CBAO 47TH ANNUAL CONVENTION
August 10-12
HILTON COLUMBUS AT EASTON
Exhibitor & Sponsorship Kit
THE CONVENTION

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

Now in its 47th 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. Banking professionals from Ohio’s community banks 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.

OUR DESTINATION

AUGUST 10-12, 2021
HILTON COLUMBUS AT EASTON

WHO ATTENDS?

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

Getting to meet the vendors and learning about their products away from our busy bank schedules is very valuable. I now have contact names when the need arises!

– Diane Hoops, The Corn City State Bank

The CBAO conference was a great event that provided our company several opportunities for networking amongst our clients, prospects and peers. It was evident that the CBAO staff appreciated our support and wanted both bankers and vendors, alike, to feel welcomed and enjoy the conference. We look forward to attending again next year and making more great connections!

– Micki Schueler, Strategic Resource Management
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)

**TUESDAY, AUGUST 10**
- CBAO Board of Directors & Committees Meeting *(by invitation only)*
- Community Banking Annual Golf Outing *(lunch included)*
- Welcome Reception *(dinner served)*

**WEDNESDAY, AUGUST 11**
- Breakfast and Registration
- Convention Opening Ceremony
- Keynote Session
- Networking Break in the Exhibit Hall
- Exhibitor & Sponsor Luncheon
- General Sessions & Breakouts
- Networking Break in the Exhibit Hall
- General Sessions & Breakouts

**WEDNESDAY, AUGUST 11 (CONT.)**
- Exhibitor & Sponsor Appreciation Cocktail Hour
- Silent Auction
- Community Banking Celebration *(dinner served)*

**THURSDAY, AUGUST 12**
- Breakfast and Registration
- Annual Meeting & Industry Update
- Networking Break in the Exhibit Hall
- Keynote Session
- Lunch
- General Sessions & Breakouts
- Trade Show Finale
- General Sessions & Breakouts
- Chairman’s Banquet & Entertainment *(dinner served)*
Developed in 2000, the prestigious 345-key Hilton Columbus at Easton is a 7-story, AAA 4-diamond luxury hotel and 39,000 SF conference center located ten minutes from downtown Columbus. Perfectly situated in the heart of Easton Town Center where you will find the best shopping, dining and entertainment literally steps away. Less than 10 minutes from the John Glenn Columbus International Airport.
## EVENT SPONSORSHIP

### DIAMOND – $15,000

- **Keynote speaker sponsor**
- 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: Chairman’s Banquet or Community Banking Welcome 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, Wi-Fi, or Silent Auction**
- 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: Hotel Key Card, Name Badges, Event App, Exhibitor & Sponsor Appreciation Cocktail Hour (Food or Bar), or Networking Breaks (2)**
- 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: Registration, Tote Bags, Attendee Welcome Gift, Floor Directional Arrows, or General Session Intro Commercial (2)**
- Full attendee list provided (pre and post convention)
- Company logo recognition on convention website, signage, program, and event app
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 and social media
- (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 – $2,500**

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*
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 – $1000
Full Page – $750
1/2 Page – $500
1/4 Page – $250

EVENT SCHEDULE EMAIL – $500

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 can be purchased for $250

EXHIBITOR & SPONSOR LUNCHEON

Wednesday, August 11, our attendees will dine with our exhibitors during our Exhibitor & Sponsor Luncheon.

EXHIBITOR FEES:

CBAO MEMBER: $1,495  
NON-MEMBER: $1,950

ANNUAL GOLF OUTING

CBAO MEMBER: $169  
NON-MEMBER PRICING: $199

HOW DO I BECOME AN EXHIBITOR?

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

If you have any questions, please contact Patti Webb at (614) 610-1877 or pwebb@cbao.com.

*Exhibit Hall Floor Plan is subject to change. Exhibitors will be notified of any changes.*
REGISTRATION

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: $1,495 / NON-MEMBER: $1,950)

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 ($250 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: $169 / NON-MEMBER: $199)

Name(s) / Quantity: 

(Form continued on next page)
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):

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 ($2,500)  ☐ 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 ($1,000)  ☐ FULL PAGE ($750)  ☐ 1/2 PAGE ($500)  ☐ 1/4 PAGE ($250)

☐ EVENT SCHEDULE EMAIL ($500)

PAYMENT INFORMATION

☐ Visa  ☐ MasterCard  ☐ American Express

Credit Card Number: ____________________________


Billing Address: ____________________________________________________________

Name (as it appears on card): ______________________________________________

Total to be paid: $ __________________________

Please complete the form and send via email to pwebb@cbao.com or fax (614) 610-1877.

CBAO’s cancellation policy allows for a full refund for cancellations (minus a $250 administrative fee) up until June 1, 2021. After June 1, a 50% refund will be given to cancellations made before July 1, 2021. Following July 1st, no refunds will be given for cancellations.