

THE FINANCIAL BRAND

FORUM 2020

SPONSORSHIP KIT

APRIL
27-29

Aria
RESORT & CASINO
LAS VEGAS

Forum2020.com



About the Forum

THE FINANCIAL BRAND FORUM is the largest and fastest growing conference for executives working in retail banking.

The **FORUM 2020** is hosted by **The Financial Brand**, one of the largest websites in banking, with nearly 2 million readers in 200+ countries.

The **FORUM 2020** is specifically engineered to help retail financial institutions tackle their biggest branding, marketing and retail challenges, with over 100 world-class speakers and more than 60 hours of content — three days jam-packed with the latest ideas, insights and innovations that are transforming the banking industry today.

FOUNDER

Jeffry Pilcher
CEO/President
jpilcher@thefinancialbrand.com
206-518-1992

SALES CONTACT

Tami Brown
VP/Sales & Account Service
tbrown@thefinancialbrand.com
214-878-7825

2020 KEYNOTE SPEAKERS



OPENING KEYNOTE
THE HABITS OF GREATNESS

STEVE YOUNG
FINTECH INVESTOR & NFL
HALL OF FAME QUARTERBACK



JERRY RICE
NFL HALL OF FAME
WIDE RECEIVER



SUNDAY NIGHT
ENTERTAINMENT

JAY LENO
COMEDY LEGEND



CLOSING
KEYNOTE

MARTHA STEWART
INTERNATIONAL BUSINESS &
BRANDING ROCK STAR



TUESDAY MORNING
KEYNOTE

SETH GODIN
GLOBAL BRANDING EXPERT

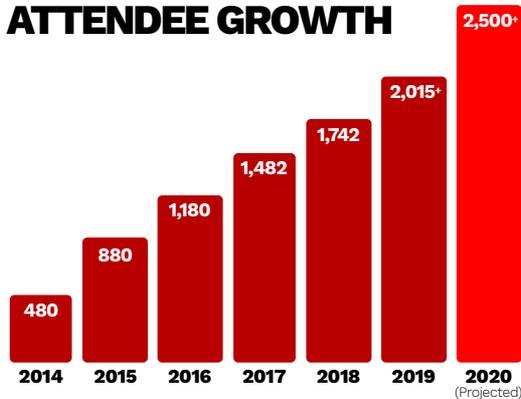


WEDNESDAY MORNING
KEYNOTE

JEREMY GUTSCHE
FUTURIST AND TREND HUNTER

Stats & Facts

ATTENDEE GROWTH



1 IN 15
OF ALL BANKING PROVIDERS
IN THE U.S. ATTEND THE FORUM

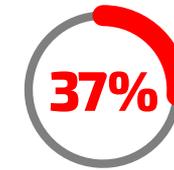
1 OUT OF 3
OF THE 1,000 BIGGEST BANKS
IN THE U.S. ATTEND THE FORUM



**ATTENDEES WHO WORK AT A
RETAIL FINANCIAL INSTITUTION**
(47% INDUSTRY AVERAGE)



**ATTENDEES WHO WORK AT AN
INSTITUTION WITH MORE
THAN \$1 BILLION IN ASSETS**



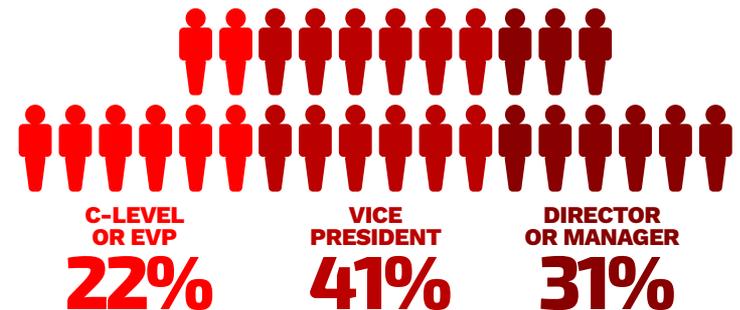
**INSTITUTIONS IN THE U.S.
WITH \$10+ BILLION IN ASSETS
WHO ATTEND THE FORUM**

900+ DIFFERENT FINANCIAL INSTITUTIONS

\$10.2 TRILLION ASSETS REPRESENTED

\$21 BILLION AVERAGE ASSET SIZE

\$1.5 BILLION MEDIAN ASSET SIZE



The most common titles attendees hold include CMO, CEO, COO, EVP, VP, SVP and AVP.

Who Attends

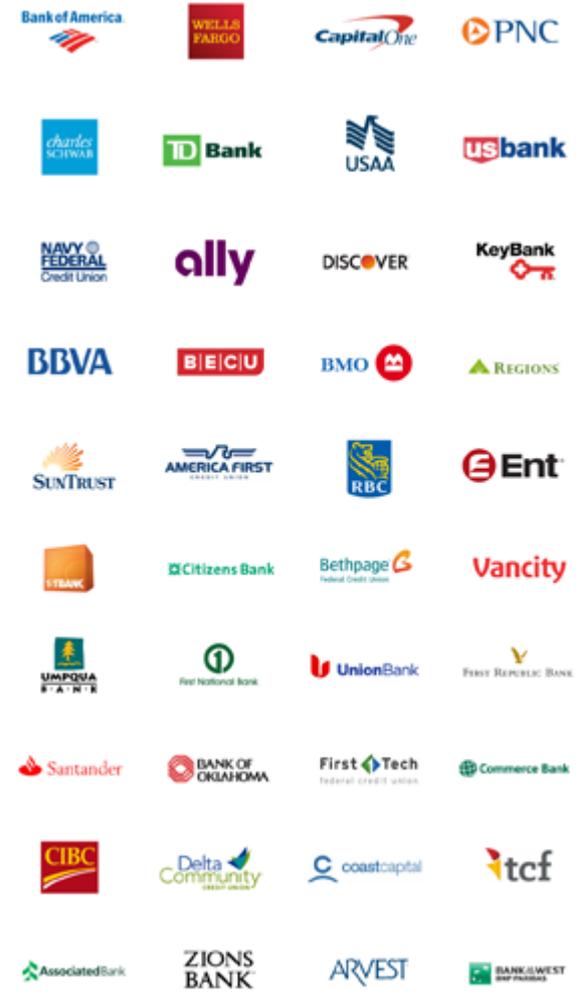
Put your company in front of over **2,500+** senior-level decision makers from over **900+** different financial institutions.

U.S. Penetration	TOTAL # IN THE U.S.	# AT THE FORUM	% AT THE FORUM
All U.S. banking providers	11,371	795	7.0%
U.S. institutions – \$1B+ in assets	1,022	319	31.2%
U.S. institutions – \$10B+ in assets	148	89	60.1%

Asset Tiers	TOTAL # OF ATTENDEES	% OF ALL ATTENDEES
Assets over \$10 billion	217	12.5%
Assets over \$1 billion	991	57.1%
Assets over \$500 million	1,403	80.8%

Role & Title	TOTAL # OF ATTENDEES	% OF ALL ATTENDEES
Vice president level or higher	1,097	63.2%
C-level executives and board members	413	23.8%
Attendees with “Marketing” in their title	852	49.1%

(All numbers represent estimates/projections for the Forum 2020.)



Unbeatable Value

The Forum guarantees you'll engage with **more prospects** and generate **more qualified leads** instead of wasting time talking to other service providers and exhibitors.

At most conferences, there are often more consultants and solution providers attending than there are actual financial institutions.

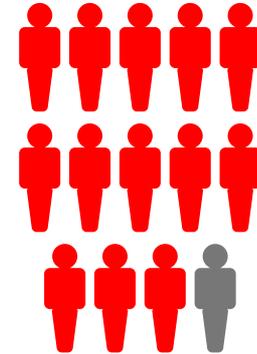
Not at **The Financial Brand Forum**.

We restrict the number of vendors, sponsors and exhibitors who can participate, ensuring that for every one exhibitor at the **Forum 2020**, there will be **at least a dozen attendees** from a financial institution. This is **the highest attendee-to-exhibitor ratio** you'll find anywhere.

Bottom line? You get more value for your investment.

**THE FINANCIAL
BRAND FORUM**

14:1



**THERE WERE 14 ATTENDEES
FROM FINANCIAL INSTITUTIONS FOR
EVERY 1 EXHIBITOR AT THE FORUM 2019**

INDUSTRY AVERAGE

5:1



**5 ATTENDEES FROM
FINANCIAL INSTITUTIONS
FOR EVERY 1 EXHIBITOR**

How It Works

Build your own sponsorship package — customized to your objectives, your budget and the booth space **you want!**



Look at the **Forum 2020 Exhibit Hall** layout on the following page, and the list of costs on **pages 8 and 9**. Pick your booth location, your total investment, and/or your desired sponsorship level. (Kiosks are also available.)



All **Gold, Platinum** and **Partner** level sponsorships include “credits”. Allocate your credits on the à la carte sponsorship items you want to create the perfect package for your company!



PARTNER LEVEL — \$75,000+

- » Over 3,000 credits included
- » Attendee direct mail contact list
- » Up to 20 all-access staff passes
- » **Presenting Partners** get a ton of additional benefits — ask us!



PLATINUM LEVEL — \$45,000+

- » Includes at least 2,000 credits
- » Up to 10 all-access staff passes



GOLD LEVEL — \$19,500+

- » Between 875 and 1,125 credits
- » Up to 6 all-access staff passes



SILVER LEVEL — \$6,000+

- » Up to 3 all-access staff passes
- » Sorry, credits are not included and cannot be purchased

Premium Exhibit Space

The biggest and best locations in the **FORUM 2020** exhibit hall!

PARTNER BOOTHS (20x30)

BOOTH #	COST	CREDITS
🍷 051	SOLD	SOLD
631	SOLD	SOLD
641	SOLD	SOLD
🏆 521	\$115,000	5,000
🏆 531	SOLD	SOLD
🏆 541	SOLD	SOLD

🏆 **PRESENTING SPONSOR**

PLATINUM BOOTHS (20x20)

BOOTH #	COST	CREDITS
331	SOLD	SOLD
341	SOLD	SOLD
431	SOLD	SOLD
441	SOLD	SOLD
451	SOLD	SOLD
621	SOLD	SOLD
651	SOLD	SOLD

GOLD BOOTHS (20x10)

BOOTH #	COST	CREDITS
021	SOLD	SOLD
121	SOLD	SOLD
122	SOLD	SOLD
131	SOLD	SOLD
132	SOLD	SOLD
141	SOLD	SOLD
142	SOLD	SOLD
151	SOLD	SOLD
152	SOLD	SOLD
213	SOLD	SOLD
221	SOLD	SOLD
222	SOLD	SOLD
231	SOLD	SOLD
232	SOLD	SOLD
241	SOLD	SOLD
242	SOLD	SOLD
251	SOLD	SOLD
252	SOLD	SOLD
263	SOLD	SOLD
321	SOLD	SOLD
322	SOLD	SOLD
351	SOLD	SOLD
352	SOLD	SOLD
413	SOLD	SOLD
422	\$25,000	950
463	SOLD	SOLD
511	SOLD	SOLD
551	SOLD	SOLD

BOOTH #	COST	CREDITS
552	\$30,000	1,500
561	SOLD	SOLD
563	SOLD	SOLD
613	SOLD	SOLD
663	SOLD	SOLD
711	SOLD	SOLD
721	SOLD	SOLD
722	SOLD	SOLD
731	SOLD	SOLD
732	SOLD	SOLD
741	SOLD	SOLD
742	SOLD	SOLD
751	SOLD	SOLD
752	SOLD	SOLD
761	SOLD	SOLD
821	SOLD	SOLD
822	SOLD	SOLD
831	SOLD	SOLD
832	SOLD	SOLD
841	SOLD	SOLD
842	SOLD	SOLD
851	SOLD	SOLD
913	SOLD	SOLD
932	SOLD	SOLD
941	SOLD	SOLD
963	SOLD	SOLD

🍷 BEVERAGE STATION

☕ BEVERAGE & ESPRESSO STATION

Basic 10x10 Booths

The most affordable way to have a presence at the **FORUM 2020** and generate leads from the senior-level executives you're targeting!

SILVER BOOTHS (10x10)

BOOTH #	COST	CREDITS
023	SOLD	SOLD
024	SOLD	SOLD
031	SOLD	SOLD
032	SOLD	SOLD
033	SOLD	SOLD
034	SOLD	SOLD
041	SOLD	SOLD
042	SOLD	SOLD
043	SOLD	SOLD
044	SOLD	SOLD
111	SOLD	SOLD
112	SOLD	SOLD
113	SOLD	SOLD
114	SOLD	SOLD
161	SOLD	SOLD
162	SOLD	SOLD
163	SOLD	SOLD
164	SOLD	SOLD
211	SOLD	SOLD
212	SOLD	SOLD
261	SOLD	SOLD
262	SOLD	SOLD
311	SOLD	SOLD
312	SOLD	SOLD
313	SOLD	SOLD

BOOTH #	COST	CREDITS
314	SOLD	SOLD
361	SOLD	SOLD
362	SOLD	SOLD
363	SOLD	SOLD
364	\$7,000	n/a
411	SOLD	SOLD
412	SOLD	SOLD
421	SOLD	SOLD
423	SOLD	SOLD
461	SOLD	SOLD
462	SOLD	SOLD
513	\$9,995	N/A
514	SOLD	SOLD
611	\$9,995	N/A
612	\$9,995	N/A
661	\$9,995	N/A
662	\$9,995	N/A
713	SOLD	SOLD
714	SOLD	SOLD
763	SOLD	SOLD
764	SOLD	SOLD
811	SOLD	SOLD
812	SOLD	SOLD
813	SOLD	SOLD
814	SOLD	SOLD

BOOTH #	COST	CREDITS
852	SOLD	SOLD
854	SOLD	SOLD
861	SOLD	SOLD
862	SOLD	SOLD
863	SOLD	SOLD
864	SOLD	SOLD
911	SOLD	SOLD
912	SOLD	SOLD
921	SOLD	SOLD
922	SOLD	SOLD
923	SOLD	SOLD
924	SOLD	SOLD
931	SOLD	SOLD
933	SOLD	SOLD
942	SOLD	SOLD
944	SOLD	SOLD
951	SOLD	SOLD
952	SOLD	SOLD
953	SOLD	SOLD
954	SOLD	SOLD
961	\$6,750	n/a
962	SOLD	SOLD

20x10 Beverage Station

Fully-branded, pre-assembled booths with **guaranteed attendee traffic!**

ULTRA CONVENIENT

Don't blow a ton of money shipping a booth, then waste your time putting it together — we do it all for you!

**ONLY 10
AVAILABLE!**

CARPET

Define your space and provide extra comfort for your team.

STARBUCKS ESPRESSO

Booths #213, #263, #913 and #963 include a barista serving attendees their favorite Starbucks espresso beverages during all three breakfasts.

OPTIONAL LCD SCREEN

Run demos and share your marketing messages.

BEVERAGES INCLUDED

Coffee and juice served for breakfast. Iced tea, water and lemonade served during lunch. During receptions, you'll have a bartender serving beer, wine and mixed drinks.

CUSTOM BRANDED BACKDROP

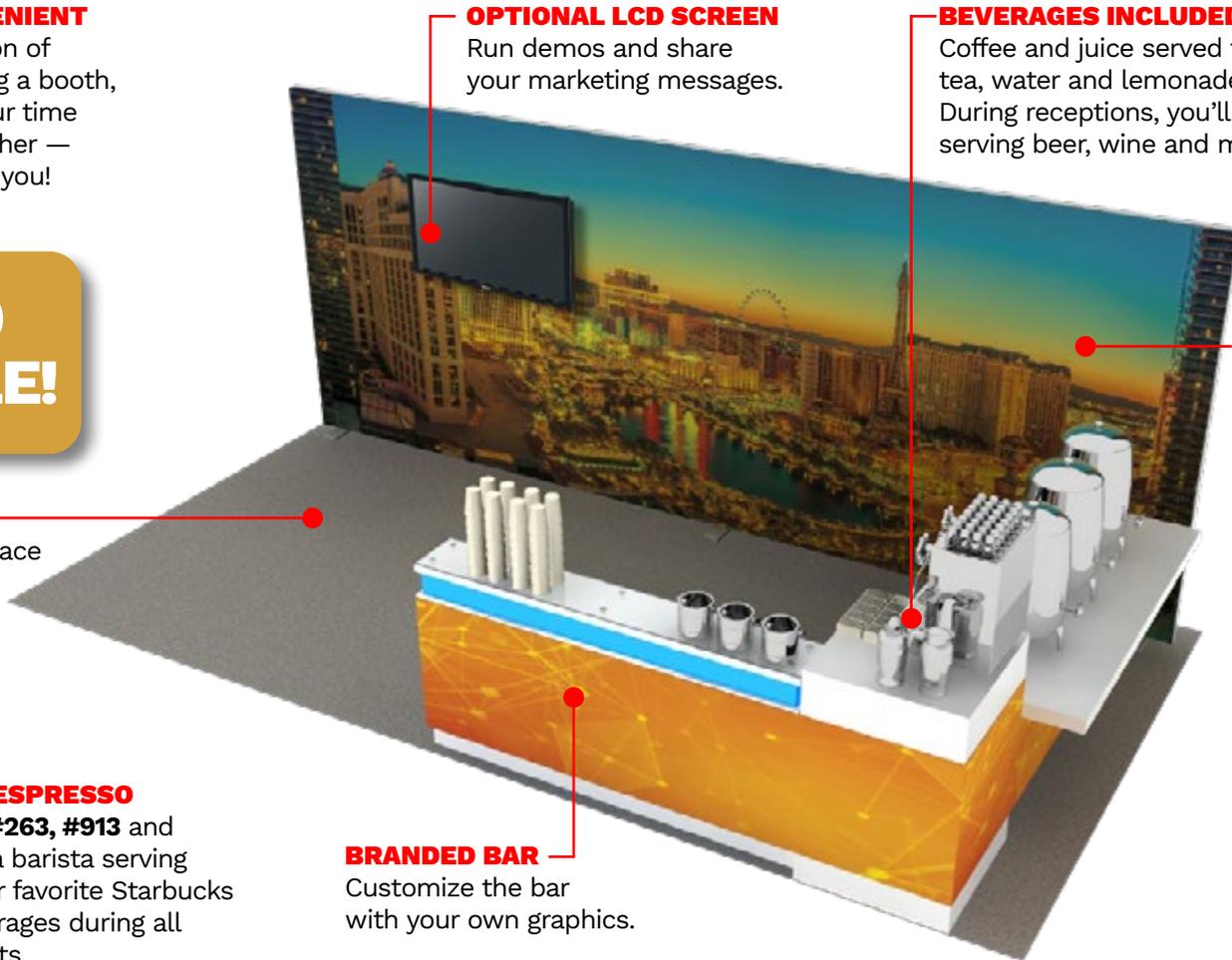
Huge 20-foot wall with your logo and graphics.

COACHING & TRAINING

We will show you how to generate the maximum number of leads when attendees start stacking up in line for beverages.

BRANDED BAR

Customize the bar with your own graphics.



Custom Booth Space

The ultimate in convenience! Don't blow tons of money shipping a booth, then lose valuable time putting it together — **we do it all for you!** Just bring your marketing materials and you're ready to go!



20x10 Booth

(\$5,950 or 575 credits)

Includes: Custom branded graphic backwall, table and chairs, installation and break down.

Additional Options:

Carpet (recommended), LCD monitor, internet, other furniture.



Hanging Canopy

(375 credits)

Includes: 10' wide by 3' tall custom banner in circular or triangular shape, hardware, rigging and installation.

Branded Kiosks

(\$9,995 or 500 credits)

For just a bit more than it would cost to send two attendees from your company, you can have your own freestanding kiosk located in the heart of the exhibit hall. **Includes:**

- Two staff passes
- Custom branded graphics
- Two stools
- Circular rug
- Install and dismantle
- ▲ Optional LCD monitor



10x10 Booth

(\$3,825)

Includes: Custom branded graphic backwall, table and chairs, full installation and break down.

Additional Options:

Carpet (recommended), LCD monitor, internet, other furniture.

Private Function Space

Build relationships directly with attendees in your own private venue where you can host your own sessions and have important meetings.



Private Bluethorn Meeting Room

(750 credits)

Capacity: Up to 25 attendees
Duration: Sunday through Wednesday

Your own space to do whatever you like for four days! Located right across from the **Forum 2020** exhibit hall, these rooms come equipped with built-in projection systems and drop-down projection screens.

Invite attendees to join you for exclusive breakfasts, lunches, and meetings. You can even host your own private sessions throughout the duration of the conference.



Private Copperleaf Meeting Room

(950 credits)

Capacity: Up to 40 attendees
Duration: Sunday through Wednesday

Your own space to do whatever you like for four days! These rooms are perfect for hosting exclusive breakfasts, lunches, and meetings. You can even host your own private sessions throughout the conference.

Each room comes equipped with the technology needed to make presentations a breeze, including a built-in projection system and drop-down projection screen.



Private Reception & Party Suite

(600 credits)

Capacity: 25
Duration: 3 hours
Includes: \$2,000 food and beverage credit

Host your own private VIP party for a select group of attendees in this gorgeous suite with breathtaking views.

Create special invitations you can give to your top prospects and best clients, then spend time together cultivating relationships in this relaxed, upscale and intimate environment.

Forum 2020 Magazine

13

A magazine loaded with nothing but great content — a valuable resource attendees will read and keep!

Publish an article with your company's insights or share a case study. You can interview key people on your team and include their quotes to showcase your range of expertise and depth of knowledge. Bring your story to life by including photos of key people, your clients, charts, graphs, and/or your finished solution. This magazine will be given to all attendees at the **Forum 2020**, and a digital copy will be sent to them via email.

Featured Article with Photo of Your CEO on the Cover

(Sold out)

Limited to Platinum and Partner level sponsors only

Standard Two-Page Article

(175 credits or \$1,250)

Two-Page Article Featured on Cover

(250 credits)

Limited to four sponsors only

Two-Page Article with Full-Page Ad

(300 credits or \$1,750)



Offsite Networking

Have fun building relationships while entertaining attendees!



Topgolf

(1,150 credits)

Capacity: 30 attendees
Duration: 2 hours

Includes:

- Private golf bay
- Open bar with cocktails
- Hors d'œuvres
- Round trip transportation

Topgolf is one of the hottest new concepts in Las Vegas — a four-level entertainment venue with interactive golf games and balls that score themselves. Tee off with attendees in your own climate-controlled hitting bay, or sip a signature cocktail while noshing on upscale American classics.



High Roller

(595 credits)

Capacity: 20 attendees
Duration: 2 hours

Includes:

- VIP cabin
- Expedited boarding and VIP escort
- Premium open bar with bartender
- Two complete revolutions
- Round trip transportation

Soar 550 feet above the center of the Las Vegas Strip on the **High Roller**, the world's tallest "observation wheel." Network with attendees while enjoying cocktails as you take in sweeping 360-degree views.



Eiffel Tower Reception

(795 credits)

Capacity: 60 attendees
Duration: 2 hours

Includes:

- Open bar with cocktails
- French-inspired hors d'œuvres
- Round trip transportation

With an upscale atmosphere and a spectacular view of the Strip overlooking the Bellagio Fountains, the private party room inside the **Eiffel Tower** will impress your clients and guests with a truly memorable event.

Offsite Networking

Have fun building relationships while entertaining attendees!



VooDoo Rooftop Lounge at the Rio

(1,195 credits)

Capacity: 50 attendees
Duration: 2 hours

Includes:

- Private outdoor lounge
- Priority access with a VIP host escort
- Open bar with bottle service
- Hors d'oeuvres
- Round trip transportation

At 51 stories up, the **VooDoo Lounge** offers a unique experience and unparalleled views of the entire Las Vegas skyline.



Zappos Tours

(Sold out)

Number of Tours: 4
Capacity: 40 attendees (each tour)
Duration: 2 hours

Includes:

- Sponsorship of all four tours
- Round trip transportation
- Afternoon tour includes boxed lunches

Take attendees on a unique tour inside the world-famous **Zappos** organization, and get an exclusive peek inside their company culture. These tours have been one of the most popular parts of **The Financial Brand Forum** for the last six years straight!



Neon Museum

(640 credits)

Capacity: 22 attendees
Duration: 2 hours

Includes:

- Round trip transportation

Known as the “Boneyard”, the **Neon Museum** is home to hundreds of the most famous marquee signs that once graced the Las Vegas Strip. This electric venue is the perfect place for an outdoor party!

VIP Networking Events

Surprise and delight attendees with these uniquely amazing opportunities — exclusively for 🏆 **Platinum** and 🏆 **Partner** level sponsors.



Sky Villa Party

(1,350 credits)

Capacity: 40 attendees

Duration: 2 hours

Available: Monday, Tuesday, Wednesday

Impress your top prospects and best clients in the ultimate entertainment venue.

Usually reserved for high-rollers and Hollywood celebrities, this massive hospitality suite is one of the top 10 most luxurious villas in Las Vegas.

Host your own private VIP party in this huge suite spanning two levels, with a wet bar, spiral staircase, marble floors, six TVs, and countless seating areas.



Backstage Meet & Greet with Jay Leno

(600 credits)

Capacity: 10 attendees

Duration: 30 minutes

Day: Sunday, April 26th

Give a select group of attendees the opportunity of a lifetime! This is their chance (and yours!) to meet **Jay Leno**, a true celebrity and entertainment icon.

Join Jay backstage after his act on Sunday night. Attendees can hello and snap a selfie before heading out to a dinner. Make the evening one your VIPs will never forget!



Sky Villa Party with Jay Leno

(Ask about availability)

Capacity: Up to 40 attendees

Duration: 2 hours

Day: Sunday, April 26th

Kick off the conference with a bang! Book the **Sky Villa** on Sunday night and **Jay Leno** will make a special guest appearance at your party after his performance.

After your clients and prospects take selfies with the stand-up comedy legend, your team will have them wrapped around their fingers for the next three days.

VIP Networking Meals

🏆 **Platinum** and 🏆 **Partner** level sponsors can treat attendees to unforgettable meals with this year’s featured keynote speakers.



Breakfast with Steve Young & Jerry Rice

(Sold out)

Capacity: 50 attendees
Duration: 1 hour
Day: Monday, April 27th

Make a big first impression and start the conference off with an opportunity unlike any other. Invite your company’s VIPs to breakfast with living legends **Steve Young** and **Jerry Rice** before they take the stage for their opening keynote on “The Habits of Greatness.” This quarterback/receiver won the **Super Bowl** and broke countless **NFL** records along the way, making this a meal to remember!



Breakfast with Seth Godin

(Sold out)

Capacity: 30 attendees
Duration: 1 hour
Day: Tuesday, April 28th

Seth Godin is widely regarded as one of the world’s foremost experts on branding and marketing. Invite a select group of special attendees to join your team for breakfast with Seth before he takes the stage for his keynote speech Tuesday morning.



Lunch with Martha Stewart

(Sold out)

Capacity: 30 attendees
Duration: 1 hour
Day: Wednesday, April 29th

This is a once-in-a-lifetime opportunity! Who wouldn’t want to say they had lunch with **Martha Stewart**? As the head of an international media empire, she’s one of the most successful businesswomen on the planet — truly inspirational!

This fabulous three-course plated lunch wraps with a unique desert — your company name written in edible frosting around the outside of the dish!

Networking Dinners

Spend valuable time with your top prospects while you treat them to a world-class meal.



Herringbone

(65 attendees for 1,950 credits)

(40 attendees for 950 credits)

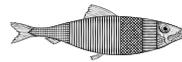
Style: Fresh seafood

Duration: 2 hours

Includes: Dinner and drinks

Attendees will step outside onto a plush sun-soaked patio surrounded by a lush garden landscape, the dive into California-inspired coastal cuisine and enjoy the freshest seafood in Las Vegas.

The sophisticated loungelike dining concept at **Herringbone** is the ideal setting for a relaxed, captivating, and interactive experience — the only restaurant where attendees can step outside of the conference space and enjoy a warm Las Vegas evening.



Herringbone
FISH MEATS FIELD



Jean Georges

(20 attendees for 850 credits)

(Chef's semi-private table with 12 attendees for 575 credits)

Style: High-end steakhouse

Duration: 2 hours

Includes: Dinner and drinks

Jean Georges pushes the boundaries with an experience that's decidedly contemporary. This chophouse puts a masterful spin on traditional classics, featuring superb cuts of the finest meats and seafoods from around the world.

Unexpected sauces and savory side dishes come alive with jolts of vibrant seasonings, house-made rubs and flavored salts. Every taste delivers undeniable satisfaction — an unparalleled culinary achievement! And the boldly modern space features a high-octane lounge that's a true architectural masterpiece.

J E A N G E O R G E S
S T E A K H O U S E

Networking Dinners

Spend valuable time with your top prospects while you treat them to a world-class meal.



Javier's

(24 attendees for 850 credits)

Style: Authentic Mexican cuisine

Duration: 2 hours

Includes: Dinner and drinks

Javier's elevates familiar Mexican flavors to a whole new level with its crowd-pleasing specialties. Attendees will savor the complex, earthy spices that characterize authentic Latin cuisine while sipping on unique and delicious hand-shaken Margaritas.

The striking décor and intricate architectural elements combine to create a candle-lit atmosphere that's artful and inviting.

Javier's feels miles from the Strip — a feast attendees won't soon forget!



Catch

(50 attendees for 1,950 credits)

(20 attendees for 825 credits)

Style: Fresh and sustainable seafood

Duration: 2 hours

Includes: Dinner and drinks

A favorite among A-listers and celebrities from New York to Los Angeles, **CATCH** features renditions of opulent Asian-influenced sushi, seafood and steak in a menu crafted specifically to create a something-for-everyone experience. Serving up dishes that are both sophisticated and approachable, guests can enjoy **CATCH's** unique streaming, shareable style of dining.

The dazzling and decadent décor is a feast for the eyes. Every inch of the beautiful, opulent entryway is filled with colorful flowers and lights, transporting guests to an elegant urban oasis.



CATCH

Networking Dinners

Spend valuable time with your top prospects while you treat them to a world-class meal.



Carbone

(40 attendees for 1,500 credits)
(20 attendees for 825 credits)

Style: Italian-American cuisine
Duration: 2 hours
Includes: Dinner and drinks

Carbone's guests are treated to the finest culinary craftsmanship in a remarkable setting with contemporary nostalgia. The classy, throwback space is marked by dramatic design, showmanship, and warm and tableside service.

The celebrated concept pays homage to the Italian-American restaurants of the mid-20th century — exuding Rat Pack glamour with dramatic, vintage chandeliers and private, red-curtained booths. The New York-inspired cuisine is influenced by that same time in history, but takes culinary cues from the great talents and techniques of today.

CARBONE



Mastro's

(32 attendees for 950 credits)
(24 attendees for 850 credits)

Style: Fresh seafood and steakhouse
Duration: 2 hours
Includes: Dinner and drinks

The centerpiece of this upscale outpost is a spectacular 80-foot-tall “treehouse” perched in an overhanging cage. The one-of-a-kind environment is complemented by classic country club cuisine, originated on the California coast and executed with precision. Everything is prepared simply and beautifully.

The seafood selection at **Mastro's** is unparalleled, with every variety of delectable, chilled shellfish imaginable. The steaks and innovative cocktails are equally delicious, helping to create a truly unparalleled dining experience.

MASTRO'S OCEAN CLUB



Networking Dinners

Spend valuable time with your top prospects while you treat them to a world-class meal.



Bardot Brasserie

(45 attendees for 1,650 credits)

Style: Iconic French cuisine

Duration: 2 hours

Includes: Dinner and drinks

The authentic French cuisine at **Bardot Brasserie** is served in an intimate 1920s-style setting so beautiful attendees will swear they're in Paris. The elegant décor set the mood perfectly, mixing brass, marble and dramatic lighting to recreate the ambience of a quintessential French bistro with a decidedly upscale vibe.

The menu features classic French comfort food with modern twists, and wine connoisseurs will feel at home with an array of options from Burgundy to Bordeaux.

BARDOT
BRASSERIE
MICHAEL MINA



Sage

(55 attendees for 1,650 credits)

Style: Farm-to-table American contemporary

Duration: 2 hours

Includes: Dinner and drinks

Sage combines farm-to-table produce, artisanal meats and sustainable seafood with the freshest seasonal ingredients to serve irresistible culinary creations. The atmosphere is sexy, with a swanky, sophisticated aesthetic brimming with rich gold and purple tones.

Sage also boasts an extensive wine list, and a variety of fun and unusual mixed drinks including an Absinthe service. The award-winning cocktail menu reimagines America's classic libations with a contemporary edge, emphasizing natural ingredients and boutique liquors.

Sage

Private Dinners

Take ten of your best clients and prospects to a meal at one of the Aria's award-winning, world-class restaurants.

Work with **The Financial Brand** to plan and coordinate your own intimate dinner at any of the restaurants listed here.

Whether you're looking for a classic steakhouse, the freshest seafood, or mouth-watering Italian fare, the **Aria** offers the best options in Las Vegas — from celebrity-owned concept restaurants to upscale eateries.

All meals include dinner and drinks. You are encouraged to give your dinner guests a gift or take-home package.



Attendees who are still in Las Vegas on Wednesday night. What are you doing to connect with them?

400
CREDITS

RESTAURANT OPTIONS

Bardot Brasserie (French Bistro)

Blossom (Chinese)

Carbone (Italian)

CATCH (Seafood)

Herringbone (Seafood)

Javier's (Mexican)

Jean Georges (Steakhouse)

Julian Serrano (Tapas)

Lemongrass (Thai)

Mastros (Seafood & Steaks)

Sage (American Contemporary)

▲ Please note: The restaurants listed here will not accept reservations for any group of 10+ people between April 27-29 unless arrangements are made through **The Financial Brand**.

Sponsored Sessions

The best way to guarantee a spot in the **FORUM 2020** agenda.



Power Breakfasts

(Sold out)

Capacity: 75 attendees
Duration: 75 minutes

Treat attendees to breakfast while you share strategic insights and showcase your company's depth of knowledge. Give attendees how-to advice while you walk them through case studies and projects you've completed for other financial institutions — focused on tangible takeaways with results and ROI for maximum impact.

▲ Please note: There are only six (6) of these opportunities available, and they go quickly.



Lunch-and-Learn Sessions

(Sold out)

Capacity: 75 attendees
Duration: 75 minutes

Present an educational how-to session showcasing your company's expertise and experience as attendees enjoy a plated sit-down lunch. You can walk through case studies and projects you've completed for other financial institutions, so attendees understand the full range of your company's capabilities.

▲ Please note: There are only eight (8) of these sessions available. They very popular, and go very quickly.



Live Demos

(Sold out)

Capacity: 150 attendees
Duration: 45 minutes

Present your company's product or solution directly to attendees by showcasing it on the **Forum 2020** demo stage.

You'll also get a recording of your session after the event — a perfect sales tool for your business development team.

Bonus — attendees must attend a demo as part of the **Exhibit Hall Passport** promotion.

▲ Please note: There are only 16 of these demo sessions available, and there is qualifying criteria.



Makeover Sessions

(Sold out)

Capacity: 400
Duration: 60 minutes

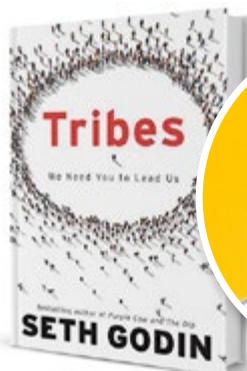
Showcase your firm's strategic approach and demonstrate how your organization tackles an actual project for a real financial institution. Options to consider include:

- Brand identity makeover
- Branch makeover
- Website makeover
- Mobile app makeover
- Onboarding makeover

These unique sessions are often among the most popular and highly-rated on the **Forum 2020** agenda.

Book Signing in Your Booth

A great way for 🏆 **Platinum** and 🏆 **Partner** level sponsors to drive booth traffic! You'll have **a line of attendees** your team can talk to while they wait.

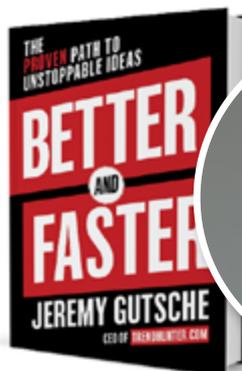


Seth Godin

(Sold out)

Day: Monday, April 27th (reception)
Duration: 30 minutes

Seth Godin is widely regarded as one of the world's foremost experts on branding and marketing. In addition to being known as an exceptionally successful entrepreneur, Godin has published **12 different books**, all of which have received incredible levels of success. Pick those that best fit your company's focus and message, or let attendees choose!

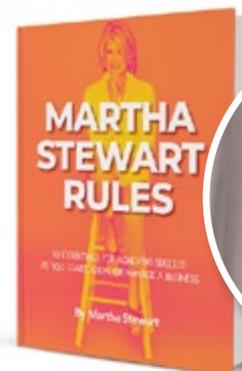


Jeremy Gutsche

(Sold out)

Day: Wednesday, April 29th (lunch)
Duration: 30 minutes

Jeremy Gutsche is the CEO and founder of **Trendhunter.com**, the world's #1 trend-spotting site. After **New York Times** bestselling author and this intellectual can of Red Bull teaches attendees how to generate ideas and kickstart creativity in times of rapid change, attendees will be flocking to your booth to get a signed copy of his book!



Martha Stewart

(525 credits)

Day: Wednesday, April 29th (lunch)
Duration: 30 minutes

Invite attendees to stop by your booth to meet **Martha Stewart** and get a signed copy of her book for business executives, **"Martha Stewart Rules: 10 Essentials for Achieving Success as You Grow & Manage a Business."** On Monday and Tuesday, you can give your most valued prospects a special pass or token that will allow them to bypass the long line at your booth!

▲ **Please note:** These sponsorships do not include cost of books, but attendees can buy at the **Forum 2020** bookstore or you can purchase and provide directly at your booth.

More Traffic Builders

Steve Young and Jerry Rice Autographed Memorabilia

(Sold out)

Exclusive – limited to only two sponsors

Give away jerseys, balls and/or helmets (your choice) signed by **Super Bowl** champions and **NFL** Hall-of-Famers **Steve Young** or **Jerry Rice**. Each signed item can be worth hundreds of dollars!

You can use the items as prizes in a raffle for everyone who stops by your booths. Or you could use them as gifts to surprise your best prospects and most valued clients. You could also use them as part of another promotion after the show — get creative!



USB Flash Drive Digital Toolbox

(Sold out)

Exclusive – limited to only one sponsor

Flash drives loaded with resources for attendees will be distributed at the sponsor's booth throughout the conference. Sponsor can include their own folder of materials on the USB drive. **The Financial Brand** actively encourages attendees to pick their drive up at the sponsor's booth in signage, the mobile app, break slides and onsite signage.



Treasure Chest Promotion

(600 credits)

Exclusive – limited to only one sponsor

When checking in at registration, every attendee who works for a financial institution is given a custom postcard with a key attached. Our staff directs them to your exhibit space. Attendees then try to unlock the treasure chest (provided by **The Financial Brand**) with their key to see if they win the prize — a guaranteed traffic-building promotion!

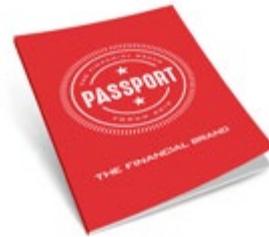


Exhibit Hall Passport

(Sold out)

Limited to 16 companies max

At the registration desk, every attendee from a financial institution is given an **Exhibit Hall Passport** featuring up to 16 sponsors. Attendees who get their passport stamped by at least 10 sponsors are entered to win cash prizes, a MacBook Air, or an all-expense paid trip for two to the **Forum 2021**. Last year, nearly 300 attendees stopped by a dozen different booths!



Scavenger Hunt

(400 credits)

Exclusive – limited to only one sponsor

Attendees will be given a list of questions about your company and its solutions. Answers to these questions can be found on your website, in your booth, and/or by attending one of your functions during the conference. Those who answer all the questions can receive your prize, or be entered to win a grand prize (or both).

Lead Generation & Sales

Attendee Direct Mail List

(400 credits)

Send your direct mail marketing message to attendees — before or after the conference — with a contact list including the name, company, title/position, mailing address and asset class for everyone attending the conference. (Provided six weeks prior to- and one week following the conference.)

Attendee Email List

(Sold out)

Limited to no more than six Platinum and Parter Level sponsors

An invaluable resource so you can connect with attendees. Your contact list includes the name, company, title/position, email address, mailing address and asset class for everyone attending the conference.

▲ Please note: Attendees have complained about receiving too many mailers, phone calls and emails from sponsors. Therefore, limitations will be placed on how sponsors may use contact lists for the **Forum 2020**, and phone numbers will no longer be provided.

Appointment Setting

(350 credits)

Limited to no more than 12 companies

Book private meetings with potential clients. Prior to the conference, **The Financial Brand** sends out emails on your behalf asking attendees if they'd like to meet with representatives from your company during the **Forum 2020**. You can also schedule intro calls before the conference — why wait?

During last year's conference, nearly 600 meetings were arranged for more than a dozen different companies — nearly 35 meetings each!

Leads provided include full contact information with email address and phone number.

Badge Scanning + Lead Retrieval

(50 credits or \$495 per device)

Say goodbye to business cards! With the wave of your hand, you can capture full contact information for everyone who stops by your booth — name, company, title/position, asset size, email address, and mailing address.

Leads are pooled to one list which you can quickly download at any time — during or after the conference.

Concierge for Private Event Recruitment

(175 credits per 20 attendee RSVPs)

Platinum and **Partner** level sponsors can use **The Financial Brand's** very own **Attendee Concierge** to recruit participants for their private events. You pick the attendees you want to invite to your breakfast, lunch, dinner or offsite networking function, and we'll take care of the rest.

Don't waste your team's time and energy chasing down attendees and struggling to get RSVPs. Let our concierge contact your prospects for you! The concierge will contact everyone on your list via phone and email to present your invitation and explain why they should attend your function.

And we won't stop until we reach your quota, so you can be sure your event will have the prospects necessary to ensure it is a success — nothing could be easier!

▲ Please note: This service is available to only five **Platinum** and **Partner** level sponsors — don't wait!

Attendee Communications

Dedicated Email

(400 credits)

Limited to no more than 5 companies

Send your company's marketing message or special announcement directly to the inbox of every attendee. You can use the email to invite attendees to your company event during the conference, drive booth traffic, or extend a special offer.

Attendee Room Drop

(100 credits or \$995 per 50 attendees)

Surprise and delight your best clients and hottest prospects with a special gift! Pick as many attendees as you like based on your criteria, and **The Financial Brand** will deliver your gift straight to their rooms. You can get creative and include just about anything — brochures, tchotchkes, toys, etc. This is guerrilla marketing at its best!



Daily Email Sponsor

(150 credits per day)

Put your company's marketing message in the daily emails sent to all attendees while they are at the conference. These emails go out every evening, telling attendees what's happening in the next 24 hours. It's a perfect opportunity to remind them about your special event or to stop by your booth.



Emails will be sent Saturday, Sunday, Monday and Tuesday.

Session Seat Drop

(Sold out)

Put your marketing materials directly in attendees' hands. Pick the session, provide us your materials, and we'll take care of the rest! Get creative and give out just about anything — brochures, tchotchkes, toys, etc. — not just 8.5x11 flyers or 9x6 postcards.

Tote Bag Insert

(90 credits)

Put your marketing materials in attendees' hands. When people check in at the registration desk, we hand them a "care package" with conference materials — pocket guide, magazine, passport and their tote bag. Your brochure, product sheet, research whitepaper or other creative giveaway can be included in this kit.

Mobile App

(Sold out)

Exclusive – limited to only one sponsor

Includes branding and links within the mobile app, plus promoted posts you can push to attendees. You can even target specific companies and attendees with marketing messages at certain times. Includes on-site signage acknowledging sponsor.



THE FINANCIAL BRAND

Contact Info

FOUNDER

Jeffry Pilcher

CEO/President

jpilcher@thefinancialbrand.com

206-518-1992

SALES CONTACT

Tami Brown

VP/Sales & Account Service

tbrown@thefinancialbrand.com

214-878-7825

LOGISTICS

Amanda McCoy

VP/Events

amccoy@thefinancialbrand.com

410-474-0378

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