



6th Annual SNL Financial

Community Bankers Conference

April 03–05, 2017 | JW Marriott, New Orleans, LA

Sponsorship Guide

S&P Global

Market Intelligence

Produced by the Knowledge Center, an executive conference from S&P Global Market Intelligence.

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Sponsorship Opportunities

The SNL Community Bankers Conference is the premier forum at which influential opinion leaders, executives, board members, policy makers and Wall Street professionals put forward their visions and views of the strategic issues facing community banks. This unique conference delivers an audience of senior executives and directors of community banks with asset sizes of \$100 million to \$10 billion.

Becoming a sponsor of this executive conference will provide your company face-to-face interactions with executives eager to discuss and debate the most pressing industry issues and their solutions. Through combined networking and entertainment opportunities, we afford you the chance to have meaningful conversations with over 14,500 of the best banking executives in the industry in a relaxed environment. Your firm's brand will be placed on our direct mail, email, website and a variety of other branding options at the event. Take advantage of this opportunity to align your business with a leading brand in the community banks industry, SNL Financial, now a product of S&P Global Market Intelligence.

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 clients. <small>Good until two months prior to the conference</small>	\$200/discount	\$100/discount	
Table space	✓	✓	✓
Inclusion in conference advertising	Premium*	✓	✓
Logo placement on program website	✓	✓	✓
Gratis registrations	3	2	1

Maximize your conference sponsorship by customizing it with any of the following add-ons.

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

For more information:

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marketintelligence.spglobal.com/cbc-sg

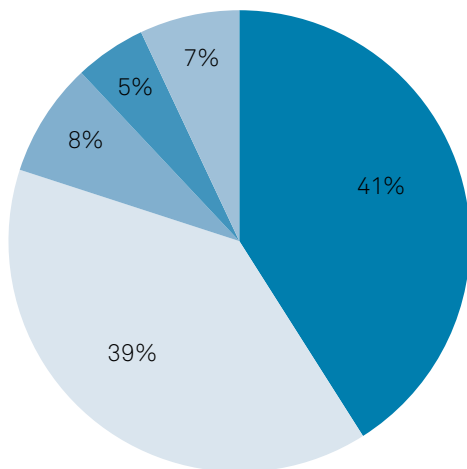
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Past Attendees and Speakers

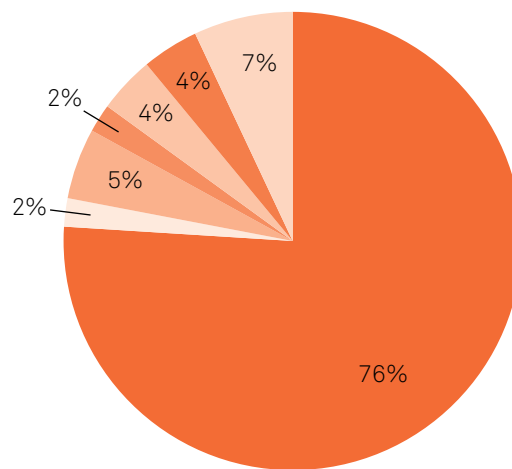
- American National Bank & Trust Co.
- Bank of the Sierra
- Dime Community Bancshares, Inc.
- Farmers Exchange Bank
- Guaranty Bank and Trust Company of Delhi
- Happy State Bank
- Home Bancshares
- Legacy Bank & Trust Company
- Level One Bank
- Mercantile Bank of Michigan
- Plaza Bancorp
- Sonabank
- Triumph Bancorp, Inc.
- Five Points Bank
- Oregon Community Bank
- Atlantic Capital
- Bankwell Financial Group, Inc.
- Carolina Financial Corporation
- Citizens Bank & Trust
- F.N.B.C. of LaGrange, Inc.
- Huron Community Bank
- Jonstown Bank & Trust Co.
- Open Bank
- Origin Bancorp
- People's Trust and Savings Bank
- Home Federal Bank
- Mackinac Financial Corporation
- Morton Community Bank
- Penns Woods Bancorp Inc.
- Plus International Bank

Attending individuals by title



- President/Chairman/CEO/Director
- CFO/EVP/SVP
- MD/Partner/Principal
- Senior Manager/Manager/Analyst/Associate
- Others

Attending organizations by type



- Bank
- Investor/Asset Manager
- Financial Advisory
- Legal Advisory
- Consulting Firm
- Regulatory
- Others

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