

A close-up photograph of a dartboard with three yellow darts. The darts are positioned in the center, with their tips pointing towards the bullseye. The dartboard has a wooden face with various colored segments (yellow, green, red, black) and a black outer ring. The background is dark and out of focus.

SELECT
YOUR
TARGET

COMMUNICATIONS OPPORTUNITIES

WITH MEMBERS OF THE
COMMUNITY BANKERS ASSOCIATION OF ILLINOIS

The purpose of this brochure is to assist our partners in determining how best to utilize their associate memberships in CBAI and, more importantly, to reach the CBAI member bankers.

Additionally, it may help you to more efficiently allocate your budget throughout the year.

Please note that rates are subject to change. Also, as the year goes along, opportunities may be added.

It's our sincere hope that this document is helpful.

Questions?
Valerie Johnston
CBAI SVP Communications
cbaicom@cbaicom.com

ADVERTISE
AUTHOR
EXHIBIT
SPEAK
SPONSOR

SELECT YOUR TARGET

CBAI Opportunities for Advertising, Authoring, Exhibiting, Speaking and Sponsoring

(rates subject to change)

Key CBAI Staff Contacts for Opportunities

Communications

Valerie Johnston, Senior Vice President Communications – cbaicom@cbaicom.com
(*Banknotes Magazine, E-News Articles, Associate Member Directory, Directory of Illinois Financial Institutions, Foundation for Community Banking*)

Stacy Workman, Vice President Operations & Communications – stacyw@cbaicom.com
(Website Ad Banners, E-News Advertising)

Education/Special Events

Tracy McQuinn, Senior Vice President Education & Special Events – tracym@cbaicom.com
(Speaker Bios and Resumes, Convention Speakers & Sponsorships, CEO Forums, Senior Lenders Forums, Group Meetings, Directors' College and Directors' Conference, Lending Institutes)

Melinda McClelland, Vice President Education & Special Events – melindam@cbaicom.com
(CBAI's Career Development Division (CDD), Convention Exhibit Hall Operations, Community Bankers School, Technology Groups, Ag Lenders' Conference, HR Groups, Branch Manager Groups, Operations & Technology Seminars, Front-Line Personnel Seminars)

Jennifer Nika, Vice President Education & Special Events – jennifern@cbaicom.com
(Marketing Groups, Marketing Conference, Women in Banking Conference, CBAI Convention Advertising, Compliance/Auditing Programs)

Governmental Relations

Jerry Peck, Senior Vice President Governmental Relations – jerry@cbaicom.com
(Capital Conference)

Megan Peck, Vice President Governmental Relations – megan@cbaicom.com

David Schroeder, Senior Vice President Federal Governmental Relations – davids@cbaicom.com
(Call on Washington, CBAI FedPac Ballgame)

Community BancService Corporation

Mike Kelley, President - mike@cbaicom.com

Mike Duke, Vice President Member Services - miked@cbaicom.com

For each opportunity detailed herein, the following key indicates which department is responsible:

Communications	(Comm)
Education/Special Events	(Educ)
Governmental Relations	(GR)
Operations	(Ops)
Community BancService Corporation	(CBSC)

CONTACT

SELECT YOUR TARGET

ADVERTISING OPPORTUNITIES

BANKNOTES MAGAZINE (Comm)

Place your ads through a representative of the publisher of *Banknotes*, Heidi Whitacre, at 800/572-0011 or heidi@emconsultinginc.com. A media kit and past issues are available at www.cbai.com. Advertising rates range from \$1,000+ (cover position) to \$299 (business card ad) and depend on size and frequency. Non-member rates are also available.

E-NEWSLETTER (Ops)

The E-Newsletter is published every other Wednesday. There is one sponsor position available, and numerous ad positions available. Only CBAI member firms may advertise.

Sponsor: \$8,000/year (26 issues) SOLD 1 POSITION
Ad rates: \$5,000/year (26 issues)* SOLD 1 POSITION (First Page guarantee)
\$2,600/six months (13 issues)**
\$1,350/quarter (6 issues)**

Deadline: Two weeks prior to start.

Specifications* 1.5 inch x 2.5 inch
Specifications** 1.5 inch x 1 inch

FINANCIAL DIRECTORY (Comm)

The *Directory of Illinois Financial Institutions* is distributed to nearly 500 bankers and 170 associate member firms. It is also available in online and e-book versions. Opportunities to advertise include display ads throughout the Directory and in the Buyers' Guide section. If you would like to place an ad in the Directory (distributed in June each year), please contact Michelle Owells of the Directory publisher, BankNews Media, at mowells@banknews.com or 913-261-7067. Current rates range from \$1,000+ (cover position) to \$170 (simple, five-line listing). Non-member rates are also available for certain positions only.

CBAI WEB SITE AD BANNER (Ops)

A limited number of ad banners are available on CBAI's web site, www.cbai.com. Advertisers can link to their web sites, or to specific marketing pieces through this banner. Only CBAI associate member firms may advertise. For availabilities, please contact the CBAI Operations Department.

Ad Banner rate \$1,250/year
Specifications 5 inches x 1 inch
(Banners may be updated quarterly)

ADVERTISE

SELECT YOUR TARGET

ASSOCIATE MEMBER DIRECTORY (Comm)

The CBAI *Associate Member Directory* is updated and mailed twice annually to approximately 1,300 individuals: main bank contacts, purchasing agents, members of the CBAI Career Development Division, associate member firms, and others.

It's a vital resource for those looking for vendors to solve their purchasing and consulting needs. The Directory is divided into three sections:

- By category of business/product/service;
- Alphabetical by firm name; and
- Preferred services of Community BancService Corporation (CBSC), a division of CBAI.

Advertising ranges from \$635 - \$895 (one-time placement) to \$485 - \$1,250 (per issue, two-time placement), depending on position. Only CBAI associate member firms may advertise.

GROUP MEETING BOOKLET (Educ)

Ad positions are **ONLY** available for Group Meeting Sponsors. Only CBAI member firms may advertise. (*see Group Meeting Sponsors for information*)

CONVENTION PROGRAM (Educ)

CBAI offers associate members an opportunity to reach all convention registrants by advertising in the convention program book. Distributed to all convention participants, this book encompasses all information regarding the convention, and is referred to often by attendees. As such, it is a great opportunity to get your firm's information in the hands of community bankers!

The Convention Exposition Program is 9" tall by 4" wide. The cover of the book (inside and outside front and back cover) is printed in color and the inside pages and ads are printed in black and white.

Outside Back Cover (color ad)	\$475*
Inside Back Cover (color ad)	\$400*
Inside Front Cover (color ad)	\$400*
Full Page (black and white ad)	\$250

**Cover positions available only to gold-level sponsors and above.*

ADVERTISE

SELECT YOUR TARGET

AUTHORING OPPORTUNITIES

BANKNOTES MAGAZINE (Comm)

Editorial: CBAI associate members are welcome to submit articles for publication in *Banknotes*, CBAI's bi-monthly magazine, which is distributed to approximately 3,000 subscribers via mail and is also available online. Articles should be educational and not advertising-oriented in nature. The deadline for submitting content is February 1 for the March edition, and so on. Articles should be no longer than 1,250 words and include a title and author's name, title, and contact information. Please forward articles to Valerie Johnston at cbaicom@cbaicom.com.

Member News: Key Illinois personnel changes, new product development, and other items that may be of interest to the CBAI membership may be placed in the Member News column in *Banknotes*. Please forward to Valerie Johnston at cbaicom@cbaicom.com.



E-NEWSLETTER (Comm)

The E-Newsletter is published every other Wednesday. You are encouraged to submit white papers and other educational offerings. Please forward content to Valerie Johnston at cbaicom@cbaicom.com (For CBSC marketing partners, please send information to Mike Duke at miked@cbaicom.com and Judy Wheaton at judyw@cbaicom.com). If there is anyone within your organization who would like to be added to the E-Newsletter distribution list, please contact Stacy Workman at stacyw@cbaicom.com.

SELECT YOUR TARGET

EXHIBITING OPPORTUNITIES

CBAI CONVENTION (Educ)

Exhibiting during CBAI's Annual Convention will dramatically raise your company's visibility and level of awareness in Illinois' community banking markets. The CBAI Convention is the largest Illinois community-bank event held each year. Exhibitors gain exposure over several months in CBAI print and online communication to members, as well as throughout the three-day convention. Exhibitor information will be sent to you several months before this annual event, generally held in mid- to late September. Attendance is typically 250 bankers representing 115 banks; most are C-level individuals and outside bank directors.

Convention booths range in price from \$1,300 to \$1,500, depending on location. Non-member rates are also available.

MINI CONFERENCES (Educ)

Target your exposure to specific audiences by purchasing a tabletop display at one of the following conferences.

- Marketing Conference (Spring) - \$300/display
- Women in Banking Conference (Fall) - \$300/display
- Ag Conference (1st Q) - \$400/display
- Directors' Conference (4th Q) - \$500/display



**CBAI'S 45TH ANNUAL
CONVENTION & EXPO
SEPTEMBER 19-21, 2019
SPRINGFIELD, IL**

SAVE THE DATE!

EXHIBIT

SELECT YOUR TARGET

SPEAKING OPPORTUNITIES

CALL FOR PRESENTATIONS (Educ)

You are invited to submit programming ideas to be developed into a possible CBAI educational seminar or for presentation at CBAI's Annual Convention & Exposition. Here's how you and your firm benefit.

- Generate contacts among community bankers for relationship-building and sales
- Gain visibility and credibility in the eyes of Illinois community bankers
- Demonstrate support for community banking

The CBAI Education and Special Events Committees meet several times a year to evaluate program ideas based on five criteria: Timeliness of the topic; overall quality; relevance to the community-banking profession; well-defined focus; and practical application of the material. Break-out sessions are to be educational and not sales oriented. Individuals submitting approved topics will be contacted to work out details if selected by those committees.

We encourage you to forward potential speaker abstracts to CBAI's Education Department at the beginning of each calendar year to Tracy McQuinn at tracym@cba.com.

Additionally, CBAI annually hosts both in-person and webinar-based education seminars on more than 200 bank-related topics, educating more than 6,000 Illinois bankers. Please refer to the CBAI website at www.cba.com to review a complete list of upcoming seminars.

CBAI EDUCATION GROUPS AND FORUMS (Educ)

CBAI Groups and Forums are designed for bankers to interact in small groups and set their own agendas in cooperation with CBAI staff and an outside facilitator. Groups provide an opportunity for community-bank officers to discuss important issues with other non-competing community bankers. These groups are an excellent way to bring your message to targeted groups. Speakers must be invited to attend by the group which typically meet on a quarterly basis.

- Branch Manager Groups
- CEO Forums
- Human Resources Groups
- Marketing Groups
- Operations & Technology Groups
- Senior Lenders Forums

SPEAK

SELECT YOUR TARGET

SPONSORING OPPORTUNITIES

Only CBAI associate member firms may serve as sponsors

Sponsorship opportunities vary greatly and encompass many segments of the CBAI audience. They range from special events (Convention, Group Meetings), to education (mini-conferences), legislative gatherings (Call on Washington, Capital Conference, CBAI FedPac ballgame), to philanthropy (CBAI Foundation for Community Banking).

CBAI CONVENTION (Educ)

A convention sponsorship maximizes your firm's exposure and access to community-bank executives at CBAI's Annual Convention and Exposition. Anticipated attendance is generally around 115 banks and 250 bankers.

Your firm will benefit in the following ways*:

- All sponsors receive recognition in *Banknotes*, our bimonthly magazine, as well as in CBAI's electronic newsletter. Both are distributed to nearly 330 Illinois community-bank CEOs, officers and their 1,400 directors;*
- Recognition is also given during the convention with special signs and public-address-system announcements;*
- All convention sponsors will be listed in the convention program book and convention app;*
- Complimentary registrations or partial registrations; and
- Ability to purchase additional tickets for specific events.

** Prominence of signage, size of lettering, order of listing, and other special promotional features of recognition depend upon contribution level.*

Sponsorship Levels:

*****	Diamond Sponsor (\$15,000)
****	Platinum Sponsor (\$10,000)
***	Gold Sponsor (\$5,000)
**	Silver Sponsor (\$3,500)
*	Bronze Sponsor (\$2,000)

(Sponsoring Opportunities continued next page)

SPONSOR

SELECT YOUR TARGET

SPONSOR

GROUP MEETINGS (Educ)

CBAI Spring Group Meetings provide associate members with an opportunity for face-to-face networking with community-bank officers and directors. CBAI hosts 11 group meetings throughout the state from April through June. The day typically begins* with an optional lunch and golf outing, followed by association activity and legislative reports, dinner, and prizes. Each meeting attracts 50 to 150 individuals. Nearly 200 banks were represented by more than 700 bankers at the meetings last year.

** from time to time, this schedule is changed for the Groups 1 & 2 (Chicago area) meeting*

Sponsorship opportunities include three levels, ranging from \$1,000 to \$5,000, and a Golf Tournament Sponsorship, which includes one-hole sponsorship at each of the 10 Golf Outings for \$2,500. Sponsors will also be announced at each Group Meeting and prominently listed in the Informational Booklet and *Banknotes* magazine.

Golf Tournament Sponsorship - \$2,500

Receive one-hole sponsorship at each of the 10 Golf Outings. Recognition includes signage and a listing in the Group Meeting Informational Booklet and an issue of *Banknotes* magazine.

***One-Star Sponsorship - \$1,000**

Receive a quarter-page (2.25" x 3.5") ad in the Group Meeting Informational Booklet provided to all attendees and the option for a \$500 discount on a Golf Tournament Sponsorship.

****Two-Star Sponsorship - \$2,500**

Receive one full-page ad (5" X 7.5") or two half-page ads (7.5" by 4.5") in the Group Meeting Informational Booklet provided to all attendees and the option for a \$1,000 discount on a Golf Tournament Sponsorship.

*****Three-Star Sponsorship - \$5,000**

Receive a full-page (5" X 7.5") ad in the Group Meeting Informational Booklet provided to all attendees, a hole-in-one co-sponsorship at each tournament and the option for a \$1,500 discount on a Golf Tournament Sponsorship. Placement for the full-page ad in the Informational Booklet will be on a first-come, first-serve basis, with options including the outside back cover, inside front cover, inside back cover, center spread left or center spread right.

SELECT YOUR TARGET

LEGISLATIVE EVENTS (GR)

CBAI Capital Conference Lobby Day

Held each spring in Springfield, this event attracts 85-100 bankers. The event is attended by CEOs and bank officers and directors who are interested in communicating the community-banking message. The event begins with lunch and concludes with a reception for bankers and legislators.

Gold Corporate Sponsor - \$5,000

Exclusive sponsorship of the Conference Luncheon event with complimentary registration for corporate executives.

Silver Corporate Sponsor - \$3,000

Co-sponsorship of the Legislative Reception event with complimentary registration for corporate executives.

Bronze Corporate Sponsor - \$1,500

Complimentary registration for corporate executives.

CBAI Call on Washington

Held each spring in our nation's capital, this event attracts 30-50 bankers. The Call is attended by CEOs and bank officers and directors who are interested in communicating the community-banking message to the Illinois congressional delegation and federal regulators.

Gold Corporate Sponsor - \$5,000

Registration fee of \$375 each will be paid by CBAI for three firm representatives, who are invited to participate in all CBAI and ICBA scheduled events, including the Welcome Reception, breakfasts with guest speakers, congressional and regulatory meetings and the final evening's dinner and entertainment. Sponsorship will be noted in the Call on Washington Playbook, during the CBAI board meeting, and in post-event articles in *Banknotes* magazine and the CBAI electronic newsletter. Your firm will be recognized and your executives will dine with the CBAI delegation at the Appreciation Dinner.

Silver Corporate Sponsor* - \$3,000

Registration fee of \$375 each will be paid by CBAI for two firm representatives.

**More information follows*

Bronze Corporate Sponsor* - \$1,500

Registration fee of \$375 will be paid by CBAI for one firm representative.

**More information follows*

(Sponsoring Opportunities continued next page)

SPONSOR

SELECT YOUR TARGET

*Executives representing Silver and Bronze Corporate Sponsors are invited to participate in all CBAI and ICBA scheduled events, including the Welcome Reception, breakfasts with guest speakers, congressional and regulatory meetings and the final evening's dinner and entertainment. Sponsorships are noted in the Call on Washington Playbook, during the CBAI board meeting and in post-event articles in *Banknotes* magazine and the CBAI electronic newsletter. Your firm will be recognized and your executives will dine with the CBAI delegation at the Appreciation Dinner.

CBAI FedPac Fundraiser

This fundraiser entails a ballgame featuring a St. Louis Cardinals Game at Busch Stadium. Join the CBAI private party, viewed from an indoor room with complimentary food and drink, as well as the CBAI-exclusive balcony seating. This event sells out every year. Attendees are knowledgeable community bankers who understand the importance of their grassroots efforts and who love baseball!

\$250 for a single

\$500 for a double

\$750 for a triple

\$1,000 for a home run (one complimentary ticket)

\$2,000 for a Grand Slam (two complimentary tickets)

SPONSOR



SELECT YOUR TARGET

CBAI FOUNDATION FOR COMMUNITY BANKING (Comm)

The Foundation provides annual scholarships to invest in the academic future of young people throughout Illinois. Participation in the Foundation demonstrates that you value continuing education and life-long learning as advocates of community banking. Through your tax-deductible contribution, you commit to excellence and bind yourself to the future of young scholars throughout Illinois.

Donations to the Foundation are 100% tax deductible as allowed by law and may be made over a period of up to five years. They are cumulative and everlasting.

Child of a Banker Scholarships

Scholarships are awarded annually in the amount of \$1,000 per year for up to four years of higher education. Nominees are the children or grandchildren of community bank employees, officers and directors, as well as part-time bank employees of eligible CBAI-member banks. Winners are determined via a drawing during the CBAI Annual Convention Recognition Luncheon.

Community Bankers School Scholarships

Scholarships are awarded annually to the two-year Community Bankers School. Nominees are employees of eligible CBAI-member banks. Approximate value of the two-year tuition is \$3,200. Winners are determined via a drawing and announced during the CBAI Annual Convention Recognition Luncheon.

Presidential Sponsor \$100,000 +

- Annual Honor Roll of Donors
- Exclusive naming rights for a Child of Banker Scholarship or a Scholarship to the Community Bankers School -- (25 years)
- Periodic News Releases
- Prominent mentions in every applicable communication to banks, students, and media as a named sponsor, including the CBAI website and *Banknotes* magazine
- Special Recognition and Promotion at Annual Convention
- Permanent Placement on Foundation Recognition Wall at CBAI Headquarters

Diamond Sponsor \$50,000 - \$99,999

- Annual Honor Roll of Donors
- Partial naming rights of a Scholarship to the Community Bankers School -- (25 years)
- Periodic News Releases
- Prominent mentions in every applicable communication to banks, students, and media as a named sponsor, including the CBAI Website and *Banknotes*
- Special Recognition and Promotion at Annual Convention
- Permanent Placement on the Foundation Recognition Wall at CBAI Headquarters

SELECT YOUR TARGET

SPONSOR

(CDD)

The Community Bankers Association of Illinois, in an effort to help ensure the success of the future of community banking, created the **Career Development Division** in 1992. It was inspired by an energetic group of graduates of The Community Bankers School lobbied the CBAI Board to develop a young bankers organization. The students maintained that "The School fired them up," yet when they returned to their respective community banks, their enthusiasm gradually waned. These graduates insisted that they needed a more formal organization to develop additional leadership skills and maintain the "fired-up spirit" they had when left the school. This organization is designed for career-aspiring bankers in Illinois and is open to any staff member over the age of 21 who is employed by a CBAI member financial institution or associate member firm. CDD currently has more than 200 members and is growing.

CDD's goal is to keep our members, the next generation of community bankers, on the cutting edge of community banking. We fulfill this mission by providing quality educational programs, leadership training, professional publications and networking opportunities. CDD offers a Fall Meeting and a Spring Meeting annually, along with various opportunities to network with colleagues throughout the state. CDD also provides essential materials to aid a bank in economic education within its community, as well as opportunities for leadership training through the CDD board of directors, and a 10% discount on one-day educational seminars offered by CBAI. CDD has provided bankers with peer contacts throughout the state to contact whenever they have questions about a regulation, a product or service they are vetting or any banking-related question that may arise. Today, 36% of CBAI's leadership on its boards and committees participated in CDD!

The dues are \$135 for the first person from an institution and \$95 for each additional person and associate members are welcome to participate. Various sponsorship opportunities are available for the Fall & Spring Meetings ranging from \$500 – \$2,000.

THANK YOU
FOR YOUR SUPPORT!



It is our goal to make your associate membership as beneficial to you as possible. We hope you find this publication useful in determining how to best use your time, efforts and resources to reach our membership through these various opportunities. But we also want to thank you for your support of the Community Bankers Association of Illinois and its mission. We appreciate you choosing to partner with us and we look forward to working with you in the future.



ENSURE YOUR EFFORTS ARE ON TARGET!



DON'T MISS OUT
ON THESE VALUABLE
OPPORTUNITIES!

FOR MORE INFORMATION, CONTACT CBAICOM@CBAI.COM.