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SPONSORSHIP BROCHURE

VIRGINIA BANKERS
ASSOCIATION



WHERE

ENGAGEMENT

CREATES

OPPORTUNITY

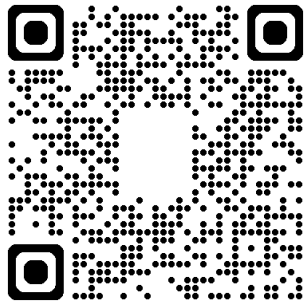
Find Value With Engagements

Engagement Creates Opportunity

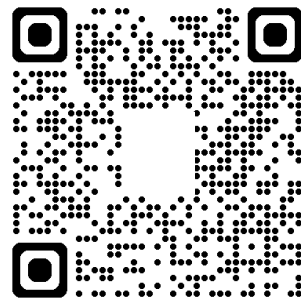
2025 Sponsorship, Exhibiting & Advertising Offerings

The Virginia Bankers Association and Maryland Bankers Association host a multitude of conferences throughout the year primarily for function-specific positions in our member banks. These programs are developed to offer an educational forum for our bankers to connect with their peers and stay abreast of updates on the latest issues and trends impacting the banking industry. Designed to also be the cornerstone of engagement for our industry partners, our events offer the most impactful opportunities to connect with Virginia and Maryland member banks.

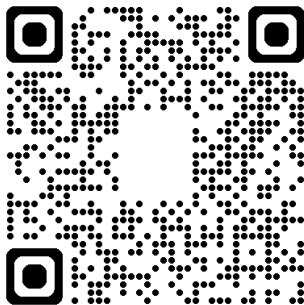
Scan or click on the QR codes below to learn more about all of our offerings!



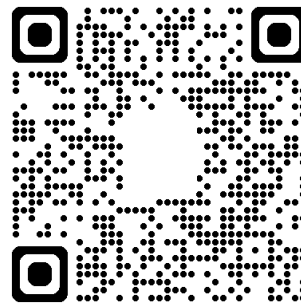
VBA/MBA Sponsorship &
Exhibiting Opportunities



MBA Annual Events/
Sponsorship Opportunities



VBA Publications/
Advertisements



MBA Publications/
Advertisements

PLEASE NOTE: Sponsorship and Exhibiting Rates

Rates listed on the following pages are VBA & MBA member rates.

Non-members will pay an **additional \$950** for sponsorships or exhibiting spots.

Event registration rates for members and non-members are indicated on each individual event page.

Disclaimer: Information in this brochure is intended for planning purposes only and is not guaranteed.

Questions? Contact Amy Binns | abinns@vabankers.org | 804.819.4726

2025 VBA Signature Sponsor Program

Build Your Strategy TODAY!

Build Your VBA Signature Sponsorship Package from the Opportunities on the Following Pages



VBA SIGNATURE SPONSOR PACKAGES are unique offerings for companies who are interested in providing a higher level of sponsorship support. These individual packages are built from your choice of sponsorship, exhibiting and advertisement options in this brochure based on the programs that align best with their strategies. Recognition of this level of support is highlighted throughout the year in various VBA publications and on a special Signature Sponsor webpage on the VBA website. Visit www.vabankers.org/vba-signature-sponsors.

Interested in building a premier package with MBA? Contact [Amy Binns](#).

Note: When building VBA Signature Sponsor packages, annual VBA Associate Membership dues are included as part of the package.

	PLATINUM \$20,000+	GOLD \$15,000- \$19,999	SILVER \$10,000- \$14,999
Listed as a Signature Sponsor in VBA publications including bi-weekly banker Executive Brief and weekly CEO Rundown	✓	✓	✓
Complimentary event registrations for conferences (Joint Convention not included)	Four (4) Representatives	Three (3) Representatives	Two (2) Representatives
Listed on Signature Sponsor webpage on VBA website	✓	✓	✓
Listed on a special <u>Virginia Banking Monthly</u> ad as well as included in the "Top 5" of each issue	✓	✓	✓
Consideration for speaking opportunities at VBA events	✓	✓	✓
Recognition at all VBA events including those not specifically being sponsored by your company	✓	✓	✓
Sponsored event listing of attendees with contact information both pre- and post-event	✓	✓	✓
Complimentary high top table at MBA VBA Joint Convention (located in exhibiting area)	✓	✓	
Complimentary sidebar ad in MBA VBA Joint Convention eNewsletter	✓	✓	
One (1) complimentary registration at MBA VBA Joint Convention		✓	
Two (2) complimentary registrations at MBA VBA Joint Convention	✓		
Complimentary quarter-page ad in <u>Virginia Banking Annual</u>	✓		
Seat on VBA Associate Member Advisory Council which meets 2x per year to provide feedback on VBA associate membership and banker engagement opportunities	✓		

Questions? Contact Amy Binns | abinns@vabankers.org | 804.819.4726

2025 Conference & Events Calendar

For a full listing of our 2025 programs,
visit www.vabankers.org/event-calendar

Banker Day (bankers only)
January 9 | Richmond, VA

VBA/VA Chamber Financial Forecast
January 9 | Richmond, VA

Women's Mentorship Program
February–November | Glen Allen

Commercial Lending School
February (dates TBD) | Virtual

Advanced Commercial Lending School
February (dates TBD) | Virtual

International Women's Day
March 7 | Virtual

Connect|Protect Experience
March 3–5 | Williamsburg, VA

VBA/ABA Washington Summit
March 17–19 | Washington, DC

AML/BSA 2-Day School
March (dates TBD) | Glen Allen, VA

MBA|VACB|VBA Bank Directors' Symposium
April 22 | Blacksburg, VA
April 23 | Richmond, VA
April 24 | Columbia, MD

Bank Supervisor School
May (dates TBD) | Glen Allen, VA

Compliance School
May/June (dates TBD) | Virtual

MBA|VBA Joint Convention
June 22–25 | The Ritz-Carlton
Naples, FL

Virginia Bankers School of Bank Management
July (dates TBD) | Charlottesville, VA

CFO Conference
August (dates/location TBD)

Management Development Program
September–November | Glen Allen, VA

DEI Summit
September (date TBD) | Virtual

Elder Financial Exploitation Prevention Seminar
September (date TBD) | In Person & Virtual

Treasury Management Symposium
Fall (dates TBD) | Glen Allen, VA

Internal Audit Seminar
Fall (dates TBD) | Virtual

Lending & Credit Conference
October (dates/location TBD)

Mid-Atlantic Bank Executives Conference
November (dates/location TBD)

Leadership Conference
November (dates TBD) | Roanoke, VA

Women in Banking Conference
December (dates TBD) | Richmond

2025 Connect|Protect Experience

Reserve

March 3-5, 2025
Williamsburg Lodge
Williamsburg, VA

Human Resources - Training
Retail Banking - Marketing
Compliance - Ops & Tech
Security - Risk Management

Exhibiting Package - \$4,000

Includes:

- Exhibit booth
- One (1) complimentary registration
 - Additional sponsor attendees - \$210 each
- Standard electrical provided
- Verbal and signage recognition at the event
- Opportunity to provide prize giveaways
- Exhibitor ribbons provided for onsite reps
- Pre- and post-attendee roster with emails
- Company logo included on:
 - all event marketing
 - event page on VBA & MBA websites
 - event portal (company profile & contact)

EXHIBITOR SPEED DATING ADD-ON OPTION

- \$250 -

GUIDELINES:

3 minute rounds

Bankers remain seated | Vendors rotate tables

Vendors provide elevator pitch

Banker prize drawings

(small prizes provided by exhibitors)

12 Spots Available on

First-Come, First-Served Basis

R = Reserved **S** = Sold

A La Carte Sponsorship Options:

- Monday Night Reception* - \$4,500
- Tuesday Night Reception* - \$4,500
**Above Options Include Exhibiting Package*
- Keynote Speaker - \$3,000
- Lunch - \$2,500
- Hotel Keycards - \$2,500
- Breakfast - \$2,000
- Event Portal - \$2,000
- Onsite Materials w/Back Page Ad - \$2,000
- Technology/WiFi - \$2,000
- Name Badge Lanyards - \$1,750 **S**
- Daily eNewsletter - \$1,750
- Name Badges - \$1,500
- Phone Stand - \$1,500
- Attendee Roster w/Back Page Ad - \$1,500
- Networking Break w/Video or Slide Option - \$1,500
- Coffee Station/Cup Collars - \$1,250
- Registration Desk/Pull-Up Banner - \$1,000
- Notepad Mousepad - \$1,000
- Logoed Pens (sponsor supplies) - \$1,000 **S**
- Candy Bags - \$1,000
- Notepads - \$750
- Hand Sanitizer - \$750
- Daily eNewsletter Sidebar Ad (runs 3 days) - \$750

Sponsorships Include:

- Registration rate of \$650*
- Pre- and post-attendee roster with emails
- Sponsor Exhibitor ribbons provided for onsite reps
- Verbal and signage recognition at the event
- Company logo included on:
 - all event marketing
 - event page on VBA & MBA websites
 - event portal (company profile & contact)

*Above registration rate is VBA & MBA member rate;
\$500 additional fee added if not a member of either
association

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Exhibiting Package - \$3,000

Includes:

- Exhibit booth
- One (1) complimentary registration
 - Additional sponsor attendees - \$210 each
- Standard electrical provided
- Exhibitor ribbons provided for onsite reps
- Verbal and signage recognition at the event
- Opportunity to provide prize giveaways
- Pre- and post-attendee roster with emails
- Company logo included on:
 - all event marketing
 - event page on VBA|MBA|WVBA websites
 - event portal (company profile & contact)

EXHIBITOR SPEED DATING ADD-ON OPTION

- \$250 -

GUIDELINES:

3 minute rounds

Bankers remain seated | Vendors rotate tables

Vendors provide elevator pitch

Banker prize drawings

(small prizes provided by exhibitors)

12 Spots Available on

First-Come, First-Served Basis

R = Reserved **S** = Sold

A La Carte Sponsorship Options:

- Welcome Reception* - \$5,000
- Thursday Night Reception* - \$5,000 **S**
- Lunch* - \$4,000
- Keynote Speaker* - \$3,500
- Breakfast* - \$3,500

**Above Options Include Exhibiting Package*

- Hotel Keycards - \$3,000
- Event Portal - \$2,500
- Name Badge Lanyards - \$2,500
- Technology/WiFi - \$2,500
- Networking Break w/Video or Slide Option - \$2,000
- Name Badges - \$2,000 **S**
- Onsite Materials w/Back Page Ad - \$2,000
- Daily eNewsletter - \$1,750
- Registration Desk w/Pull-Up Banner - \$1,500
- Attendee Roster w/Back Page Ad - \$1,500
- Mobile Pockets/Poppers - \$1,500
- Notepads - \$1,500
- Coffee Station/Cup Collars - \$1,500
- Mousepads Notepads - \$1,000
- Logoed Pens (sponsor supplies) - \$1,000
- Hand Sanitizer - \$750
- Candy Bags - \$500
- Daily eNewsletter Sidebar Ad (runs 3 days) - \$500

Sponsorships Include:

- Registration rate of \$625*
- Pre- and post-attendee roster with emails
- Sponsor/Exhibitor ribbons for onsite reps
- Verbal and signage recognition at the event
- Company logo included on:
 - all event marketing
 - event page on VBA|MBA|WVBA websites
 - event portal (company profile & contact)

**Above registration rate is VBA|MBA|WVBA member rate;
\$500 additional fee added if not a member of either
association*

2025 Lending & Credit Conference

Reserve

October 2025
Dates/Location TBD

Lending & Credit Professionals

Exhibiting Package - \$2,000

- 6' Exhibit table
- One (1) complimentary registration
 - Additional sponsor attendees - \$210 each
- Standard electrical provided
- Exhibitor ribbons provided for onsite reps
- Verbal and signage recognition at the event
- Opportunity to provide prize giveaways
- Pre- and post-attendee roster with emails
- Company logo included on:
 - all event marketing
 - event page on VBA & MBA websites
 - event portal (company profile & contact)

EXHIBITOR SPEED DATING ADD-ON OPTION - \$150 -

GUIDELINES:

3 minute rounds

Bankers remain seated | Vendors rotate tables

Vendors provide elevator pitch

Banker prize drawings

(small prizes provided by exhibitors)

12 Spots Available on

First-Come, First-Served Basis

Sponsorship Options:

- Thursday Night Reception* - \$3,700 (R)
- Keynote Speaker* - \$3,000 (R)
- Welcome Reception (night before)* - \$2,700
- Lunch* - \$2,500
- Breakfast* - \$2,500
- *Above Options Include Exhibiting Package
- Event Portal - \$1,500
- Hotel Keycards - \$1,500
- Name Badge Lanyards - \$1,500
- Networking Break (video/slide option) - \$1,500
- Technology/WiFi - \$1,500
- Onsite Materials w/Back Page Ad - \$1,500
- Registration Desk w/Pull-Up Banner - \$1,500
- Attendee Roster w/Back Page Ad - \$1,500
- Mobile Pockets/Poppers - \$1,500
- Mousepad Notepads - \$1,500
- Daily eNewsletter - \$1,000
- Name Badges - \$1,000
- Notepads - \$1,000
- Coffee Station/Cup Collars - \$750
- Hand Sanitizer - \$750
- Logoed Pens (sponsor supplies) - \$750 (S)
- Daily eNewsletter Sidebar Ad (runs 3 days) - \$500

Sponsorships Include:

- Registration rate of \$650*
- Pre- and post-attendee roster with emails
- Sponsor ribbons provided for onsite reps
- Verbal and signage recognition at the event
- Company logo included on:
 - all event marketing
 - event page on VBA & MBA websites
 - event portal (company profile & contact)

*Above registration rate is VBA & MBA member rate;
\$500 additional fee added if not a member of either
association

(R) = Reserved (S) = Sold

Questions? Contact Amy Binns | abinns@vabankers.org | 804.819.4726

2025 VBA Leadership Conference

Reserve



November 2025 (dates TBD)
Hotel Roanoke
Roanoke, VA

Emerging Bank Leaders

Sponsorship Options:

- Reception* - \$2,000 **(S)**
**Includes 1 complimentary registration*
- Breakfast - \$1,000
- Lunch - \$1,000
- Technology/WiFi - \$1,000
- Event Portal - \$1,000
- Name Badge Lanyards - \$1,000
- Daily eNewsletter - \$1,000
- Onsite Materials w/Back Page Ad - \$750
- Name Badges - \$750
- Attendee Roster w/Back Page Ad - \$500
- Daily eNewsletter Sidebar Ad - \$500

Sponsorships Include:

- Registration rate of \$595*
- Pre- and post-attendee roster with emails
- Sponsor ribbons provided for onsite reps
- Verbal and signage recognition at the event
- Company logo included on:
 - all event marketing
 - event page on VBA & MBA websites
 - event portal (company profile & contact)

*Above registration rate is VBA & MBA member rate;
\$500 additional fee added if not a member of either
association

(R) = Reserved **(S)** = Sold

2025 Women in Banking Conference

Women in the Banking Industry

December 2025 (dates TBD)
Omni Richmond
Richmond, VA

Sponsorship Options:

- Reception* - \$2,000
- Lunch* - \$1,500
- Giveaway Item* - \$1,500
**Above Include 1 Complimentary Registration*
- Keynote Speaker - \$1,000
- Event Portal - \$1,000
- Name Badge Lanyards - \$1,000
- Technology/WiFi - \$750
- Daily eNewsletter Header - \$750
- Onsite Materials w/Back Page Ad - \$750
- Attendee Roster w/Back Page Ad - \$750
- Name Badges - \$500
- Daily eNewsletter Sidebar Ad - \$500

Sponsorships Include:

- Registration rate of \$545*
- Pre- and post-attendee roster with emails
- Sponsor ribbons provided for onsite reps
- Verbal and signage recognition at the event
- Company logo included on:
 - all event marketing
 - event page on VBA & MBA website
 - event portal (company profile & contact)

*Above registration rate is VBA & MBA member rate;
\$500 additional fee added if not a member of either
association

(R) = Reserved **(S)** = Sold

Questions? Contact Amy Binns | abinns@vabankers.org | 804.819.4726

2025 MBA | VBA | VACB Bank Directors' Symposium

Reserve



April 22 - Blacksburg
April 23 - Richmond
April 24 - Columbia, MD

Bank CEOs & Directors

Sponsorship Options:

- Attending Sponsorships* - \$1,500
**9 spots available on first-come, first-served basis;
Must be a member of VBA, MBA or VACB to sponsor*

= Reserved = Sold

Sponsorships Include:

- One (1) complimentary registration for each location
 - One (1) additional person may attend for \$245
- Pre- and post-attendee roster with emails
- Sponsor ribbons provided for onsite reps
- Verbal and signage recognition at the event
- Company logo included on:
 - all event marketing
 - event page on VBA, MBA & VACB websites
 - event portal (company profile & contact)

2025 Advertisement Opportunities

Learn More About Advertising in *Virginia Banking Monthly*, *Virginia Banking Annual* or Contributing an Article for Possible Inclusion [Here!](#)



VIRGINIA
Banking

VIRGINIA BANKERS ASSOCIATION

VIRGINIA BANKERS ASSOCIATION
SERVING VIRGINIA'S FINANCIAL COMMUNITY SINCE 1893

Questions? Contact Amy Binns | abinns@vabankers.org | 804.819.4726

MBA | VBA JOINT CONVENTION

June 22–25, 2025 | The Ritz–Carlton, Naples, FL

Reserve



Partner Level Sponsorships:

Perks: Company logo included on onsite Convention banner
Receive two (2) complimentary registrations
Receive a complimentary exhibit table

- Sunday Welcome Reception - \$15,000 (S)
- Monday Dessert Reception - \$15,000 (R)
- Tuesday Chairs' Reception - \$15,000 (R)
- Tuesday Celebration Banquet/Entertainment - \$15,000 (R)

Platinum Level Sponsorships:

Perks: Company logo included on onsite Convention banner
Receive two (2) complimentary registrations
Receive a complimentary exhibit table

- Monday Breakfast Speaking Opportunity - \$12,500
- Joint Board Reception - \$12,500 (R)
- Breakout Session Speaking Opportunities (RFP process)
 - Monday (2 spots available) - \$10,000 each
 - Tuesday (2 spots available) - \$10,000 each
- Keynote Speaker - \$10,000

Gold Level Sponsorships:

Perk: Receive one (1) complimentary registration
Opportunity to add on Exhibit Table for \$500

- Sunday Welcome Reception Photographer - \$8,500 (S)
- Tuesday Celebration Photographer - \$8,500
- Tuesday Breakfast Buffet - \$8,500
- Registration Tote Bag - \$8,000 (R)
- Monday Golf Tournament - \$8,000
- Golf Beverage Cart - \$8,000 (R)
- Bottled Water - \$8,000 (R)
- Hotel Keycards - \$7,500 (R)
- Registration Desk - \$7,500 (R)
- Name Badge Lanyards - \$6,500
- Name Badges - \$6,500
- Coffee Station/Collars (Monday & Tuesday) - \$6,500 (S)
- Luggage Tags (sent ahead of event) - \$6,500
- Beach Item - \$6,500
- Golf Cannon - \$6,500
- Daily eNewsletter (Sunday/Monday/Tuesday) - \$6,500 (R)
- Event Portal - \$6,000

Silver Level Sponsorships:

- Technology/WiFi - \$5,500 (S)
- Golf Tournament Boxed Lunches - \$5,000
- Convention Amenity - \$5,000
- Turndown Service (Sunday) - \$5,000
- Turndown Service (Monday) - \$5,000
- Registration List (includes back page ad) - \$5,000
- Sunday Registration Refreshments - \$5,000
- Welcome Reception Signature Cocktail - \$5,000
- Tuesday Celebration Signature Cocktail - \$5,000
- Hand Sanitizer - \$5,000
- Sunscreen - \$5,000
- Specialty Item - \$5,000
- Shoe Butler - \$5,000
- Phone Caddy - \$5,000
- Candy Bags - \$5,000

Bronze Level Sponsorships:

- Premier Golf Hole - \$4,500
- Monday Snack Break - \$4,000
- Tuesday Snack Break - \$4,000
- Exhibit Table - \$4,000
 - One (1) 6' table for Sunday, Monday & Tuesday
- Logoed Notepads (set at general sessions) - \$3,500 (S)
- Notepad Mousepads - \$3,500
- MBA/VBA Staff Shirts - \$3,500
- Logoed Pens (sponsor supplies) - \$3,000 (S)
- Guest Program - \$2,500
- Golf Cart GPS - \$2,500
- Golf Tournament Bag Tags - \$2,500
- Closest to the Pin Contest - \$2,500
- Longest Drive Contest - \$2,500
- Driving Range - \$2,500
- Putting Green - \$2,000
- Golf Hole (multiple available) - \$2,000
- Daily eNewsletter Sidebar Ad - \$1,500

Patron Level Sponsorships: \$1,250

- Multiple Available

All Sponsorships Include:

MBA and/or VBA Member Registration Rate - \$1,195 | Guest Rate - \$600
Non-Member Rate - \$1,850 | Non-Member Guest Rate - \$875

Sponsor Ribbon Provided for Onsite Representatives | Pre- and Post-Attendee Roster with Contact Information

Recognition on: all event marketing
event page on MBA & VBA websites
event portal
onsite signage

(R) = Reserved (S) = Sold

Questions? Contact:

Amy Binns | abinns@vabankers.org | 804.819.4726 or Ann DeVilbis | adevilbiss@mdbankers.com | 443.837.1606

Advertising Opportunities Also Available in Virginia Banking Annual!

VIRGINIA Banking

VIRGINIA BANKERS ASSOCIATION

VIRGINIA BANKERS ASSOCIATION SERVING VIRGINIA'S FINANCIAL COMMUNITY SINCE 1893



Published digitally **monthly** and circulated to more than **5,400 recipients**.



Reach top level decision-makers including **CEOs, presidents, directors** and **executive** and **senior vice presidents**.



Reach **more than 1,500** mid-management level readers in departments such as **retail, mortgage, lending, marketing** and more.



Each issue is devoted to **legal, legislative** and **informational articles** related to the state of the banking industry, technology issues, bank profiles and personnel updates.



2025 Virginia Banking Monthly Ad Rates

Pricing is Per Quarter - One Ad Per Month for Three Months*

Position 1: Header - \$1,050
640 x 150 pixels

Position 2: Middle - \$800
640 x 150 pixels

Position 3: Lower - \$550
400 x 150 pixels

Position 4: Sidebar - \$300
200 x 200 pixels

**Rates listed are for VBA members. There is an additional \$225 fee for non-members.*

Interested in advertising in Virginia Banking Monthly, Virginia Banking Annual or contributing an article for possible inclusion in the next digital issue? Contact Amy Binns at abinns@vabankers.org. Learn more about our publications by visiting our website, www.vabankers.org/news-publications.



VIRGINIA *Banking*

VIRGINIA BANKERS ASSOCIATION

VIRGINIA BANKERS ASSOCIATION
SERVING VIRGINIA'S FINANCIAL COMMUNITY SINCE 1893

Virginia Banking Monthly a digital publication

2025 Advertising and Article Submission Due Dates

Publication Month	Publication Content Due to VBA	Date of Publication
January	1/13/2025	1/21/2025
February	2/3/2025	2/11/2025
March	3/3/2025	3/11/2025
April	3/31/2025	4/8/2025
May	4/28/2025	5/6/2025
June	6/2/2025	6/10/2025
July	7/7/2025	7/15/2025
August	8/4/2025	8/12/2025
September	9/2/2025	9/9/2025
October	9/30/2025	10/7/2025
November	11/3/2025	11/12/2025
December	12/1/2025	12/9/2025

Artwork Specs:

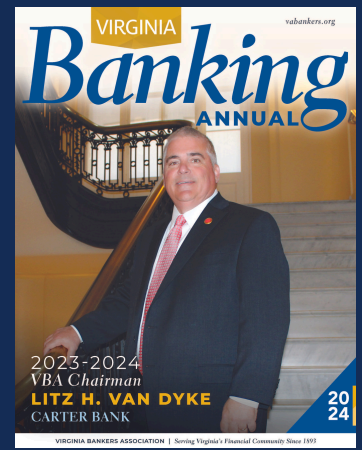
- Header Position — 640 x 150 pixels
- Middle Position — 640 x 150 pixels
- Lower Position — 400 x 150 pixels
- Sidebar Position — 200 x 200 pixels

Questions?

Contact Amy Binns | abinns@vabankers.org | 804.819.4726

Advertise in Virginia Banking Annual!

2025 Media Guide



This publication will serve as a **"year in review,"** covering the Virginia banking industry and the VBA from June 2024-June 2025.



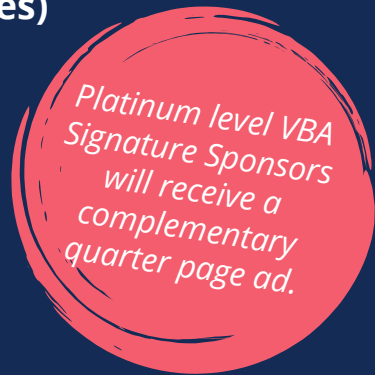
This commemorative keepsake will be available in a select number of **print copies** for bank CEOs, VBA committee chairs, and VBA Associate Member CEOs and will be distributed **digitally** to **5,400+** bankers, legislators and industry partners.



Features will include **reflective thoughts** on the year from VBA staff and the VBA Chairman; highlights and pictures from VBA **education and training events**; a recap of **VBA Education Foundation** programs and initiatives...and more!

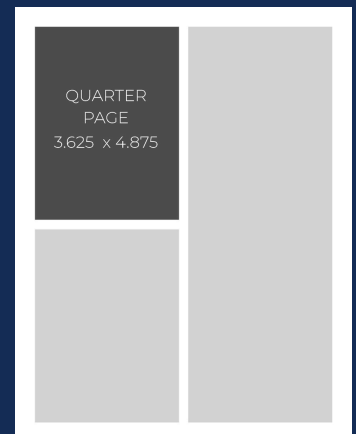
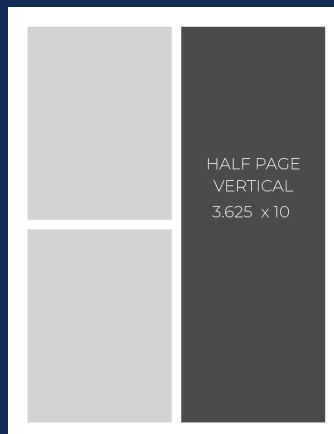
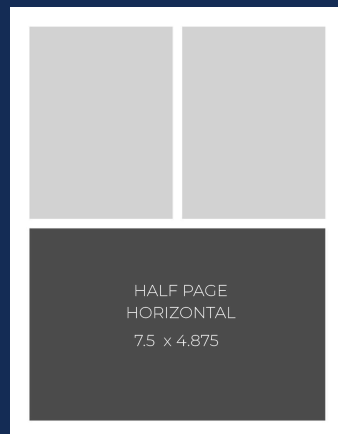
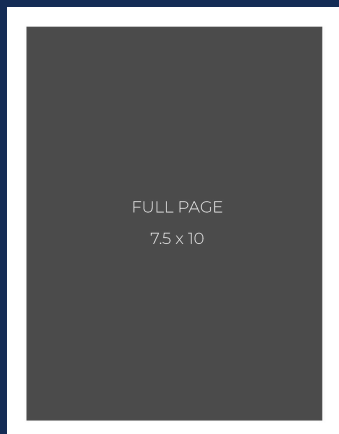
2025 Advertising Rates*

Size	Price**	Dimensions (inches)
Outside Back Cover (full page) <i>Includes company logo on mailing envelope</i>	\$1,550	8.5x11 with bleeds
Inside Front Cover (full page) SOLD	\$1,300	8.5x11 with bleeds
Inside Back Cover (full page)	\$1,300	8.5x11 with bleeds
Full Page	\$1,050	8.5x11 with bleeds
Half Page Horizontal	\$800	7.5 x 4.875
Half Page Vertical	\$800	3.625 x 10
Quarter Page	\$550	3.625 x 4.875



*All ad sales must be secured by April 25, 2025 and ad artwork is due no later than May 11, 2025.

**Companies that advertise in issues of Virginia Banking Monthly will receive a 10% discount on Virginia Banking Annual rates.



Interested in advertising in *Virginia Banking Annual*?
Please contact Amy Binns at abinns@vabankers.org.

Visit www.vabankers.org/virginia-banking to view past issues of *Virginia Banking Annual*.