



2021

Professional Development Calendar of Events

and Sponsorship & Exhibitor Opportunities

www.wvbankers.org

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



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.*

REGISTRATION & CANCELLATION POLICIES

PROFESSIONAL DEVELOPMENT

COVID-19

WVBankers is closely following the spread and impact of coronavirus (COVID-19) within the context of upcoming conferences, meetings and education events. Rest assured that the health and safety of our members, students, and attendees is our top priority.

A livestream option is in place should on-site meetings be transitioned to a virtual experience due to concerns and uncertainty associated with the COVID-19 pandemic. Participants will be updated with changes promptly as we understand travel and hotel reservations will need to be cancelled. As of now, our in-person events for the 2021 calendar year remain on schedule. To learn more about the WVBankers In-Person Events COVID-19 Policy, visit www.wvbankers.org/covidpolicy.

REGISTRATION POLICIES

The timing of your registration is critical. To help us meet commitments with speakers, hotels and timing 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 full refund will be granted.
- For cancellations received seven to fourteen days prior to the start date, a full 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.

CONTINUING EDUCATION OPPORTUNITIES

PROFESSIONAL DEVELOPMENT

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 two live events, plus additional conference calls/webinars/assignments throughout a one year period
- 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

DISTANCE LEARNING

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 InstituteWE
- 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.**

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.

2021 SCHOOLS & CONFERENCES

PROFESSIONAL DEVELOPMENT SPONSORSHIP & EXHIBITOR OPPORTUNITIES

BANK SECURITY SCHOOL

May 5 & 6, 2021 || **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 2021 - TBD || **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 & LENDING CONFERENCES

November 15 - 17, 2021 || **Four Points by Sheraton (Charleston, WV)**

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 3 & 4, 2021 || **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

January 28 & 29, February 25 & 26, March 25 & 26, May 13 & 14 || **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 13, 2021 || **Edgewood Country Club (Charleston, WV)**

This annual event sponsored by the WV Bankers, 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 WV 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 23 - 28, 2021 || **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

WV Bankers 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.

2021 CALENDAR OF EVENTS

(SCHEDULED LIVE EVENTS HAVE ONLINE BACKUP)

JANUARY

28 & 29

Commercial Lending Development Program
Parts 1 & 2
Stonewall Resort

FEBRUARY

2

IRA Basics
Virtual

3

IRA Advanced
Virtual

23

WVBankers Legislative Day
Charleston Town Center Marriott

25 & 26

Commercial Lending Development Program
Parts 3 & 4
Stonewall Resort

MARCH

8 & 9

Compliance School
Four Points by Sheraton

10

Emerging Leaders
Sam Bowling Conference Center

24 & 25

Commercial Lending Development Program
Parts 5 & 6
Stonewall Resort

30 & 31

Branch Management School Series
Parts 1 & 2
Virtual

APRIL

21

A/L Investments Seminar
Sam Bowling Conference Center

2021 CALENDAR OF EVENTS

(SCHEDULED LIVE EVENTS HAVE ONLINE BACKUP)

MAY

3 & 4

Credit Management Conference
Stonewall Resort

5 & 6

Bank Security School
Stonewall Resort

13

Financial & Estate Planning
Edgewood Country Club

13 & 14

Commerical Lending
Development Program
Parts 7 & 8
Stonewall Resort

23 - 28

West Virginia School of Banking
University of Charleston

23 - 28

Lloyd P. Calvert Graduate School
of Banking
University of Charleston

AUGUST

30

Emerging Leaders
Stonewall Resort

31 - 9/1

Branch Management School Series
Stonewall Resort

SEPTEMBER

16

HR Conference
Sam Bowling Conference Center

24

Disaster Preparedness
Stonewall Resort

OCTOBER

4 & 5

BSA/AML School Fundamentals
Stonewall Resort

6 & 7

BSA/AML School Advanced
Stonewall Resort

NOVEMBER

TBD

CEO Conference
TBD

15 & 16

Consumer Lending Conference (Beginner)
Four Points by Sheraton

17

Consumer Lending Conference (Advanced)
Four Points by Sheraton

TBD

CFO Conference
Charleston Town Center Marriott

2021 WVBANKERS Professional Development EXHIBITOR OPPORTUNITIES

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.

2021 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.

2021 WVBANKERS PROFESSIONAL DEVELOPMENT

SPONSORSHIP & EXHIBITOR LEVELS

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

DIAMOND SPONSOR/EXHIBITOR

OPTIONS:

- \$1,500- Evening Reception \$1,500- Introduce Keynote Speaker

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

OPTIONS:

- \$1,000- Lunch Sponsor \$1,000- AM & PM Breaks \$1,000- Not Specific

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

OPTIONS:

- \$750- Lanyards with Company Logo \$750- Pens with Company Logo
 \$750- Binders & Agenda/Program \$750- Not Specific

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

OPTIONS:

- \$450- Nametags \$450- Signage
 \$450- Regular Table \$450- Not Specific

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)

2021 SAVE THE DATE



WVBANKERS/OHIO BANKERS LEAGUE 2021 JOINT CONVENTION

JULY 25 - 27, 2021

THE GREENBRIER | WHITE SULPHUR SPRINGS, WV

Banking executives from two states will join together at The Greenbrier, July 25 - 27, 2021 for a Joint Convention hosted by the West Virginia Bankers Association and the Ohio Bankers League. This gathering of top executives will provide a variety of opportunities to enhance visibility with the leaders of our states' financial services industry as a sponsor, exhibitor, breakout session presenter, or simply as a registered attendee.

Convention sponsorship & exhibitor pricing and recognition levels differ from WVBankers professional development offerings.

For more information on 2021 Joint Convention Sponsorship & Exhibitor opportunities, registration details, or additional Convention materials, please visit www.wvbankers.org/convention or contact Debbie Polen (dkpolen@wvbankers.org).



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