

2023 **BISA**

**➤ PARTNERSHIP
OFFERINGS**

See you soon in Miami!
We are ready to celebrate our dedicated financial institutions and provide our member firms the resources they need to remain best-in-class.

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BISA MEMBERS AT-A-GLANCE

Who are BISA Members?

When you advertise with BISA or purchase a sponsorship opportunity at a BISA event, you're reaching a captive audience of professionals responsible for the marketing, sales and distribution of securities, insurance, and other financial products and advisory services through the bank and credit union channel.

BISA Members are...

1/3 of our audience are VPs, CEOs, or Presidents

...

OVER 1/2 of our audience are final decision makers or have significant influence in making purchasing decisions

...

BISA's Audience represents over **80** unique Banks and Credit Unions

Reach Our Audience

BISA offers an array of opportunities to reach our audience through *Portfolio Weekly*, *Portfolio Online*, in-person and virtual events, podcasts and webinars, and BISA's annual print publication.

Are you a BISA member?

Review our **Service Provider** and **Consulting & Research Firm** membership benefits to ensure you're making the most of your membership and maximizing your exposure.

BISA Members Represent Financial Institutions Such as...

- › BMO Harris Financial Advisors
- › Citi Personal Wealth
- › Citizen's Securities
- › Comerica Securities
- › Fifth Third Securities
- › First Horizon Advisors
- › Huntington Investment Company
- › Key Investment Services
- › M&T Securities
- › Northern Trust
- › Regions Investment Services
- › Synovus Securities
- › TD Bank
- › Truist
- › UnionBanc Investment Services
- › U.S. Bancorp Investments, Inc.
- › Wells Fargo

BISA MEMBERSHIP

Maximize your exposure to BISA's audience by joining as a Member. For a full list of benefits, check out our offerings below. Please note that Associate Members and Consulting and Research Firms must purchase an exhibit to access the Convention benefits listed.

BISA SERVICE PROVIDER MEMBERSHIP OPTIONS				
	PLATINUM LEADERSHIP	LEADERSHIP	ASSOCIATE PLUS	ASSOCIATE
	\$45,000	\$27,500	\$16,500	\$2,900
BENEFIT	Strategic Leadership & Governance			
Leadership Advisory Board Steering Committee Seat	Yes	Opportunity to Submit Application on an Annual Basis Based on Limited Available Seats	N/A	N/A
Leadership Advisory Board Seat	Yes	Yes	N/A	N/A
Committees and Task Forces	Opportunity to be Invited to Serve	Opportunity to be Invited to Serve	N/A	N/A
	Member Access & Visibility			
BISA Website	Linked Logo on Homepage, Listing on LAB Page	Listing on LAB Page	N/A	N/A
Member Portal	Dedicated Login and Access to Premium Member Resources and Content	Dedicated Login and Access to Premium Member Resources and Content	Dedicated Login and Access to Premium Member Resources and Content	Dedicated Login and Access to Premium Member Resources and Content
	BISA Annual Convention			
Exhibit	10 x 10 Booth 1 Complimentary Prime Location Upgrade	10 x 10 Booth	10 x 10 Booth	Opportunity to Purchase Booth or Kiosk (Member Discounted Price Available)
Recognition	Enhanced Recognition of Sponsorship at the Early Bird Reception, Pre-Promotion Communications, Website, and Onsite Signage	Recognition of Sponsorship in Pre-Promotion Communications, Website, and Onsite Signage	Recognition on Website and Onsite Signage	Included with Exhibit Purchase
Attendance	Pre and Post Convention Attendee List	Pre and Post Convention Attendee List	Pre and Post Convention Attendee List	Pre and Post Convention Attendee List with Purchase of Convention Registration or Exhibit
Registration	7 Full Registrations for Company; 12 Full Registrations for Financial Institution Clients Only; 2 Exhibit Hall Only Passes	5 Full Registrations for Company; 8 Full Registration for Depository Institution Customers Only; 2 Exhibit Hall Only Passes	3 Full Registrations for Company; 5 Full Registration for Depository Institution Customers Only; 2 Exhibit Hall Only Passes	Member Pricing Available; See Benefits of Exhibit Purchase
Mobile App	Company Name, Logo, 1 Contact, 100-word Description and 3-page Digital PDF	Company Name, Logo, 1 Contact, 100-word Description and 1-page Digital PDF	Company Name, Logo, 1 Contact, and 100-word Description	Included with Exhibit Purchase
Keynote Session	Opportunity to Submit Proposal	Opportunity to Submit Proposal	N/A	N/A
Concurrent Session	Preferred Proposal Consideration, Pending Selection by the Convention Planning Committee	Opportunity to Submit Proposal	Opportunity to Submit Proposal	Opportunity to Submit Proposal

BISA MEMBERSHIP (CONTINUED)

BISA SERVICE PROVIDER MEMBERSHIP OPTIONS (CONTINUED)				
BENEFIT	PLATINUM LEADERSHIP	LEADERSHIP	ASSOCIATE PLUS	ASSOCIATE
BISA Regulatory & Compliance Summit				
Sponsorship	Priority Sponsorship Opportunity (Fee Range \$2,000 – \$7,500)	Preferred Sponsorship Opportunity (Fee Range \$2,000 – \$7,500)	Sponsorship Opportunity (Fee Range \$2,000 – \$7,500)	Sponsorship Opportunity (Fee Range \$2,000 – \$7,500)
BISA Portfolio Magazine Annual Print Edition				
Recognition	Enhanced Named Contact Recognized in Print Edition	Named Contact Recognized in Print Edition	N/A	N/A
Portfolio & Portfolio Weekly E-Newsletter				
Guest Columnist/Contributor of White Papers, Research, Press Releases	Unlimited Content Contributions subject to BISA editorial approval; Preferred Placement	Opportunity for Content Contribution subject to BISA editorial approval; Preferred Placement	Option to Submit Proposal	Option to Submit Proposal
Logo Recognition	Logo Rotation Between <i>Portfolio Weekly</i> Issues as the Sponsors (5-6 Logos Per Issue)	Logo Rotation Between <i>Portfolio Weekly</i> Issues as the Sponsors (5-6 Logos Per Issue)	N/A	N/A
Advertisement	25% Discount on Advertising	25% Discount on Advertising	15% Discount on Advertising	10% Discount on Advertising
Executive Networking & Education Program				
Webinar Presenter in Thought Leadership Track	Unlimited Opportunities; Pending BISA Approval	Unlimited Opportunities; Pending BISA Approval	Option to Submit Proposal	Option to Submit Proposal
Other Visibility				
BISA Website	Linked Logo on Homepage, Listing on LAB Page	Listing on LAB Page	N/A	N/A

BISA MEMBERSHIP (CONTINUED)



BISA CONSULTING AND RESEARCH FIRM MEMBERSHIP BENEFITS	
ANNUAL FEE	\$3,000
BENEFIT	
BISA Annual Convention	
Exhibit	Opportunity to Purchase Booth or Kiosk (Member Discounted Price Available)
Recognition	<i>Included with Exhibit Purchase</i>
Attendance	Pre and Post Convention Attendee List
Registration	2 Full Registrations for Company; <i>2 Expo Hall Only Passes with Exhibit Purchase</i>
Mobile App	Included with Exhibit Purchase
Concurrent Session	Opportunity to Submit Proposal
BISA Meetings	
Opportunity to Lead Mini-Session; Subject to Availability	Opportunity to Submit Proposal
BISA Portfolio Magazine Annual Print Edition	
Guest Columnist/Contributor of White Papers and Research	Opportunity to Submit Proposal
Portfolio & Portfolio Weekly E-Newsletter	
Guest Columnist/Contributor of White Papers, Research	Opportunity to Submit Proposal
Executive Networking & Education Program	
Webinar Presenter in Thought Leadership Track	Opportunity to Submit Proposal
BISA Sponsored/Co-Branded Research Opportunities	Opportunity to Submit Proposal

CONTENT-BASED *OPPORTUNITIES*

BISA offers advertising for four primary platforms that reach vast industry audiences:

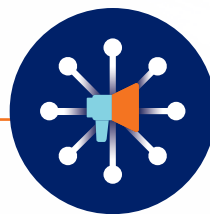
- › **Portfolio Annual Print Edition** – Produced once a year, the *Portfolio Annual Print Edition* contains original industry content from BISA members and thought leaders alike.
- › **Portfolio** – BISA’s online content hub, Portfolio, is the place to find comprehensive and timely industry news, plus insights from BISA’s members and partners
- › **Portfolio Weekly** – Distributed to BISA members once per week, this email newsletter provides curated content and association updates
- › **BISA Podcast** – A podcast for the bank and insurance securities community, BISA’s podcast features interviews with industry leaders on current trends and topics.



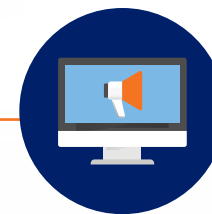
Advertise with BISA if...



- › Your organization provides insurance, investments and securities products and services through the bank channel.



- › You are looking to engage with an attentive audience of banks and credit unions in a variety of ways.



- › You are seeking custom media, content and print advertising opportunities.

PLACE YOUR ORGANIZATION IN THE HANDS OF BISA MEMBERS WITH THE *PORTFOLIO ANNUAL PRINT EDITION*



Who You'll Reach:

12,000+

industry professionals (digital + print)



representing nearly

200

industry organizations

Select an Ad Placement to Highlight Your Organization

AD PLACEMENT	PRICE
2-Page Center Spread	\$25,000
2-Page Spread	\$23,000
Outside Back Cover Ad	\$14,500
Inside Front Cover Ad	\$12,000
Inside Back Cover Ad	\$12,000
Full Page Ad	\$10,500
2/3 Page Vertical Ad	\$8,500
1/2 Page Horizontal Ad	\$7,500
1/3 Page Horizontal Ad	\$6,200

MEET BISA MEMBERS WHERE THEY ARE – ON *PORTFOLIO*

By the Numbers

1,250+

banking insurance and securities professionals access *Portfolio* monthly



2,000+

readers visit pages on average when visiting *Portfolio*



90%

of monthly *Portfolio* visitors are return visitors to the site



Which Ad Option is Right for You?

TYPE OF AD	COST PER MONTH
<p>A Homepage Banner (Rotates between advertisers; up to 6 ads total)</p>	\$4,000
<p>B Department Page Banner (Rotates between advertisers; up to 6 ads total)</p>	
<p>C Article Page Ad (2 spots available; ads are run of site)</p>	\$1,500
Sponsored Content	\$3,000

SHOWCASE YOUR VALUE WITH *SPONSORED CONTENT*



Interested in contributing content to *Portfolio*? Choose from the following options:

CONTRIBUTED CONTENT – COMPLIMENTARY FOR BISA MEMBERS

Contributed content is sourced from BISA members for the *Portfolio* site. This content should be original articles, research, graphics, etc. written by BISA members or their organizations for the BISA audience. Contributed content can be featured in any section of the *Portfolio* site. Contributed content is accepted on a rolling basis throughout the year and will be scheduled by the BISA *Portfolio* editorial team. Contributed content must focus on thought leadership topics and be relevant and informational for BISA members.

Please contact editorial@bisnet.org if you have a relevant submission.



SPONSORED CONTENT – \$3,000 PER MONTH

Sponsored content is supplied by the company or organization and posted on BISA's *Portfolio* site for a fee. The content will include a company logo and verbiage to distinguish it from original *Portfolio* content. Sponsored content must adhere to a strict set of guidelines that uphold the editorial integrity of the publication. The *Portfolio* editorial team has the right to revise all articles to fit the BISA and *Portfolio* style and voice.

Please contact advertising@bisnet.org for more details.



CUSTOM CONTENT

Custom content is content developed by the BISA *Portfolio* editorial team in partnership with an external organization or company for a fee. This content can be featured in any section on the site and will include a note explaining the partnership between BISA *Portfolio* and the external organization or company. If your organization is interested in telling your story in a unique, nontraditional way, custom content is a great vehicle to add to your initiatives.

Please contact advertising@bisnet.org for more details and pricing.

STAY TOP-OF-MIND WHEN YOU ADVERTISE IN *PORTFOLIO WEEKLY*

By the Numbers

4,000+

Portfolio Weekly readers, including 1,300 BISA Financial Institution Members

20%

of financial institution readers click through to continue on to the *Portfolio* homepage

...

Readers spend 1 minute or more on *Portfolio* after reading *Portfolio Weekly* and visit an average of

2.7 content pages.

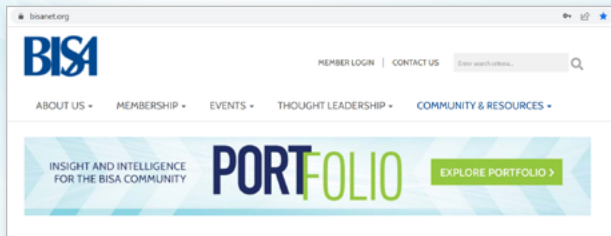
Select from the Following Ad Options to Reach 1,000+ Readers per Week

TYPE OF AD	COST PER WEEK
A Leaderboard	\$1,250
B Showcase Ad	\$1,000



NEW! BISA DIGITAL OPPORTUNITIES

Act Now – *Inventory Limited!*



BISA.NET HOMEPAGE ADVERTISING – \$6,000 PER MONTH

bisanet.org, the online resource dedicated to serving a community of banks, credit unions, and industry partners, features more than 8,000 average visitors each month. Get your company's name and products front and center with **bisanet.org**. *Limited to one exclusive partner per month.*
Specs: 1077 x 150 pixels; PNG image



INTERSTITIAL ADS ON PORTFOLIO CONTENT HUB – \$2,500 PER WEEK (LIMITED TO 2 COMPANIES PER MONTH)

Interstitial display advertising will provide higher viewability rates, which in turn produces higher click-through rates and conversions. Increase brand awareness and create more engaging experiences for BISA's audience with this new interactive opportunity! *Interstitial ads will display on homepage and article pages.*

Mobile Graphic: 320 x 480 pixels

Tablet Graphic: 1024 x 768 pixels

The graphics should be in .jpg, .png, or .gif format.



SOCIAL MEDIA BUNDLE – \$750 (INCLUDES A POST ON BOTH CHANNELS)

See significant boost in reach and brand awareness when you leverage BISA's social media channel for your next marketing campaign:

LINKEDIN: 624 FOLLOWERS

TWITTER: 226 FOLLOWERS



DIGITAL AD SPECIFICATIONS

Ad Sizes & Specs

A 1060 x 150 px

B
326 x 400 px

C 640 x 150 px

D
300 x 250 px

..JPG or .GIF static images only; no Flash. Video options also available.

Portfolio Ads

- A Homepage Banner:** 1060 x 150 pixels; PNG image
- A Department Page Banner:** 1060 x 150 pixels; PNG image
- B Article Page Ad:** 326 x 400 pixels; PNG image

Portfolio Weekly

- C Leaderboard Ad:** 640 x 150 pixels; PNG image
- D Showcase Ad:** 300 x 250 pixels; PNG image



STAND OUT ON THE *BISA PODCAST*



BISA PODCAST ADVERTISING – \$2,500 PER 30-SECOND AD

An ad in the BISA Podcast will provide your organization or company the chance to promote your services to the bank and insurance securities community, beyond BISA members. The 30-second audio advertisement will be played during the podcast and the company logo and website will be featured on the podcast *Portfolio* post.

Please contact advertising@bisanet.org for more details.



SPONSORED CONTENT EPISODE – \$5,000 PER EPISODE

Sponsored content podcast episodes spotlight a topic identified by the sponsoring company or organization and feature an interviewee identified by the company. BISA's podcast interviewer chats with the interviewee based on an approved discussion guide, resulting in a 20-25 minute podcast episode marketed as sponsored content. BISA retains the right to edit the interview to fit the BISA style.

Please contact advertising@bisanet.org for more details.

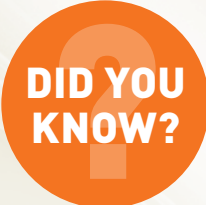


EVENT-BASED *OPPORTUNITIES*

BISA offers multiple events per year, including the **Regulatory & Compliance Summit**, several **virtual webinars** and the flagship **Annual Convention**. BISA events bring together decision makers and leaders for targeted education and focused networking designed to help attendees stay on the pulse of the industry.



EXHIBIT AT BISA FOR *INCREASED EXPOSURE*



100 percent of 2022 exhibitors felt that the BISA Annual Convention attracted their target audience.

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

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

Attendee job titles include: CEOs, CFOs, CTOs, presidents, sales managers, product & marketing professionals & more



Nearly **80%** of past attendees rated their overall experience as very good or excellent!

More than **90%** of 2022 exhibitors are planning to come back in 2023.

2023 SPONSORSHIP OPPORTUNITIES

Experiential

NETWORKING RECEPTION — \$20,000

Make your mark during the Monday Night networking reception. Exclusive sponsorship includes recognition on signage, napkins with your logo to be distributed at food and beverage areas, and an option to provide music or entertainment for an additional fee.

REFRESHMENT BREAKS (3 AVAILABLE) — \$3,500 EACH

One of the most sought after sponsorship opportunities! 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.

EXHIBIT HALL GRAND OPENING LUNCH — \$10,000

Sponsor lunch service to fuel attendees on Monday. Sponsorship includes recognition on signage at the event and napkins with your logo to be distributed at meal areas. Sponsor to get 1-2 minutes to speak at the beginning of lunch.

FINANCIAL WELLNESS LUNCH AND LEARN — \$10,000

Sponsor lunch service to fuel attendees on Tuesday with a themed Financial Wellness program. Sponsorship includes recognition on signage at the event and napkins with your logo to be distributed at meal areas. Sponsor to get 1-2 minutes to speak at the beginning of lunch.

WOMEN'S NETWORKING BREAKFAST — CO-SPONSORSHIP AVAILABLE — \$10,000 FOR CO-SPONSORSHIP; \$17,500 FOR EXCLUSIVE SPONSORSHIP

This event is consistently rated as the most valued networking event at the Convention. Includes General Session recognition. As a sponsor of this event, your sponsorship includes logo placement on signage, brand recognition, a speaker for the luncheon, and the opportunity to provide a giveaway to attendees.



SHOESHINE STATION — \$7,500

Sponsorship includes one shoeshine stand with professional shoeshine services in a high-traffic area Monday and Tuesday 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).

SPECIALTY COFFEE BAR — PRICE TBD

Host a specialty coffee station in the Exhibit Hall during a dedicated break. Sponsorship includes barista service, signage, and branded napkins.

HEADSHOT LOUNGE — \$15,000

The Headshot Lounge offers attendees the opportunity to have professional portraits taken. The lounge will be branded with your company's logo and promoted within the event.

EXHIBIT HALL À LA CARTE — \$3,000 FEE + COST OF ITEM

Planning to have any food and beverage in the Exhibit Hall? Help attendees recharge with a warm treat or special refreshment within your booth. Contact hbrown@bisnet.org to reserve.

Interest in a customized opportunity? Contact BISA@bisnet.org to learn how to increase your brand exposure.

2023 SPONSORSHIP OPPORTUNITIES (CONTINUED)

Wellness

BISA HEALTH AND WELLNESS TITLE SPONSOR — \$20,000

Stand out in a big way as the official Health and Wellness Sponsor for BISA's Annual Convention. Your title sponsorship will highlight your brand on all health and wellness opportunities presented throughout the conference. Be the reason attendees feel recharged, refreshed, and energized throughout the conference! Sponsorship includes:

1. Sponsorship of all healthy food and beverage selections served throughout the conference (smoothie/juice bars, healthy brain boost foods, nourishing meals, and fruit & veggie forward options)
2. Choice of one wellness activity: Outdoor Yoga, Meditation Immersive Health Studio Experience, or a Networking Walk where participants will walk and network along the beautiful Miami Beach Boardwalk.
3. Sponsored wellness giveaway opportunity (Promo products to be purchased separately, not included in the cost of the package and the sponsor will be responsible for prizes).
4. Logo/Brand recognition throughout the conference including on signage, napkins, and General Session slides.
5. Listed as the official Health and Wellness Title Sponsor of the 2023 BISA Annual Convention on website and BISA mobile app.
6. Recognition for health and wellness tips shared throughout the conference in the BISA mobile app alerts, on digital signage, and throughout sessions.

BISA HEALTH AND WELLNESS SPONSORSHIP (NOT EXCLUSIVE) — \$10,000

Keep attendees feeling rejuvenated and energized throughout the conference with Health and Wellness featured activities, food and beverage, and wellness tips! Choice of one refreshment break (Fresh Juice/Smoothie Bar, Make Your Own Trail Mix, Gut Health Kombucha and Vegan Snack Station) + one activity (sponsored Yoga or Meditation Break). Brand recognition on signage and health and wellness mobile app alerts.

MOCKTAIL STATION — \$5,000 FOR ONE NETWORKING RECEPTION OR \$12,000 FOR EXCLUSIVE SPONSORSHIP



Be a part of the growing and healthy trend of mocktails! With healthier alternatives to alcohol on the rise, and attendees looking to enjoy a beverage guilt-free, mocktails have become a fun and creative indulgence. Sponsorship includes exclusive mocktail bar featuring fruit, citrus, botanical, and

herbal flavors, signage, napkins, and branded façade. Sponsor a mocktail station at (1) reception for **\$5,000** or be the exclusive sponsor and sponsor a mocktail station at all (3) networking receptions throughout the convention for **\$12,000**.

Wellness À La Carte Options

MASSAGE BREAK LOUNGE — 1 DAY (\$8,000), 2 DAYS (\$14,000)

Sponsor a seated massage hospitality experience BISA attendees will always remember. Who will say no to a free massage after a long day on the show floor and in sessions? Attendees will leave feeling relaxed and ready to take on the rest of the day thanks to you!

“NAP & RELAX” PODS — 1 DAY (\$8,000), 2 DAYS (\$14,000)

Recharge Nap Pods are draped in modern branding that will drive show floor conversation for any sponsor. As attendees lounge, noise-cancelling headsets will be provided so that guests can listen to soothing music or white noise to quiet the sounds of the event.

HEALTH PROFILES LIVE BRANDING EXPERIENCE — 1 DAY (\$12,000), 2 DAYS (\$20,000)

Health Profiles is a live branding experience that provides you the opportunity to promote good health and positive living! Health Profiles is a complete health screening designed for attendees that can be done in just 10 minutes. Health screenings check and measure cholesterol, glucose and blood pressure testing. Your company's banner will span this booth. All event attendees can be given a “Passport To Health” card at registration, complete with your name, brand message and booth number. To qualify for a health screening, the “Health Passport” must be brought to the sponsor's booth to be validated.

2023 *SPONSORSHIP OPPORTUNITIES* (CONTINUED)

Wellness À La Carte Options (continued)

WALK-THIS-WAY PEDOMETER STEP CHALLENGE — \$15,000

This healthy pedometer promotion calculates distance walked and combines it with a healthy and fun contest. To qualify to compete, attendees are required to register at Race Headquarters, branded with your name on it. At Race Headquarters, a leaderboard prominently announces your brand and keeps track of the walking leaders. Contestants check the leaderboard throughout the day to gauge their standing. You select the daily and grand prizes that are awarded and branded pedometers included. Sponsor is responsible for providing prizes.

“BYE BYE, BURNOUT” MINDFULNESS WORKSHOP — \$3,500

The adverse effects of burnout cause an imbalance in your emotional, mental, and physical state. That’s why recovery is vital to building resilience and better equipping you to manage stressful events. During this mindfulness workshop led by an expert Mind-Body Coach, you’ll meditate, relax, learn how to hone your restoration skills, and maximize your time off to prevent burnout. *45-minute presentation followed by 15 minutes for Q&A.* Sponsorship includes brand recognition on signage and presentation slides, plus 3 minute welcome introduction from sponsor.

Technology

CHARGING STATION — \$4,000

Sponsor a charging station 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 — \$12,000

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

HYDRATION SPONSORSHIP — \$6,000

Keep attendees hydrated by placing a co-branded reusable water bottle in the hands of all attendees! All attendees will receive the reusable water bottle at registration, co-branded with sponsor and BISA logo. Attendees will have the opportunity to refill it at water stations throughout the event. BISA will create, produce and dispense the water bottles. *Interested in providing a high-end, brand name water bottle? Upgraded Hydration Sponsorship available for \$12,000.*

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 — \$3,000 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.

GOBO — \$5,000

Place your company logo front and center through a GOBO on a prominent wall outside the General Session or Exhibit Hall Monday and Tuesday.

2023 SPONSORSHIP OPPORTUNITIES (CONTINUED)

Branding (continued)

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 Fontainebleau Miami Beach. Sponsor is responsible for producing and shipping drop item to the hotel.

**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.

ATTENDEE BADGE LANYARD — \$12,000

Worn by all attendees, this exclusive sponsorship provides your company high visibility. Sponsorship includes your logo printed on the lanyards.

HOTEL KEY CARDS — \$13,000

As the exclusive hotel keycard sponsor, your custom design will be placed on all keycards distributed to attendees.

REGISTRATION SPONSOR — \$10,000

Be the first thing attendees see as they enter the event. Sponsor will have logo prominently displayed on all registration signage and will be recognized on the convention registration webpage. **\$5,000 add on to hand out a welcome gift or snack at registration.**

NEW! BISA RESORT AMENITY SPONSORSHIP — \$20,000

What better way to build relationships and create brand recognition with BISA's targeted group of Financial Institutions by covering their resort fee and providing all the amenities that come with their stay at the Fontainebleau Miami! As an exclusive sponsor, here's what you'll receive:

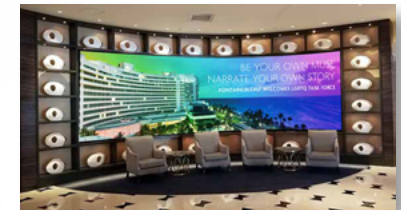
Pre-promotion: Logo recognition as the Resort Amenity sponsor on the registration and housing page of the BISA Website. Two targeted Financial Institution emails: registration confirmation email to book their hotel in the covered block and the Pack Your Bags emails.

Onsite Branding: Co-branded welcome card/bottle of water and co-branded pool access wristbands.

**Hotel amenities covered by the resort fee include: unlimited wireless internet access in guestrooms and pools, gym access with one daily fitness class per reservation (based on availability), beach chairs for all registered guests in party, local dialing and toll-free calls, access to refresh lounge, and daily newspaper available at Front Desk.*

FONTAINEBLEAU LED VIDEO WALL BRANDING — \$20,000 FOR FULL EVENT OR \$10,000 PER DAY

Feature your brand across the LED wall of the Fontainebleau at the entrance of the event. Co-branded with BISA. Exclusive to sponsor/BISA.



DIGITAL SIGNAGE ADVERTISEMENT — \$5,000

Place your ad on the rotating LED digital signs in the meeting space. Sponsor's ad to run for the duration of the event rotating with BISA content.

Non-exclusive: Up to (3) sponsors and BISA content for **\$5,000**

Exclusive: Just (1) sponsor and BISA content for **\$10,000**

Interest in a customized opportunity? Contact BISA@bisnet.org to learn how to increase your brand exposure.

BISA NIGHT *SPONSORSHIP OPPORTUNITIES*

About BISA Night

Help us celebrate the BISA community with a spectacular night to remember!

Taking place on Tuesday, February 28, 2023, BISA Night will include:

- › Appetizers, dinner, and dessert
- › Open bar featuring wine, specialty cocktails, and modern mocktails
- › Entertainment and activities designed to bring attendees together for conversation, fun, and networking.

One of the biggest events at the convention, BISA Night is the perfect opportunity to get your company's name and logo in front of attendees.



BAR SPONSORSHIP — \$12,000

Cheers to our unmatched professional community! Promote your organization in a big way by sponsoring the bar at BISA Night. Exposure includes signage, cocktail napkins, branded bar façade, recognition on BISA website, as well as a specialty cocktail of your choice!

SPECIALTY DRINK — \$5,500 for specialty drink passed at the entrance to BISA Night for the first hour of the event. **\$7,500** for specialty drink passed at the entrance and served for the duration of BISA Night at the bar.

Includes branded cocktail napkins, signage, and cocktail of your choice (must be approved by BISA).



BRANDED STEP & REPEAT WITH BRANDED GIVEAWAY — \$7,500

Attendees will feel like stars as they snap photos and are gifted with your branded giveaway (BISA approved). Sponsorship includes sponsored signage, step-and-repeat, and logo recognition. Cost of giveaway not included in sponsorship. Contact the BISA sales team for suggestions!

DESSERT STATION — \$6,000

Be the name on one of the Fountainebleau Miami's famous dessert bars. Sponsorship includes brand recognition on dessert bar, custom branded cookie, napkins, and signage.

ENTERTAINMENT SPONSORSHIP — \$7,500

What's a party without entertainment? Sponsor the main stage during the musical entertainment with your organization's logo displayed on the stage set and as part of BISA Night promotions.

NEW!

PRIVATE CABANA SPONSORSHIP —

\$5,000 (LIMITED AVAILABILITY — RESERVE YOUR SPACE TODAY!)

Reserve your private cabana at BISA Night as an oasis for your company and clients to engage and enjoy the ambiance. Your cabana includes lounge seating, a ceiling fan, and custom branding to make your mark on the evening. Contact BISA for more information about additional upgrades to enhance your branding and experience.



Contact the BISA sales team at BISA@bisagnet.org to learn more new opportunities to share your brand during BISA Night.

EXHIBIT HALL INFORMATION

Exhibit at the BISA 2023 Annual Convention in one of three ways: Choose a 10'x10' booth, tabletop display, or a custom, pre-branded kiosk.

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), 3) recognition on website and on convention signage, and 4) pre- and post-convention attendee lists.



TABLETOP DISPLAY

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.



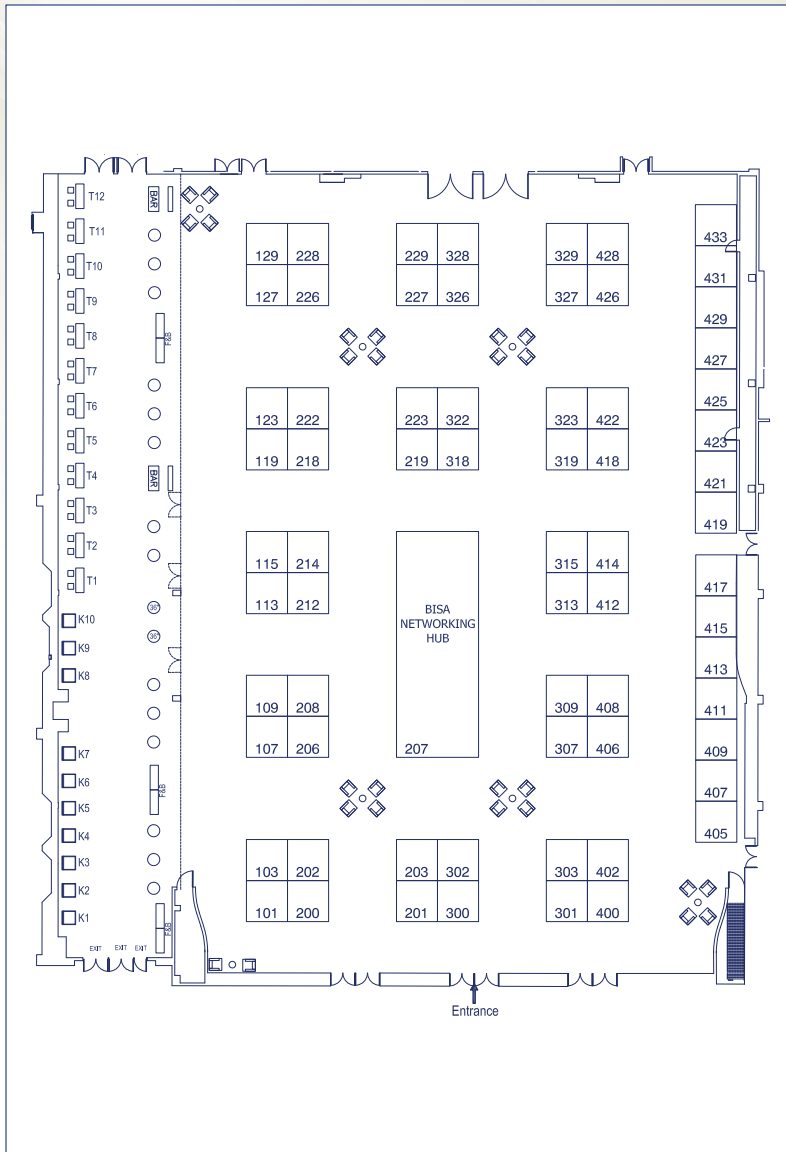
NEW! KIOSK

Upgrade your tabletop to a turnkey, pre-branded kiosk! Located in a prime location of the Exhibit Hall, with a kiosk, your branding is printed directly onto the structure. With setup and tear down included, all you have to do is show up! Includes (1) 1M x 1/2M x 40" tall counter, (1) graphic front panel featuring your company's logo, (2) standard stools.

An exhibit hall schedule will be made available in the coming months.



EXHIBIT HALL INFORMATION (CONTINUED)



Let's Partner

For Exhibitor Booths and Tables: Access the contract and Rules & Regulations [here](#):

MEMBERS:

- **Platinum Leadership Application**
- **Leadership Application**
- **Associate Plus Application**
- **Associate Application**

NON-MEMBERS:

- **Non-Member Application**

Non-Member Opportunities

	PREMIUM	BASIC	ENHANCED BASIC
Investment	\$15,000	\$5,700	\$6,250
Exhibit Space	10'x10' Booth	6' Tabletop	Custom, pre-branded 1M x 1/2M x 40" kiosk
Visibility	-	-	-
Registration	2 Full Registrations for Company + 2 Expo Hall Only Passes	2 Expo Hall Only Passes	2 Expo Hall Only Passes
Attendee List	-	-	-
Digital	1-Page Digital PDF in Mobile App	-	-

BISA Members get added value and exposure when exhibiting and the Annual Convention, [click here](#) to learn more about exclusive member benefits.

REGULATORY & COMPLIANCE SUMMIT

OPPORTUNITIES

REGULATORY & COMPLIANCE SUMMIT — OPPORTUNITIES VARY (\$2,000-\$7,500)

Held each Fall in Washington, DC, BISA brings together executives and compliance officers across the industry for two days of networking and education on leading regulatory topics facing members today.

INDUSTRY THOUGHT LEADER — \$7,500

Stand out within the industry by sponsoring the Summit's Keynote Speakers. As the focal point of the Summit, this sponsorship allows you to take advantage of the largest congregation of attendees. In addition, any time the Keynote is promoted leading up to the event, during, or after the conference, your name will be included. This sponsorship will allow you to reach a large number of people, even before the event begins.

NETWORKING COCKTAIL RECEPTION — \$7,500

Networking is one of the biggest benefits to the Regulatory & Compliance Summit. Showcase your company as registrants enjoy hors d'oeuvres and cocktails. With your company as the host of this well-attended and impactful networking event, registrants will be aware of your generosity as the Summit kicks off.

BREAKFAST OR LUNCH SPONSORSHIP — \$5,000 (2 AVAILABLE)

Sponsor the morning breakfast buffet or mid-day lunch for attendees. Recognition includes signage and the option to provide branded napkins.

NETWORKING BREAK — \$2,000 (2 AVAILABLE OR \$3,000 FOR EXCLUSIVE BREAK SPONSORSHIP)

Gain exclusive access to conference attendees as they network, sip coffee, eat cookies and reflect on the sessions they just attended and experience a breakthrough moment one of the two 15-minute breaks during the summit.

WELLNESS BREAK — \$2,000

Sponsor a wellness break in the middle of the program for attendees to get up, move their legs, and get some fresh air, including the opportunity to provide attendees with a branded wellness item of sponsor's choice.



SECURE YOUR PARTNERSHIP *TODAY*

BISA is here for you in 2023 and beyond. Identify the partnership opportunity that best fits your goals and reach out today to take advantage of new and evolving offerings.

Ready to get started?

Contact **BISA@BISANET.ORG** today.