



50th ANNUAL CONVENTION



AUG 4 - 7, 2024

HILTON COLUMBUS DOWNTOWN - COLUMBUS, OH

EXHIBITOR & SPONSORSHIP KIT



THE CONVENTION

We're looking forward to gathering in person again for our premier networking and education event!

Now in its 50th year, our annual convention is a cornerstone for community banking. The convention is rich with actionable education sessions, entertaining special events and a strong sense of community. Ohio community banking professionals come together for great networking with content they can bring back to their institutions and a chance to explore new vendor opportunities through our trade show.

If you have any questions, please contact Malia Widder at (614) 610-1877 or malia@cbao.bank.

OUR DESTINATION

AUGUST 4-7, 2024

HILTON COLUMBUS DOWNTOWN - COLUMBUS, OH

WHO ATTENDS?

C-Suite and executive management, directors, officers, department managers, community bank team members, friends and guests of the industry, service providers.

I highly recommend the CBAO Annual Convention for businesses that are interested in partnering with Ohio community banks. The CBAO team was engaged, supportive and enthusiastic about helping to position my company to succeed.

- Brian Reed, College Ave Student Loans

Best event of the year to network with community bankers across the State of Ohio and vendors that support the community banking industry.

- Chad Hoffman, Richwood Bank



WHY PARTICIPATE?

The CBAO Annual Convention is the event for community banks in Ohio. Exclusively focused on the needs of the community banking industry, our attendees are looking to connect with current and potential service providers, engage in meaningful conversations about new opportunities and celebrate community banking!

- **Valuable Networking** – Network with community banking professionals and industry experts that are committed to the independence and advancement of Ohio's community banks, fortifying existing relationships and establishing new connections.
- **Increased Visibility** – This is the absolute best way to advertise your services to our members and meet them face-to-face.
- **Looking to grow vertically in community banking?** Meet and network with banking professionals in unique and entertaining environments that provide an atmosphere for comfortable conversations.

SCHEDULE OF EVENTS (SUBJECT TO CHANGE)

MONDAY, AUGUST 5

- CBAO Board of Directors & Committees Meeting *(by invitation only)*
- Community Banking Annual Golf Outing *(lunch included)*
- Welcome Reception *(heavy hors d'oeuvres)*

TUESDAY, AUGUST 6

- Breakfast and Registration
- Convention Opening Ceremony
- Keynote Session
- Exhibit Hall Grand Opening & Networking Break
- Exhibitor & Sponsor Luncheon
- Breakouts
- Networking Break in the Exhibit Hall
- General Sessions

TUESDAY, AUGUST 6 (CONT.)

- Exhibitor & Sponsor Appreciation Cocktail Hour
- CBAO FED PAC Silent Auction
- Community Banking Celebration *(dinner served)*

WEDNESDAY, AUGUST 7

- Breakfast and Registration
- General Session
- Exhibit Hall Finale
- Keynote Lunch Session
- Annual Meeting & State of the Industry Update
- Trade Show Finale
- Breakouts
- Chairman's Celebration *(dinner served)*

THE VENUE: HILTON COLUMBUS DOWNTOWN



Located in the heart of downtown Columbus, Hilton Columbus Downtown is the largest hotel in Ohio, following the completion of the second tower in fall 2022. It features 1,000 guest rooms and 75,000 square feet of meeting space. Included are four food and beverage concepts, including FYR, a full-service live fire restaurant and Spark, which features a Midwest-driven menu with classic cocktails and local brews. Stories on High, a rooftop lounge sitting 28 stories over High Street and The Market, a grab & go concept.

EVENT SPONSORSHIP

DIAMOND – \$15,000

- **Keynote speaker sponsor (with opportunity to introduce the speaker) (1 of 2 available)**
- Company logo recognition on convention website, signage, program, and event app
- Full attendee list provided (pre and post convention)
- Complimentary trade show booth
- Full-page color ad in the convention program
- 4 registrations to all convention events
- 2 registrations to the Annual Golf Outing

PLATINUM – \$10,000

- **Choice of exclusive sponsorship for: Welcome Reception, Community Banking Celebration, Silent Auction, or Chairman's Reception**
- Company logo recognition on convention website, signage, program, and event app
- Full attendee list provided (pre and post convention)
- Complimentary trade show booth
- Full-page color ad in the convention program
- 2 registrations to all convention events (does not include Golf Outing)

GOLD – \$5,000

- **Choice of sponsorship for: Exclusive Convention Lunch, Exclusive Convention Breakfast, Exclusive Board & Committee Dinner, Exhibit Hall Grand Opening, After-Hours Networking, Event App, Wi-Fi, Hotel Key Card, or Name Badges**
- Company logo recognition on convention website, signage, program, and event app
- Full attendee list provided (pre and post convention)
- 1/2-page color ad in the convention program
- 2 registrations to all convention events (does not include Golf Outing)

SILVER – \$3,500

- **Choice of sponsorship for: Exhibitor & Sponsor Appreciation Cocktail Hour (Food or Bar), Exhibit Hall Partner Aisle, Networking Break, Trade Show Contest, Registration, Tote-Bags, Floor Directional Arrows, Daily Agenda Announcement, or General Session Intro Commercial**
- Company logo recognition on convention website, signage, program, and event app
- Full attendee list provided (pre and post convention)
- 1/4-page color ad in the convention program
- 1 registration to all convention events (does not include Golf Outing)

BRONZE – \$1,500

- **Choice of sponsorship for: Attendee Welcome Gift**
- Full attendee list provided (pre and post convention)
- Company logo recognition on convention website, signage, program, and event app

GOLF OUTING SPONSORSHIP



AUGUST 5, 2024 – PINNACLE GOLF CLUB

This year's outing promises a challenging course to test your skill, and your will. Throughout the event we'll be featuring fun contests across the course, photo ops, team competitions, food and drinks, and more! Get in on the fun and feature your company through one of our sponsorship opportunities.

SPONSORSHIP INCLUDES:

- Round of golf for (1) participant (excluding Golf and Contest Holes)
- List of golfers and contact information post-convention
- Logo included in convention & golf print materials
- Logo and link to your website on our convention website
- (1) non-golfer pass for a company representative to be stationed at sponsored tee box to hand out promotional marketing materials and/or to participate in contest execution

LUNCH – \$3,000

Exclusive sponsorship of lunch at the clubhouse

BEVERAGE CART – \$3,000

Exclusive sponsorship of the on-course beverage cart

SWAG BAGS – \$2,500

Exclusive sponsorship of giveaways for the golfers (customizable)

CONTEST HOLE – \$750

Choice of: Closest to the Pin, Longest Drive, Longest Putt

GOLF HOLE – \$500

Exclusive 18" x 24" logo signage at one of the 18 holes

Note: Golf hole signs are an add-on opportunity for exhibitor and/or sponsor attendees

ADVERTISING

PROGRAM ADVERTISING

Our convention brochure is given to each attendee and is a great marketing opportunity for sponsors and exhibitors. All ads are full color.

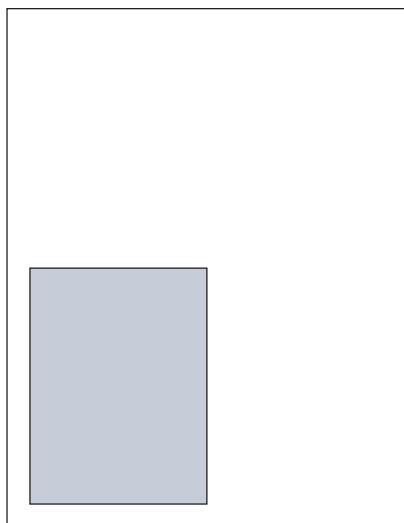
Back Cover – \$1500

Inside Cover – \$1100

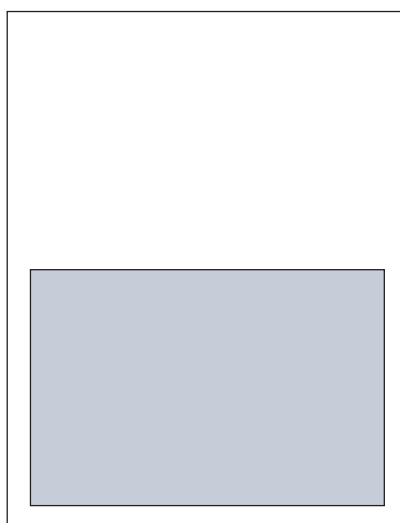
Full Page – \$850

1/2 Page – \$500

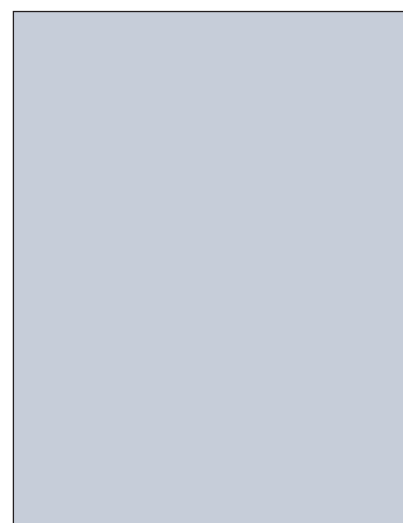
1/4 Page – \$250



1/4 Page – 3.625" x 4.875"



1/2 Page – 7.5" x 4.875"



Full Page – 8.5" x 11" (+bleed)

EVENT SCHEDULE EMAIL – \$600

Each morning of the convention we'll send an email featuring the day's events and news. We'll feature your logo, short description, and contact info. (2 available)

EXHIBITOR OPPORTUNITIES

EXHIBIT BOOTHS INCLUDE FULL CONVENTION ACCESS:

- 8'x10 booth space
- (1) 6 ft. table
- (2) standard chairs
- Exhibitor display sign
- Full attendee list (pre and post convention)
- (2) Passes to the Exhibitor & Sponsor Appreciation Cocktail Hour
- (2) Passes to the Welcome Reception
- (2) Passes to the CBAO Silent Auction
- (2) Passes to the Community Banking Celebration
- (2) Passes to the Chairman's Banquet
- Unlimited access to general sessions & breakouts
- (2) Exhibitor Badges (Does not include Golf Outing)
- Additional convention badges: \$500

RESERVE YOUR BOOTH

Please submit our exhibitor registration form (located in this packet) and include your preferred booth locations.

EXHIBITOR & SPONSOR LUNCHEON

Tuesday, August 6, attendees will dine with exhibitors during our Exhibitor & Sponsor Luncheon.

EXHIBIT FEES:

CBAO MEMBER: \$1,600
NON-MEMBER: \$2,000

ANNUAL GOLF OUTING

CBAO MEMBER: \$179
NON-MEMBER PRICING: \$229

If you have any questions, contact Malia Widder at (614) 610-1877 or malia@cbao.bank.

REGISTRATION

Please note: An Associate Member/non-member company must exhibit and/or sponsor in order to attend the convention (advertising and golf signs excluded). Prior year exhibitors receive priority booth selection.

CONTACT INFORMATION (to be displayed in marketing materials):

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ Website: _____

Email Address: _____

Company Description: _____

Primary Contact (for pre-event materials and coordination): _____

Primary Contact Phone Number: _____

Primary Contact Email Address: _____

EXHIBITOR REGISTRATION (CBAO MEMBER: \$1,600 / NON-MEMBER: \$2,000)

*Please check the box next to each person planning to attend the **Welcome Reception** (included with registration), **Community Banking Celebration** (included with registration), and **Chairman's Banquet** (included with registration)*

Booth Representatives (2): _____ _____

Additional Booth Representatives (\$500 per additional badge):

_____ _____

Preferred Booth Location (choose 3): 1st: _____ 2nd: _____ 3rd: _____

Exhibitors you prefer **not** to exhibit next to: _____

ADDITIONAL NETWORKING OPPORTUNITIES

Annual Golf Outing (CBAO MEMBER: \$179 / NON-MEMBER: \$229)

Name(s) / Quantity: _____

(Form continued on next page)

REGISTRATION (CONT.)

EVENT SPONSORSHIP REGISTRATION

DIAMOND (\$15,000) PLATINUM (\$10,000) GOLD (\$5,000) SILVER (\$3,500) BRONZE (\$1,500)

Preferred sponsorship choice (see corresponding level options on pg. 5):

A CBAO representative will be in contact to coordinate any complimentary booth space and/or convention attendees

GOLF OUTING SPONSORSHIP REGISTRATION

LUNCH (\$3,000) BEVERAGE CART (\$3,000) SWAG BAGS (\$2,500)

CONTEST HOLE (\$750) (golf participation not included) GOLF HOLE (\$500) (golf participation not included)

Golf participant: _____

PROGRAM ADVERTISING

BACK COVER (\$1,500) INSIDE COVER (\$1,100) FULL PAGE (\$850) 1/2 PAGE (\$500) 1/4 PAGE (\$250)

EVENT SCHEDULE EMAIL (\$600)

PAYMENT INFORMATION

Visa MasterCard American Express

Credit Card Number: _____

Expiration (MM/YYYY): _____ Security Code: _____ Billing Zip Code: _____

Billing Address: _____

Name (as it appears on card): _____

Total to be paid: \$ _____

Please complete the form and send via email to malia@cbao.bank or fax (614) 846-4999.

CBAO's cancellation policy allows for a full refund for cancellations (minus a \$250 administrative fee) up until June 1, 2024. After June 1, a 50% refund will be given to cancellations made before July 1, 2024. Following July 1, no refunds will be given for cancellations.





MORE DETAILS ONLINE AT: CBAOCONVENTION.COM



**JOIN US IN CELEBRATING 50 YEARS
OF EXCELLENCE IN COMMUNITY BANKING**

Here's to 50 more years of supporting the vibrant community banking industry in Ohio.