

SPONSORSHIPS AND ADVERTISING PLANNING GUIDE

2024

Throughout the year, the New Hampshire Bankers Association hosts a number of events where exhibitor and sponsorship opportunities are available. This is a rewarding way to enhance your company's visibility and brand recognition among a select group of banking industry representatives and event attendees, including executives and key decision makers.

Please look over the list of upcoming sponsorship opportunities and let us know how you would like to become involved. We look forward to working with you to increase your engagement with our membership.

In 2024, we are holding most of our events in-person. We are excited to hold some of them in our new office location, where we have classroom space for up to 28 people.

NH▶**Bankers**
ASSOCIATION

www.nhbankers.com

2024 SPONSORSHIP AND ADVERTISING OPPORTUNITIES

TABLE OF CONTENTS

ANNUAL CONFERENCE.....	4
ANNUAL MEETING.....	6
TRI-STATE CFO CONFERENCE.....	7
SPRING EXECUTIVE MANAGEMENT MEETING.....	8
TRI-STATE TRUST FORUM	9
TRI-STATE MORTGAGE CONFERENCE	10
TRUSTEES AND DIRECTORS FORUM.....	11
WOMEN IN BANKING.....	12
WOMEN IN LEADERSHIP GOLF OUTING W/CPA SOCIETY	13
EMERGING LEADERS IN BANKING WORKSHOP.....	14
COMPLIANCE CONFERENCE	15
FALL COMPLIANCE WORKSHOP	15
NEWSLETTER ADVERTISING.....	16
WEBSITE BANNER ADVERTISING.....	16
ADDITIONAL WEBSITE CATEGORIES	16
THANK YOU TO OUR 2023 MEMBER SPONSORS.....	17

This guide is not all inclusive. We welcome any ideas regarding additional, creative sponsorships not otherwise listed.

Please contact Sandy Tracy at stracy@nhbankers.com or 603-224-5373 with any suggestions or questions on any of the information listed.

Pricing in this guide is intended for members only. Non-members, please contact NH Bankers for pricing. Registration for sponsorships is available online when event registration is open or by calling us at 603-224-5373.

This guide is accurate as of 2/21/24 and is subject to change. For an updated list of events, visit nhbankers.com.

2024 SPONSORSHIP OPPORTUNITIES

ANNUAL CONFERENCE

September 16-18 - The Lodge at Spruce Peak, Stowe, VT

In partnership with Vermont Bankers Association

Audience: CEOs, Presidents and Senior Management

Sponsorship Benefits

All sponsorships of our Annual Conference receive the following:

- Attendee list before event
- Product/Service marketing brochure available at registration table
- Signage/appropriate recognition on the item or at the sponsored event
- Verbal recognition at the General Business Sessions on Friday & Saturday AND during the Banquet on Saturday
- Identification as Sponsor on Conference badge

If your sponsorship amount reaches the Silver, Gold, or Platinum level – you will receive the following additional benefits:

Sponsorship Level	Amount	Additional Benefits
Platinum	\$6000+	<ul style="list-style-type: none">• 3 complimentary registrations• Opportunity for a 2 minute “company commercial”• Email sent to all pre-registered attendees with your company name & logo announcing sponsorship• Logo recognition on screen prior to General Business Sessions and during breaks
Gold	\$3000+	<ul style="list-style-type: none">• 2 complimentary registrations• Logo recognition on screen prior to General Business Sessions and during breaks
Silver	\$2000+	<ul style="list-style-type: none">• 1 complimentary registration

2024 SPONSORSHIP OPPORTUNITIES

Sponsorship Opportunities

Saturday Keynote Speaker	\$6,000
Saturday Golf Tournament or other group activity TBD	\$6,000
Saturday Banquet – logo on menu at each place setting	\$6,000
Friday Reception	\$4,500
Saturday Reception	\$4,500
Hotel Key Cards (supplied by association)	\$5,000
Registration Tote Bags (supplied by sponsor)	\$3,500
Name Badge Lanyards (supplied by sponsor)	\$3,500
Penny Candy (supplied by association)	\$3,000
Refreshment Break – Friday afternoon	\$3,000
Refreshment Break – Saturday morning	\$3,000
Special Amenity in Attendee Hotel Rooms or other delivery method (supplied by sponsor)	\$2,500 each / 2 available
Speaker Sponsorship – introduction of speaker by sponsor (script prepared by Association)	\$2,500 each / 4 available
Bottled Water – Friday or Saturday break	\$2,500
Conference Note Paper – sponsor logo on specialty printed paper available for note taking throughout conference (supplied by sponsor)	\$2,500
Conference Pens – sponsor’s name on pens provided at general session (sponsor supplied)	\$2,500
Door Prize Drawings – provided by sponsor (if association purchased, cost is additional \$500)	\$2,500
USB Flash Drive with Sponsor Logo (supplied by sponsor)	\$2,000
Social Awareness Fun Ribbons (supplied by association)	\$2,000

2024 SPONSORSHIP OPPORTUNITIES

ANNUAL MEETING

June 14, 2024 - Church Landing, Meredith, NH - NEW LOCATION!

Audience: Open to all bankers from Entry to Senior level

Sponsorship Opportunities

GOLD SPONSOR - \$3000

- 3 complimentary conference registrations
- Email sent to all pre-registered attendees with your company name & logo announcing sponsorship
- Company logo on agenda and attendee list
- Opportunity for tabletop display
- Opportunity for a 30 to 60-second commercial played during the meeting, or say a few words in person
- Opportunity to provide a door prize that NH Bankers will announce at the end of the meeting which is a great way to follow up with a participant – you pick the winner.
- Special recognition at event to include:
 - Sponsor sign with gold recognition
 - Shout-out on social media as recognition of your support as a sponsor
 - Logo recognition on screen prior to General Business Sessions and during breaks
 - Verbal announcement of gold sponsorship during Business Sessions

SILVER SPONSOR - \$2500

- 2 complimentary conference registrations
- Email sent to all pre-registered attendees with your company name & logo announcing sponsorship
- Company logo on agenda and attendee list
- Opportunity for tabletop display
- Choice of sponsorship for breakfast or lunch
- Opportunity to provide a door prize that NH Bankers will announce at the end of the meeting which is a great way to follow up with a participant – you pick the winner.
- Special recognition at event to include:
 - Sponsor sign with silver recognition
 - Shout-out on social media as recognition of your support as a sponsor
 - Logo recognition on screen prior to General Business Sessions and during breaks
 - Verbal announcement of silver sponsorship during Business Sessions

BRONZE SPONSOR - \$1500

- 1 complimentary conference registration
- Sponsorship of morning break
- Opportunity for tabletop display
- Special recognition at event to include:
 - Sponsor sign with bronze recognition
 - Verbal announcement of bronze sponsorship during Business Sessions

GENERAL SPONSOR - \$700

- Sponsor sign with recognition at event
 - Verbal announcement of sponsorship during opening Business Session
-

2024 SPONSORSHIP OPPORTUNITIES

TRI-STATE CFO CONFERENCE

May 8-9, 2024 - Killington Grand Summit Hotel, Killington, VT

In partnership with Maine Bankers Association and Vermont Bankers Association

Audience: CFOs

Sponsorship Opportunities

GOLD SPONSOR - \$1500

- Choice of sponsorship for Breakfast or Lunch
- Can include a 30 to 60-second pre-recorded commercial or live comments during the meeting
- Special recognition at event to include:
 - Sponsor sign with gold recognition
 - Shout-out on social media as recognition of your support as a sponsor
 - Logo recognition on agenda and attendee list
 - Standing Banner in the front of meeting room

SILVER SPONSOR - \$900

- Special recognition at event to include:
 - Sponsor sign with silver recognition
 - Shout-out on social media as recognition of your support as a sponsor

Multiple sponsorships will be accepted for most opportunities.

2024 SPONSORSHIP OPPORTUNITIES

SPRING EXECUTIVE MANAGEMENT MEETING

May 9-10, 2024 - Killington Grand Summit Hotel, Killington, VT

In partnership with Vermont Bankers Association

Audience: CEOs, Presidents, and Senior Management

Sponsorship Opportunities

GOLD SPONSOR - \$2500

- Choice of sponsorship for Thursday Reception Hors d'oeuvres or dinner
- Special recognition at event to include:
 - Sponsor sign with gold recognition
 - Shout-out on social media as recognition of your support as a sponsor
 - Logo recognition on agenda and attendee list
 - Standing Banner in the front of meeting room

SILVER SPONSOR - \$2000

- Choice of sponsorship for Thursday Opening Luncheon, Friday Morning Breakfast or Friday Closing Luncheon
- Special recognition at event to include:
 - Sponsor sign with silver recognition
 - Shout-out on social media as recognition of your support as a sponsor
 - Logo recognition on agenda and attendee list

BRONZE SPONSOR - \$1500

- Choice of sponsorship for Thursday or Friday Coffee Break, or Special amenity (sponsor provided))
- Special recognition at event to include:
 - Sponsor sign with bronze recognition
 - Logo recognition on agenda and attendee list

Multiple sponsorships will be accepted for most opportunities.

2024 SPONSORSHIP OPPORTUNITIES

TRI-STATE TRUST FORUM

September 26-27, 2024 (tentative) - The Venue at Portwalk Place, Portsmouth, NH

In partnership with Maine Bankers Association and Vermont Bankers Association

Audience: Trust and Wealth Management professionals

Sponsorship Opportunities

Sponsors receive

- Sponsorship signage at the event
- 1 complimentary conference registration
- 6' skirted table with chair or standard 8' x 10' booth space
- Verbal announcements throughout the conference
- Shout-out on social media recognizing you as a sponsor
- Email with logo and contact information to all pre-registered attendees

Thursday Luncheon	\$2,500
Thursday Afternoon Break	\$1,500
Exhibitor Reception	\$2,500
Friday Morning Breakfast	\$2,500
Friday Morning Break	\$1,500

Exhibitor Opportunities

Exhibitors receive

- 1 complimentary conference registration
- 6' skirted table with chair or standard 8' x 10' booth space
- Verbal announcements throughout the conference

Members	Early reg. by Aug. 1, 2024	After Aug. 1, 2024
Exhibitor Fee (includes one registration)	\$700	\$750
Additional Attendees	\$275	\$275

2024 SPONSORSHIP OPPORTUNITIES

TRI-STATE MORTGAGE CONFERENCE

February 8-9, 2024 - The Venue at Portwalk Place, Portsmouth, NH

In partnership with Maine Bankers Association, Vermont Bankers Association, Maine Association of Mortgage Professionals, Mortgage Bankers & Brokers Association of New Hampshire, Vermont Mortgage Bankers Association

Audience: Mortgage professionals

Exhibitor Opportunities

Exhibitors receive

- 1 complimentary conference registration
- 6' skirted table with chair or standard 8' x 10' booth space
- Sponsorship recognition during the event to include:
 - Social Media shout out
 - Verbal announcements throughout the conference

Members	Early reg. by Dec. 15, 2023	After Dec. 15, 2023
Exhibitor Fee (includes one registration)	\$750	\$799
Additional Attendees	\$325	\$325

Sponsorship Opportunities

\$750 - Sponsorships receive

- 1 complimentary conference registration
- Sponsorship choice of Thursday Breakfast, Morning Beverage Break, Buffet Luncheon, or Afternoon Break, Thursday Reception, Friday Breakfast or Morning Break
- Standing Banner in the front of meeting room
- Special recognition during the event to include:
 - Social Media shout out
 - Signage at the sponsored event
 - Verbal announcement of sponsorship during the conference

Multiple sponsorships will be accepted.

2024 SPONSORSHIP OPPORTUNITIES

TRUSTEES AND DIRECTORS FORUM

November TBD, 2024 - Grappone Conference Center, Concord, NH

Audience: CEOs, Presidents, Directors and Senior Management

Sponsorship Opportunities

GOLD SPONSOR - \$1500

- 2 complimentary conference registrations
- Lunch sponsorship
- Opportunity for tabletop display
- Special recognition at event to include:
 - Sponsor sign with gold recognition
 - Verbal announcement of gold sponsorship

SILVER SPONSOR - \$750

- 1 complimentary conference registration
- Sponsorship choice of continental breakfast or morning break
- Opportunity for tabletop display
- Special recognition at event to include:
 - Sponsor sign with silver recognition
 - Verbal announcement of silver sponsorship

Multiple sponsorships will be accepted.

2024 SPONSORSHIP OPPORTUNITIES

WOMEN IN BANKING

April 30, 2024 - Grappone Conference Center, Concord, NH

Audience: CEOs, CFOs, Senior Officers, Bankers of all levels

Sponsorship Opportunities

GOLD SPONSOR - \$1,750

- 2 complimentary conference registrations
- 30-60 second commercial (live or pre-recorded)
- Logo on agenda
- Verbal recognition during opening and closing remarks
- Logo recognition on pre-event email to attendees
- Social Media shout out

SILVER SPONSOR - \$1,250

- 1 complimentary conference registration
- Verbal recognition during opening and closing remarks
- Logo recognition on pre-event email to attendees
- Social Media shout out

BRONZE SPONSOR - \$1,000

- Verbal recognition during opening and closing remarks
- Logo recognition on pre-event email to attendees

Multiple sponsorships will be accepted.

2024 SPONSORSHIP OPPORTUNITIES

WOMEN IN LEADERSHIP GOLF OUTING W/CPA SOCIETY

September 23, 2024 (tentative) - Stonebridge Country Club, Goffstown, NH

In partnership with NH Society of Certified Public Accountants

Audience: Women in leadership

Sponsorship Opportunities

“Birdie” Sponsor- \$800

- Tee/green signage
 - Golf package for four players
 - Name recognition on all promotional materials including brochures, fliers, email announcements, etc.
-

“Par” Sponsor- \$350

- Tee/green signage
 - Lunch tickets for two guests
 - Name recognition on all promotional materials including brochures, fliers, email announcements, etc.
-

Meal Sponsor Packages: Breakfast - \$350 or Lunch - \$600

- Custom logo pin flag
 - Banner showcased during meal
 - Lunch tickets for two guests
 - Name recognition on all promotional materials including brochures, fliers, email announcements, etc.
-

Drink Cart Sponsor- \$350

- Table sign displayed during meal and at the bar
- Lunch tickets for two guests
- Name recognition on all promotional materials including brochures, fliers, email announcements, etc.

2024 SPONSORSHIP OPPORTUNITIES

EMERGING LEADERS IN BANKING WORKSHOP

January 9, 2024 - Grappone Conference Center, Concord, NH

In partnership with Community Bankers Association

Audience: Emerging leaders as defined by each attending institution

Sponsorship Opportunities

GOLD SPONSOR - \$750

- 1 Complimentary conference registration
- Event Page/Emails/Registration Page: Logo and Website Link
- Opportunity for a 30 to 60-second commercial played during the meeting, or say a few words in person
- Special recognition during the event to include:
 - Social Media shout
 - Signage at the event
 - Verbal announcement of sponsorship during the workshop

SILVER SPONSOR - \$500

- Event Page: Logo and Website Link
- Special recognition during the event to include:
 - Social Media shout
 - Signage at the event
 - Verbal announcement of sponsorship during the workshop

Multiple sponsorships will be accepted.

2024 SPONSORSHIP OPPORTUNITIES

\$500 Sponsorship Opportunities

The following event offers sponsorship opportunities offer the following benefits:

- 1 Complimentary conference registration
- Opportunity for a 30 to 60-second commercial played during the meeting, or say a few words in person
- Special recognition during the event to include:
 - Social Media shout out
 - Signage at the sponsored event
 - Verbal announcement of sponsorship during the conference

COMPLIANCE CONFERENCE

May 21-22, 2024 - NH Bankers Association Training Room, Concord, NH

In partnership with Vermont Bankers Association

Audience: Compliance professionals, regulatory risk officers, Consumer Lending, BSA/AML Specialists, Fraud and Security Specialists

Choose from:

- Tuesday Morning Breakfast
- Tuesday Morning Break
- Tuesday Buffet Luncheon
- Wednesday Morning Breakfast
- Wednesday Morning Break
- Wednesday Buffet Luncheon

Multiple sponsorships will be accepted.

FALL COMPLIANCE WORKSHOP

November TBD, 2024 - NH Bankers Association Training Room, Concord, NH

In partnership with Vermont Bankers Association

Audience: Compliance professionals, regulatory risk officers, Consumer Lending, BSA/AML Specialists, Fraud and Security Specialists

Choose from:

- Morning Breakfast
- Morning Break
- Buffet Luncheon
- Afternoon Break

Multiple sponsorships will be accepted.

2024 ADVERTISING OPPORTUNITIES

Advertising your business in our newsletters or on our website will reach decision makers in every facet of the banking industry across NH and beyond, including CEOs, presidents, and executive and senior vice presidents.

NEWSLETTER ADVERTISING

BANK NOTE MONTHLY NEWSLETTER

What is it? A general monthly update includes topics such as: up-to-the-minute information from the state legislature or Congress, upcoming events, topical webinars, helpful tools and more.

Who is our audience? Over 2200 of our member bank employees, associate members, endorsed partners and trust companies at all levels.

UNDER THE DOME LEGISLATIVE UPDATE

What is it? Our weekly Legislative Update provides the latest developments on state legislative issues impacting the NH banking industry during the legislative session, typically January through June.

Who is our audience? This very targeted audience of almost 350 consists of CEOs and our Legislative Committee, and those who are actively involved in government relations.

PROFESSIONAL DEVELOPMENT NEWS

What is it? Monthly newsletter specific to human resources and training information and includes educational opportunities from classes to webinars, in-person events, and much more.

Who is our audience? Exclusive to Human resource and training professionals at our member banks.

Sample of newsletter ad space



November 2023



WEBSITE BANNER ADVERTISING

What is it? Take advantage of nhbankers.com website ad space on our events section for your business - our most visited location.

Who is our audience? All our members interested in attending our events. Including non-members as well, averaging over 800 users a month.

What is the format? Monthly - The banner will be available on a monthly basis.

Ask us about other location availability.



Emerging Leaders in Banking Workshop 2024



COMING SOON!

ADDITIONAL WEBSITE DIRECTORY CATEGORIES

ASSOCIATE MEMBERS: ADD AN ADDITIONAL CATEGORY FOR YOUR BUSINESS

Associate Members receive one category with their membership! Want an additional category to help our bank members locate you? For \$100 per category per year, your business can be added to additional categories for better search. Don't see a category you'd like? We are happy to add one for you!

See the [Associate Member Directory](https://members.nhbankers.com/associate-member-directory) at members.nhbankers.com/associate-member-directory for a full list of categories.

Ad Location	Ad Specifications	Frequency	1 Ad*	3-6 Ads*	Ad Deadline
NH Bankers Bank Note Newsletter	800px W x 135 px H - 72 dpi - jpg format		\$500	\$475	4th Monday of preceding month
Professional Development News	800px W x 135 px H - 72 dpi - jpg format		\$500	\$475	2nd Monday of preceding month
Under the Dome Legislative Bulletin	800px W x 135 px H - 72 dpi - jpg format		\$500	\$475	Thursday noon preceding week
Website ad	800px W x 135 px H - 72 dpi - jpg format		\$800	\$760	4th Monday of preceding month

*Within calendar year. Prices are per ad - first come first served. 3-6 ads discount: 5%

THANK YOU TO OUR 2023 MEMBER SPONSORS

ACBB

Allied Solutions

American Bankers Association

Anthem, Inc.

Baker Newman Noyes

BerryDunn

BHG - Bankers Healthcare Group

Career Management Associates (CMA)

CATIC

Cobblestone Management, LLC

COCC

EPG, Inc.

Federal Home Loan Bank of Boston

Gallagher, Callahan & Gartrell, PC

Granite Edvance

ICI Consulting, Inc.

Independent Community Bankers of America

M&M Consulting Inc

Merrimack County Savings Bank

NEACH Payments Group

New Hampshire Housing

NH Business Finance Authority

Northeast Delta Dental

The NBS Group, LLC

Updike, Kelly & Spellacy, P.C.

Wolf & Company PC



NH▶Bankers

ASSOCIATION

PO Box 2586, Concord, NH 03302-2586
603-224-5373 | info@nhbankers.com
www.nhbankers.com