WHO will be there?
Decision-makers from nearly 100 depository institutions

WHAT are the benefits of attending?
- Targeted access to industry decision-makers
- Platform to demonstrate your products and services in the highly trafficked Exhibit Hall
- Unlimited opportunity to establish new relationships

WHEN & WHERE is the event taking place?
March 3-6, 2020
Diplomat Beach Resort Hollywood, Fla.

WHY should you attend?
BISA’s Annual Convention brings together industry leaders for 3 days of targeted networking and education on a scale that’s only possible at the industry’s premier event.

did you know...
Nearly 90 percent of past attendees rated their Exhibit Hall experience as Very Good or Good.
**BISA ATTENDEES AT-A-GLANCE**

On average, **70%** of attendees are executive managers; **23%** are product or sales managers.

More than **46%** percent of BISA Depository attendees are in roles responsible for choosing partnerships, solutions, and/or setting strategies and policies.

**Consortium attendees influence their company's decision making on annuity providers, life insurance, mutual funds, sales software & more.**

**34%** of BISA Depository Member institutions have C-suite level participation at the Convention.

More than **29%** of BISA Depository attendees have direct influence with consumer/end-user purchases (titles include Financial Advisor, Business Development, Account Execs, Managers, Marketing).

“Networking with existing and potential customers overall is invaluable, as is getting to see/spend time with so many in one location.”

– 2018 BISA Exhibitor

**did you know...**

Technology is everywhere, and there’s no denying its importance. But a recent survey showed that **85 percent** of conference-goers report they build stronger, more meaningful business relationships during in-person business meetings and conferences. *Source: Team Referral Network*
2020 SPONSORSHIP OPPORTUNITIES

Technology

Charging Stations — $3,000
Sponsor charging stations for attendees to utilize throughout the event. Graphic recognition of your company's logo included.

BISA Annual Convention Mobile Application — $8,000
The mobile app is the go-to resource for BISA attendees. As a Mobile App sponsor, your organization will receive a banner advertisement at the bottom of the dashboard and recognition on all conference materials including pre-show communications and on printed Mobile App signage.

Convention Attendee Wi-Fi Access — $10,000
Be the name that connects attendees by sponsoring onsite Wi-Fi access. Sponsorship includes the ability to select a Wi-Fi password and recognition on conference materials.

Branding

Floor Decals (5 available) — $2,000
Increase your visibility where attendees walk daily and remind attendees how and where to locate you inside the Exhibit Hall. Floor decal can be custom designed by your company. Limit one (1) per company.

Placement in Pre-Convention Attendee Newsletters —
$2,500 for 1 placement; $8,000 for 4 placements
Reach attendees before the conference even starts! Create a lead banner ad for your company to be placed in preshow attendee communications which are the go-to electronic resources for information regarding keynote speakers, up-to-date information on sponsors and exhibitors, and key updates leading up to the Convention. Be the exclusive sponsor and have a placement in four newsletters for $8,000 or one placement for $2,500. Only 1 sponsor banner per newsletter.

Interested in sponsoring something not captured here? Reach out to Sales@bisanet.org to discuss your options

“Great opportunity to learn more about what is going on in the industry and to network with peers and partners (and potential partners!)”

– 2018 BISA Attendee
2020 SPONSORSHIP OPPORTUNITIES

Branding (continued)

Gobo — $5,000
Place your company logo front and center through a GOBO on a wall leading to the entrances of the General Session and Exhibit Hall Wednesday and Thursday.

Room Drop — $5,000
Leave a lasting impact by providing a special gift from your company (pending BISA approval) to be placed in attendee rooms at the Diplomat Beach Resort. Sponsor is responsible for hotel room delivery fee.

Drop Items:
Flyer/Magazine ($5,000)
Gift ($5,000)

Pocket Schedule-at-a-Glance — $6,000
BISA’s Pocket Schedule-at-a-Glance is a must-have tool for a quick overview of events throughout the convention. Sponsorship includes your company name and logo on the Pocket Schedule.

Ceiling Banner (2 available) — $7,500
Market your organization with a banner hanging from the ceiling of the exhibit hall for all attendees to see. Sponsor to provide the custom artwork. Cost includes printing and installation fees.

Attendee Badge Lanyard — $10,000
Worn by all attendees, this exclusive sponsorship provides your company high visibility. Sponsorship includes your logo printed on the lanyards.

Hotel Keycards — $12,000
As the exclusive hotel keycard sponsor, your logo will be placed on all keycards distributed to attendees.

Interested in sponsoring something not captured here? Reach out to Sales@bisanet.org to discuss your options.

did you know...
93 percent of 2019 exhibitors believe the BISA Annual Convention attracts their target audience.
## 2020 SPONSORSHIP OPPORTUNITIES

### Experiential
**Welcome Reception — Co-sponsorship available; Contact BISA Sales team for pricing**
Make your mark during the Welcome Reception. Sponsorship includes recognition on signage, napkins with your logo to be distributed at F&B areas, and an option to provide music or entertainment for an additional fee.

**BISA Night — Co-sponsorship available; Contact BISA Sales team for pricing**
Imagine… BISA Night reinvented. There are many ways to make your mark during the event’s flagship evening. Contact BISA Sales to discuss your options.

### Refreshment Breaks
(3 available) — $3,000 each
One of the most sought after sponsorship items! Maximize your exposure in front of your target audience. Sponsorship includes hot and cold beverages, snack, signage and the option to provide personalized napkins (pending BISA approval).

### Breakfasts (2 available) — $5,000 each
Sponsor breakfast service and encourage attendees to begin their day with your organization on their mind. Sponsorship includes hot buffet breakfast, recognition on signage at the event and napkins with your logo to be distributed at breakfast areas.

### Women’s Networking Lunch — Co-sponsorship available; $5,000
This event is consistently rated as the most valued networking event at the Convention. Includes General Session recognition. As a co-sponsor of this event, your sponsorship includes logo placement on signage and brand recognition.

Interested in sponsoring something not captured here? Reach out to Sales@bisanet.org to discuss your options.

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“If you attend only one event per year, this needs to be the one!”

— 2018 BISA Attendee
2020 SPONSORSHIP OPPORTUNITIES

Experiential (continued)

Specialty Drink — $5,000 for drink passed for one hour during BISA Night; $10,000 for drink passed for duration of BISA Night
Sponsor a specialty drink during BISA Night. Recognition may include signage, branding on server trays and/or cocktail napkins. You may choose the name of the specialty drink (must be approved by BISA).

Shoeshine Station — $7,500
Sponsorship includes one shoeshine stand with professional shoeshine services in a high-traffic area Wednesday, Thursday and Friday during convention hours. Sponsor will receive signage recognizing their support and may also provide their own logo gift for the shoeshine professional to distribute (e.g., shoe horns).

Entertainment Sponsorship — $7,500 (during BISA Night)
Showcase your brand center stage during the musical entertainment to take place at BISA night. Your organization’s logo will be displayed on the stage set.

Bar Sponsorship — $10,000 (during BISA Night)
Promote your organization in a big way by sponsoring the bar at BISA night. Exposure includes signage, cocktail napkins, recognition on BISA website and email.

Add on:
Branded Bar Façade: $3 for $3,000; $1,000 per additional
Branded Highboy Tables: 5 for $5,000

Interested in sponsoring something not captured here? Reach out to Sales@bisanet.org to discuss your options.
Exhibit at the BISA 2020 Annual Convention in one of two ways: Choose a 10’x10’ booth or a tabletop display. **Please note:** ALL food and beverage items distributed on the exhibit hall floor or from your booth must to be approved by BISA. Tentative exhibit hall hours:

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday</td>
<td></td>
</tr>
<tr>
<td>12:00 p.m. – 4:00 p.m.</td>
<td>Exhibit Setup</td>
</tr>
<tr>
<td>5:30 p.m. – 7:30 p.m.</td>
<td>Welcome Networking Reception + Exhibit Hall Open</td>
</tr>
<tr>
<td>Thursday</td>
<td></td>
</tr>
<tr>
<td>7:30 a.m. – 8:30 a.m.</td>
<td>Networking Breakfast + Exhibit Hall Open</td>
</tr>
<tr>
<td>10:00 a.m. – 1:30 p.m.</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>12:00 p.m. – 1:30 p.m.</td>
<td>Lunch + Product Showcase</td>
</tr>
<tr>
<td>6:00 p.m. – 7:00 p.m.</td>
<td>Exhibit Hall Reception</td>
</tr>
</tbody>
</table>

**10’x10’ Booth**

Includes one (1) six-foot draped table, two chairs, wastebasket, identification sign, as well as pipe and drape to differentiate booths. The hotel’s ballroom is carpeted. Booth includes: 1) listing of company name, contact, logo and 100-word description in Mobile App, 2) a registration allotment (as related to membership status outlined in grid below), 3) recognition on website and on convention signage, and 4) pre- and post-convention attendee lists.

**Tabletop Booth**

Includes one (1) six-foot long draped table, two chairs, wastebasket and identification sign. All signage and **booth display materials must fit on top of the table.** Table top includes: 1) listing of company name and contact in Mobile App, 2) a registration allotment (as related to membership status outlined in grid below), 3) recognition on website and on convention signage, and 4) pre- and post-convention attendee lists.

did you know…

93 percent of 2019 exhibitors stated that they were successful in reaching their objectives for the 2019 Annual Convention.
“The best opportunity to network, meet with partners and stay in touch with the industry’s top participants!”

– 2018 BISA Attendee
Based on your membership status or level, consult the table below for what is available to your company beyond what is listed on previous pages. For a full list of membership benefits, check our membership offerings. Associate Members, Consulting and Research Firm Members, and Non-Members only receive Convention benefits in chart below when exhibiting at the Convention.

### Member Opportunities

<table>
<thead>
<tr>
<th>Membership Level</th>
<th>Investment</th>
<th>Exhibit Space</th>
<th>Visibility</th>
<th>Registration</th>
<th>Attendee List</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum Leadership</td>
<td>Included in dues ($40,000)</td>
<td>10’x10’ booth (prime location)</td>
<td>Recognition at Early-bird Reception, pre-event comms, website &amp; signage</td>
<td>5 full registrations for company + 12 full registrations for depository customers only + 2 Expo Hall Only passes</td>
<td>Pre &amp; post-event attendee list</td>
<td>3-page digital PDF in mobile app</td>
</tr>
<tr>
<td>Leadership</td>
<td>Included in dues ($25,000)</td>
<td>10’x10’ booth</td>
<td>Recognition in pre-event comms, website &amp; signage</td>
<td>3 full registrations for company + 8 full registrations for depository customers only + 2 Expo Hall Only passes</td>
<td>Pre &amp; post-event attendee list</td>
<td>1-page digital PDF in mobile app</td>
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<tr>
<td>Associate Plus</td>
<td>Included in dues ($15,000)</td>
<td>10’x10’ booth</td>
<td>Recognition on website and signage</td>
<td>3 full registrations for company + 5 full registrations for depository customers only + 2 Expo Hall Only passes</td>
<td>Pre &amp; post-event attendee list</td>
<td>–</td>
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<tr>
<td>Consulting and Research Firms</td>
<td>Member Rate: Dues plus $2,500</td>
<td>6’ tabletop All signage must sit on table</td>
<td>–</td>
<td>2 full registrations for company + 2 Expo Hall Only passes</td>
<td>Pre &amp; post-event attendee list</td>
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<tr>
<td>Non-Member Opportunities</td>
<td>Premium</td>
<td>Basic</td>
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<tr>
<td>Investment</td>
<td>$14,000</td>
<td>$5,500</td>
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<tr>
<td>Exhibit Space</td>
<td>10’x10’ booth</td>
<td>6’ tabletop</td>
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<tr>
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<td>–</td>
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<tr>
<td>Registration</td>
<td>2 full registrations for company + 2 Expo Hall Only passes</td>
<td>2 Expo Hall Only passes</td>
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<tr>
<td>Attendee List</td>
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For more information about membership, contact E. Lyles Morgan, Membership and Operations Coordinator at lmorgan@bisanet.org or 202-367-2394.