



# 28th Annual Lenders Conference

Omni Rancho Las Palmas Resort • Rancho Mirage, California



MARKETPLACE  
INFORMATION

*Sponsor and Exhibitor Opportunities*

March 15 - 18, 2015



# 28th Annual Lenders Conference MARKETPLACE OPPORTUNITIES

**Omni Rancho Las Palmas Resort • Rancho Mirage, California**

## Who Attends

- Chief credit officers
- Chief lending officers
- Credit administrators
- Loan administrators
- DeNovo officers

Sponsorships are not limited to the offerings in this brochure. CBA will consider custom proposals. If you have any questions, or to secure your sponsorship, contact:

### **Stacy Wolfenberger**

Manager of Events and Trade Show Logistics  
(916) 438-4418  
swolfenberger@calbankers.com

### **Melissa O'Campo**

Manager of Events and Registrations  
(916) 438-4435  
mocampo@calbankers.com

**J**oin chief lending officers, chief credit officers, credit administrators and loan administrators to hear key industry updates in the credit and lending arena and convene face-to-face with regulators, economists and inspiring speakers.

## All Sponsorships Include:

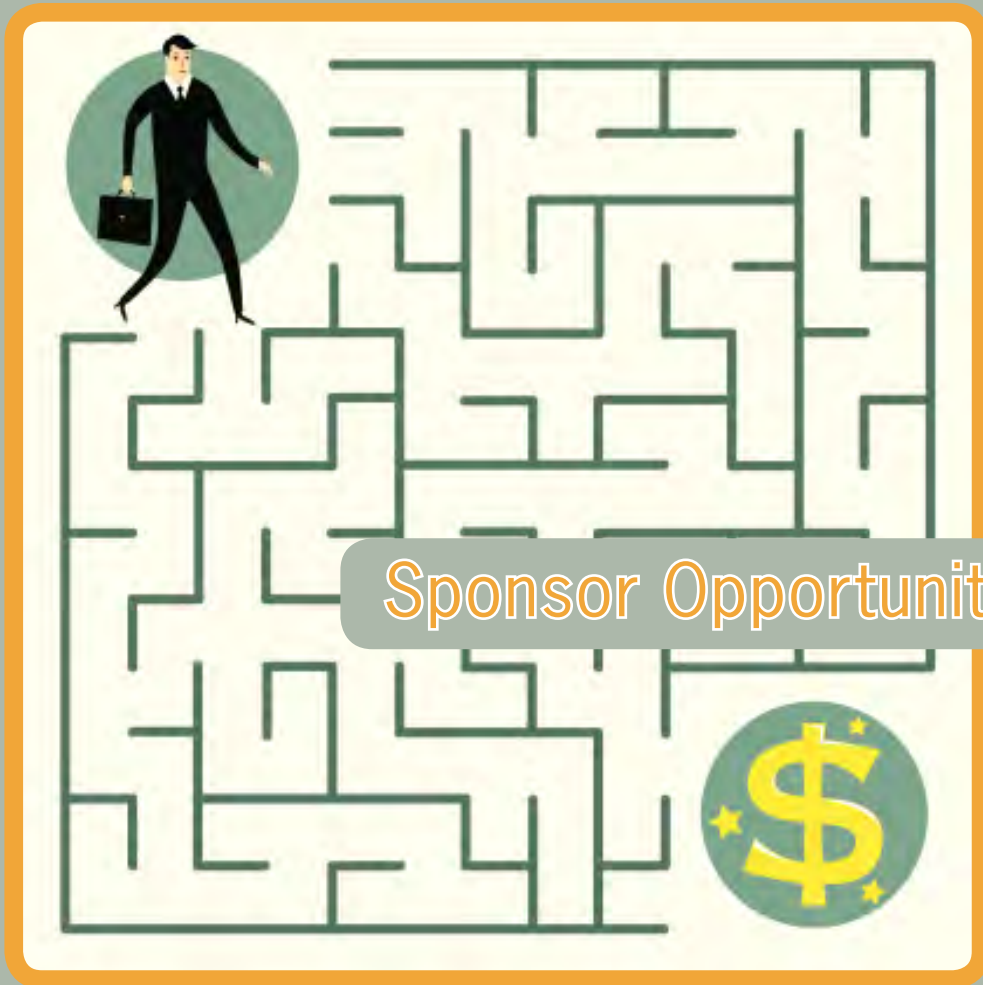
- Company name or logo included on all conference marketing materials
- Company description published in the conference program guide
- Company name or logo published in the conference direct mail brochure, if applicable
- List of attendee names, titles, firms, email and postal mail addresses two weeks prior to the conference and one week after the conference
- A complete set of conference registration materials and mobile app access for each full-conference registration
- Company name or logo included on signage in CBA registration area, acknowledging all sponsors and exhibitors, displayed in a prominent location for the duration of the conference

## How to Secure your Sponsorship:

- Contact CBA to confirm the availability of your desired sponsorship
- Complete the sponsor contract included with this brochure and email to CBA with your company logo (high resolution) and 50 word company description
- If included with your sponsorship, send CBA your program guide advertisement by January 16, 2015. No Receipt/No Inclusion/No Exceptions.

## Why sponsor or exhibit?

- Gain direct access to CBA member banks and institutions in an exclusive environment
- Maximize your company's brand awareness and increase your market position
- Raise your profile above your competitors
- Learn about the issues confronting today's financial service leaders and gain valuable insight into potential solutions
- Shape or reinforce a positive perception of your company with California bank executives
- Support the California Bankers Association, the largest non-profit banking organization serving the California financial services industry



Sponsor Opportunities

# Sponsor Opportunities

## GOLD LEVEL

### Keynote Speaker \$8,000

- Two full-conference registrations
- Choice of one booth space in the Marketplace or one additional full-conference registration
- Signage with company name or logo displayed at the entrance of the general session room
- One full-page color advertisement published in the conference program guide

### Meeting Space WiFi \$7,000

- Two full-conference registrations
- Choice of one booth space in the Marketplace or one additional full-conference registration
- Custom branded cards with your company name or logo and WiFi access information on each table in the general session room and at the CBA registration desk
- One full-page color advertisement published in the conference program guide

## SILVER LEVEL

### Sunday Welcome Reception \$6,000

- Two full-conference registrations
- Custom tent cards branded with your company name or logo at the bar(s) and on tables throughout the Marketplace during the reception
- Cocktail napkins with company logo distributed at the bar (black and white)
- Signage with your company name or logo displayed at entrance
- One full-page color advertisement published in the conference program guide

### Monday Reception \$6,000

- Two full-conference registrations
- Custom tent cards branded with your company name or logo at the bar(s) and on tables throughout the Marketplace during the reception
- Cocktail napkins with company logo distributed at the bar (black and white)
- Signage with your company name or logo displayed at entrance
- One full-page color advertisement published in the conference program guide

*NEW*

### Event Mobile App \$5,000

- Two full-conference registrations
- Logo or banner advertisement on mobile app event pages, for Apple and Android devices
- One full-page color advertisement published in the conference program guide

# Sponsor Opportunities continued

## **Continental Breakfast Sponsor \$5,000**

*Multiple available*

- Two full-conference registrations
- Custom tent cards branded with your company name or logo at each table and food stations
- Signage with company name or logo displayed at entrance
- One full-page color advertisement in the conference program guide

*\*Option to upgrade to full buffet (hot) breakfast, additional \$1,000*

## **Early-Bird Showcase Session \$5,000**

*Two available*

- Two full-conference registrations
- One booth space in the Marketplace
- Dedicated one-hour session to present your company and services to conference attendees  
Tuesday, March 17 at 7:30 a.m.
- One meeting room set classroom style with basic audio/visual equipment (screen, projector, laptop and remote control)
- Signage with company name or logo displayed at entrance
- One full-page color advertisement published in the conference program guide

## **Lunch \$5,000**

*Two available*

- Two full-conference registrations
- One reserved table for 8-10, prominently located
- Custom tent cards branded with your company name or logo on each table
- Signage with company name or logo displayed at entrance
- One full-page color advertisement published in the conference program guide

## **Tote Bag \$5,000**

- Two full-conference registrations
- Tote bags custom branded with your company name or logo distributed to each attendee upon check-in at the CBA registration desk
- One full-page color advertisement published in the conference program guide

## **CBA Registration Desk \$5,000**

- Two full-conference registrations
- Custom name badge lanyards with company name or logo distributed to each attendee upon check-in at the CBA registration desk
- Signage at the registration desk with company name or logo displayed for the duration of the conference
- One full-page color advertisement published in the conference program guide

## **Conference Program Guide \$5,000**

- Two full-conference registrations
- Company name or logo positioned prominently on the front cover of the program guide
- One full-page color advertisement published on the back cover of the conference program guide

## **Hotel Room Keycard \$5,000**

- Two full-conference registrations
- Custom hotel room keycards branded with your company name or logo, distributed to attendees in the CBA group room block by hotel staff at check-in
- One full-page color advertisement published in the conference program guide

# Sponsor Opportunities continued

## BRONZE LEVEL

### **Golf Tournament \$4,000**

- Two full-conference registrations and tournament fees
- Two additional tournament fees for registered attendees (bankers)
- Signage with company name or logo displayed at tournament check-in
- One full-page color advertisement published in the conference program guide

### **Refreshment Break \$4,000**

*Multiple available*

- One full-conference registration
- Signage with company name or logo displayed at entrance
- Custom tent cards branded with company name or logo at food stations
- One full-page color advertisement published in the conference program guide

### **Conference Program Guide Ad \$3,000**

*Multiple available*

- One full-conference registration
- One full-page color advertisement published in the conference program guide

### **Event Sponsor**

**\$1,500 members**

**\$2,000 non-members**

- One full-conference registration  
(The option to purchase additional full-conference registrations is not available at this level)

“ We sponsor and participate in CBA events to network and connect with the top credit officers in the California banking industry. ”

**Doug Kraft**  
Kraft Opich, LLP



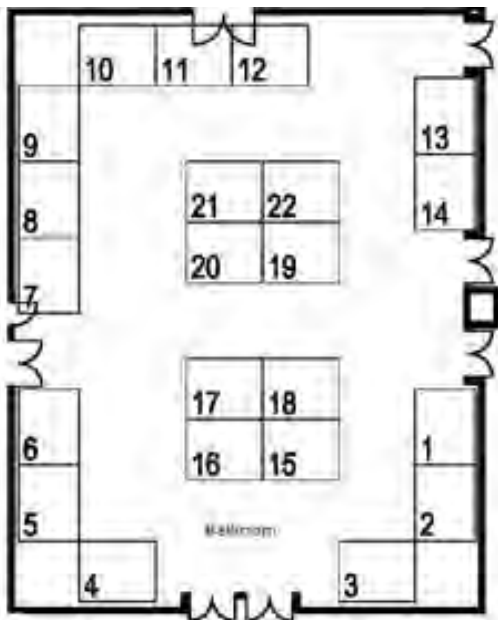
Exhibitor Information



# Exhibitor Information

## Marketplace Booth Packages Include:

- Two (2) full-conference registrations, including session materials and mobile app access
- One 8' x 10' table-top booth space at a pre-assigned location in the Marketplace, including one 6-foot table, two chairs and a wastebasket
- Custom printed placard of your company name or logo to display at your booth
- Company name or logo included on all conference marketing materials
- Company description published in the conference program guide
- Company name or logo published in the conference direct mail brochure, if applicable
- List of attendee names, titles, firms, email and postal mail addresses two weeks prior to the conference and one week after the conference
- Company name or logo included on signage in CBA registration area, acknowledging all sponsors and exhibitors, displayed in a prominent location for the duration of the conference



## Exhibitor Prize Drawing

As an additional incentive for attendees to visit your booth, you have the option of participating in the CBA coordinated exhibitor prize drawings. Held during the exhibitor recognition reception held Tuesday, March 18, one representative from each booth will be given the opportunity to announce their winner.

Notify CBA of your giveaway item no later than January 16, 2015, to be added to the exhibitor prize sheet that will be included in each attendee's materials packet.

## Marketplace Hours (subject to change)

### Sunday, March 16

3:00 p.m. – 5:00 p.m. Exhibitor setup  
 5:00 p.m. – 6:30 p.m. Welcome reception

### Monday, March 17

7:30 a.m. – 8:30 a.m. Breakfast  
 9:45 a.m. – 10:15 a.m. Refreshment break  
 2:45 p.m. – 3:15 p.m. Refreshment break  
 4:30 p.m. – 6:00 p.m. Reception

### Tuesday, March 18

7:30 a.m. – 8:30 a.m. Breakfast  
 10:30 a.m. – 11:00 a.m. Refreshment break  
 2:45 p.m. – 3:15 p.m. Refreshment break  
 5:00 p.m. – 6:30 p.m. Exhibitor recognition reception and prize drawings  
 6:30 p.m. – 7:00 p.m. Marketplace closes (exhibitors tear down)

## Marketplace Booth Package Prices

### Early-Bird by Friday, January 16, 2014

CBA Member \$2,495

Non-Member \$3,995

### Standard after Friday, January 16, 2014

CBA Member \$2,995

Non-Member \$4,495



# CBA Marketplace Terms and Conditions

**Conditions:** Sponsor/exhibitor agrees not to use the California Bankers Association (hereafter referred to as CBA) name, initials or logos in any advertising or marketing materials without express written permission of the CBA. CBA reserves the right to modify and/or cancel program, location, content and speakers.

**Compliance:** All sponsors/exhibitors must comply with all federal, state and local laws and regulations throughout the duration of the conference.

**Cancellation/Refund Policy:** Executed contracts are binding and non-refundable. In the event the CBA elects to cancel this conference, CBA will refund only payments made directly to CBA and will not be held responsible for other costs or expenditures incurred by the sponsor/exhibitor. CBA will not refund payments or assume additional costs and liability that result from "acts of God."

**Sponsor/Exhibitor Conduct:** The CBA reserves the right to terminate your sponsor/exhibitor contract for any practice resulting in complaints from any attendee, CBA senior officer or CBA board member, before or during the event, that interferes with the rights of others or exposes them to annoyance or danger. In some instances, CBA may retain all monies received as liquidated damages. If on event site, CBA reserves the right to direct the sponsor/exhibitor to remove its agents, employees and merchandise from event immediately.

**"Unauthorized" Conference Events:** Any "unauthorized" events (including dinners, receptions, parties, outings, tournaments and the like) held in conjunction or direct conflict with this conference, or any of its planned functions, by a conference sponsor/exhibitor must be approved in advance by CBA. Failure to notify CBA of such events at least 60 days prior to the CBA event date may cause forfeiture of the sponsor/exhibitor event. CBA reserves the right to cancel such events prior to the event date and sponsor/exhibitor will be responsible for all penalty costs associated with the cancellation.

**Literature Distribution:** Canvassing in any part of the facility is strictly prohibited. Any person doing so will be requested to discontinue immediately.

**Admission of Vendors/Attendees/Children:** CBA requires a conference badge for everyone who attends the conference to be worn at all times. Children under the age of 18 will not be permitted to attend the conference.

**Hotel Room Drops:** All room drops must be arranged and approved in advance by the CBA. Sponsors/exhibitors may not make arrangements to distribute items directly through the hotel. All distributed items will be arranged by the CBA events department and will be subject to all applicable fees and charges.

**Company Descriptions and Logos:** As part of your package, the CBA will promote your organization throughout the marketing effort of the conference. CBA will need a company

description and logo (eps format, at least 300 dpi) in electronic format, for inclusion in the final conference program guide.

**Sponsor Giveaways:** All items distributed at sponsored events must be arranged for and approved of in advance by the CBA. Sponsors may not make arrangements to distribute items directly through the hotel. All distributed items will be arranged by the CBA events department and will be subject to all applicable fees and charges.

**Networking Opportunities:** Each full-conference sponsor/exhibitor registration includes admittance into all sessions, meal functions and receptions. There are no extra fees for you to attend these activities. CBA encourages representatives to take advantage of time outside of the Marketplace. If you have paid for an additional representative to attend, take turns going to the sessions and your booth will always be covered. CBA does not offer "day pass" registrations.

**Marketplace Security:** During non-exhibition dates and times, the Marketplace will be locked, but WILL NOT be a guarded area. If you wish to leave your display up during these times, CBA and the hotel are not responsible for your property. Please take all valuable items with you. If you need a place to store them, please contact a CBA or hotel staff member.

## Marketplace Guidelines:

1. Please maintain order to allow the best possible networking environment.
2. Setup must be completed by the time specified by CBA.
3. Aisles must be kept clear.
4. Arrange your booth so that other displays and booths are not obstructed.
5. DO NOT host conference calls at your booth. If you do, you will be asked to leave the Marketplace.
6. Only one company is allowed per booth space.
7. Trade outs between registered/non-registered sponsor/exhibitor representatives is not allowed. All representatives must be registered prior to the start of the conference. CBA does not offer "day pass" registrations.
8. DO NOT tear down before the exhibit hall officially closes.

**Pre/Post-Conference Attendee Lists:** The attendee lists provided are for the exclusive benefit of registered sponsors/exhibitors of the conference. CBA strongly discourages the sharing of these lists with non-registered companies or individuals.

**Liability:** It is mutually agreed that CBA and the hotel shall not be liable for any damage, loss, destruction of property and/or injuries to a sponsor/exhibitor, resulting from any cause, unless caused by the negligence of the hotel or CBA, respectively. All other claims for any such loss, damage or injury, are expressly waived by the sponsor/exhibitor.

# Marketplace Vendor Terms and Conditions continued

**Rights of Trade Show Management:** CBA reserves the right to enforce additional conditions, rules and regulations as CBA deems necessary to enhance the success of the Marketplace and overall conference. Should any emergency arise, of any nature, prior to the conference, that would prevent its scheduled opening, including destruction or damage to the Marketplace by fire, storm, "acts of God," etc., or the declaration of any emergency by the government, it is expressly agreed that CBA may retain as much of the payment for the sponsorship/booth space as is necessary to cover the expenses incurred by CBA up to the time of such emergency. All points not covered by these rules are subject to show management.

**Terms of Payment:** Sponsors/exhibitors are required to pay 100 percent within 30 days of the date CBA receives the signed contract. If the event start date is less than 30 days from contract submission, payment must be received immediately. No branding or promotion will take place until full payment is received. If payment is not received in the time frame specified above, the sponsorship/booth space will be released and made available for sale again by CBA.

Revised 7/16/2014

For more information, or to secure a booth space, please contact:

**Melissa O'Campo**

Manager of Events and Registrations  
(916) 438-4435  
mocampo@calbankers.com

**Stacy Wolfenberger**

Manager of Events and Trade Show Logistics  
(916) 438-4418  
swolfenberger@calbankers.com

## Calendar of Events

**October 7 - 10, 2014**

36th Annual Regulatory Compliance Conference  
Sheraton Carlsbad Resort  
Carlsbad, CA  
calbankers.com/regcomp14

**November 6 - 7, 2014**

2014 Chief Credit Officers Symposium  
The Clement Monterey  
Monterey, CA  
calbankers.com/CCO14

**January 8 - 10, 2015**

2015 Bank Presidents Seminar  
Four Seasons Biltmore  
Santa Barbara, CA  
calbankers.com/bps15

**March 15 - 18, 2015**

28th Annual Lenders Conference  
Omni Rancho Las Palmas Resort  
Rancho Mirage, CA  
calbankers.com/lenders15

**May 7 - 9, 2015**

124th Annual Convention and  
48th Annual Bank Counsel Seminar  
Hyatt Regency Huntington Beach  
Huntington Beach, CA  
calbankers.com/ac15

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For more information on upcoming conferences contact:

Cynthia DeOliver, (916) 438-4401  
cdeoliver@calbankers.com

Stacy Wolfenberger, (916) 438-4418  
swolfenberger@calbankers.com

Melissa O'Campo, (916) 438-4435  
mocampo@calbankers.com

# Sunday, March 15

## Join us for the

### 28<sup>th</sup> Annual Lenders Golf Tournament

Shot gun start time: 11:00 a.m.



Adjacent to the Rancho Las Palmas Resort is the beautiful Ted Robinson designed, 27-hole golf course that is the centerpiece of Rancho Las Palmas Country Club.

Three distinct nine-hole layouts add a unique flavor to every round played at our Palm Springs golf resort. The generous fairways of this player-friendly course wind their way throughout the resort, and with six lakes and infamous Ted Robinson bunkering, provides a memorable challenge for even the best of players.

## Register Today!

**For questions about the golf tournament please contact Stacy Wolfenberger at (916) 438-4418 or [swolfenberger@calbankers.com](mailto:swolfenberger@calbankers.com), or Melissa O'Campo at (916) 438-4435 or [mocampo@calbankers.com](mailto:mocampo@calbankers.com)**

# *Omni Rancho Las Palmas Resort*

## *Rancho Mirage, California*



*W*elcome to Rancho Las Palmas Resort — the Palm Springs resort of choice for families, couples and stylish sunchasers of all ages. Whether seeking an escape to relax with friends or an adventure where aquatic fun has no limits, this captivating Palm Springs resort is the place to be.





California Bankers Association (CBA)

## 28<sup>th</sup> Annual Lenders Conference

March 15-18, 2015 • Omni Rancho Las Palmas Resort • Rancho Mirage, CA

# Marketplace Sponsor/Exhibitor Contract

*Contact CBA before submitting this completed contract to confirm the availability of your desired sponsorship. Please return the Sponsor/Exhibitor Registration Form with your completed contract.*

### Part I: Company Information

Company Name: \_\_\_\_\_

### Part II: Contact Information

The following contact is hereby designated to receive all logistical communications from the CBA:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Full Address: \_\_\_\_\_

### Part III: Fees

Sponsored Item: \_\_\_\_\_ Fee: \_\_\_\_\_

Booth Prices	Early-Bird by January 16, 2015	Standard
CBA Member	\$2,495	\$2,995
Non-Member	\$3,995	\$4,495

Booth Type:             Member                       Non-Member                      Fee: \_\_\_\_\_

### Part IV: Deadlines

Your company logo and 100-word description are due with this contract.

Program guide advertisements are due January 16, 2015. No receipt, no inclusion, no exceptions.

### Part V: Terms of Payment

Sponsors/Exhibitors are required to pay 100 percent within 30 days of the date CBA receives the signed contract. If the event start date is less than 30 days from contract submission, payment must be received immediately. No branding or promotion will take place until full payment is received. If payment is not received in the time frame specified above, the sponsorship will be released and made available for sale again by CBA.

### Part VI: Acceptance of CBA Marketplace Terms and Conditions

By submitting a signed copy of this Sponsor Contract, I acknowledge that I have read and our company agrees to abide by the Marketplace Terms and Conditions outlined by the CBA.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_





California Bankers Association (CBA)

## 28<sup>th</sup> Annual Lenders Conference

March 15-18, 2015 • Omni Rancho Las Palmas Resort • Rancho Mirage, CA

# Marketplace Sponsor/Exhibitor Contract

### Method of Payment (select one)

Company Name: \_\_\_\_\_

**Mail a check, payable to:**

California Bankers Association  
Attn: Accounting Dept. – A/R  
1303 J Street, Suite 600  
Sacramento, CA 95814

**Credit card**

Charge the total of: \$ \_\_\_\_\_

To my:  Visa  MC  AmEx

Card #:

Exp. Date:     Zip:

Cardholder Name: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please direct all questions and contracts to:**

Stacy Wolfenberger  
Manager of Events and Trade Show Logistics  
P: (916) 438-4418  
F: (916) 438-4318  
E: [swolfenberger@calbankers.com](mailto:swolfenberger@calbankers.com)

**FOR CBA USE ONLY:**

NOTES \_\_\_\_\_  
CRM# \_\_\_\_\_ REG ID \_\_\_\_\_  
CK # \_\_\_\_\_ IND ID \_\_\_\_\_  
AMT \_\_\_\_\_ DATE ISS \_\_\_\_\_ DATE \_\_\_\_\_  
CORP/PERS DATE DEP \_\_\_\_\_ BY \_\_\_\_\_ ACCT # 300330



California Bankers Association

28th Annual Lenders Conference

March 15-18, 2015 • Omni Rancho Las Palmas Resort • Rancho Mirage, California

Sponsor/Exhibitor Registration Form

COMPANY INFORMATION

Please type/print clearly. Registrant information will be published in the conference attendee list as it appears on this form.

Company Name \_\_\_\_\_

Sponsor - Sponsorships include a limited number of complimentary registrations, refer to the Marketplace brochure

Exhibitor - Booth packages include two complimentary registrations, refer to the Marketplace brochure

REPRESENTATIVE #1 INFORMATION

Mr.  Ms. Last name \_\_\_\_\_ First name \_\_\_\_\_

Badge name \_\_\_\_\_ Title \_\_\_\_\_

Email address (required) \_\_\_\_\_

Telephone number \_\_\_\_\_

Address \_\_\_\_\_

Spouse full name \_\_\_\_\_

Assistant/preparer email address (for additional confirmation) \_\_\_\_\_

REGISTRATION TYPE

- Complimentary
 \$795 Additional Representative
 \$150 Golf
 \$495 Spouse

REPRESENTATIVE #2 INFORMATION

Mr.  Ms. Last name \_\_\_\_\_ First name \_\_\_\_\_

Badge name \_\_\_\_\_ Title \_\_\_\_\_

Email address (required) \_\_\_\_\_

Telephone number \_\_\_\_\_

Address \_\_\_\_\_

Spouse full name \_\_\_\_\_

Assistant/preparer email address (for additional confirmation) \_\_\_\_\_

REGISTRATION TYPE

- Complimentary
 \$795 Additional Representative
 \$150 Golf
 \$495 Spouse

PAYMENT INFORMATION

CHECK (payable to California Bankers Association)

CHARGE \$\_\_\_\_\_ TO MY:  Visa  MC  AmEx

Card number \_\_\_\_\_ Exp date \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Zip+4: \_\_\_\_\_

Signature: \_\_\_\_\_

LOCATION

Omni Rancho Las Palmas Resort
41-000 Bob Hope Dr
Rancho Mirage, CA 92270
(866) 423-1195

For details on the CBA rate, visit:
www.calbankers.com/lenders15

REGISTRATION/BILLING QUESTIONS?

Contact Melissa O'Campo, manager of events and registrations, at (916) 438-4435 or
registrations@calbankers.com

CONFERENCE QUESTIONS?

Contact Stacy Wolfenberger, manager of events and tradeshow logistics at (916) 438-4418 or
swolfenberger@calbankers.com

Please allow 48 hours to process your registration. Confirmation will be emailed to the address(es) provided.

FOR CBA USE ONLY
CRM# \_\_\_\_\_ REG ID \_\_\_\_\_
(E) 2531 / (S) 2533 -300330 \_\_\_\_\_ IND ID \_\_\_\_\_
CK# \_\_\_\_\_ AMT \_\_\_\_\_ DATE ISS \_\_\_\_\_ DATE \_\_\_\_\_
CORP/PERS DATE DEP \_\_\_\_\_ BY \_\_\_\_\_ BY \_\_\_\_\_

Logos, company descriptions and advertisements are due January 16. No Exceptions.