

Big Decisions in Banking

Formerly the SNL Bank M&A Symposium

October 11-13, 2017 | New York, NY

Sponsorship Guide



S&P Global

Market Intelligence

Formerly the SNL Bank M&A Symposium

Big Decisions in Banking

October 11-13, 2017 | New York, NY

Sponsorship Opportunities

To execute an acquisition or sale is one of the biggest decisions a bank management team makes. But bank operators make other important decisions every day in running a high performing institution. Mark your calendar for Big Decisions in Banking, formerly the SNL Bank M&A Symposium. This year's event will extend beyond M&A to discuss strategic planning on a broader scale, to include other key corporate finance, risk and operational decisions.

Why Participate?

Position your company as a market leader and benefit from:

- Face-to-face interaction with executives eager to discuss and debate topics relative to the industry
- Combined networking and entertainment opportunities to interact with attendees in a relaxed environment
- Placement of your firm's brand in our direct mail, email, online and a variety of branding options at the event
- Aligning your brand with two leading brands in the banking industry, S&P Global and Sullivan & Cromwell

Select one of our three sponsorship opportunities to engage with influential decision makers.

	Platinum	Gold	Silver
	Lunch or cocktail reception	Continental breakfast or lunch buffet	Refreshment break
Materials distributed at attendee seats in the general session	✓		
Introductory remarks at the lunch or reception	✓		
Unique sponsorship discount code off marketed registration price for up to 10 banking clients. Good until 2 months prior to the conference	\$200/discount	\$100/discount	
Table space	✓	✓	✓
Inclusion in conference advertising	Premium*	✓	✓
Logo placement on program website	✓	✓	✓
Gratis registrations	3	2	1

* Premium placement is defined as top billing on conference advertising.

Maximize your conference sponsorship by customizing it with any of the following add-ons. Contact us today to learn more.

- Onsite lead generation and/or attendee engagement
- Additional networking events
- Additional onsite brand exposure
- Custom add-ons

For more information:

Brian Hodges, S&P Global Market Intelligence | Brian.Hodges@spglobal.com | 434-951-7628

spglobal.com/BigDecisionsInBanking

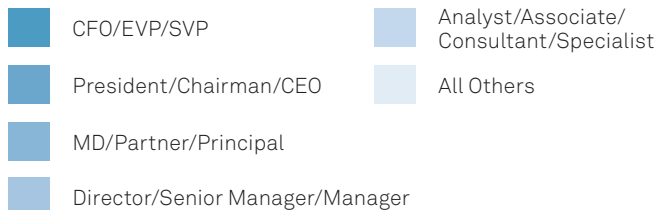
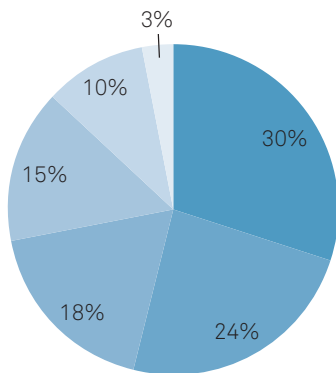
Big Decisions in Banking

October 11-13, 2017 | New York, NY

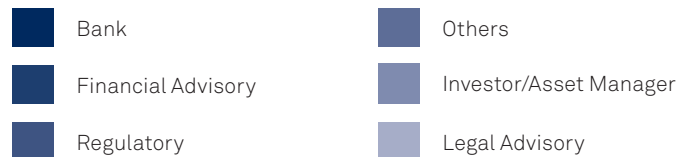
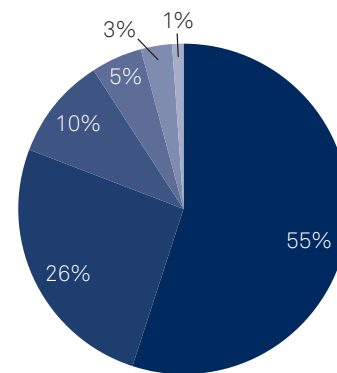
Past Attendees

- Barclays
- BB&T
- BBVA Compass
- BNC Bancorp
- BOK Financial
- Bridgehampton National Bank
- Bryn Mawr Bank Corporation
- California United Bank
- Capital One Financial Corp.
- CenterState Bank
- Central Bancompany, Inc.
- Chemung Canal Trust Company
- CIT Group
- Clover Partners
- Columbia Bank
- Commerce Bancshares, Inc.
- ConnectOne Bancorp
- Entegra Financial
- FCB Financial Holdings
- Fentura Financial
- Fifth Third Bank
- First American International Bank
- First Bancorp
- First Bank
- First Commonwealth Bank
- FJ Capital Management
- First Interstate Bank
- First Mid-Illinois Bancshares, Inc.
- FirstMerit Corporation
- Flushing Bank
- Heartland Bank and Trust Company
- Home BancShares, Inc.
- Home Savings
- Hometown Bank
- IBERIABANK
- KeyBank
- LegacyTexas Financial Group, Inc.
- Live Oak Bank
- M&T Bank Corp.
- Metropolitan Commercial Bank
- MidFirst Bank
- MidSouth Bank
- MUFG UnionBank
- MVB Bank Inc.
- NBT Bank
- Needham Bank
- New York Community Bancorp, Inc.
- NI Bancshares Corporation
- Nicolet National Bank
- Oak View National Bank
- Old National Bancorp
- Opus Bank
- Pacific Premier Bancorp, Inc.
- Pacific Western Bank
- Park National Bank
- Park Sterling Bank
- Patriot Financial Partners, L.P.
- Peoples Bancorp Inc.
- Peoples National Bank, N.A.
- Pinnacle Financial Partners
- PL Capital
- Planters Bank & Trust Company
- PNC Financial Services Group
- Popular, Inc.
- PrivateBancorp, Inc.
- Regions Bank
- Riverview Bank
- Sandy Spring Bank
- SCBT Financial Corporation
- Simmons First National Corporation
- Sovereign Bancshares
- State Bank Financial Corporation
- Sterling Bancorp
- Stonegate Bank
- Suffolk Bancorp
- Talmer Bancorp
- TD Bank
- The Lyons National Bank
- TIAA Bank
- TotalBank
- TowneBank
- Triumph Bancorp, Inc.
- United Bancorp, Inc.
- United Bank
- United Bankshares
- United Community Financial Corp.
- USAmeriBank
- Webster Bank

Attending individuals by title



Attending organizations by type



For more information:

Brian Hodges, S&P Global Market Intelligence | Brian.Hodges@spglobal.com | 434-951-7628

spglobal.com/BigDecisionsInBanking