



Select Your Target



Optimize Your Marketing Efforts
to CBAI Members

The purpose of this brochure is to assist our partners in determining how best to utilize their associate memberships in CBAI and, more importantly, to reach the CBAI member bankers.

Additionally, it may help you to more efficiently allocate your budget throughout the year.

Please note that rates are subject to change. Also, as the year goes along, opportunities may be added.

It's our sincere hope that this document is helpful.

Questions?

Valerie Johnston

CBAI SVP Communications

valeriej@cbaicom

*Advertise
Author
Exhibit
Speak
Sponsor*

Select Your Target

CBAI Opportunities for Advertising, Authoring, Exhibiting, Speaking and Sponsoring

(rates subject to change)

Key CBAI Staff Contacts for Opportunities

Communications

Valerie Johnston, Senior Vice President Communications & Membership – valeriej@cbaicom
(Banknotes Magazine, E-News Articles, Associate Member Directory, Directory of Illinois Financial Institutions, Foundation for Community Banking)

Stacy Workman, Vice President Operations & Communications – stacyw@cbaicom
(Website Ad Banners, E-News Advertising)

Education/Special Events

Tracy McQuinn, Senior Vice President Education & Special Events – tracym@cbaicom
(Speaker Bios, Convention Speakers & Sponsorships, CEO Forums, Senior Lender Forums, CFO Forums, Group Meetings, Directors' Training, Lending Training, Seminars & Conferences)

Melinda McClelland, Vice President Education & Special Events – melindam@cbaicom
(CBAI's Career Development Division (CDD), Convention Exhibit Hall, Community Bankers School, Operations/Technology Groups, HR Groups, Branch Manager Groups, Seminars & Conferences)

Jennifer Nika, Vice President Education & Special Events – jennifern@cbaicom
(Marketing Groups, Women in Banking Conference, CBAI Convention Marketing, Compliance/Auditing Programs, Seminars & Conferences)

Governmental Relations

Jerry Peck, Senior Vice President Governmental Relations – jerryp@cbaicom
(Capital Conference)

Megan Peck, Vice President Governmental Relations – meganp@cbaicom

David Schroeder, Senior Vice President Federal Governmental Relations – davids@cbaicom
(Call on Washington, CBAI FedPac Ballgame)

Community BancService Corporation

Mike Kelley, President - mikek@cbaicom

Mike Duke, Vice President Member Services - miked@cbaicom

For each opportunity detailed herein, the following key indicates which department is responsible:

Communications	(Comm)
Education/Special Events	(Educ)
Governmental Relations	(GR)
Community BancService Corporation	(CBSC)

Contact

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ADVERTISING OPPORTUNITIES

BANKNOTES MAGAZINE (Comm)

Ads are placed through the Banknotes publisher, E&M Consulting, Inc. Contact an E&M sales associate at 800-572-0011 ext. 0104 or advertising@eandmsales.com. A media kit and past issues are available at www.cbai.com. Advertising rates range from \$1,999 (cover position) to \$649 (business card ad) and depend on size, frequency and color. Non-member rates are also available.

E-NEWSLETTER (Comm)

The e-newsletter is published every other Wednesday. Only CBAI member firms may advertise. CBAI's e-newsletter average open rate is 19% and the average click through rate is 25%. Industry average open rate is 11% and industry average click through rate is 6%. There is definitely an advantage to advertising in CBAI's E-Newsletter. Contact Valerie Johnston or Stacy Workman for more details and get started advertising with us today.

Sponsor: \$8,000/year (26 issues) SOLD
Ad rates: \$5,000/year (26 issues)* SOLD
\$2,600/year (13 issues)** Two spaces available

If you are interested in three or six-issue packages, please contact Valerie or Stacy.

Deadline: One week prior to start.

Specifications: 900x300px – no less than 196px resolution*
284x167px – no less than 196px resolution**

FINANCIAL DIRECTORY (Comm)

The Directory of Illinois Financial Institutions is distributed to nearly 300 bankers and 160 associate member firms. It is also available in online and e-book versions. Opportunities to advertise include display ads throughout the Directory and in the Buyers' Guide section. If you would like to place an ad in the Directory (distributed in June each year), please contact Kristi Wagner, of the directory publisher NFR Communications LLC, at kristi@nfrcom.com or 800/336-1120. Current rates range from \$1,250 (cover position) to \$450 (half-page). Non-member rates are also available for certain positions only.

Advertise

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CBAI WEB SITE AD BANNER (Comm)

A limited number of ad banners are available on CBAI's web site, www.cbai.com. Advertisers can link to their web sites, or to specific marketing pieces through this banner. Ad banners appear on every CBAI webpage. Only CBAI associate member firms may advertise. For availabilities, please contact Stacy Workman at stacyw@cbai.com.

Ad Banner rate \$1,250/year
Specifications 410px x 85px

(Banners may be updated monthly.)

ASSOCIATE MEMBER DIRECTORY (Comm)

The CBAI Associate Member Directory is updated and e-mailed twice annually to approximately 1,300 individuals, including main bank contacts, purchasing agents, members of the CBAI Career Development Division, associate member firms, and others.

It's a vital resource for those looking for vendors to solve their purchasing and consulting needs. The Directory is divided into three sections:

- By category of business/product/service;
- Alphabetical by firm name; and
- Preferred services of Community BancService Corporation (CBSC), a division of CBAI.

Advertising ranges from \$635 - \$895 (one-time placement) to \$485 - \$1,250 (per issue, two-time placement), depending on position. Only CBAI associate member firms may advertise.

Advertise

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AUTHORING OPPORTUNITIES

BANKNOTES MAGAZINE (Comm)

Editorial: CBAI associate members are welcome to submit articles for publication in Banknotes, CBAI's bi-monthly magazine, which is distributed to approximately 3,000 subscribers via mail and is also available online. Articles should be educational and not sales-oriented in nature. The deadline for submitting content is January 31 for the March edition, and so on. Articles should be no longer than 1,250 words and include an article title and author's name, author's title, and contact information. Please forward articles to Valerie Johnston at valeriej@cbaicom.

Member News: Key Illinois personnel changes, new product development, and other items that may be of interest to the CBAI membership may be placed in the Member News column in Banknotes. Please forward to Valerie Johnston at valeriej@cbaicom.



E-NEWSLETTER (Comm)

The CBAI E-Newsletter is published every other Wednesday. You are encouraged to submit white papers and other educational offerings. Please forward content to Valerie Johnston at valeriej@cbaicom. (For CBSC marketing partners, please send information to Mike Duke at miked@cbaicom and Judy Wheaton at judyw@cbaicom.) If there is anyone within your organization who would like to be added to the e-newsletter distribution list, please contact Stacy Workman at stacyw@cbaicom.

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EXHIBITING OPPORTUNITIES

CBAI CONVENTION (Educ)

Exhibiting during CBAI's Annual Convention will dramatically raise your company's visibility and level of awareness in Illinois' community banking markets. The CBAI Convention is the largest Illinois community bank event held each year. Exhibitors gain exposure over several months in CBAI print and online communication to members, as well as throughout the three-day convention. Exhibitor information will be sent to you several months before this annual event, which is generally held in mid- to late September. Attendance is typically more than 200 bankers representing nearly 100 banks; most are C-level individuals and outside bank directors.

Convention booths range in price from \$1,500 to \$1,750, depending on location. Non-member rates are also available.



Exhibit

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SPEAKING OPPORTUNITIES

CALL FOR PRESENTATIONS (Educ)

You are invited to submit programming ideas to be developed into a possible CBAI educational seminar or for presentation at CBAI's Annual Convention & Exposition. Here's how you and your firm benefit.

- Generate contacts among community bankers for relationship-building and sales.
- Gain visibility and credibility in the eyes of Illinois community bankers.
- Demonstrate support for community banking.

The CBAI Education and Special Events Committees meet several times a year to evaluate program ideas based on five criteria: timeliness of the topic; overall quality; relevance to the community banking profession; well-defined focus; and practical application of the material. Break-out sessions are to be educational and not sales oriented. Individuals submitting approved topics will be contacted to work out details if selected by those committees.

We encourage you to forward potential speaker abstracts to CBAI's Education Department at the beginning of each calendar year to Tracy McQuinn at tracym@cbaicom.

Additionally, CBAI annually hosts both in-person, on-demand recorded, and webinar-based education seminars on more than 200 bank-related topics, educating more than 6,000 Illinois bankers. Please refer to the CBAI website at www.cbaicom to review a complete list of upcoming seminars and webinars.

CBAI EDUCATION GROUPS AND FORUMS (Educ)

CBAI Groups and Forums are designed for bankers to interact in small groups and set their own agendas in cooperation with CBAI staff and an outside facilitator. Groups provide an opportunity for community bank officers to discuss important issues with other non-competing community bankers. These groups are an excellent way to bring your message to targeted groups. Speakers must be invited to attend by the group, which typically meet on a quarterly basis.

- Branch Manager Groups
- CEO Forums
- CFO Forums
- Human Resources Groups
- Marketing Groups
- Operations & Technology Groups
- Senior Lender Forums

Speak

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SPONSORING OPPORTUNITIES

Sponsorship opportunities vary greatly and encompass many segments of the CBAI audience. They range from special events (Convention, Group Meetings), to education (mini-conferences), legislative gatherings (Call on Washington, Capital Conference, CBAI FedPac ballgame), to philanthropy (CBAI Foundation for Community Banking).

CBAI CONVENTION (Educ)

A convention sponsorship maximizes your firm's exposure and access to community bank executives at CBAI's Annual Convention and Exposition. Anticipated attendance is generally around 100 banks and more than 200 bankers.

Your firm will benefit in the following ways*:

- All sponsors receive recognition in Banknotes, our bimonthly magazine, distributed to nearly 300 Illinois community bank CEOs, officers and their 1,400 directors;*
- Recognition is also given during the convention with special signs and public-address-system announcements;*
- All convention sponsors will be listed on the convention app;*
- Complimentary registrations or partial registrations; and
- Ability to purchase additional tickets for specific events.

* Prominence of signage, size of lettering, order of listing, and other special promotional features of recognition depend upon contribution level.

Sponsorship Levels:

*****	Diamond Sponsor (\$15,000)
****	Platinum Sponsor (\$10,000)
***	Gold Sponsor (\$7,500)
**	Silver Sponsor (\$5,000)
*	Bronze Sponsor (\$2,500)

(Sponsorship opportunities continued on the next page.)

Sponsor

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GROUP MEETINGS (Educ)

CBAI Spring Group Meetings provide associate members with an opportunity for face-to-face networking with community-bank officers and directors. CBAI hosts 11 group meetings throughout the state from April through June. The day typically begins* with an optional lunch and golf outing, followed by association activity and legislative reports, dinner and prizes. Each meeting attracts 50 to 150 individuals. Nearly 200 banks were represented by more than 700 bankers at the meetings last year.

*From time to time, this schedule is changed for the Groups 1 & 2 (Chicago area) meeting.

Sponsorship opportunities include three levels, ranging from \$1,000 to \$5,000, and a Golf Tournament Sponsorship, which includes one-hole sponsorship at each of the 10 Golf Outings for \$2,500. Sponsors will also be announced at each Group Meeting and prominently listed in Banknotes magazine.

Golf Tournament Sponsorship - \$2,500

Receives one-hole sponsorship at each of the 10 Golf Outings. Recognition includes signage and a listing in an issue of Banknotes magazine. (Price on the sponsorship is adjusted with the addition of a sponsorship below.)

***One-Star Sponsorship - \$1,000**

Includes a PowerPoint slide in the meeting program viewed by participants during registration and cocktails and the option for a \$500 discount on a Golf Tournament Sponsorship.

****Two-Star Sponsorship - \$2,500**

Includes a 30-second commercial that will be played during registration and cocktails and the option for a \$1,000 discount on a Golf Tournament Sponsorship.

*****Three-Star Sponsorship - \$5,000**

Includes a one-minute commercial that will be played during registration and cocktails, a hole-in-one co-sponsorship at each tournament, and the option for a \$1,500 discount on a Golf Tournament Sponsorship.

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LEGISLATIVE EVENTS (GR)

CBAI's 2025 Capital Conference — Wednesday, April 9, Abraham Lincoln Hotel, Springfield

CBAI's Capital Conference is an in-person opportunity for community bankers and our partners to interact with elected officials and key government staffers to advocate for our profession. The event is focused around advocacy and networking. This year we will be returning to our pre-COVID program including a luncheon and visit to the State Capitol as well as a legislative reception.

Sponsorship Levels

\$10,000 Marquee Sponsor - SOLD

\$5,000 Gold Sponsor

\$3,000 Silver Sponsor

\$1,500 Bronze Sponsor

All sponsors will receive recognition in advertisements, printed materials, verbal recognition during event remarks, signs and governmental relations communications, as well as in post-event articles in Banknotes and CBAI's E-newsletter. Sponsorship includes complementary registration for sponsoring attendees. Sponsors are welcome to participate in all Capital Conference activities. Contact Megan Peck at meganp@cba.com for more information.

43rd Annual Call on Washington — May 12-15, 2025, Washington D.C.

Sponsoring CBAI's Call on Washington is an outstanding opportunity to meet community bankers from across Illinois and differentiate yourself from other service providers by your close association with all of us at this important advocacy event.

\$10,000 Marquee Sponsor – SOLD

\$5,000 Gold Sponsor entitles three of your executives to attend our 43rd Annual Call on Washington as CBAI registered members. CBAI will pay the registration fee for all three executives invited to participate in all CBAI and ICBA scheduled events which include the Welcome Reception, group breakfast meetings, group luncheon, congressional and regulator meetings, and the final evening's reception and dinner. Your executives will also dine with our members at CBAI's Appreciation Dinner. In addition, you will be recognized as corporate sponsor in our Call on Washington promotions, during our board meetings, and in post-event articles published in CBAI's Banknotes and e-newsletter.

\$3,000 Silver Sponsor entitles two of your executives to attend the 43rd Annual Call on Washington, and CBAI will pay the registration fee for each executive.

\$1,500 Bronze Sponsor entitles one of your executives to attend the 43rd Annual Call on Washington, and CBAI will pay the registration fee for the executive.

Executives representing **Silver and Bronze Corporate Sponsors** will be entitled to participate in all CBAI and ICBA scheduled events which include the Welcome Reception, group breakfast meetings, group luncheon, congressional meetings, and the final evening's reception and dinner. Your executives will also dine with our members at CBAI's Appreciation Dinner. In addition, you will be recognized as corporate sponsors in our Call on Washington promotions, during our board meetings, and in post-event articles published in CBAI's Banknotes and e-newsletter.

Please contact David Schroeder at 847-909-8341 or davids@cba.com with any questions.

(Sponsorship opportunities continued on the next page.)

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CBAI's FedPac Baseball Game — June 26, 2025, Busch Stadium, St. Louis — Cardinals vs. Cubs

The main fundraiser for CBAI FedPac is generally a private sky box at a professional baseball game. You can help support this event by providing a general sponsorship, buying tickets to attend, or both. Associate members, corporate, and bank/holding company sponsors can also help underwrite the event. Although contributions of any size are welcome, set contribution levels are:

\$250 for a single

\$500 for a double

\$750 for a triple

\$1,000 for a Home Run, and

\$2,000 for a Grand Slam!

A \$1,000 sponsor receives one complimentary ticket to the game, and a Grand Slam sponsor (\$2,000) receives two complimentary tickets.

This is a great opportunity to get together with many of your friends and colleagues in a relaxed and comfortable setting, and to also help support the CBAI FedPac team. Please contact David Schroeder at 847-909-8341 or davids@cbai.com with any questions.

CBAI's Community BancPac Live and Silent Auctions — Kansas City, September 18, 2025

CBAI's Annual Convention (Kansas City, September 18-20) kicks off with a welcoming reception featuring dinner, a live band and the Community BancPac live and silent auctions. It's an opportunity for banking friends to reconnect in a casual atmosphere and support CBAI's governmental relations efforts.

CBAI associate members are welcome to donate items for the auctions, or you can provide monetary support and our team will do the shopping for you. You can even opt to pool your donation with others to create larger packages. All auction donors are recognized in the auction book and on the auction bid sheets for the items you've donated. It's a great way to show bankers that you support the profession. Contact Megan Peck at meganp@cbai.com for more information about donating or participating in the Community BancPac live and silent auctions.



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CBAI FOUNDATION FOR COMMUNITY BANKING (Comm)

The Foundation provides annual scholarships to invest in the academic future of young people throughout Illinois. Participation in the Foundation demonstrates that you value continuing education and lifelong learning as advocates of community banking. Through your tax-deductible contribution, you commit to excellence and bind yourself to the future of young scholars throughout Illinois.

Donations to the Foundation are 100% tax deductible as allowed by law and may be made over a period of up to five years. They are cumulative and everlasting.

Child/Grandchild of a Banker Scholarships

Scholarships are awarded annually in the amount of \$1,000 per year for up to four years of higher education. Nominees are the children or grandchildren of community bank employees, officers and directors, as well as part-time bank employees of eligible CBAI-member banks. Winners are determined via a drawing during the CBAI Annual Convention Recognition Luncheon.

Community Bankers School Scholarships

Scholarships are awarded annually to the two-year Community Bankers School. Nominees are employees of eligible CBAI-member banks. Approximate value of the two-year tuition is \$3,200. Winners are determined via a drawing and announced during the CBAI Annual Convention Recognition Luncheon.

Essay Contest Scholarship

Via an essay-writing contest on a topic about community banking, high school seniors from all across the state compete. CBAI offers 11 \$1,000 scholarships, 12 \$500 scholarships, and one \$4,000 scholarship to the statewide winner every year.

Presidential Sponsor	\$100,000+
Diamond Sponsor	\$50,000 — \$99,999
Platinum Sponsor	\$25,000 — \$49,999
Gold Sponsor	\$10,000 — \$24,999
Silver Sponsor	\$5,000 — \$9,999
Bronze Sponsor	\$2,500 — \$4,999
Copper Sponsor	\$1,000 — \$2,499

All sponsorship levels include a news release, social media post, Banknotes magazine announcement, and permanent placement on the Foundation Recognition Wall at the CBAI Headquarters. Presidential and Diamond sponsors receive naming rights of a scholarship to the Community Bankers School for 25 or 10 years, respectively. These two sponsorship levels also include prominent mentions in every applicable communication to banks, students and media as a named sponsor.

(Sponsorship opportunities continued on the next page.)

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CBAI CAREER DEVELOPMENT DIVISION (CDD)

The Community Bankers Association of Illinois, in an effort to help ensure the success of the future of community banking, created the Career Development Division in 1992. It was inspired by an energetic group of graduates of The Community Bankers School who lobbied the CBAI Board to develop a young bankers organization. The students maintained that “The School fired them up,” yet when they returned to their respective community banks, their enthusiasm gradually waned. These graduates insisted that they needed a more formal organization to develop additional leadership skills and maintain the “fired-up spirit” they had when they left the school. This organization is designed for career-aspiring bankers in Illinois and is open to any staff member over the age of 21 who is employed by a CBAI member financial institution or associate member firm. CDD currently has more than 180 members and is growing.

CDD's goal is to keep our members, the next generation of community bankers, on the cutting edge of community banking. We fulfill this mission by providing quality educational programs, leadership training, professional publications and networking opportunities.

CDD offers a Fall Meeting and a Spring Meeting annually, along with various opportunities to network with colleagues throughout the state. CDD also provides essential materials to aid a bank in economic education within its community, as well as opportunities for leadership training through the CDD board of directors, and a 10% discount on one-day educational seminars offered by CBAI. CDD has provided bankers with peer contacts throughout the state to communicate with whenever they have questions about a regulation, a product or service they are vetting, or any banking-related question that may arise. Today, more than one-third of CBAI's leadership on its boards and committees participated in CDD!

The dues are \$135 for the first person from an institution and \$95 for each additional person and associate members are welcome to participate. Various sponsorship opportunities are available for the Fall & Spring Meetings ranging from \$500 – \$2,000.

Sponsor

THANK YOU

THANK YOU

THANK YOU
for your support

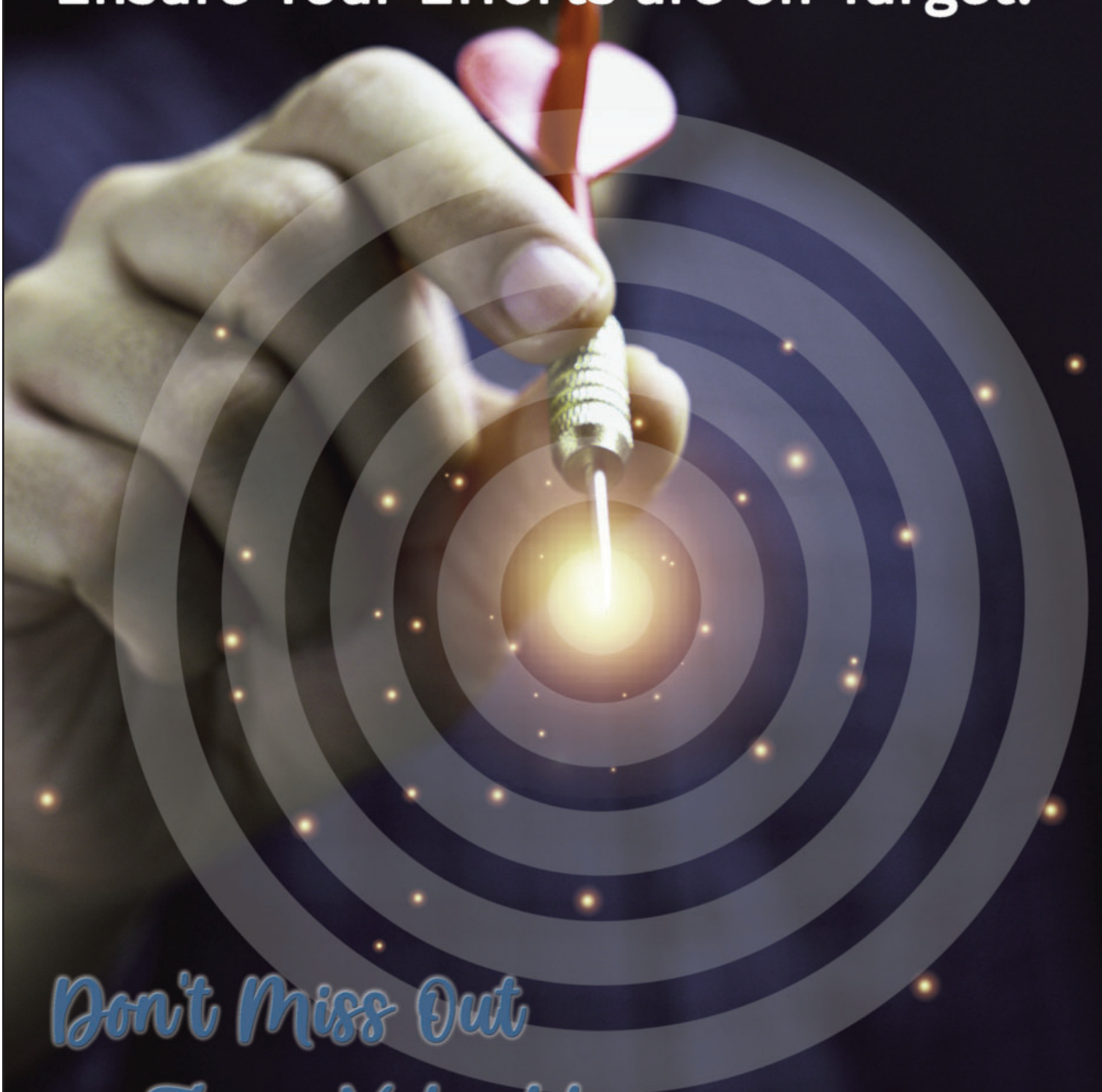
THANK YOU

THANK YOU

It is our goal to make your associate membership as beneficial to you as possible. We hope you find this publication useful in determining how to best use your time, efforts and resources to reach our membership through these various opportunities. But we also want to thank you for your support of the Community Bankers Association of Illinois and its mission. We appreciate you choosing to partner with us and we look forward to working with you in the future.



Ensure Your Efforts are on Target!



*Don't Miss Out
on These Valuable
Opportunities!*

For more information, contact valeriej@cbai.com.