

RESILIENCE

WVBankers/OBL
2021 Joint Convention
The Greenbrier



SPONSOR & EXHIBITING OPPORTUNITIES

[rə'zilyəns] - *noun*

an ability to recover from or adjust easily to adversity or change

Plan now to join us this summer for the much-anticipated *in-person* gathering of industry decision makers at The Greenbrier for the Joint Convention of the Ohio Bankers League and WVBankers Association as we explore the essence of RESILIENCE.

We invite you to collaborate with us in this joint initiative by become a sponsor or exhibitor - increase your brand awareness, showcase your solutions, and connect with key decision makers. Interest in this event has already exceeded our expectations. *If you want to be involved, don't delay as these opportunities will certainly sell out quickly.*

KEY DETAILS

Date: July 25-28, 2021

Location: The Greenbrier, White Sulphur Springs, West Virginia

Audience: Bank Presidents, CEOs, Directors & Senior Management

Anticipated Attendance: Nearly 250 bankers and more than 500 participants

SCHEDULE AT A GLANCE

Sunday, July 25

12:00 - 5:00 p.m.	Registration & Welcome Hospitality
12:00 - 2:00 p.m.	Rapid Fire Roundtables Luncheon
2:30 - 5:00 p.m.	Bank Director Workshop
6:30 - 7:30 p.m.	Welcome Reception in Exhibit Area
7:30 - 9:00 p.m.	Opening Night Cocktails & Dinner

Monday, July 26

7:30 - 8:30 a.m.	Breakfast Buffet
8:30 - 10:15 a.m.	Opening General Session
10:30 - 11:45 a.m.	Concurrent Breakout Sessions
12:00 - 1:00 p.m.	<i>Lunch on Your Own</i>
1:00 - 3:00 p.m.	Convention Corn Hole Tournament
1:00 - 6:00 p.m.	Convention Golf Tournament
6:30 - 7:30 p.m.	Chairmen's Reception
7:30 p.m.	<i>Dinner on Your Own</i>
9-10:30 p.m.	Silent Auction

Tuesday, July 27

7:30 - 8:30 a.m.	Breakfast Buffet
8:30 - 10:00 a.m.	Concurrent Breakout Sessions
10:15 a.m. - 12:00 p.m.	Closing General Session
12:00 p.m.	<i>Lunch on Your Own</i>
6:30 - 7:30 p.m.	Cocktails on the Terrace
7:30 - 10:30 p.m.	Closing Banquet & Entertainment

Wednesday, July 28

11 a.m.	Greenbrier Hotel Checkout
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YOUR RETURN ON INVESTMENT

All Convention sponsors receive the following benefits:

- Your company and contact details included in the sponsor listing on the Convention App
- Signage and/or appropriate branding on the sponsored item or at the sponsored event
- Registration mailing list provided in Excel three weeks before the Convention
- Recognition in pre-Convention marketing as well as in the *West Virginia Banker and Ohio Banker* magazines
- Identification as a Sponsor on your Convention badge
- Recognition on the Convention sponsor pages of the WVBankers and OBL the websites
- Plus, if your sponsorship amount reaches the Diamond, Platinum, Gold, Silver or Bronze level you receive even more.
See the Sponsorship Chart below for more specific details!

SPONSORSHIP BENEFITS

Compare sponsorship levels to find the right fit for your company.

BENEFITS	DIAMOND	PLATINUM	GOLD			
	\$10,000	\$7,500	\$5,000	SILVER	BRONZE	FRIEND
				\$3,750	\$2,500	\$1,000
Convention Bag Insert <i>(Material provided by sponsor)</i>	✓	✓	✓			
Social Media Recognition	✓	✓	✓	✓		
Logo On Convention Materials	✓	✓	✓	✓	✓	
Signage at Event (where applicable)	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Listing
Recognition in OBL and WVBankers magazines	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Listing
Pre-Convention Attendee List	✓	✓	✓	✓	✓	✓
Recognition in Convention Email Updates	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Logo & Link
Recognition at Sponsored Event	✓	✓	✓	✓	✓	✓
Recognition on Convention Sponsor Page	✓ Logo & Link	✓ Logo & Link	✓ Logo & Link	✓ Logo & Link	✓ Logo & Link	✓ Listing
Complimentary Registration(s)	3	2	1	1 at 50%		
Reserved Banquet Seating	✓					

SPONSORSHIP OPPORTUNITIES

The quantity of each available sponsorships is indicated in parentheses below.

Diamond Level Options - \$10,000

- Opening Night Cocktails & Dinner on Kate's Mountain - **SOLD**
- Chairmen's Reception
- Annual Banquet Entertainment

Platinum Level Option - \$7,500

- Convention Registration Bags

Gold Level Options - \$5,000

- Monday Keynote Speaker (1) speaker introduction
- Tuesday Keynote Speaker (1) speaker introduction
- Hotel Key Cards (2) - **ONE SOLD**
- Sunday Welcome Reception (2) branded napkins & signage
- Golf Tournament Competition (1)
- Golf Tournament Beverage Cart (1) signage and option to accompany cart around course
- Welcome Hospitality (1) branded napkins & signage
- Convention Registration Packet Envelope (1)
- Name Badges or Holder (1)
- Closing Banquet Portrait Photography (1) branded photo holder
- Convention Meeting App Splash Page (1)
- Meeting Room Wifi (1) customized access code

Silver Level Options - \$3,750

- Convention Registration List/Booklet (1) front page banner & back page ad
- Cornhole Tournament (1)
- Portable Charging Station (1)
- Monday General Session Break Station (1)
- Tuesday General Session Break Station (1)

Bronze Level Options - \$2,500

- Kate's Mountain Shuttle Bus (1) logo magnet on buses
- Monday Breakfast Buffet - (4) signage - **TWO SOLD**
- Tuesday Breakfast Buffet - (4) signage
- Closing Banquet Centerpieces - (4) - logo on table stanchion cards
- Program Inside Front Cover Ad (1) - **SOLD**
- Program Back Cover Ad (1)
- Candy Station (1) branded candy bags
- Monday Wall Street Journal Delivery (1) branded sticker on newspaper
- Tuesday Wall Street Journal Delivery (1) branded sticker on newspaper

Friends Level Options - \$1,000

- General Session (unlimited)
- Golf Tournament Prize - Men's & Women's Longest Drive (2) - sponsor to provide drivers
- Golf Tournament Prize - Men's & Women's Longest Putt (2) - sponsor to provide putters
- Golf Tournament Towels (1) - sponsor to provide towels
- Golf Tournament Balls (1) - sponsor to provide balls
- Expo Prizes - Visa Gift Cards (unlimited)

ADVERTISING ADD-ON

Not available separately, may only be combined with another sponsorship. **First come, first serve!**

- ❑ 1/4 page - \$250 (8 ½ x 5 ½ booklet) - full color ad
- ❑ 1/2 page - \$500 (8 ½ x 5 ½ booklet) - full color ad

Enhance your sponsorship with an advertisement in the convention program. Ad space will be available on four internal pages in the convention program in 1/4- or 1/2-page increments.

Sponsors must provide a high resolution digital corporate logo for use in printed materials and a web-ready logo for use on the OBL and WVBankers websites.

Sponsors will be responsible for providing a print ready ad that conforms to specifications which will be provided upon payment.

EXHIBITOR PACKAGE

\$2500 – Available to OBL or WVBankers Business Partners & Affiliate Members Only

One convention registration is included in the exhibit fee.

Space is Limited - REGISTER TODAY TO CONFIRM YOUR SPOT!

Financial Services MarketPlace

Participating bankers look to the MarketPlace for resources from leading companies that do business with banks. The Expo is an integral part of the Convention and is the gauntlet to all General Sessions. We've built ample transition time between sessions and strategically scheduled functions in and around the Expo to encourage participant traffic. *Exhibit space is assigned by the convention managers on a first-come, first-serve basis and cannot not be confirmed until payment is received.*

8' x 10' Exhibit Booth

Includes standard side and back drape borders; one skirted six-foot table, two chairs, complimentary electric, and a listing in the official Convention Program as well as on the Convention App. Electrical hook-up, telephone lines or other furnishings are available at an additional cost.

HOW TO REQUEST A SPONSORSHIP

1. Complete a Sponsorship Contract; be sure to indicate your top three choices.
2. Submit your completed form and required payment to your primary association.

Sponsorship assignments, which will be awarded with consideration of previous year's sponsor engagement and timing of application.

QUESTIONS?

Questions regarding Convention sponsorships, exhibiting or advertising may be directed to:

Ohio Bankers League

Brenda Arnold, barnold@ohiobankersleague.com Tel: (614) 340-7620

WVBankers Association

Debbie Polen, dkpolen@wvbankers.org Tel: (304) 343-8838

SPONSOR & EXHIBITOR CONTRACT

NOTE: Convention Sponsorship and Exhibiting Opportunities are ONLY available to OBL or WVBankers members.

COMPANY _____

Print your company name, city and state below, as you would like it to appear for marketing purposes. (Two lines maximum)

NOTE: Only the company name listed on this Contract is considered an official Joint Convention Sponsor.

BILLING/MARKETING CONTACT

Name _____
 Title _____
 Address _____
 City _____ State _____ Zip Code _____
 Tel. _____
 E-mail _____

CONVENTION PARTICIPANT(S)

NOTE: All participating sponsors and exhibitors must also register as a Convention participant. **One complimentary registration is included with the Exhibitor Package** as well as with certain Sponsorship levels as noted. Please indicate the name/title of any complimentary registrants.

Name _____
 Title _____
 Name _____
 Title _____

Please indicate how you would like to participate in the 2021 WVBankers/OBL Joint Convention.

Preferred Sponsorship(s)	Amount
	\$
	\$
Advertising Add On \$250 (1/4 page) or \$500 (1/2 page)	\$
Exhibitor Package \$2500	
TOTAL SPONSOR/EXHIBITOR/ADVERTISING AMOUNT ENCLOSED	

Method of Payment

- Please charge my credit card \$_____ as noted.
- My check for \$_____ is enclosed.
- Please invoice me.

Terms

A **minimum 50% deposit** is due at the time of application to hold preferred sponsorship along with a signed contract.

Payment is due in full by May 1, 2021. Payments not received by May 1 may result in cancellation. Any sponsorship/exhibitor request made after the payment deadline require payment in full upon confirmation.

Cancellation/Refund requests must be received in writing before May 1, 2021. No refunds will be made after May 1, 2021.

Credit Card Payment

- Visa MasterCard Discover AmEx

Card # _____ - _____ - _____ - _____
 Exp. _____ CVV# (3 digits on back) _____
 Cardholder Name _____
 Billing Address _____

 Signature _____

Confirmation & Payment *Please forward contract and payment to either:*

Ohio Bankers League

4215 Worth Ave., Suite 300, Columbus, OH 43219 - ATTN: Brenda Arnold, barnold@ohiobankersleague.com Fax: (614) 340-7596, Tel: (614) 340-7620

WVBankers Association

3601 MacCorkle Avenue SE, Suite 100, Charleston WV 25304.-ATTN: Debbie Polen, dkpolen@wvbankers.org Fax: (304) 343-9749, Tel: (304) 343-8838

Contract Acceptance

This document, when signed by Sponsor/Exhibitor and when executed by the OBL or WVBankers, constitutes a binding legal agreement. The individual signing this document warrants that he/she is duly authorized to execute this binding contract on behalf of the named Sponsor/Exhibitor.

Name Please Print _____ Title _____

Signature _____ Date _____