



ARIZONA BANKERS
ASSOCIATION



Stand out from the crowd!

2012

**Associate Member
Advertising & Sponsorship
Opportunities**



2012 AzBA Advertising & Sponsorship Opportunities

Associate Member Opportunities

Advertising and sponsorship opportunities are exclusively available to AzBA associate members.

◇ **Sponsor an AzBA Event**

Sponsoring a 2012 AzBA conference or seminar provides your company an opportunity for added exposure. Sponsorships for all events are exclusively reserved for Associate Member companies.

◇ **Present at an AzBA Seminar**

Associate Member companies are a great resource for expert presenters at our events. We are happy to accept and consider topic outlines and suggestions for presentations and workshops that will add educational value to our membership.

Dynamic AND knowledgeable speakers not only help make our event great, they ensure your company is remembered in favorable terms.

◇ **Advertise with AzBA**

The Arizona Bankers Association offers advertising opportunities in our bi-monthly magazine, *The Arizona Banker*, on our website, in our annually published Arizona Financial Directory and in our monthly eNewsletter. These advertising opportunities provide even more outlets to keep your logo and company name front of mind with Arizona bankers.

◇ **Get Published in *The Arizona Banker***

Every other month *The Arizona Banker* reaches the desks of over 800 bankers in the state of Arizona, over 300 employees of Associate Member companies and the executives of state banking associations nationwide. The magazine is a complimentary publication and subscriptions are an exclusive benefit of membership.

Associate Members are encouraged to submit **articles for publication** in the *Arizona Banker* according to guest editorial guidelines. The topics can cover timely or traditional topics and can vary in length from 500 to 600 words, but must be of informational value to our bank executive readership. AzBA also accepts **press release statements** for a special segment, *Community News*, keeping readers up to date on your latest business activities and accomplishments.

◇ **Stay in Touch!**

Associate Membership is mutually beneficial and regular communication ensures a strong relationship. Please keep AzBA fully acquainted with the services of your company and feel free to offer ideas and suggestions on how we might better serve our bank membership and enhance relations with our associate companies.

Thank you for your continued support of the Arizona Bankers Association!



2012 AzBA Advertising & Sponsorship Opportunities

Annual Convention & Meeting

The 109th Annual Convention & Meeting will be held at the Enchantment Resort & Spa in Sedona, Arizona from June 10-12, 2012. The Convention will retain AzBA's traditional two-day format, featuring business sessions, social functions and a golf tournament.

Details on the full program, sponsorship event options and specific benefits will be available March 2012. Please use the following information for budgeting and planning purposes. The opportunity to sponsor and attend the AzBA Convention is an exclusive benefit of AzBA Associate Membership.

Convention Sponsorship Levels

- Platinum \$3,500
- Gold \$2,500
- Silver \$1,500
- Copper \$1,000

The Annual Convention & Meeting is the premier event for the Arizona Bankers Association and Arizona bank executives. Attended by AzBA bank Presidents and CEOs, executive teams and Directors, this conference includes a two day business agenda, top-tier professional speakers, social receptions, a golf tournament and the election of officers during the Annual Meeting luncheon. Table top exhibiting is available for sponsoring companies at the silver level or above. Space is limited.

Convention at a Glance*

Day 1: June 10, 2012

Exhibit Hall Set Up, Registration
Bankers' Cup Golf Tournament

Day 2: June 11, 2012

Breakfast, Registration
Business Sessions
Annual Meeting Luncheon
Business Sessions
Convention Reception
Dinner Open

Day 3: June 12, 2012

Breakfast
Business Sessions
Convention Concludes

**Subject to Change*

ALL SPONSORING ORGANIZATIONS RECEIVE:

- Reduced registration rate for all company attendees
- Recognition within marketing and promotional materials
- Signage recognition with company logo throughout Convention
- Sponsorship acknowledgement on name badges of attendees
- Logo recognition on the outer back cover of the program
- Logo recognition on main convention screen throughout event
- Opportunity to provide promotional items for attendees or golfers
- Networking opportunities with Arizona bankers during meetings, meals and receptions
- Advance copy of roster of attendees
- Recognition in the July/August edition of *The Arizona Banker*



2012 AzBA Advertising & Sponsorship Opportunities

Conference Sponsorships

*** Additional events may be added throughout the year.*

Financial Institutions Fraud & Security Seminar, presented by AzBA & the FBI

September 2012

- Platinum - Major Conference Sponsor (Limit 2) \$800
- Silver - Exhibiting Sponsor \$650
- Breakfast or Luncheon Sponsor \$500
- General Sponsor \$300

This one day, annual conference is attended by top ranking bank security, operations and fraud officers. There are also representatives from the Bank Fraud Task Force, local and federal law enforcement agencies in attendance. Topics include the latest trends in financial fraud, physical security, data security and internal fraud. This conference typically draws 60-75 attendees.

CEO & Bank Directors College

October 2012

- Platinum – Major Conference Sponsor (Limit 2) \$1000
- Gold – Luncheon Sponsor \$800
- Silver - Breakfast Sponsor \$500
- General Sponsor \$300

This one day, annual conference is AzBA's highly anticipated training for community bank directors. Typically attended by 75-100 Arizona community bank directors and C-suite executives, this event focuses on the director's role in the bank, industry trends, regulatory updates and other timely banking issues. Sponsors are invited to display materials on a shared table top in the meeting space as well as attend all general business sessions.



2012 AzBA Advertising & Sponsorship Opportunities

Advertising Opportunities

Arizona Financial Directory

March 2012

- Inside Front Cover, 3" by 8" \$800
- Inside Back Cover, 3" by 8" \$700
- Full Divider Page, 3" by 8" (Limit 10) \$500
- Full Page 2 7/8" by 7 1/4" \$400
- Half Page, 2 7/8" by 3 1/2" \$300
- Quarter Page / Business Card, 2 7/8" by 1 1/2" \$150

*5% off for
2011 advertisers!*

A signature product of the Arizona Bankers Association, the directory is the source for the most complete information on the Arizona financial industry. Delivered to each member bank President, it serves as a desktop reference throughout the year. Advertising in the directory is offered exclusively to Associate Members along with a complimentary company listing as a benefit of membership. Space is limited.

The Arizona Banker Magazine

Every other month *The Arizona Banker*, the official magazine of the AzBA, reaches the desks of over 800 bankers in the state of Arizona, over 300 employees of Associate Member companies and the executives of state banking associations nationwide. The magazine is a complimentary publication and subscriptions are an exclusive benefit of membership. Advertising allows AzBA to grow the magazine, adding value to our members. Advertising members are *guaranteed* space to submit articles for publication in the *Arizona Banker* according to guest editorial guidelines. Costs for advertising varies. Please download an advertising rate card at www.azbankers.org.

AzBA Online

- 3 months \$225
- 6 months \$375
- 12 months \$600

The Arizona Bankers Association webpage, www.azbankers.org, is the best place to receive up-to-the-minute information on AzBA events, education offerings and industry updates. Online advertising is exclusively offered to AzBA Associate Membership and run on the homepage. Space is limited.

AzBA Direct eNews

- Single Issue \$150
- 3 Issues \$350

On the first of each month, *AzBA Direct* arrives in the inbox of over 700 AzBA member bankers. The eNewsletter features upcoming conferences, special promotions, recent legislative and regulatory actions, educational offerings and other relevant member news. Sponsors may provide a promotional tagline up to 50 words that runs at the conclusion of the issue. Sample recognition is as follows – "This month's *AzBA Direct* is sponsored by Valued Associate Member. Valued Associate Member is a company that has this area of expertise and provides this high quality service for bankers in Arizona. Find out more at valuedassociatemember.com." Limit one sponsor per issue.



2012 AzBA Advertising & Sponsorship Opportunities

Advertising Bundles

Back by Popular Demand! Are you interested in reaching your target audience by advertising in AzBA's publications? If so, look no further! We're again offering you the opportunity and convenience to advertise in all of our publications for a discounted fee! All bundled prices are 20% off rack rates. Limited to the first six organizations to respond.

Platinum Level (Limit 2) \$2800

- One Year of Half Page Ads in *The Arizona Banker* (\$2100 value)
- Divider Page Ad in the *Arizona Financial Directory* (\$500 value)
- One Additional complimentary copy of the *Arizona Financial Directory* (\$30 value)
- Double issue promotion in the eNewsletter, *AzBA Direct* (\$300 value)
- 12 months of website advertising on the AzBA Homepage (\$600 value)

You save \$730!

Gold Level (Limit 2) \$2000

- One Year of Quarter Page Ads in *The Arizona Banker* (\$1575 value)
- Half Page Ad in the *Arizona Financial Directory* (\$300 value)
- Additional complimentary copy of the *Arizona Financial Directory* (\$30 value)
- Double issue promotion in the eNewsletter, *AzBA Direct* (\$300 value)
- Six months of website advertising on the AzBA homepage (\$375 value)

You save \$580!

Silver Level (Limit 2) \$650

- Quarter Page/Business Card Ad in the *Arizona Financial Directory* (\$150 value)
- Double issue promotion in the eNewsletter, *AzBA Direct* (\$300 value)
- Six months of website advertising on the AzBA homepage (\$375 value)

You save \$175!



2012 AzBA Advertising & Sponsorship Opportunities

Sponsorship Dedication

Complete this form and fax to AzBA at 602.258.8980 or email slangford@azbankers.org. Confirmation and follow up will be done by phone.

Company Name: _____

Planning Contact: _____

Title: _____ Phone: _____

Address: _____

City/State/Zip: _____

Email: _____

Please email invoice to: _____

Notes/Special Requests: _____

<u>Conferences (Check all that apply)</u>	<u>Level or Amount (\$)</u>
<input type="radio"/> Fraud & Security Seminar	\$ _____
<input type="radio"/> Bank Directors College	\$ _____
<input type="radio"/> AzBA Annual Convention & Meeting	\$ _____

<u>Advertising Bundles</u>
<input type="radio"/> Platinum
<input type="radio"/> Gold
<input type="radio"/> Silver

<u>A la Carte Advertising (Check all that apply)</u>	<u>Size/Quantity</u>	<u>Amount (\$)</u>
<input type="radio"/> <i>The Arizona Banker</i> (magazine)	_____	\$ _____
<input type="radio"/> Arizona Financial Directory	_____	\$ _____
<input type="radio"/> AzBA Direct (eNewsletter)	_____	\$ _____
<input type="radio"/> www.azbankers.org	_____	\$ _____

Thank you!