2021 SPONSORSHIP & ADVERTISING OPPORTUNITIES

Exclusive to Associate Members
MAXIMIZE YOUR COMPANY’S VISIBILITY

The Iowa Bankers Association holds multiple events geared to the bankers you want to reach. Get to know your potential clients at our many conferences, golf outings, schools/trainings and convention.

All opportunities are exclusively for IBA associate members. Member dues are $1,250 per year for associate members and $1,750 for financial associate members.

MAXIMIZE YOUR MARKETING PLAN

Any associate member that commits to $20,000 or more in sponsorships/advertising for the year will be given these added benefits:

- One hard copy mailing per year to all IBA membership
- One article per year in the Exchange magazine
- One email promotion per year of an event, webinar or education opportunity

If you are interested in sponsoring any of the following events, please contact:

Taylor Zumbach
tzumbach@iowabankers.com
(515) 286-4225
### 2021 IBA Events

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<tr>
<td>16-17</td>
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<tr>
<td>Compliance Conference</td>
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*Event dates and locations are subject to change. Please visit the IBA website for updates.*
WOMEN IN BANKING FORUM
Summer 2021 - TBD
Iowa Events Center, Des Moines, Iowa

- Platinum Sponsorship (Includes 5 attendees) ................. $5,000
  - Recognition as Platinum sponsor
  - Verbal and sign recognition
  - Recognition at early attendee dinner
- Gold Sponsorship (Includes 2 attendees) ......................... $2,000 ea.
  - Signage at event and on final program
- Gift Sponsorship .......................................................... $5,000
  - Signage at event and logo on gift

NEXT GEN FORUM
August 5 | 140 Bankers
Embassy Suites, Des Moines, Iowa

- Gold Sponsorship .......................................................... $1,000 ea.
  - Includes 1 attendee
  - Logo on tabletop sign, on custom event sign, and in final program
- Lunch (2) ................................................................. $2,000 ea.
  - Includes 2 attendees
  - Logo on all signage, in final program and verbal recognition at lunch
- Reception ................................................................. $1,500

TECHNOLOGY CONFERENCE
October 26-27 | 100 Bankers
Holiday Inn-Airport Conference Center, Des Moines, Iowa

- Exhibit Booth (30) ...................................................... $1,000 ea.
- Continental Breakfast .................................................. $1,000
- Breaks (2) ................................................................. $1,000 ea.
- Lunch (2) ................................................................. $1,500 ea.
- Reception ................................................................. $1,500
- Breakfast ................................................................. $1,250

- Each sponsorship $1,500 and above includes 1 attendee.

- In the event the Management Conference is transitioned to a virtual event, all sponsorships will be converted and receive the following benefits:
  - Attendee list with emails provided to sponsors
  - Website page with company link, description and up to three additional information links of your choice (whitepaper, informational page, etc.).
  - Full-page ad included with session handouts
  - Sponsor logo on email promotions and follow-ups
  - Sponsor roll with logo at the beginning of the webinars
  - Verbal recognition at each webinar
  - Ability to submit a polling question about your company
  - Example: Company Name provides what services to Iowa banks?
    - Network security
    - Auditing
    - Consulting
    - All of the above

AG BANKERS CONFERENCE
Spring/Summer - TBD | 200+ Bankers
Ames, Iowa

- Continental Breakfast (2) ............................................. $1,000 ea.
- Breaks (3) ................................................................. $1,000 ea.
- Lunch (2) ................................................................. $1,500 ea.
- Speaker (2) ............................................................... $2,500 ea.
- Monday Reception (2) ............................................... $1,500 ea.
- Exhibitor Table (6) ...................................................... $800 ea.

*Each sponsorship $1,000 and above includes 1 attendee.

*All conference exhibit booths come with 2 attendees.
HUMAN RESOURCES WEBINAR SERIES
April - June | 80 Bankers
The Human Resources Webinar Series will consist of three webinars focusing on HR topics such as employment law, company culture, lessons learned from the pandemic, compensation and more. The below sponsorship packages will be available.

☐ Gold Sponsor ............................................................................................... $750
  • Logos on website, promotional emails and follow-ups
  • Recognition verbally and with logos at each webinar
  • Logo, company description and one-page flyer included in each webinar speaker packet
  • Registration list with emails
  • Attendee registration for your company

☐ Platinum Sponsor.......................................................................................... $1,000
  • Includes all the benefits of the Gold Sponsorship
  • One 15-second commercial/prerecorded video to play during one of the webinars

MARKETING WEBINAR SERIES
April - June | 100 Bankers
The Marketing Webinar Series will consist of three webinars focusing on marketing topics such as ROI, social media trends, brand development, digital experiences and more. The below sponsorship packages will be available.

☐ Gold Sponsor ............................................................................................... $750
  • Logos on website, promotional emails and follow-ups
  • Recognition verbally and with logos at each webinar
  • Logo, company description and one-page flyer included in each webinar speaker packet
  • Registration list with emails
  • Attendee registration for your company

☐ Platinum Sponsor.......................................................................................... $1,000
  • Includes all the benefits of the Gold Sponsorship
  • One 15-second commercial/prerecorded video to play during one of the webinars

In the event a scheduled conference is transitioned to a virtual event, sponsorships will be converted as well. Please reach out to Taylor Zumbach at tzumbach@iowabankers.com for details and/or questions.
# GOLF OUTING SPONSORSHIPS

## IBA REGIONAL MEETINGS

**May 10-12, 17-19 | 70 Bankers per Meeting (600 total)**

Golf registration not included in sponsorship.

**Gold Sponsorship**

- $1,200 for all six locations
  - Verbal and sign recognition at each event
  - Recognition for sponsoring drink tickets, meals and awards
  - Recognition for sponsoring flight and door prizes

**Hole Sponsor**

- $2,000 for all six locations (18)
  - Representatives from sponsoring organizations staff a hole and interact with golfers throughout the day
  - Verbal and sign recognition
  - Recognition as flag event prize sponsor
  - Sponsorship includes lunch and awards dinner for your representatives (up to three)

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## GOLF OUTING SPONSORSHIPS

### SOUTHEAST

- **May 10**
  - Burlington Golf Club
  - Burlington

### EAST

- **May 11**
  - Brown Deer Golf Club
  - Coralville

### NORTHEAST

- **May 12**
  - Beaver Hills Country Club
  - Cedar Falls

### NORTHWEST

- **May 17**
  - Spencer Golf & Country Club
  - Spencer

### SOUTHWEST

- **May 18**
  - Lake Panorama National Resort
  - Panora

### CENTRAL

- **May 19**
  - Legacy Golf Club
  - Norwalk

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## CHAIRMAN’S CUP

**July 12 | 140 Bankers**

*Must be a sponsor to golf. All sponsorships include one golfer; $2,000 and above sponsorships include two golfers.*

- Hole Sponsorship & Registration Gift (18) $1,800 ea.
  - Includes 1 golfer and up to 3 hole staff (lunch and beverage provided to hole staff)
  - Dinner provided for hole staff

- Beverage Cart (2) $2,500 ea.
- Breakfast Sponsor (2) $1,200 ea.
- Box Lunch (Includes logo on lunch bag) $5,000
- Awards Reception & Dinner (3) $2,000 ea.
- Trophies $1,800
- Championship Cash Flight Prizes $2,500
- Bronze Co-Sponsorship of Outing (6) $800 ea.
- Golf Gloves $3,000

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*If you or anyone from your company would like to golf at the events listed above, please visit the IBA website for registration details.*
BANK LEADERSHIP INSTITUTE  
February-June | 25 Bankers  
May also attend the day of the institute

- Platinum Sponsorship ........................................... $3,000
- Bank Leadership Dinners (5)............................... $600 ea.
- Fun Sponsor .......................................................... $600 ea.

IBA CONSUMER CREDIT SCHOOL  
March 1-5 | 40 Bankers  
Ankeny, Iowa

- Dinner ................................................................... $1,000
- Room Drop ............................................................ Price Varies

IBA DEPOSIT OPERATIONS COMPLIANCE SCHOOL  
April 15-16 | 60 Bankers  
West Des Moines, Iowa

- Dinner ................................................................... $1,000
- Room Drop ............................................................ Price Varies

IBA LENDING COMPLIANCE SCHOOL  
April 26-29 | 60 Bankers  
West Des Moines, Iowa

- Dinner ................................................................... $1,000
- Room Drop ............................................................ Price Varies

IOWA SCHOOL OF BANKING  
June 13-18 | 80 Bankers  
Cedar Rapids, Iowa

- Dinner ................................................................... $1,000
- Student Shirts ......................................................... $1,500
- Room Drop ............................................................ Price Varies
- Logoed Water Glasses .............................................. $750

INTERNATIONAL PROGRAM  
Summer 2021

- Lunch (3) ................................................................. $1,000 ea.
- Speakers (3) ............................................................. $500 ea.

COMMERCIAL LENDING SCHOOL  
October 4-8 | 40 Bankers  
Ankeny, Iowa

- Dinner ................................................................... $1,000
- Room Drop ............................................................ Price Varies

INTRO TO COMMERCIAL LENDING SCHOOL  
October 18-20 | 30 Bankers  
Cedar Rapids, Iowa

- Dinner ................................................................... $1,000
- Room Drop ............................................................ Price Varies

*All dinner sponsorships include: logo on signage, an attendee and an introduction during dinner.

*Shirt sponsorship includes: logo on the shirt and may have one attendee the day the shirts are handed out.
ADVOCACY SPONSORSHIPs

CAPITOL HILL VISIT
June 15-17 | 30 Bankers
The Mayflower Hotel, Washington, D.C.

Help underwrite the cost of scholarships for each of the six regional IBA secretaries or chairs to go to Washington.

☐ Program Sponsor ................................................................. $1,000 ea.
  • Verbal recognition and logo in program
  • Recognition for sponsoring dinners and receptions

☐ Legislative Advocate Sponsorship (2) .................................. $7,500 ea.
  • Verbal and sign recognition at the six IBA Regional Meetings
  • One registration for the trip
  • One registration to each of the six Regional Meetings
  • Recognition in Exchange, Regional Meeting registrations and the final program for Washington

LEADERS IN ADVOCACY
January-October | 12 Bankers
Location TBD

☐ Program Sponsor ................................................................. $2,500
  • Recognition at all Leaders in Advocacy meetings
  • Option to give a hot topic presentation
  • Acknowledgment at class recognition program for sponsorship of award and lunch
  • May send one attendee to class recognition program
SEMINAR SPONSORSHIPS

This is a Gold sponsorship ($1,000 per seminar) that includes: a logo on the brochures; a sign at the events; verbal recognition at the events; and a promotional table staffed by one attendee at the event. The options are below and there is only one sponsor per seminar.

**ACH PROCESSING AND COMPLIANCE SEMINAR**
- April | 150 Bankers
- Virtual

**CALL REPORT PREPARATION**
- May | 70 Bankers
- Virtual

**TWO-DAY REAL ESTATE**
- August | 150 Bankers
- Two locations

**IOWA LENDING LAW**
- September | 200 Bankers
- Three locations

**INSURANCE CONTINUING EDUCATION**
- April/September | 150 Bankers
- Three locations

**BANK SECURITY MANAGEMENT**
- October | 110 Bankers
- Two locations

**DEPOSIT ACCOUNT ADMINISTRATION**
- October | 200 Bankers
- Three locations

**BSA/AML SEMINAR**
- November | 225 Bankers
- Three locations

**IRA SEMINAR**
- November | 100 Bankers
- Three locations
# ANNUAL SPONSORSHIPS

## IBA SALARY SURVEY

The IBA Salary Survey gathers and aggregates important benefits information from banks across the state to help them with setting budgets, salary adjustments, new hire salaries and benefits packages. The survey is sent out each April, and 132 banks participated in 2020.

- **2021 IBA Salary Survey**
  - $1,500
  - Sponsor’s logo will appear on the front and throughout the survey
  - Optional textbox on the front of the survey for the sponsor’s ad or short company description. (approximately 4” x 2”)
  - Sponsorship recognition on the invite to participate in the salary survey that goes to all IBA bank members, including CEO, HR, EVP and potentially the board of directors
  - Sponsor receives free online subscription to the salary survey for the year

## LANYARD SPONSOR

Have your logo included with IBA logo on 2,000 lanyards that will be used at events throughout the year, including convention, conferences, schools and more.

- **2021 Lanyard Sponsorship**
  - $3,500

## PEER GROUP SPONSORSHIP

IBA Peer Groups are designed to establish a network where bankers can ask questions, share ideas and gather best practices. Each peer group meets 3-4 times a year. As a peer group sponsor, your company’s logo will be present at each meeting, and you can provide a small brochure or business cards to be handed out at each meeting.

- **Compliance Peer Group**
  - $1,000
- **HR Peer Group**
  - $1,000
- **Marketing Peer Group**
  - $1,000
- **Technology Peer Group**
  - $1,000
IBA ANNUAL CONVENTION
SEPT. 19-21, 2021

Convention Sponsorship Packages

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<tr>
<th>Benefits</th>
<th>Platinum Sponsor (see package for price and benefits)</th>
<th>Gold Sponsor $4,500</th>
<th>Silver Booth $2,500</th>
<th>Standard Booth $1,500</th>
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<tr>
<td>1/4-page ad in convention final program</td>
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<tr>
<td>Recognition in Exchange</td>
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<td>Logo on inside cover of final program</td>
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<tr>
<td>Recognition as Gold or Platinum sponsor on signage at convention</td>
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<tr>
<td>Premium booth location</td>
<td>Middle aisle booth</td>
<td>Middle aisle booth</td>
<td>Booth near silent auction</td>
<td></td>
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<tr>
<td>Recognition in sponsor section of IBAConvention.com</td>
<td>Logo &amp; Link</td>
<td>Link</td>
<td>Link</td>
<td></td>
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<tr>
<td>Logo in sponsor section of the final program</td>
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<tr>
<td>Three convention registrations</td>
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<tr>
<td>Listing in exhibitor section of the final program</td>
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<tr>
<td>Link on exhibitor section of IBAConvention.com</td>
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<tr>
<td>Convention attendee lists</td>
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<tr>
<td>Recognition in preliminary program distributed to over 1,000 bankers</td>
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**Platinum Sponsorship – no booth**
You can choose to purchase a platinum sponsorship and forgo having a booth space. This will give you the option to have 6 total registrations (3 more than with a booth) or $1,000 off the total price of the sponsorship package.

**Platinum Sponsorship Packages**
Targeted marketing provides you with the exclusive opportunity to visibly reinforce your support of Iowa banks and attach yourself to a custom convention event or area. By supporting one of the opportunities listed on the next page, you will have a chance to interact and represent yourself to over 400 Iowa bankers in a fun and unique way.

All packages also include benefits listed as platinum. First right of refusal is given to the previous year’s sponsor until Feb. 10, 2021. If the previous year’s sponsor has not committed to that sponsorship package by Feb. 10, then it is open to any potential sponsor.

* For a complete list of platinum sponsorship opportunities, please see next page.
Platinum Sponsorship Package Options

☐ OPENING KEYNOTE SPEAKER (2) .......... $6,000 ea.
The IBA brings only the highest caliber of speakers as keynotes for our annual convention. Past keynote speakers have included Tucker Carlson, FOX News contributor; Gen. Barry McCaffrey; Bob Beckel; and Cal Thomas.
  • Logo next to speaker listing in final program and on screens in general session room
  • Verbal recognition at event
  • Signage outside general session recognizing sponsor

☐ CLOSING KEYNOTE SPEAKER .............. $10,000
The IBA Convention always ends on an inspiring and powerful note, and your company can be a part of that by sponsoring the closing speaker. Past closing speakers have included Marcus Luttrell, former Navy Seal; Richard Picciotto, New York Fire Department; and Kirk Lippold, U.S. Navy Commander of the USS Cole.
  • Logo next to speaker listing in final program and on screens in general session room
  • Verbal recognition at event
  • Signage outside general session recognizing sponsor

☐ WELCOME GIFT (2) ....................... $6,000 ea.
Provide convention welcome gift for banker attendees
  • Logo on welcome gift

☐ EMERGING LEADERS (3) ............... $5,000 ea.
Provide convention registration to the next generation of bank CEOs and leadership by sponsoring the Emerging Leaders program, graduates of the IBA Bank Leadership Institute and the Iowa School of Banking.
  • Logo next to Emerging Leaders listing in final program, on Emerging Leaders ribbons, and signage at Emerging Leaders lounge
  • Access to Emerging Leaders lounge to network with participants
  • Logo on Emerging Leaders prize giveaway form.
  • Participants will be required to visit your booth to be eligible for the grand prize.
  • Verbal recognition in general session
  • Gift recognition

☐ LEGISLATIVE SYMPOSIUM ............... $6,000
The Legislative Symposium is one of the best attended convention sessions featuring decision-makers in the industry.
  • Logo on screens in general session room
  • Recognition as sponsor during general session introduction
  • Signage in your booth recognizing you as the Legislative Symposium sponsor

☐ AG BREAKFAST SPEAKER ................... $6,000
The Ag Breakfast features nationally recognized speakers.
  • Logo next to speaker listing in final program and on screens in general session room
  • Signage outside general session recognizing you as the speaker sponsor
  • Reception line at breakfast where your staff can personally greet and welcome attendees
  • Reserved table for your company at Ag Breakfast and 8 registrations to the breakfast (for employees, invited bankers, etc.)

☐ CHAIRMAN’S RECEPTION (4) .......... $5,000 ea.
Celebrate the IBA chairman by sponsoring the Monday evening Chairman’s Reception. Traffic will be driven to your booth as bankers will need to visit you to get their invitation stamped and receive their reception prize.
  • Logo on reception invitation in the packet that bankers will have stamped at your booth
  • Ability to offer a plate of appetizers in your booth

☐ HOTEL KEY CARDS ......................... $7,500
Your company will have the first impression with bankers as they arrive at the IBA Convention.
  • Logo on key cards used at all convention hotels
  • Signage in your booth recognizing you as the key card sponsor

☐ WI-FI ........................................... $6,000
Help bankers stay connected by providing free Wi-Fi throughout the events center.
  • Custom Wi-Fi password with your company name
  • Logo on “Get Connected” flyer in banker packets
  • Recognition and logo in final program as the Wi-Fi sponsor
  • Signage in your booth recognizing you as the Wi-Fi sponsor
☐ COOKIES & POPCORN .......................... $6,000
Your company can help provide warm chocolate chip cookies and fresh buttery popcorn to convention attendees.
  • Logo on napkins and popcorn bags used at food station
  • Ability to have your staff serve cookies and popcorn during peak exhibits hall hours
  • Fresh cookies and popcorn delivered to your booth

☐ MIMOSA/COFFEE BAR SPONSOR........... $6,000
We’re going to liven things up in the exhibit hall Tuesday morning, and your company can help provide that jolt of caffeine, or even a little something, extra to convention attendees by sponsoring a mimosa and specialty coffee bar.
  • Ability to serve coffee/mimosas to convention attendees on Tuesday
  • Logo on napkins used at bars
  • Logo on signage recognizing you as the Mimosa/Coffee Bar Sponsor

☐ MONDAY LUNCH EVENT (2) ............ $6,000 ea.
Your company can help provide the lunch and programming for the Monday luncheon event.
  • Logo on signage in exhibit hall recognizing you as the lunch event sponsor
  • Verbal recognition during the event
  • Table tent signage at the event
  • Logo in program and on website

☐ GRAND PRIZE SPONSOR ....................... $6,000
Your company can help sponsor the grand prize drawing.
  • Grand prize card drop-off in grand prize drum located in your booth
  • Recognition as sponsor at drawing
  • Logo in program and on grand prize card in all banker packets

☐ IPTV Silent Auction
Proceeds help provide educational programming on IPTV as well as fund valuable airtime for the IBA’s public image campaign. This campaign helps promote positive messaging about Iowa’s banking industry and runs during popular IPTV programs, such as Iowa Press, PBS NewsHour and the Iowa Girls High School State Basketball Championships. Your company can contribute auction items or cash donations.

☐ PLATINUM LEVEL ............................ $1,000+
  • Sign with logo next to silent auction package(s)
  • Name and logo included in the silent auction catalog
  • Logo on pop-up signage in the exhibit hall
  • Name and link included on convention website
  • Recognition in final convention program
  • Upgraded to a silver booth if exhibiting

☐ SILVER LEVEL ................................. $300-$599
  • Sign with logo next to silent auction package(s)
  • Name and logo included in the silent auction catalog
  • Logo on pop-up signage in the exhibit hall

☐ GOLD LEVEL ................................. $600-$999
  • Sign with logo next to silent auction package(s)
  • Name and logo included in the silent auction catalog
  • Logo on pop-up signage in the exhibit hall
  • Name and link included on convention website
  • Recognition in final convention program
The print edition of Iowa Bankers Exchange is published quarterly and reaches more than 800 subscribers. IBA associate members have the exclusive opportunity to advertise in it.

Email Edition

IBA associate members also have the exclusive opportunity to advertise in the email edition, Iowa Bankers Exchange E-NEWS. E-NEWS is published 50 weeks per year and sent to the inboxes of nearly 11,000 IBA bank and associate members. Ads feature your custom logo/graphic linked to the website of your choice.

### Print Edition

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<table>
<thead>
<tr>
<th>Print Ad Size</th>
<th>Location</th>
<th>1 Issue</th>
<th>4 Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (8.4375&quot; x 11&quot;)</td>
<td>Inside</td>
<td>$1,200</td>
<td>$1,100 ea.</td>
</tr>
<tr>
<td>Half Page (8.4375&quot; x 5.25&quot;)</td>
<td>Inside</td>
<td>$800</td>
<td>$700 ea.</td>
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<tr>
<td>Full Page (8.4375&quot; x 11&quot;)</td>
<td>Inside Front/Back Cover</td>
<td>$1,300</td>
<td>$1,200 ea.</td>
</tr>
<tr>
<td>Full Page (8.4375&quot; x 11&quot;)</td>
<td>Back Cover</td>
<td>$1,500</td>
<td>$1,350 ea.</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Qty Available</th>
<th>Email Ad Size</th>
<th>Location</th>
<th>25 Weeks</th>
<th>50 Weeks</th>
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<tbody>
<tr>
<td>1</td>
<td>300 dpi Width to Height Ratio of 6:1</td>
<td>PLATINUM BANNER (first ad after feature)</td>
<td>$5,500</td>
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<tr>
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<td>GOLD (middle of e-newsletter)</td>
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<tr>
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<td>SILVER (above Industry News)</td>
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<tr>
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<td>BRONZE (above Member Spotlight)</td>
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<td>$6,000</td>
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<tr>
<td>2</td>
<td>300 dpi Width to Height Ratio of 2:1</td>
<td>BASIC</td>
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What Is the Directory?

Connect to the right people in Iowa’s banking and financial services industry with an ad in the IBA’s Directory of Financial Institutions.

The Directory of Financial Institutions is the go-to place for you to find essential information about Iowa banks and for bankers to find information about your business’ products and services. This widely used resource, with more than 1,500 copies distributed each year, is used by important financial decision-makers. It is the most comprehensive directory of Iowa financial institutions available.

How Can You Use It?

• Reach Iowa bankers across the state, including every IBA member bank CEO.
• Be a part of a trusted resource used daily by bankers, business leaders, accountants, attorneys and more.
• Make the most out of your marketing budget with a free company listing with your full-color logo.
• Stand out from your competitors with extra ads and listings.

What Are the Benefits?

All IBA associate members receive one complimentary company listing,* description and color logo in the directory. As an additional benefit, members will also receive one complimentary edition.

You also have the opportunity to increase your business’ visibility by placing a full-page color ad in the directory for $800 per ad.

All listings and advertisements are exclusive to IBA associate members.

*250 character max. For listings above 250 characters, additional charges will apply.

2021 IOWA BANKERS EDUCATION BULLETIN ADVERTISING

IBA associate members also have the opportunity to advertise in the Education Bulletin. The Education Bulletin is published weekly and outlines upcoming conferences, webinars and events the association is hosting. The bulletin is sent to the inboxes of nearly 10,000 IBA bank and associate members. Ads feature your custom logo/graphic linked to the website of your choice.

<table>
<thead>
<tr>
<th>Qty Available Per Month</th>
<th>Ad Size</th>
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<th>12 Months</th>
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<tbody>
<tr>
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<td>8” W x 1.39” H</td>
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