2 EVENT SPONSORSHIP & TRADE SHOW 5 OPPORTUNITIES

MISSOURI BANKERS ASSOCIATION



STIMULATE SALES CREATE VISIBILITY REINFORCE IMAGE INCREASE BRAND LOYALTY SHOWCASE PRODUCTS

Increase your organization's exposure, heighten your brand recognition and drive sales by claiming your sponsorship or exhibit space at one of our many events the Missouri Bankers Association has to offer.

Each opportunity is designed to help your corporate message reach attendees. This opportunity with MBA brings you a multitude of ways to promote your products and services to our member banks. Where else can you find so many potential customers in one place? Let's discuss your goals and objectives and work to design the best sponsorship package for your needs.

Do you have a creative sponsorship idea that you would like to try? We are always open to new ideas and suggestions!

Give us a call at 573-636-8151!

Missouri Bankers Association | Education & Marketing Department

If you have any questions about an education event, please contact a member of the education department at 573-636-8151.

Cheri Messerli Senior Vice President of Education cmesserli@mobankers.com

Melissa Hart Director of Member Services mhart@mobankers.com

Eric Lawson Education Events Coordinator elawson@mobankers.com

Lauren Rush Education Program Administrator Irush@mobankers.com

mobankers.com



2025 EVENTS TABLE OF CONTENTS

Premier Events

135th Annual Convention June 10–12 | Chateau on the Lake, Branson

Executive Management Conference December 3–5 | The Ritz-Carlton, St. Louis

Specialized Events

Agriculture Seminar March 11 | Courtyard by Marriott, Columbia

Human Resources and Marketing Conference April 8-10 | Courtyard by Marriott, Columbia

Lending, Credit and Finance Conference April 15–16 | Courtyard by Marriott, Columbia

Operations, Security, Technology Conference April 21–23 | Margaritaville Resort, Osage Beach

Banking on Women Conference August 21 & 22 | Margaritaville Resort, Osage Beach

BSA/AML Conference Sept. 16–17 | Margaritaville Resort, Osage Beach

Compliance Conference Sept. 17–19 | Margaritaville Resort, Osage Beach

Next Generation Leadership Conference October 2–3 | Holiday Inn Executive Center, Columbia

Bank Legal Risk Management Conference October 16 & 17 | Courtyard by Marriott, Columbia

Regional Meetings TBD | 5 Locations

Washington Visit TBD Fall

ELITE PACKAGE

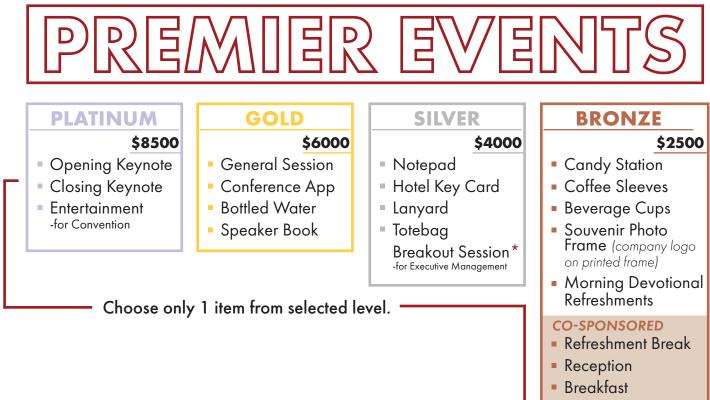
Big impact. Bigger savings. Spotlight your brand at MBA's major events in 2025 & save with our Elite Package price.

	Refail Price	Elife Package
PREMIUM — PLAT	INUM	
 Sponsor at BOTH Convention and Executive Management Guaranteed booth at both conferences 	\$17,000	\$15,000
SPECIALIZED — G	OLD	
• Sponsor at one Specialized Conference (Your choice)	\$6,000	\$4,000
ADVERTISING		
 (choose one) MBA Magazine 2 quarter-page ads E-newsletter ad 2 months Website ad 2 months Podcast ad 2 episode ads 	\$2,000	\$1,000
TOTAL:	\$25,000	\$20,000

CUSTOM PACKAGE

Please contact MBA if you are interested in a custom package.





Lunch

Packages include ONE item out of the selected tier (platinum, gold, silver, bronze) and: -company recognition in event materials -inclusion and recognition during event on stage

-participant list for mailing

COMPLIMENTARY ASSETS

PLATINUM

-complimentary booth -3 complimentary registrations

GOLD

-½ price booth
-2 complimentary registrations

- SILVER
- -2 complimentary registration

BRONZE

-1 complimentary registration

EXECUTIVE MANAGEMENT

* Breakout Session (3 available) Submitted speaking proposals will be reviewed by the conference planning committee. If selected, the endorsed partner/associate member agrees to be a silver sponsor.



Premier Events

135th Annual Convention

June 10–12 | Chateau on the Lake Resort Spa & Convention Center

MBA's annual convention brings together executive leadership from banks across Missouri at a high-end resort location for three days of education, collaboration and networking. The agenda is filled with keynotes delivered by industry thought-leaders, many of whom are sponsored by a vendor. The trade show is one of our largest, and we work closely with our vendors to develop creative methods that will drive attendee engagement. Convention also includes a major golf outing with ample opportunity for sponsors and attendees to connect during a day on the course.

Audience

CEOs, senior managers and directors

Anticipated Attendance: 400

Tradeshow and Sponsorships

Please contact Lauren Rush at Irush@mobankers.com for more information.



Executive Management Conference

December 3–5 | The Ritz-Carlton, St. Louis

MBA's Executive Management Conference is a premier event hosted during the holiday season at a high-end hotel in one of Missouri's largest cities. We invite executive leaders from all of our member banks to celebrate the year that has passed and to engage in discussions about the year ahead. Attendees refer to this as our most intimate executive-level conference, with ample opportunities for networking. Although trade show space is extremely limited, there are numerous opportunities for vendors to take part in this festive event.

Audience

CEOs, senior managers and directors

Anticipated Attendance: 300

Trade Show and Sponsorships

Please contact Lauren Rush at lrush@mobankers.com for more information.



SPECIALIZED EVENTS

	GOLD	SILVER	BRONZE	
	\$6000	\$4000	\$2500	
Γ	 Opening Keynote Closing Keynote Speaker Book 	NotepadHotel Key CardLanyard	Candy StationCoffee SleevesBeverage Cups	
	Choose only 1 item from selected level.	TotebagConference AppBottled Water	 CO-SPONSORED Refreshment Break Reception Breakfast Lunch 	

Packages include ONE item out of the selected tier (gold, silver, bronze) and:

-company recognition in event materials -inclusion and recognition during event on stage -participant list for mailing SPECIALIZED EVENTS COMPLIMENTARY ASSETS

GOLD

-complimentary booth -2 complimentary registrations

SILVER

-1 complimentary registration

BRONZE

-1 complimentary registration



Agriculture Seminar

March 11 | Courtyard by Marriott, Columbia

Tailored for entry level and experienced ag lenders, participants will gain valuable information that will address the most pressing issues in ag banking, including economics, crop and livestock trends, and more to enhance their decision-making processes.

Audience

This program is designed for the bank management team, ag lenders and their ag customers, as well as high school and college students interested in agriculture careers.

Anticipated Attendance: 120

Sponsorships

Please contact Lauren Rush at Irush@mobankers.com for more information.

Human Resources and Marketing Conference

April 8–10 Courtyard by Marriott, Columbia

Designed exclusively for bank HR and marketing professionals, MBA's HR and Marketing Conference highlights trends, strategies and challenges in the ever-evolving world of HR and marketing. Gain fresh perspectives and practical knowledge to enhance recruitment and retention initiatives and drive growth, creativity and customer satisfaction.

Audience

individuals with HR, marketing, public relations, communications, community relations responsibilities

Anticipated Attendance: 100

Trade Show and Sponsorships

Please contact Lauren Rush at lrush@mobankers.com for more information.

Lending, Credit and Finance Conference

April 15–16 Courtyard by Marriott, Columbia

The Lending, Credit and Finance Conference provide the perfect balance of educational and networking opportunities through a combination of general sessions and peer group discussions. A variety of sessions address the most pressing issues facing lending, credit and finance professionals.

Audience

chief credit officers, credit analysts, loan officers, senior lenders, commercial lenders, COOs, presidents/CEOs, business development officers and anyone else responsible for lending

Anticipated Attendance: 75

Trade Show and Sponsorships

Please contact Lauren Rush at lrush@mobankers.com for more information.



Operations, Security, Technology Conference

April 21–23 | Margaritaville Resort, Osage Beach

Learn methods to take your security posture to the next level! Security experts will heighten your awareness of trends seen in the industry; industry experts will help you identify concerns of the moment, as well as the near and far future. Professionals will share tools they've picked up along the way and help you understand how the tools will affect you, your bank and the banking community. Don't miss this opportunity to network with other community bank cybersecurity personnel, security providers and industry experts!

Audience

individuals who are responsible for physical security, cybersecurity, fraud, IT planning, network administration, information security and operations, as well as any others who are responsible for making technology decisions at your institution, including senior management

Anticipated Attendance: 125

Tradeshow and Sponsorships

Please contact Lauren Rush at Irush@mobankers.com for more information.

Banking on Women Conference

August 21 & 22 | Margaritaville Resort, Osage Beach

This conference, where women take the lead, encourages professional development and leadership in your bank while also promoting the importance of fostering relationships and inspiring women to reach their career goals and aspirations. Our powerhouse speakers will help you advance your decision-making and negotiating processes and teach you how to deliver and apply these insights to benefit your future and your financial institution's future.

Audience

members of any financial institution or financial services provider interested in the enhancement and career growth of women

Anticipated Attendance: 150

Trade Show and Sponsorships

Please contact Lauren Rush at lrush@mobankers.com for more information.



BSA/AML Conference

Sept. 16–17 | Margaritaville Resort, Osage Beach

Examiners and industry experts will discuss their approaches to compliance in the current environment and look at the implications of ongoing changes. Conference sessions focus on tangible and practical solutions, giving attendees specific advice, examples, tools and best practices to apply at their bank.

Audience

BSA/AML officers, compliance officers, fraud team members and auditors

Anticipated Attendance: 150

Trade Show and Sponsorships

Please contact Lauren Rush at Irush@mobankers.com for more information.

Compliance Conference

Sept. 17–19 | Margaritaville Resort, Osage Beach

The compliance conference is designed for bankers who must ensure their bank's compliance with federal and state laws and regulations affecting the operations function.

Audience

compliance officers, COOs and other compliance staff

Anticipated Attendance: 175

Trade Show and Sponsorships

Please contact Lauren Rush at lrush@mobankers.com for more information.

Next Generation Leadership Conference

October 2–3 | Holiday Inn Executive Center, Columbia

This conference is designed to enhance the leadership and professional development skills of bank officers while providing the opportunity to network and learn from each other.

Audience

motivated bankers identified as future key leaders at their banks; functional positions include almost every area of the bank; vast majority of attendees are on management paths

Anticipated Attendance: 150

Sponsorships

Please contact Lauren Rush at Irush@mobankers.com for more information.



Regional Meetings

Fall | 5 Locations

The regional meetings will deliver state and federal legislative overviews, new legislative issues and current critical issues facing the banking industry.

Audience

All members of the bank are encouraged to attend.

Anticipated Attendance: 75 per meeting

Sponsorships

Please contact Lauren Rush at Irush@mobankers.com for more information.

Bank Legal Risk Management Conference

October 16 & 17 | Courtyard by Marriott, Columbia

This conference focuses on topics of interest to both bankers and their legal counsel. Banks reduce the risk of financial and reputational loss by achieving awareness, understanding and clarity of the application of laws and regulations as they relate to bank relationships, processes, products and services.

Audience

bankers, bank counsel and attorneys

Anticipated Attendance: 75-100

Sponsorships

Please contact Lauren Rush at Irush@mobankers.com for more information.

Washington Visit

Fall, TBD

Congressional leaders and regulators need to hear directly from bankers about how the decisions they make in Washington, D.C., affect the customers and communities they serve. The group will visit Washington, D.C., to share their views on the issues affecting our industry.

Audience

CEOs, senior managers and directors

Anticipated Attendance: 20 - 50

Sponsorships

Please contact Peggy Mantle at pmantle@mobankers.com for more information.



2025 MBA ASSOCIATE MEMBER TOPIC PROPOSAL



MBA offers several avenues for associate members to engage with bankers throughout Missouri. Speaking engagements at MBA's education programs is one of those opportunities. Please complete this form for MBA staff to share with the various planning committees of these events.

Submit forms to Cheri Messerli at cmesserli@mobankers.com.

Human Resources and Marketing Conference April 8–10	BSA/AML Conference Sept. 16-17
Lending, Credit and Finance Conference April 15–16	Compliance Conference Sept. 17–19
Operations, Security, Technology Conference	NextGen Leadership Conference Oct. 2–3
April 21–23	Bank Legal Risk October 16 & 17
□ 135 th Annual Convention June 10–12	Executive Management Dec. 3–5
Banking on Women Conference August 21 & 22	
Speaker	
Company Name	
Address	
City/State/ ZIP	
Email	
Phone	
Breakout Session Title	
Brief Description of Presentation (Attachments are welcomed.)	
Have you presented this session before? If so, please include a	contact name and phone number for references?
Yes No	

Please email completed form(s) to Cheri Messerli at cmesserli@mobankers.com.

2025 TRADE SHOW REQUEST FORM

Contact Information IMPORTANT NOTICE* Please return this form with payment to: Failure of payment one month Lauren Rush Company Name____ before to event will result in loss lrush@mobankers.com of booth. Mailing lists will not be Missouri Bankers Association Contact Name____ P.O. Box 57 sent until payment received. Jefferson City, MO 65102 Phone Website Phone: 573-636-8151 **CATEGORY KEY** Address_____ Please check all events at which you Premier Events would like a booth. Specialized Events City/State/ZIP_____ AMOUNT **CONFERENCES BOOTHS** PRICE Email **Method of Payment Ops, Security, Technology Conference** \$800 \$ All booth Invoice Credit Card \$ \$1750 **Annual Convention** purchases include 1 complimentary \$ Exp. Date _____CVV____ \$800 Lending, Credit and Finance Conference booth participant. \$ No. _____ **HR and Marketing Conference** \$800 **Fees apply for** additional booth Name _____ \$800 \$ **Banking on Women Conference** participants. \$ Signature ____ \$800 **BSA/AML** Conference *A 3% convenience fee will be added to all credit card payments. **Compliance Conference** \$800 \$ Please list competitors/booth preferences below. **Executive Management Conference** \$1750 \$ **TOTAL COST Booth Descriptions**

Please use existing company descrption on file at MBA. I will not be submitting a company description.

Conference Booths: \$

Booth Participants: \$____ **Total Amount Due:**

□ I will submit a company description via PDF, Word or email.

\$

EVENT:
One Complimentary with the booth
Name:
Title:
Email:
Name:
Title:
Email:
Name:
Title:
Email:
Booth Participant Cost
Premier Events \$630 (per booth par)
#\$
Specialized Events \$300 (per booth par)
#\$

Booth Participants

EVENT:
One Complimentary with the booth
Name:
Title:
Email:
Name:
Title:
Email:
Name
Name:
Title:
Email:
Booth Participant Cost
□ Premier Events \$630 (per booth par) #\$
Specialized Events \$300 (per booth par)
\$

EVENT:
One Complimentary with the booth
Name:
Title:
Email:
Name:
Title:
Email:
Name:
Title:
Email:
Booth Participant Cost
Specialized Events \$300 (per booth par)
#\$

BOOKING FORM | 2025 PREMIER EVENTS SPONSORSHIPS

	Contact Information	
2	Company Name	
	Contact Name	
	PhoneWebsite	
	Address	
	City/State/ZIP	
	Email	
	1) Select sponsorship level for each conference you intend to support.	
	2) Write in your prefered sponsored item from the key below next to the conferences you are sponsoring.	

3) Total your sponsorships.

Method of Payment

PAYMENT WITH CHECK OR INVOICE

Invoice	Credit Card
---------	-------------

Exp. Date _____CVV_____

No. _____

Name _____

Signature

*A 3% convenience fee will be added to all credit card payments.

Sponsorship Attendees

AMOUNT PREMIER EVENTS SPONSORSHIPS Ρ G S R ITEM **Annual Convention** \$ \$ Annual Convention Golf Tournament \$ **Executive Management Conference** Total Amount Due: \$ **Sponsorship Key PLATINUM** GOLD **SILVER** BRONZE \$8500 \$6000 \$4000 \$2500 Opening Keynote General Session Notepad Candy Station Hotel Key Card Coffee Sleeves Closing Keynote Conference App Entertainment Bottled Water Lanyard Beverage Cups -for Convention Totebag Speaker Book . Souvenir Photo Frame (company logo Breakout Session* on printed frame) -for Executive Management Morning Devotional Refreshments Choose only 1 item from selected level. **CO-SPONSORED** Refreshment Break Reception Breakfast **Convention Golf** Lunch Tournament **GOLF BRONZE GOLF SILVER** June 10 Branson \$3000 \$1500 **Please return this form** CHOOSE ONE CHOOSE ONE with payment to: Lunch Hole Sponsor Lauren Rush Beverage Cart Towel lrush@mobankers.com Continental Breakfast Cool Cup Missouri Bankers Association P.O. Box 57 Water Bottle Includes one complimentary golf Jefferson City, MO 65102 Includes two complimentary golf registration reaistration Phone: 573-636-8151

EVENT:
Name:
Title:
Email:
Name:
Title:
Email:
Name:
Title:
Email:
Participant Cost
Premier Events \$630
#\$

COMPLIMENTARY REGISTRATIONS

PLATINUM 3 complimentary registrations

2 complimentary registrations SILVER

2 complimentary registration BRONZE

1 complimentary registration



BOOKING FORM | 2025 SPECIALIZED EVENTS SPONSORSHIPS

ts	Contact Information	Method of Payment			
Events	Company Name	🗌 Invoice 🔲 Credit Card			
	Contact Name	Exp. Date CVV	Please return this form with payment to:		
Address	Phone Website	No	Lauren Rush Irush@mobankers.com		
	Address	Name	Missouri Bankers Association P.O. Box 57		
	City/State/ZIP	Signature	Jefferson City, MO 65102 Phone: 573-636-8151		
	Email	*A 3% convenience fee will be added to all credit card payments.			

1) Select sponsorship level for each conference you intend to support.

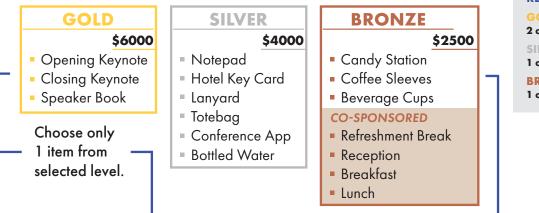
2) Write in your prefered sponsored item from the key below next to the conferences you are sponsoring.

3) Total your sponsorships.

SPECIALIZED EVENTS SPONSORSHIPS	G	S	В	ITEM	AMOUNT
HR and Marketing Conference					\$
Ops, Security, Technology Conference					\$
Lending, Credit and Finance Conference					\$
Banking on Women Conference					\$
BSA/AML Conference					\$
Compliance Conference					\$
Next Generation Leadership Conference					\$
Bank Legal Risk Management Conference Contact Lauren Rush at Irush@mobankers.com.					
Washington Visit	Contac	t Pegg	gy Ma	intle at pmantle@mol	oankers.com.

Sponsorship Key

MISSOURI BANKERS ASSOCIATION



Total Amount Due: \$

SPECIALIZED EVENTS COMPLIMENTARY

REGISTRATIONS

2 complimentary registrations SILVER

1 complimentary registration

BRONZE 1 complimentary registration

Sponsorship Attendees

EVENT:
Name:
Title:
Email:
Name:
Title:
Email:
Name:
Title:
Email:
Participant Cost
Specialized Events
#\$

BOOKING FORM | 2025 SEMINARS, SCHOOLS & WORKSHOPS SPONSORSHIPS

Workshops	
s and	
ichool	
ninars, S	
Sem	

3) Total your sponsorships.

Contact Information	Method of Payment	
Company Name	🔲 Invoice 🔲 Credit Card	
Contact Name	Exp. DateCVV	
Phone Website	No	
Address	Name	
City/State/ZIP	Signature	
Email	*A 3% convenience fee will be added to all credit card payments.	

1) Select sponsorship level for each conference you intend to support.

2) Write in your prefered sponsored item from the key below next to the conferences you are sponsoring.

Sponsorship Attendees

EVENT:

Name:___ Title: Email:___

Name: Title: Email:___

Name:____ Title:____ Email:

Participant Cost Specialized Events

____\$____

\$300 #

SEMINARS & SCHOOLS SPONSORSHIPS	G S ITEM	AMOUNT
Agriculture Seminar		\$
School of Banking		\$
Compliance School		\$
School of Lending		\$
Advanced School of Lending		\$
IRA School		\$
Account Titling Seminar		\$
Bank Security Seminar		\$
Lending Compliance		\$
	Total Amount Due: \$	

