

SPONSORSHIP & ADVERTISING OPPORTUNITIES

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Massachusetts
Bankers
Association®

One Washington Mall, 8th Floor
Boston, Massachusetts 02108-2603
www.massbankers.org

2020 Key Dates

CEO/SENIOR MANAGEMENT WORKSHOP

January 30 – 31, 2020
Westin Hotel, Waltham, MA

ANNUAL CONVENTION

April 30 – May 3, 2020
Monarch Beach Resort
Dana Point, CA

WOMEN IN BANKING

May 15, 2020
Sheraton Hotel & Conference Center,
Framingham, MA

NEW ENGLAND SCHOOL FOR FINANCIAL STUDIES – FRESHMAN

May 17 – 22, 2020
Babson Executive Conference Center,
Wellesley, MA

NEW ENGLAND SCHOOL FOR FINANCIAL STUDIES – SENIORS

June 7 – 12, 2020
Babson Executive Conference Center
Wellesley, MA

EXECUTIVE OFFICERS CONFERENCE

June 17 – 19, 2020
Wequassett Resort and Golf Club
Harwich, MA

CHARITABLE FOUNDATION GOLF TOURNAMENT

July 20, 2020
Worcester Country Club

ANNUAL BANK TECHNOLOGY/RETAIL BANKING CONFERENCE & EXHIBIT

Fall 2020

NEW ENGLAND CONFERENCE

September
23 – 25, 2020
Cliff House, Cape Neddick, ME

CHARITABLE FOUNDATION GOLF TOURNAMENT

Cape Neddick Country Club
September 24, 2020

CONNECT WITH BANKING INDUSTRY LEADERS

The Massachusetts Bankers Association is pleased to offer a wide variety of sponsorship opportunities to its Associate members. Inside you will find information about exciting exhibitor, sponsorship and advertising opportunities.

Prices are a guide only. Sponsorship opportunities are available to Associate members only and are filled on a first-come, first-serve basis and include signage at the event, mention in the marketing materials, as well as an announcement from the dais drawing attention to your commitment and your membership.

If there is an event you wish to reserve in advance, fill out the enclosed form and return it as requested. Sponsorships with MBA provide a cost-effective way to strengthen your brand, an opportunity to network with banking professionals, and build and cultivate relationships—from emerging leaders to industry veterans.

For more information contact Meghan McCarthy, Director, Education, 617-502-3807, mmccarthy@massbankers.org; or Annie Coldstream, Director, Member Services and Grassroots, 617-502-3816, acoldstream@massbankers.org.

CEO/SENIOR MANAGEMENT WORKSHOP (MEMBERS ONLY)

January 30-31, 2020 | Westin Hotel, Waltham
(Approximately 250 Attendees)

<input type="checkbox"/> Dinner	\$5,000
<input type="checkbox"/> Wine with Dinner	\$2,000
<input type="checkbox"/> Key Cards	\$2,000
<input type="checkbox"/> Continental Breakfast.....	\$1,500
<input type="checkbox"/> WiFi.....	\$1,500
<input type="checkbox"/> Candy Bar at Registration Table	\$1,000
<input type="checkbox"/> Cocktail Reception (Co-Sponsorship)	\$1,000
<input type="checkbox"/> Coffee Breaks	\$1,000
<input type="checkbox"/> Folders	\$1,000
<input type="checkbox"/> Lanyards.....	\$1,000
<input type="checkbox"/> Speaker	\$Varies

NE BANK TECHNOLOGY/RETAIL CONFERENCE & EXHIBIT

Fall 2020 | TBD
(Approximately 100 Attendees)

<input type="checkbox"/> Buffet Luncheon (Co-Sponsorship Avail.).....	\$3,000
<input type="checkbox"/> Mobile App	\$2,000
<input type="checkbox"/> Continental Breakfast.....	\$1,500
<input type="checkbox"/> Folders	\$1,000
<input type="checkbox"/> Lanyards.....	\$1,000
<input type="checkbox"/> Candy Bar at Registration Table	\$750
<input type="checkbox"/> Coffee Break.....	\$750
<input type="checkbox"/> Raffle Item.....	\$Varies

NE CONFERENCE (MEMBERS ONLY)

Cliff House | Cape Neddick, ME
September, 23-25, 2020
(Approximately 175 attendees)

- Dinner \$5,000
- Wine with Dinner..... \$3,000
- Breakfast..... \$2,500
- Cocktail Receptions..... \$2,000
- Key Cards \$2,000
- Mobile App \$2,000
- Candy Bar at Registration Table \$1,500
- Hospitality..... \$1,500
- WiFi..... \$1,500
- Coffee Break..... \$1,000
- Folders \$1,000
- Lanyards..... \$1,000
- Wellness Basket \$1,000
- Raffle Item..... \$Varies
- Speaker \$Varies

NE TRUST & WEALTH MANAGEMENT CONFERENCE

October or November | TBD
(Approximately 100 Attendees)

- Buffet Luncheon..... \$2,500
- Mobile App \$2,000
- Continental Breakfast..... \$1,500
- WiFi..... \$1,500
- Folders \$1,000
- Lanyards..... \$1,000
- Candy Bar at Registration Table \$750
- Coffee Break..... \$750
- Raffle Item..... \$Varies

MBA CHARITABLE FOUNDATION GOLF TOURNAMENTS

July 20, 2020
Worcester Country Club
(Approximately 100 Attendees)

- Hole Sponsor..... \$300
- Beverage Hut/Drink Cart..... \$700
- Box Lunch..... \$1,500
- Reception..... \$1,500
- Dinner \$2,500
- Raffle Item Donation (Please list below)

September 24, 2020 | Cape Neddick, ME
(Approximately 100 Attendees)

- Hole Sponsor..... \$300
- Beverage Hut/Drink Cart..... \$700
- Box Lunch..... \$1,500
- Raffle Item Donation (Please list below)



Day Seminar Sponsorship Opportunities

Event

- Security Workshop (April)
- HR Conference (May)
- Women in Banking (June)
- Compliance Academy (September)

Sponsorship Type

- Continental Breakfast..... \$1,000
- Refreshment Break \$500
- Candy Basket..... \$750
- Lunch \$1,500

ADVERTISING OPPORTUNITIES

The New England Bank Directory

The New England Bank Directory is a premier reference source for anyone working with financial institutions—including banks and credit unions—in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont. Published annually in hardcopy and online, your ad will reach a wide audience.

Contact Annie Coldstream, acoldstream@massbankers.org or 617-502-3816.

MassBankers e-News

Bi-weekly publication to over 8,000 bankers in all areas of the bank, MassBankers e-News focuses on current information of interest, educational updates and article submissions that are welcomed from Associate members. The cost to advertise is \$149 per member and \$249 for nonmembers, per bi-weekly issue.

Contact Annie Coldstream, acoldstream@massbankers.org or 617-502-3816.

Return this brochure to the MBA for more sponsorship information. Please check the boxes of the events you are interested in sponsoring and complete the following information:

Name _____

Business _____

City _____

State _____

Zip _____

Phone _____

Email _____

Return to:

Meghan McCarthy, Director, Education
 Massachusetts Bankers Association
 One Washington Mall, 8th Floor
 Boston, MA 02108-2603
 Fax: 617-523-6373
 Email: mmccarthy@massbankers.org

Advertising Rates:	Size	Member	Nonmember
Premium Page	5.5"W x 7.5"T	\$2000	\$2750
Full Page, Yellow Pages	5.5"W x 7.5"T	\$ 770	\$ 995
Half Page, Yellow Pages	5.5"W x 3.5"T	\$ 385	\$ 595
Quarter Page, Yellow Pages	2.75"W x 3.5"T	\$ 195	\$ 395

MBA Massachusetts Bankers Association
 MassBankers e-News
 February 21, 2020

Education

WEBINAR
Banking Hemp Businesses
 Wednesday, February 26, 2020
 10:00 AM - 11:00 AM

Effective and Efficient Annual Credit Reviews
February 27, 2020
 8:30 AM Registration • Program: 9 AM - 2 PM
 Sheraton Framingham Hotel & Conference Center
 1657 Worcester Rd, Framingham, MA 01701

Upcoming Events

[FFIEC Information Security Handbook Review](#)
 February 25, 2020
 Webinar

[Advanced TRID Compliance](#)
 February 28, 2020
 Webinar

[8 Steps to Improve Cross-Selling](#)
 February 27, 2020
 Webinar

[Mutual Bank Program](#)
 March 5, 2020
 Courtyard marriott Hotel,
 Marlborough

[Additional Conferences and Seminars](#)

Compliance

Question of the Week

C/A COMPLIANCE ALLIANCE KNOWLEDGE. CLARITY. RELIABILITY.

Question
 Regarding CTRs, when there is an aggregated transaction, what are the requirements in order for the transaction to be considered an aggregated transaction?

Answer
 The bank would report as an aggregated transaction only if, 1) the financial institution did not identify any of the individuals conducting the related transactions, 2) of all the transactions were below the reporting requirement, and 3) at least one of the aggregated transactions was a teller transaction. [Read More](#)

MBA Preferred Vendor

Verafin Offers Complimentary Webinars

VERAFIN

MBA's Preferred Vendor [Verafin](#) is hosting several events in the upcoming weeks. Click on the links below to register.

Contact
[Les McFadden](#) at Verafin at (709) 752-3050

Consolidating Fraud Prevention and Management to Reduce Losses & Improve Visibility
 March 4, 12:30 p.m.

Join us as we discuss the benefits of consolidating your fraud prevention and management functions with Verafin's Fraud Detection and Management solution. [Read More](#)

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[SHCPFoundation.org](#) 877-253-0859

SUM

PARTNERING WITH BANKS TO PROMOTE BUSINESS GROWTH.

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