs and more information available at wvbankers.org

2020 CALENDAR OF EVENTS

JANUARY
- 29 Legislative Day
  Charleston Town Center
  Marriott
- 29 2019 Emerging Leaders Graduation
  Charleston Town Center
  Marriott
- 29 2020 Emerging Leaders Graduation
  Charleston Town Center
  Marriott

FEBRUARY
- 25 IRA Basics Seminar
  Stonewall Resort
- 26 IRA Advanced Seminar
  Stonewall Resort

MARCH
- 5 Emerging Leaders
  Sam Bowling Conference Center
- 10 - 12 Compliance School
  Four Points by Sheraton
- 17 & 18 Branch Management School Series
  Four Points by Sheraton

APRIL
- 22 A/L Investments Seminar
  Sam Bowling Conference Center

MAY
- 5 & 6 Credit Management Conference
  Stonewall Resort
- 7 & 8 Bank Security School
  Stonewall Resort
- 14 Financial & Estate Planning Conference
  Edgewood Country Club

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  Stonewall Resort
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### 2020 CALENDAR OF EVENTS

#### AUGUST

| 25 & 26 | Branch Management School Series  
|         | Stonewall Resort |
| 27      | Emerging Leaders  
|         | Stonewall Resort |

#### SEPTEMBER

| 16      | Human Resource Management for Bankers  
|         | Stonewall Resort |
| 17 & 18 | Commercial Lending Conference  
|         | Stonewall Resort |
| 24      | Business Continuity and Vendor Management  
|         | TBD |

#### OCTOBER

| TBD     | Lending 101  
|         | Sam Bowling Conference Center |
| 20 - 21 | BSA/AML School  
|         | Embassy Suites |

#### NOVEMBER

| 4 - 6   | CEO Conference  
|         | TBD |
| 4 - 5   | Consumer Lending Conference - Beginners  
|         | Four Points by Sheraton |
| 6       | Advanced Consumer Lending Conference  
|         | Four Points by Sheraton |
| 19 & 20 | CFO Conference  
|         | Charleston Town Center Marriott |

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### 2020 SCHOOLS & CONFERENCES

#### BANK SECURITY SCHOOL

May 7 & 8, 2020 | Stonewall Resort (Roanoke, WV)

Have security equipment to show? This event can showcase your product or service to decision makers in the area of bank security.

For IT/Information Security, Facilities Managers, Auditors, Compliance, Human Resources, Board of Directors, Operations
Average Attendance: 45

#### CFO CONFERENCE

November 19 & 20, 2020 | Charleston Marriott Town Center (Charleston, WV)

This annual conference offers the perfect opportunity to reach top level bank management employees, as well as CPAs from public accounting firms.

For CFOs, CEOs, Bank Management, Bank Directors, and CPAs
Average Attendance: 25

#### CONSUMER & REAL ESTATE LENDING CONFERENCES

Interested in reaching branch managers and loan officers? These conferences provide you the opportunity to showcase your product to those on the frontline!

#### CREDIT MANAGEMENT CONFERENCE

May 5 & 6, 2020 | Stonewall Resort (Roanoke, WV)

Do you have products, services and programs that could meet the needs of our member banks? Take advantage of having them in one place, sign up to be a sponsor today.

#### COMMERCIAL LENDING CONFERENCE

September 15 & 16, 2020 | Stonewall Resort (Roanoke, WV)

Interested in reaching commercial loan officers? This school provides you the opportunity to showcase your product to those on the frontline!

For Collections, Commercial Lending, Consumer Lending, Loan Operations, Loan Review/Auditors, Mortgage Lenders
F&E PLANNING CONFERENCE
May 14, 2020 || Edgewood Country Club (Charleston, WV)
This annual event sponsored by the WVBankers, the WV Society of CPAs and the WV State Bar Probate Law Committee attracts participants from Banks Trust Departments, CPAs, Insurance Agents, Financial Planners, and Attorneys. There is no other event in West Virginia that attracts all these groups of professionals. For Trust Bankers, CPAs, Insurance Agents, Financial Planners and Attorneys
Average Attendance: 85

WV SCHOOL OF BANKING
May 17 - 22, 2020 || University of Charleston (Charleston, WV)
The WV School of Banking is a two-year program designed for bankers on the rise from all areas of the state. The School often attracts seasoned bankers who want to up the ante on their skill level. Sponsors are featured in our curriculum materials and manuals which will be referenced for years to come. For Bankers on the Rise.
Average Attendance: 85

MORE OPPORTUNITIES FOR ACCESS & RECOGNITION
WVBankers offer onsite professional development seminars in all areas of banking throughout the year. Our online educational calendar at www.wvbankers.org is the definitive source for events that may be the perfect venue to showcase your product or expertise.

BENEFITS OF EXHIBITING
Valuable engagement with bankers from dozens of banks across the state. Face-to-face buyer contact is much more effective than sales calls, much more efficient than traveling to multiple locations.

Focusing your target market - since the conferences are topic specific, the bankers in attendance are looking for products and services to upgrade and improve their institutions.

The ability to demonstrate large, complex products that are difficult to bring along on appointments. (Please inform us if equipment will require additional floor space.)

WHAT IS INCLUDED?
6 ft. skirted table in the Exhibit Area

Company name included in WVBankers Promotional Materials: conference brochure*, final schedule, event signage, sponsor recognition insert. *If exhibitor information is confirmed and paid before printing.

Full roster is provided upon arrival at the conference.
2020 WVBankers
Professional Development
SPONSORSHIP OPPORTUNITIES

BENEFITS OF SPONSORING

Valuable engagement with bankers from dozens of banks across the state. Face-to-face buyer contact is much more effective than sales calls, much more efficient than traveling to multiple locations.

An opportunity to increase your company’s exposure and enhance your brand recognition to generate new leads.

Several levels of sponsorship opportunities to choose.

WHAT IS INCLUDED?

Sponsor ribbon for on-site representative.

Company name included in WVBankers Promotional Materials: conference brochure*, final schedule, event signage, sponsor recognition insert. *If exhibitor information is confirmed and paid before printing.

Full roster is provided upon arrival at the conference.

Note: Rates are WVBankers member rates for one day. Any sponsoring company who is not a member of the WVBankers will pay an additional $500 non-member rate on sponsorships and exhibiting spots.
## 2020 WVBankers Professional Development

### Sponsorship & Exhibitor Levels

To reserve a sponsorship or exhibitor opportunity, check the item below and mail with check.

### Diamond Sponsor/Exhibitor

<table>
<thead>
<tr>
<th>Options:</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ $1,500 - Evening Reception  ☐ $1,500 - Introduce Keynote Speaker</td>
</tr>
</tbody>
</table>

**Details:**
- Two Complimentary Registrations
- Opportunity to provide company giveaways/prizes to conference attendees
- Recognition in WVBankers promotional materials
- A full roster provided upon arrival
- Opportunity to introduce company to audience and introduce keynote speaker

### Ruby Sponsor/Exhibitor

<table>
<thead>
<tr>
<th>Options:</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ $1,000 - Lunch Sponsor  ☐ $1,000 - AM &amp; PM Breaks  ☐ $1,000 - Not Specific</td>
</tr>
</tbody>
</table>

**Details:**
- One Complimentary Registration
- Opportunity to provide company giveaways/prizes to conference attendees
- Recognition in WVBankers promotional materials
- A full roster provided upon arrival
- Opportunity to introduce company to audience (5 minutes)

### Sapphire Sponsor

<table>
<thead>
<tr>
<th>Options:</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ $750 - Lanyards with Company Logo  ☐ $750 - Pens with Company Logo  ☐ $750 - Binders &amp; Agenda/Program  ☐ $750 - Not Specific</td>
</tr>
</tbody>
</table>

**Details:**
- Two discounted registrations (50% off)
- Opportunity to provide company giveaways/prizes to conference attendees
- Recognition in WVBankers promotional materials
- A full roster provided upon arrival
- Opportunity to introduce company to audience (5 minutes)

### Emerald Sponsor

<table>
<thead>
<tr>
<th>Options:</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ $450 - Nametags  ☐ $450 - Signage  ☐ $450 - Regular Table  ☐ $450 - Not Specific</td>
</tr>
</tbody>
</table>

**Details:**
- One discounted registration (50% off)
- Opportunity to provide company giveaways/prizes to conference attendees
- Recognition in WVBankers promotional materials
- A full roster provided upon arrival
- Opportunity to introduce company to audience (5 minutes)
If building stronger relationships with West Virginia financial institutions would be beneficial to your business, then consider a sponsorship at the 127th Annual Convention of the West Virginia Bankers Association. A sponsorship can increase your organization’s exposure, heighten your brand awareness, and drive sales. Where else will you find so many potential customers in one place, at one time? Don’t miss this extraordinary opportunity to communicate with your target market.

**PARTNER SPONSOR: $20,000**
- Four complimentary convention registrations
- One exhibit booth
- 10 Minute speaking opportunity at first Business Session
- Exclusive logo placement on stage banner
- Centerfold ad in convention program
- Reserved banquet seating
- Social media recognition

**PLATINUM LEVEL: $10,000**
- Three complimentary convention registrations
- Logo on convention signage
- Logo in convention program
- Online visibility - logo and link on sponsor page
- Reserved banquet seating
- Social media recognition

**GOLD LEVEL: $5,000**
- One complimentary convention registration
- Online Visibility - logo and link on sponsor page
- Logo on convention signage
- Logo in convention program
- Social media recognition

**SILVER LEVEL: $3,750**
- One convention registration at 50% discount
- Online Visibility - logo and link on sponsor page
- Logo and link in convention email updates
- Logo on convention signage
- Logo in convention program

**BRONZE LEVEL: $2,500**
- Online Visibility - logo and link on sponsor page
- Logo and link in convention email updates
- Logo on convention signage
- Logo in convention program

**FRIENDS OF CONVENTION: $1,000**
- Listing on convention: signage, email updates, sponsor page and program
- Recognition at sponsored events where applicable
WVBANKERS 127th ANNUAL CONVENTION

SPONSORSHIP BENEFIT BREAKDOWN
COMPARISON SPONSORSHIP LEVELS AND FIND THE RIGHT FIT FOR YOUR COMPANY

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 Minute Speaking Opportunity at 1st General Session</td>
<td>✓</td>
</tr>
<tr>
<td>Main Stage Logo Banner</td>
<td>✓</td>
</tr>
<tr>
<td>Convention Bag Insert</td>
<td>✓</td>
</tr>
<tr>
<td>Material provided by sponsor</td>
<td>✓</td>
</tr>
<tr>
<td>Visibility / Presence</td>
<td>✓</td>
</tr>
<tr>
<td>Social Media Recognition</td>
<td>✓</td>
</tr>
<tr>
<td>Logo In Convention Materials</td>
<td>✓</td>
</tr>
<tr>
<td>Pre-Convention Attendee List</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition in Convention Email Updates</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition at Sponsored Event</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition on Convention Sponsor Page</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary Registration(s)</td>
<td>4</td>
</tr>
<tr>
<td>Centerfold Ad in Convention Program</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary Booth</td>
<td>✓</td>
</tr>
<tr>
<td>Reserved Banquet Seating</td>
<td>✓</td>
</tr>
</tbody>
</table>

Visibility / Presence

<table>
<thead>
<tr>
<th></th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>10' x 10' Exhibit Booth:</td>
<td>$2,150 Member Rate</td>
<td>$4,000 Non-member Rate</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Specific Value Return

Sponsor assignments are coordinated based on the level of financial commitment. Specific sponsorships are available on a first come, first served and first paid basis. Please contact WVBankers to receive an itemized list of sponsored items/events, registration form, contract and payment information for your desired sponsorship opportunity.

CONTACT: Debbie Polen, dkpolen@wvbankers.org or call (304) 343-8838.

EXHIBITOR INFORMATION & REGISTRATION

The exhibit area is a central gathering point for all Convention attendees. WVBankers positions the exhibition space close to all business sessions and most of the special events. Our goal is for your investment in our Convention to provide you with the maximum number of exposures and interactions possible to facilitate making contacts and establishing the relationships you need to meet your business goals.

We have established the following rates for participation in the exhibit area:

- Exhibit Fees include one registration. Additional attendees must pay applicable registration fees.
- 10' x 10' Exhibit Booth: $2,150 Member Rate $4,000 Non-member Rate

Includes booth, one skirted eight-foot table, two chairs, bowl, wastebasket, electrical hook-up, signage and a listing in the official Convention program. (Other furnishings & AV needs are available at an additional cost.)

Exhibit space is limited to a maximum of 20, so register early or you may be closed out of the opportunity to exhibit. All exhibit space is available on a first come, first served, first paid basis. Exhibit space is NOT secured until payment has been received.

PLEASE contact WVBankers to receive your Convention exhibitor registration form, payment information and other materials.

CONTACT: Debbie Polen, dkpolen@wvbankers.org or call (304) 343-8838.

WVBANKERS 127th ANNUAL CONVENTION
JULY 26-28, 2020
THE GREENBRIER, WHITE SULPHUR SPRINGS, WV

WE SAVED A PLACE FOR YOU.