2020

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 and convention.

All opportunities are exclusively for IBA associate members. Member dues are $1,000 per year for associate members and $1,500 for financial associate members.

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

Taylor Zumbach

 tzumbach@iowabankers.com

 (515) 286-4225
## IBA Events 2020

<table>
<thead>
<tr>
<th>Month</th>
<th>Date</th>
<th>Event Description</th>
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</thead>
<tbody>
<tr>
<td>Jan</td>
<td>19-21</td>
<td>Midwinter Management Conference</td>
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<tr>
<td></td>
<td></td>
<td><strong>January-October</strong> Leaders in Advocacy</td>
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<tr>
<td>Feb</td>
<td>5-6</td>
<td>Bank Leadership Institute</td>
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<td></td>
<td></td>
<td><strong>February-June</strong> Bank Management Conference</td>
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<td></td>
<td>7-8</td>
<td>Human Resources Conference</td>
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<td></td>
<td>15-16</td>
<td>IBA Deposit Operations Compliance School</td>
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<tr>
<td></td>
<td>22-24</td>
<td>Bank Marketing Conference</td>
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<tr>
<td></td>
<td>27-30</td>
<td>IBA Lending Compliance School</td>
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<tr>
<td>Jun</td>
<td>1-5</td>
<td>Ag Credit School</td>
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<tr>
<td></td>
<td>7-12</td>
<td>Iowa School of Banking</td>
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<td></td>
<td>11-13</td>
<td>Capitol Hill Visit</td>
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<td></td>
<td>23</td>
<td>Women in Banking Forum</td>
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<td></td>
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<td><strong>June-August</strong> Internship Program</td>
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<tr>
<td>Mar</td>
<td>2-6</td>
<td>IBA Consumer Credit School</td>
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<tr>
<td></td>
<td>23-24</td>
<td>Ag Bankers Conference</td>
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<td><strong>March</strong></td>
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<td>Apr</td>
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<td><strong>April</strong></td>
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<td>May</td>
<td>11-13</td>
<td>IBA Regional Meetings</td>
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<td></td>
<td>18-20</td>
<td><strong>May</strong></td>
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<tr>
<td>Jun</td>
<td>5-9</td>
<td>Commercial Lending School</td>
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<tr>
<td></td>
<td>19-21</td>
<td>Intro to Commercial Lending School</td>
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<td></td>
<td>27-28</td>
<td>Applied Technology Conference</td>
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<tr>
<td>Nov</td>
<td>17-18</td>
<td>Compliance Conference</td>
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<td><strong>November</strong></td>
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<tr>
<td>Jul</td>
<td>27</td>
<td>Chairman's Cup</td>
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<tr>
<td>Aug</td>
<td>6</td>
<td>Next Gen Forum</td>
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<tr>
<td>Sep</td>
<td>20-22</td>
<td>Annual Convention</td>
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<tr>
<td>Oct</td>
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<td><strong>October</strong></td>
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<td><strong>November</strong></td>
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<tr>
<td>Dec</td>
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<td><strong>December</strong></td>
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</tbody>
</table>
MIDWINTER MANAGEMENT CONFERENCE
January 19-21 | Bankers Plus Families (70 Total)
The Pines Lodge, Beaver Creek, Colorado

☐ Platinum Sponsor ................................................................. $5,000
☐ Gold Sponsor ................................................................. $2,500
☐ Silver Sponsor ................................................................. $1,000

*Each sponsorship $2,500 and above includes 1 attendee.

BANK MANAGEMENT CONFERENCE
February 5-6 | 100+ Bankers
Embassy Suites, Des Moines, Iowa

☐ Gold Sponsorship ................................................................. $1,000 ea.
  • Recognition for sponsoring breaks
☐ Breakfast (2) ................................................................. $1,500 ea.
☐ Lunch (2) ................................................................. $2,000 ea.
☐ Reception & Cocktail hour w/Legislators(2) .... $2,000 ea.
☐ Speaker (2) ................................................................. $2,000 ea.

*Each sponsorship $1,500 and above includes 2 attendees.

AG BANKERS CONFERENCE
March 23-24 | 200+ Bankers
ISU, Scheman Building, 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.

HUMAN RESOURCES CONFERENCE
April 7-8 | 80 Bankers
Sheraton, West Des Moines, Iowa

☐ Opening Reception .......................................................... $750
☐ Lunch ................................................................. $750
☐ Continental Breakfast (2) ................................................ $500 ea.
☐ Breaks (2) ................................................................. $350 ea.
☐ Exhibitor Table (5) ........................................................... $500 ea.

*Each sponsorship $750 and above includes 1 attendee.
**BANK MARKETING CONFERENCE**
April 22-24 | 100 Bankers
Marriott, West Des Moines, Iowa

- Exhibit Booth (12) ......................................................... $600 ea.
- Continental Breakfast ................................................ $750
- Breaks (2) ....................................................................... $750 ea.
- Lunch ............................................................................. $1,000
- 2nd Night Reception w/Exhibitors (2) ......................... $1,500 ea.

*Each sponsorship $750 and above includes 1 attendee.

**WOMEN IN BANKING FORUM**
June 23 | 300 Bankers
Sheraton, West Des Moines, Iowa

- Platinum Sponsorship (Includes 5 attendees) ................ $10,000
  - 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 6 | 140 Bankers
Embassy Suites, Des Moines, Iowa

- Gold Sponsorship ......................................................... $1,000 ea.
  - Includes 1 attendee
  - Logo on tabletop sign, 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

**APPLIED TECHNOLOGY CONFERENCE**
October 27-28 | 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.

**COMPLIANCE CONFERENCE**
November 17-18 | 200+ Bankers
Prairie Meadows Event Center, Altoona, Iowa

- Exhibit Table (10) ......................................................... $600 ea.
- Continental Breakfast (2) ............................................. $1,000 ea.
- Breaks (3) ....................................................................... $1,000 ea.
- Lunch (2) ....................................................................... $1,200 ea.
- Reception ....................................................................... $1,200

*Each sponsorship includes a table top exhibit booth and two registrations.

*All conference exhibit booths come with 2 attendees.
GOLF OUTING SPONSORSHIPS

IBA REGIONAL MEETINGS
May 11-13, 18-20 | 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 continental breakfast, lunch, drink tickets and awards dinner
  - Recognition for sponsoring flight and door prizes

Hole Sponsor
- $1,800 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)

ANNUAL CHAIRMAN’S CUP GOLF TOURNAMENT
July 27 | 140 Bankers
Des Moines Golf & Country Club, West Des Moines, Iowa

Must be a sponsor to golf. All sponsorships include one golfer, $2,000 and above includes 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
- Raffle Prize Sponsorship (2)............................. $2,250 ea.

Des Moines Golf and Country Club will provide each hole sponsor a table, two chairs, ice and a cooler. Shade tents will not be provided for hole sponsors. However, sponsors are welcome to bring their own.

Each hole sponsor will be allowed to bring beverages for their hole. This is not included in the $1,800 sponsorship and needs to be arranged by the sponsor. You may bring your own water, soda, sports drinks and beer (not required to purchase from DMGCC). Liquor or any mixes that include liquor are not allowed to be brought in and may only be purchased with a drink ticket from the country club. If you choose to purchase your beverages from DMGCC, standard course prices will apply (service charges will not be added).
SCHOOL SPONSORSHIPS

IOWA SCHOOL OF BANKING
June 7-12 | 80 Bankers
Cedar Rapids, Iowa

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

BANK LEADERSHIP INSTITUTE
February-June | 25 Bankers
May also attend the day of the institute

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

COMMERCIAL LENDING SCHOOL
October 5-9 | 40 Bankers
Ankeny, Iowa

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

INTRO TO COMMERCIAL LENDING SCHOOL
October 19-21 | 30 Bankers
Cedar Rapids, 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 CONSUMER CREDIT SCHOOL
March 2-6 | 40 Bankers
Ankeny, Iowa

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

INTERNSHIP PROGRAM
Summer 2020

☐ Lunch (2) ............................................................. $1,000 ea.
☐ Speakers (2) ......................................................... $500 ea.

*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.
CAPITOL HILL VISIT
June 11-13 | 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 complimentary registration for the trip
  • One complimentary 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 SPONSORSHIP

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.

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

☐ IOWA LENDING LAW
  September | 200 Bankers
  Three locations

☐ INSURANCE CONTINUING EDUCATION
  April/September | 150 Bankers
  Four 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

☐ ACH PROCESSING AND COMPLIANCE SEMINAR
  April | 150 Bankers
  Two locations

☐ CALL REPORT PREPARATION
  May | 70 Bankers
  Two locations

☐ CYBERSECURITY SEMINAR
  May | 75 Bankers
  Two locations
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 160 banks participated in 2019.

☐ 2020 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.

☐ 2020 Lanyard Sponsorship...............................................$2,500

ANNUAL CANDY BASKET SPONSORSHIP
At more than 50 IBA events throughout the year, your company can sponsor a candy basket available to all attendees—reaching more than 5,000 bankers per year. The basket will be front and center on our registration desk with signage recognizing your company. You can also provide a small brochure or business cards with the basket.

☐ 2020 Candy Basket Sponsorship....................................$3,000
IBA ANNUAL CONVENTION
SEPT. 20-22, 2020

CONVENTION SPONSORSHIP PACKAGES

<table>
<thead>
<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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</thead>
<tbody>
<tr>
<td>1/4-page ad in convention final program</td>
<td>✓</td>
<td></td>
<td></td>
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<tr>
<td>Recognition in Exchange</td>
<td>✓</td>
<td></td>
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<tr>
<td>Logo on inside cover of final program</td>
<td>✓</td>
<td></td>
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<tr>
<td>Recognition as GOLD or Premier sponsor on signage at convention</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Premium booth location</td>
<td>Middle aisle booth</td>
<td>Middle aisle booth</td>
<td>Booth near silent auction</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>
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<tr>
<td>Logo in sponsor section of the final program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Three complimentary convention registrations</td>
<td>✓</td>
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<tr>
<td>Listing in exhibitor section of the final program</td>
<td>✓</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>
<td>✓</td>
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<tr>
<td>Recognition in preliminary program sent out to over 1,000 bankers</td>
<td>✓</td>
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<td>✓</td>
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</tr>
</tbody>
</table>

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, 2020. 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.
IBA ANNUAL CONVENTION

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 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 complimentary 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 on bankers as they arrive at the IBA Convention.
• Logo on key cards used at all convention hotels
• Signage in your booth recognizing you as 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 Wi-Fi sponsor
• Signage in your booth recognizing you as 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 exhibit hall hours
  • Fresh cookies and popcorn delivered to your booth

☐ 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

☐ 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

☐ 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, Nightly Business Report 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
2020 IOWA BANKERS EXCHANGE ADVERTISING

_Iowa Bankers Exchange_ is the official publication of the IBA and the trusted resource for those in the Iowa banking industry.

**PRINT EDITION**

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.

<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” x 11”)</td>
<td>Inside</td>
<td>$1,200</td>
<td>$1,100 ea.</td>
</tr>
<tr>
<td>Half Page (8.4375” x 5.25”)</td>
<td>Inside</td>
<td>$800</td>
<td>$700 ea.</td>
</tr>
<tr>
<td>Full Page (8.4375” x 11”)</td>
<td>Inside Front/Back Cover</td>
<td>$1,300</td>
<td>$1,200 ea.</td>
</tr>
<tr>
<td>Full Page (8.4375” x 11”)</td>
<td>Back Cover</td>
<td>$1,500</td>
<td>$1,350 ea.</td>
</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>QTY AVAILABLE</th>
<th>EMAIL AD SIZE</th>
<th>LOCATION</th>
<th>25 WEEKS</th>
<th>50 WEEKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>8” W x 1.39” H</td>
<td>PLATINUM BANNER (first ad after feature)</td>
<td>$5,500</td>
<td>$10,000</td>
</tr>
<tr>
<td></td>
<td>8” W x 1.39” H</td>
<td>GOLD (middle of enewsletter)</td>
<td>$4,500</td>
<td>$8,000</td>
</tr>
<tr>
<td></td>
<td>8” W x 1.39” H</td>
<td>SILVER (above Industry News)</td>
<td>$4,000</td>
<td>$7,000</td>
</tr>
<tr>
<td></td>
<td>8” W x 1.39” H</td>
<td>BRONZE (above Member Spotlight)</td>
<td>$3,500</td>
<td>$6,000</td>
</tr>
<tr>
<td>2</td>
<td>4” W x 1.39” H</td>
<td>BASIC</td>
<td>$2,500</td>
<td>$2,500</td>
</tr>
</tbody>
</table>
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.

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 incur.

<table>
<thead>
<tr>
<th>COMPANY LISTING</th>
<th>CHARACTERS OF TEXT</th>
<th>PRICING</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Listing</td>
<td>Up to 250</td>
<td>FREE</td>
</tr>
<tr>
<td></td>
<td>250 to 400 (max)</td>
<td>$100</td>
</tr>
<tr>
<td>Additional Listing(s)</td>
<td>Up to 250</td>
<td>$150 ea.</td>
</tr>
<tr>
<td></td>
<td>250 to 400 (max)</td>
<td>$250 ea.</td>
</tr>
</tbody>
</table>

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.

Your directory form, ads and member dues must be sent to the IBA by Feb. 1, 2020, to be included in the 2020 directory.