



39TH ANNUAL Regulatory Compliance CONFERENCE

Sponsor and Exhibitor Opportunities | Marketplace Information

October 3-6, 2017 | Paradise Point Resort & Spa | San Diego, California





39TH ANNUAL Regulatory Compliance CONFERENCE

This conference attracts more than 200 BSA officers, compliance officers and attorneys representing our members, who gather each year to discuss the latest regulatory changes and compliance issues, and look for the best products and services available to their institution.

WHO ATTENDS:

- Bank counsel
- BSA officers
- Compliance officers
- Operations officers
- Chief Risk officers
- Auditors
- Regulators

ALL SPONSORSHIPS INCLUDE:

- ✓ Complimentary registration
- ✓ Complete access to the convention app
- ✓ List of attendee names, titles, firms and mailing addresses two weeks prior to the conference and one week after the conference (Outreach must be approved by CBA before mailing to attendee. Please see Marketplace Terms and Conditions for further information).
- ✓ Company description (50 words) and company logo included on the conference app
- ✓ Company name or logo included on signage in registration or exhibit hall area, acknowledging all CBA sponsors and exhibitors

WHY SPONSOR OR EXHIBIT:

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

REGULATORY COMPLIANCE CONFERENCE SPONSORSHIP OPPORTUNITIES

KEYNOTE SPEAKER SPONSOR (\$10,000)

- Three full-conference registrations
- One complimentary booth in the marketplace
- Signage with company logo displayed at entrance
- Podium recognition

WEDNESDAY LUNCH (\$8,000)

- Three full-conference registrations
- One complimentary booth in the marketplace
- Opportunity to place marketing collateral at each seat
- Signage with company logo displayed at entrance
- Podium recognition

THURSDAY AWARDS LUNCHEON (\$8,000)

- Three full-conference registrations
- One complimentary booth in the marketplace
- Opportunity to place marketing collateral at each seat
- Signage with company logo displayed at entrance
- Podium recognition

EVENT MOBILE APP SPONSORSHIP (\$7,500)

- Two full-conference registrations
- Custom banner ad on event mobile app during the conference
- Verbal recognition of sponsorship during the conference

HOTEL ROOM KEYCARD (\$6,500)

- Two full-conference registrations
- Company logo on hotel room keycard

BREAKFAST (\$6,500)

Three available: Wednesday, Thursday, Friday

- Two full-conference registrations
- Signage with company logo displayed at entrance
- Opportunity to place marketing collateral at each seat

WELCOME RECEPTION (\$6,000)

- Two full-conference registrations
- Signage with company logo displayed during the Welcome Reception
- Podium recognition

CBA REGISTRATION DESK (\$6,000)

- Two full-conference registrations
- Custom badge lanyards printed with company logo distributed to all attendees upon check-in at the CBA registration desk
- Signage at registration desk with company logo displayed for the entire conference

ATTENDEE TOTE BAG (\$6,000)

- Two full-conference registrations
- Company logo displayed on tote bag, distributed to all attendees upon check-in at the CBA registration desk

THURSDAY "BEACH PARTY" RECEPTION (\$5,000)

- Two full-conference registrations
- Signage with company logo displayed at entrance
- Company logo positioned prominently on the front cover of the Beach Party passport
- Cocktail napkins with company logo at reception bar



ATTENDEE GIFT (\$5,000)

- One full-conference registration
- Opportunity to have a pre-purchased item of your choice included in each attendee tote bag (item will be selected by the CBA)

AMERICAN BANKER, US BANKER, WALL STREET JOURNAL OR NEW YORK TIMES DOOR DROP (\$4,000)

- One full-conference registration
- Choice of distributing AB, USB, WSJ or NYT to all attendee's room at the conference hotel
- Custom branded label applied to each publication

REFRESHMENT BREAK (\$3,500)

Five available: Wednesday morning, Wednesday afternoon, Thursday morning, Thursday afternoon or Friday morning.

- One full-conference registration
- Signage with company logo displayed at entrance

DOOR DROP (\$3,000)

- One full-conference registration
- Choice of distributing a company collateral item to each attendee's room at the conference hotel (item must be pre-approved by CBA)

Sponsorship opportunities are not limited to what is listed in this brochure and the CBA is willing to consider other opportunities.

For all sponsor questions, please contact Rosemary Mignano, Manager, Sponsors, Exhibitors and Member Development at (916) 438-4435 or rmignano@calbankers.com. Company description and logo — in two formats: a jpg format and a vector eps format — are due no later than August 25, 2017.

MARKETPLACE INFORMATION

ALL MARKETPLACE BOOTH PACKAGES INCLUDE:

- ✓ One full-conference registration
- ✓ One 8' x 10' table top booth at a pre-assigned location in the Marketplace
- ✓ One six-foot table, two chairs and a wastebasket
- ✓ Custom printed placard of your company name or logo to display at your booth
- ✓ List of attendee names, titles, firms and mailing addresses two weeks prior to and one week after the conference
- ✓ The option to participate in the exhibitor prize drawing

EXHIBITOR PRIZE DRAWING:

As an additional incentive for attendees to visit your booth in the Marketplace, you have the option of participating in the CBA coordinated exhibitor prize drawing. Held on Thursday, October 5, 2017, one representative from each booth will be given the opportunity to announce their winner.

MARKETPLACE SCHEDULE (SUBJECT TO CHANGE)

TUESDAY, OCTOBER 3

12:00 p.m. – 4:00 p.m.	Marketplace open for exhibitor check-in and setup only
4:30 p.m. – 5:00 p.m.	Refreshment break and Marketplace opening
6:00 p.m. – 7:00 p.m.	Welcome Reception in Marketplace

WEDNESDAY, OCTOBER 4

7:30 a.m. – 8:45 a.m.	Breakfast in Marketplace
10:00 a.m. – 10:30 a.m.	Refreshment Break in Marketplace
2:45 p.m. – 3:15 p.m.	Refreshment Break in Marketplace
4:45 p.m. – 6:00 p.m.	Beach Party Reception

THURSDAY, OCTOBER 5

7:30 a.m. – 8:30 a.m.	Breakfast in Marketplace
10:00 a.m. – 10:15 a.m.	Refreshment Break in Marketplace
2:30 p.m. – 3:00 p.m.	Refreshment Break in Marketplace
4:30 p.m. – 6:00 p.m.	Exhibitor Recognition Reception and Prize Drawing in Marketplace
6:00 p.m. – 8:00 p.m.	Marketplace close, exhibitor teardown

MARKETPLACE BOOTH PACKAGE PRICES

EARLY-BIRD

(By Friday, August 4, 2017)

CBA Member	\$1,995
Non-Member	\$3,495

STANDARD

(After Friday, August 4, 2017)

CBA Member	\$2,495
Non-Member	\$3,995

For more information, or to secure a booth space, please contact Rosemary Mignano, Manager, Sponsors, Exhibitors and Member Development at (916) 438-4435 or rmignano@calbankers.com.



MARKETPLACE TERMS AND CONDITIONS FOR SPONSORS AND EXHIBITORS

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."

"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 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 VISITORS/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. In addition, must be 21 or older and registered to enter exhibit hall.

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. We will need from you a 50-word company description (with contact information) for inclusion on the conference app in electronic format. We will also need a copy of your corporate logo in jpeg format).

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 in your booth space to allow the best possible networking environment.
2. You are a confirmed registrant of our convention. Please consider attending scheduled breakouts and keynote sessions during non-exhibit hall hours.
3. Setup must be completed by the time specified by CBA.
4. Aisles must be kept clear.
5. Arrange your booth so that other displays and booths are not obstructed.
6. DO NOT host conference calls at your booth. If you do, you will be asked to leave the Marketplace.

7. Only one company is allowed per booth space.
8. 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.
9. 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.

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.



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