



TNBankers.org

# 2018 SPONSORSHIP OPPORTUNITIES

Reach the top decision-makers within  
Tennessee's banking community



# REACH THE TOP DECISION-MAKERS WITHIN TENNESSEE'S BANKING COMMUNITY

For more than 125 years, the Tennessee Bankers Association has been meeting the needs of Tennessee's banking community. Thanks to the 205 Tennessee banks and trust companies that belong to the Association, we boast strong member support and engagement.

TBA annually conducts approximately 80 live professional development events, training programs and peer-group forums. These opportunities bring together industry professionals and decision-makers from Tennessee banks of all sizes. Targeted marketing with TBA provides associate members the exclusive opportunity to meet individuals and company representatives that help to build business and networking frameworks and reinforce your support of Tennessee's banking industry.

## SOME OF THE BENEFITS OF EVENT SPONSORSHIP INCLUDE\*

- Logo and listing on brochures and other event publicity materials
- Recognition in *The Tennessee Banker* magazine
- Recognition on event signage
- Verbal recognition at the event
- Recognition on TBA website and program e-blasts
- Sponsor ribbon for onsite representative

## CONTACT INFORMATION

**Stacey Langford** - [slangford@TNBankers.org](mailto:slangford@TNBankers.org)  
Senior Vice President of Membership

### **Tennessee Bankers Association**

211 Athens Way, Ste 100 • Nashville, TN 37228-1381  
615-244-4871 or 800-964-5525  
[www.TNBankers.org](http://www.TNBankers.org)

*\*Sponsorship benefits vary based on program size and attendant offering. All information in this brochure, including anticipated attendance figures is intended for planning purposes only and is not guaranteed.*

## 2018 MAJOR CONFERENCES AND CONVENTIONS

**February 22 & 23**

### **Credit Conference**

Omni Nashville Hotel, Nashville

**March 15 & 16**

### **Human Resources Conference**

Embassy Suites by Hilton,  
Murfreesboro

**April 15-17**

### **Leadership Convention, Hosted by the Young Bankers Division**

The Peabody Memphis, Memphis

**April 26 & 27**

### **Strategic Technology & Operations Conference**

Embassy Suites by Hilton,  
Murfreesboro

**June 17-19**

### **128th Annual Meeting**

The Broadmoor,  
Colorado Springs, Colo.

**August 14 & 15**

### **Compliance Conference**

Embassy Suites by Hilton,  
Murfreesboro

**October 24 & 25**

### **Bank Directors Retreat**

DoubleTree by Hilton Hotel  
Nashville Downtown, Nashville

**October 25 & 26**

### **Independent Bankers Division Convention**

DoubleTree by Hilton Hotel  
Nashville Downtown, Nashville

**Fall 2018 TBD**

### **Women in Banking Conference**

Nashville

**Fall 2018 TBD**

### **Trust & Wealth Management Conference**

Nashville





## SPONSORSHIP TESTIMONIALS

“When we support the Tennessee Bankers Association, we make an investment in the success of Tennessee banks and our bank clients. FNBB’s involvement with the TBA has helped fulfill one of our primary goals, the long-term success of our partners. When they succeed, we succeed.”



**Charles M. Kown**  
Senior Vice President  
First National Bankers Bank  
FNBB Capital Markets



“We support TBA programs through sponsorships because they provide valuable training and networking opportunities for our firm.”



**Chris Loyd,**  
Office Leader  
Elliott Davis, LLC



# 2018 SPONSORSHIP OPPORTUNITIES

## REGIONAL TRAINING PROGRAMS

**Various dates:** Jackson, Nashville, Kingsport, Knoxville, Memphis, Chattanooga

**Anticipated attendance:** 30–75 depending on topic and location

**Sponsorship range:** \$750–\$2,000

**Event contact:** Debbie Brickles, [dbrickles@TNBankers.org](mailto:dbrickles@TNBankers.org)

## PEER-TO-PEER FORUMS

**Various dates:** TBA Barrett Training Center, Nashville

**Anticipated attendance:** 20–50 varies by job category

**Sponsorship range:** \$1,500–\$5,000

**Forum categories include:**

- Branch Management School
- CEO Forums
- CFO/Controller Forums
- IT/Operations/Information Security Officer Forums
- Retail Banking Officer Forums
- Senior Compliance Officer Forums
- Senior Human Resources Forums
- Senior Lender Forums

**Event contact:** Debbie Brickles, [dbrickles@TNBankers.org](mailto:dbrickles@TNBankers.org)

## CREDIT CONFERENCE

**February 22 & 23:** Omni Nashville Hotel, Nashville

**Anticipated attendance:** 600

**Sponsorship range:** \$2,000–\$20,000

**Event contact:** Debbie Brickles, [dbrickles@TNBankers.org](mailto:dbrickles@TNBankers.org)

## HUMAN RESOURCES CONFERENCE

**March 15 & 16:** Embassy Suites by Hilton, Murfreesboro

**Anticipated attendance:** 100

**Sponsorship Range:** \$1,000–\$6,000

**Event contact:** Debbie Brickles, [dbrickles@TNBankers.org](mailto:dbrickles@TNBankers.org)



## STRATEGIC TECHNOLOGY & OPERATIONS CONFERENCE

**April 26 & 27:** Embassy Suites by Hilton, Murfreesboro

**Anticipated attendance:** 150

**Sponsorship Range:** \$1,000–\$6,000

**EXHIBIT OPPORTUNITIES!**

**Exhibit Space Fee:** \$900 members

**Event contact:** Debbie Brickles, [dbrickles@TNBankers.org](mailto:dbrickles@TNBankers.org)

## LEADERSHIP CONVENTION

Hosted by the Young Bankers Division

**April 15-17:** The Peabody Memphis, Memphis

**Anticipated attendance:** 125

**Sponsorship range:** \$1,000–\$6,000

**Event contact:** Stacey Langford, [slangford@TNBankers.org](mailto:slangford@TNBankers.org)





# 2018 SPONSORSHIP OPPORTUNITIES CONTINUED

## 128TH TBA ANNUAL MEETING

**June 17-19:** The Broadmoor, Colorado Springs, Colo.

**Anticipated attendance:** 650

**Sponsorship range:** \$2,000–\$15,000

### *EXHIBIT OPPORTUNITIES!*

**Exhibit space fee:** \$1,900

**Event contact:** Penny Powlas,  
[ppowlas@TNBankers.org](mailto:ppowlas@TNBankers.org)



## COMPLIANCE CONFERENCE

**August 14 & 15:** Embassy Suites by Hilton, Murfreesboro

**Anticipated attendance:** 150

**Sponsorship range:** \$750–\$6,000

### *EXHIBIT OPPORTUNITIES!*

**Table top exhibits:** \$900

**Event contact:** Debbie Brickles,  
[dbrickles@TNBankers.org](mailto:dbrickles@TNBankers.org)

## WOMEN IN BANKING CONFERENCE

**Date TBD:** Nashville

**Anticipated Attendance:** 100

**Sponsorship Range:** \$750–\$4,000

**Event contact:** Debbie Brickles,  
[dbrickles@TNBankers.org](mailto:dbrickles@TNBankers.org)

## TRUST & WEALTH MANAGEMENT CONFERENCE

**Date TBD:** TBA Barrett Training Center, Nashville

**Anticipated attendance:** 75

**Sponsorship range:** \$1,000–\$5,000

### *EXHIBIT OPPORTUNITIES!*

**Event contact:** Penny Powlas,  
[ppowlas@TNBankers.org](mailto:ppowlas@TNBankers.org)

## BANK DIRECTORS RETREAT

**October 24 & 25:** DoubleTree by Hilton Hotel  
Nashville Downtown, Nashville

**Anticipated attendance:** 100

**Sponsorship range:** \$750–\$5,000

**Event contact:** Debbie Brickles,  
[dbrickles@TNBankers.org](mailto:dbrickles@TNBankers.org)

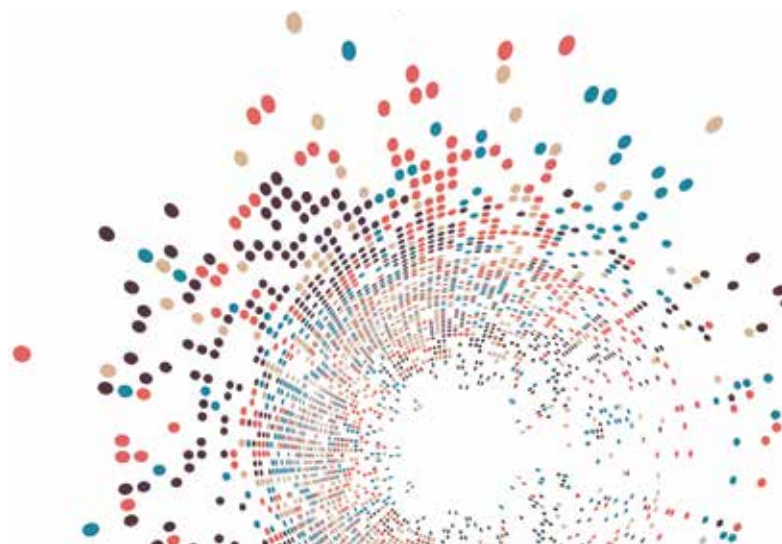
## INDEPENDENT BANKERS DIVISION CONVENTION

**October 25 & 26:** DoubleTree by Hilton Hotel  
Nashville Downtown, Nashville

**Anticipated attendance:** 150

**Sponsorship range:** \$750–\$7,000

**Event contact:** Debbie Brickles,  
[dbrickles@TNBankers.org](mailto:dbrickles@TNBankers.org)



# ADDITIONAL OPPORTUNITIES

## PRINT ADVERTISING

### *The Tennessee Banker*

*The Tennessee Banker* is the official publication of the Tennessee Bankers Association. If you want your message to reach the top decision-makers within Tennessee's financial services community, advertising in *The Tennessee Banker* is an excellent option.

## ONLINE ADVERTISING

### [www.TNBankers.org](http://www.TNBankers.org)

Promoting your products and services on the TBA website is a fresh and effective approach to communicating with the targeted audience your business desires to reach.

## EMAIL ADVERTISING

### *This Week*

Delivered weekly, TBA keeps members informed of rapid developments in the financial services industry covering government relations developments, regulatory announcements, education programming, and timely association and industry news. *This Week* is delivered to the inboxes of more than 3,000 individuals.

### *Regulatory Bulletin*

Delivered monthly, the *Regulatory Bulletin* provides the news relating to regulatory actions in a concise format.

### *The Tennessee Banker Magazine Email*

*The Tennessee Banker* magazine is published every other month. When each issue is released, it is promoted with an email delivered to the inboxes of more than 3,000 individuals involved in Tennessee banking.

## BANKERS DIRECTORY ADVERTISING

This directory is an indispensable reference tool for all bankers and many others conducting business with the state's decision-makers in the financial services industry. By placing an ad in this directory, your message will reach the executives who use this tool on a daily basis. Approximately 1,300 copies of the Bankers Directory are distributed annually to TBA members, associate members, and other interested parties.

## ADVERTISING & EDITORIAL CONTACT INFORMATION

**Tyler Nelson - [tnelson@TNBankers.org](mailto:tnelson@TNBankers.org)**  
Director of Communications

**For more information visit:**  
[www.TNBankers.org/news/advertising](http://www.TNBankers.org/news/advertising)

